

Simmons

1984 STUDY OF MEDIA & MARKETS

Health Care Products & Remedies

Ailments
Adhesive Bandages
Athlete's Foot Remedies
Cold, Allergy & Sinus Remedies
Cough Drops & Syrup
Diet Control
Eye Drops & Eye Wash
Eyeglasses & Contact Lenses
Headache Remedies &
Pain Relievers

Indigestion Aids &
Upset Stomach Remedies
Laxatives
Nasal Sprays
Pain Relieving Rubs & Liquids
Suntan & Sunscreen Products
Throat Lozenges, Medicated
Vitamins

UNIVERSITY OF ILLINOIS AT
CHICAGO

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Throat Lozenges, Medicated
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28 April 1986

Simmons Market Research Bureau, Inc.

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THE 1984 STUDY OF MEDIA AND MARKETS

The 1984 Study of Media and Markets is based on a total of 19,110 adults and is projectable to the population age 18 years and over living in the coterminous 48 states of the United States. The interview period extended from August 29, 1983 through July 6, 1984.

The complete details of the design and conduct of the Study are published in a separately bound Technical Guide. The Study findings, which also will be available on computer tape, will be published in 43 separate report volumes over the period between August 1984 and February 1985.

1984 SMRB Study Procedures

The total data collection workload, which is the basis for the contents of the report volumes, is apportioned in a modular fashion over several administratively feasible interview units as follows:

- Publications and demographic questionings are distributed over two separate personal interviews.
- Product data are obtained from a separate, self-administered questionnaire, placed at the time of the initial interview and recovered by the interviewer at the time of the second interview.
- TV viewing data are derived from a separate diary kept for two consecutive weeks, in which the respondent records his own in-home viewing only. These diaries are mailed to a sub-sample of respondents participating in the 1984 Study of Media and Markets.
- Radio listening data are also derived from a sub-sample of participants in the 1984 Study of Media and Markets. Listening for a single weekday is obtained in the second personal interview; information for an additional weekday is collected from a telephone interview or, for respondents without phone numbers, from a two-weekday diary.

Volumes included in 1984 SMRB Study

The volumes included in the Media series are as follows:

M-1	Publications: Total Audiences
M-2	Publications: In-Home Audiences
M-3	Publications: Reach And Frequency/Mean Reading Days
M-4	Publications: Duplication Of Audiences
M-5	Multi-Media Audiences: Adults
M-6	Multi-Media Audiences: Males
M-7	Multi-Media Audiences: Females
M-8	Multi-Media Audiences: Female Homemakers
M-9	Multi-Media Audiences: Professionals And Managers
M-10	Multi-Media Audiences: Mothers
M-11	Broadcast And Outdoor: Reach And Frequency
M-12	Television: Attentiveness And Special Events
M-13	Multi-Media Audiences: Media Imperatives

The following volumes are included in the Product series:

P-1	Automobiles
P-2	Cycles, Trucks, Vans & Tires
P-3	Automotive Products & Services
P-4	Travel
P-5	Banking, Investments, Memberships, Public Activities & Contributions
P-6	Insurance & Credit Cards
P-7	Books, Records, Tapes, Stereo & TV
P-8	Appliances, Sewing & Garden Care
P-9	Home Furnishings & Home Improvements
P-10	Sports & Leisure
P-11	Restaurants, Stores & Grocery Shopping
P-12	At Home Shopping, Yellow Pages, Florists & Telegrams
P-13	Jewelry, Watches, Luggage, Binoculars, Pens & Pencils & Men's Apparel
P-14	Women's Apparel
P-15	Tobacco Products & Photography
P-16	Distilled Spirits & Mixes
P-17	Malt Beverages & Wine
P-18	Coffee, Tea, Milk, Soft Drinks, Juices & Bottled Water
P-19	Dairy Products, Spreads, Cookies, Desserts & Baking & Bread Products
P-20	Cereals, Rice, Pasta, Pizza, Mexican Foods, Fruits & Vegetables
P-21	Soup, Meat, Fish, Poultry, Condiments & Dressings
P-22	Chewing Gum, Candy & Snacks
P-23	Soap, Laundry & Paper Products & Kitchen Wraps
P-24	Household Cleaners, Room Deodorizers & Pet Foods
P-25	Health Care Products & Remedies
P-26	Oral Hygiene Products, Skin Care & Deodorants
P-27	Hair Care & Shaving Products
P-28	Women's Beauty Aids, Cosmetics & Personal Products
P-29	Games & Toys, Children's & Babies' Apparel & Specialty Products
P-30	Relative Volume of Consumption

REPORT FORMAT AND STANDARDS

The standard format used in this report presents a four item data set:

A	B	C	D
	%	Across	
'000	Down	%	INDX

"A" is the projected number of people, in thousands, in the cell defined by the heading and stub for the column and row concerned.

"B" is the result of percentaging this number "down" using the group defined by the heading as the base. For demographic stub items, this gives PROFILE. For media stub items, this give COVERAGE or RATING.

"C" is the result of percentaging this number "across" using the group defined by the stub as the base. For demographic stub items, this gives PENETRATION. For media stub items, this gives COMPOSITION.

"D" is an index of selectivity calculated by dividing C (Across %) by the across percent for the universe concerned (adults, males, females, etc.). Example: an index of 120 indicates that the group defined by the stub is 20% more likely to be in the group defined by the heading than is the total universe. +++ is the symbol used when the calculation yields a four-digit index.

Asterisk Pattern

* Projections that are relatively unstable are denoted by an asterisk and should be used with considerable caution.

In all of the SMRB reports, projections so designated resulted from not less than thirty-one nor more than sixty actual interviews. The size of the projections bearing an asterisk may vary widely, depending upon the distribution of the projected interviews among the income strata.

For media audiences, interview counts are derived as follows:

- Print Media: Addition of the Phase I and Phase II interviews. (For magazine groups (GROSS), net readers on Phase I and net readers on Phase II are added.)
- Radio: Addition of the net audience on weekday 1 and the net audience on weekday 2.
- Television: Addition of the net audience on week 1 and the net audience on week 2.

**Double asterisks have been used in all of the SMRB reports to designate projections resulting from thirty or fewer interviews. These projections are not sufficiently reliable to be used safely alone and have been included for consistency only, to permit the combination of such break-downs into larger groups without loss of information. Under no circumstances should they be used in any other way.

Rounding

All projections are rounded to the nearest thousand. Because the projections have been independently rounded, some totals will not correspond to the sum of the breaks shown in the table. However, the discrepancies should not exceed an integer equal to one-half the number of detail breaks. This rounding factor can also exist between tables; that is, comparable male and female audiences will sum to the published total adult audience plus or minus the rounding factor.

Reliability of Results

Each estimate in this volume and all other SMRB reports is subject to sampling tolerances. A table specifying the tolerances for major audiences and a method for estimating these tolerances for all other data published in the reports is provided in the 1984 SMRB Technical Guide. The Technical Guide also enumerates unweighted base counts for all the publications and major demographic groups reported.

Weight Watchers

Weight Watchers was not included in the 1984 Study until January, 1984. Approximately one-third of the interviewing had already been completed. As a result, the audience ratings for this magazine are based upon the coverage estimates (ratings) obtained from the last two-thirds of the sample. Readership was ascribed to the first-third of the sample to reflect these ratings.

Decision Maker

The opportunity to determine who participates in the decision making process is provided for selected products or services via a question such as "Who decides which brand you use?" Summary pages, and in some cases, report tables incorporate these decision maker questions.

In volumes P-1 (Automobiles) and P-2 (Cycles, Trucks, Vans & Tires), some tables are presented on the basis of adult decision makers, male decision makers, female decision makers. The numbers on these tables are projected from respondents who participated in the decision making process as evidenced by their response of "yourself." Percentages are calculated on the total population.

Summary Pages

The foundations for all data appearing with a P series report are shown on the summary pages. Each question as it appears in the Product Information Booklet together with response selections are itemized in terms of population projections and percentages and unweighted counts. To fully understand the base of the tables being reported, and consequently to interpret the data correctly, it is advisable to refer to the summary page for the exact wording of questions. This suggestion will be particularly useful when using tables that derive from a household measurement. For example, a summary page incorporates the question: "Do you or other members of your household own any of the following...?" On a report page for adult males the ownership of one of the items is covered. The figure for the item owned should be interpreted as: the number of males who live in a household in which a household member owns the item.

Figures in "Net" columns are derived from an unduplicated count of respondents for the specific answer category. For example, if a business trip was taken on the last, second last and third last trips, the respondent is credited in each trip category for business reasons but counted only once on the net line for business. An exception to this procedure is in the presentation of "Do Not Know." "Do Not Know" in the net column is credited only when it is the sole answer across all the choices. Again using travel as an illustration, if the last trip was for vacation and no reason was given for the second last trip, the respondent would be counted on the net line for "vacation" and excluded from the net line for "do not know."

A single asterisk (*) may appear in the percentage column. It is used when the projected population is less than 0.05 percent.

Heavy, medium and light users are defined on the summary page. Frequencies that comprise each group are identified by an H, M or L.

When presented on a report table, the users that constitute each frequency group are identified as heavy users, medium users, or light users if three frequency distributions are created, or heavy users vs. light users if two frequency classifications are shown. The percentages on these tables relate to the population described on the table.

Percent Of Users And Usage

Percent users and percent usage for heavy, medium and light usage categories appear, where applicable, on independent tables following the tables in the body of the report. The manner in which the calculations on these tables are made is described below.

Percent of consumption is calculated by assigning weights to each use category for the product or service being reported. The number of users is then multiplied by the assigned weight to derive the weighted consumption. The weighted consumption is summed and the resulting total is the base (100%) for the computation.

An example of a hypothetical product category follows:

<u>Number Used in Household in Last 7 Days</u>	<u>H/M/L Designations</u>	<u>Assigned Weight</u>	X	<u>Product Users ('000)</u>	=	<u>Weighted Consumption ('000)</u>
10 or more	H	10.0		5309		53090.0
8-9	H	8.5		4341		36898.5
6-7	M	6.5		5078		33007.0
5	M	5.0		3941		19705.0
4	L	4.0		5172		20688.0
3	L	3.0		1556		4668.0
2	L	2.0		2691		5382.0
1 or less	L	0.5		329		164.5
NONE	L	0		19		0
						<u>173603.0</u>

The percent of consumption for this illustration will be:

Heavy Users	51.8%
Medium Users	30.4
Light Users	<u>17.8</u>
	100.0%

This same procedure is used to define percent of consumption for any type of consumption such as number used and frequency of use.

STANDARD REPORT STUB

The standard report stub, appearing in this volume, covers the following major areas:

Demographics
Quintiles/Terciles of Media Exposure
Media Imperatives®
Publication Audiences
Outdoor Advertising Audiences
Radio Audiences
Television Audiences
Cable Television

DEMOGRAPHICS

Definitions of the following demographic terms, used in the reports, are provided in the Technical Guide:

Area of Dominant Influence	Industry
Census Regions	Locality Type
County Size	Marketing Regions
Education	Occupation*
Employed Mothers	Parents
Female Homemakers	Professionals and Managers*
Household	Race
Household Head	Residence Ownership
Index of Social Position	Spanish-Speaking

*In revising occupational classifications for the 1980 Census, the Bureau of Census made certain changes in the broadest groupings. In line with these changes, the 1984 SMM groups Technicians with Clerical/Sales. In 1983 it was grouped with Professionals. Professionals and Managers excludes Technicians in the 1984 SMM whereas it included them in 1983. The group "Craftsman/Foreman" has been renamed "Precision/Craft" in the 1984 SMM.

QUINTILES/TERCILES OF MEDIA EXPOSURE

Quintile/tercile groups for nine media types - magazines, newspapers, outdoor, drive time radio, mid-day radio, total radio, prime time television, daytime television and total television - are reported. In addition, quintiles for fringe (early & late) television are shown in volumes M-5 through M-10.

In the report, quintiles are designated as 1 through 5 with quintile 1 being the highest group and quintile 5 being the lowest group. Terciles are shown as tercile 1 through 3 with tercile 1 being the highest group and tercile 3 being the lowest group.

Quintiles and terciles are defined separately for males and females using the weighted data for the 19,110 respondents. Once a given respondent is assigned to a specific quintile or tercile, his membership in that quintile or tercile is maintained regardless of the demographic group being reported: a female belonging to quintile 5 (lowest) will remain in that quintile regardless of whether she is reported as a mother, female homemaker, professional or manager, or an adult. Therefore, for bases other than males and females, the size of a given quintile need not approach 20%.

Definitions for the quintile and tercile groups follow:

	<u>HIGHEST GROUP</u>	<u>SECOND GROUP</u>	<u>MIDDLE GROUP</u>	<u>FOURTH GROUP</u>	<u>LOWEST GROUP</u>
<u>MAGAZINES</u>	Based on number of 108 publications studied and reported.				
Men	8 or More	5-7	3-4	1-2	None
Women	10 or More	6-9	4-5	2-3	0-1
<u>NEWSPAPERS</u>	Based on number of weekday newspapers read in the two days studied and weekend/Sunday newspapers read in the two weeks studied.				
Men	5 or More	4	3	2	0-1
Women	5 or More	4	3	1-2	None
<u>OUTDOOR ADVERTISING</u>	Based on the estimated frequency of exposure to a 100 showing for 30 days.				
Men	42 or More	21-41	10-20	3-9	0-2
Women	42 or More	21-41	10-20	3-9	0-2
<u>RADIO</u>	Groupings are defined in terms of the number of quarter hours listened to on two weekdays.				
<u>Drive Time</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday, 6am to 10am and 3pm to 7pm.				
Men	22 or More	13-21	8-12	3-7	0-2
Women	22 or More	13-21	7-12	1-6	None

	<u>HIGHEST GROUP</u>	<u>SECOND GROUP</u>	<u>MIDDLE GROUP</u>	<u>FOURTH GROUP</u>	<u>LOWEST GROUP</u>
<u>RADIO (Cont'd)</u>					
<u>Mid Day</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday, 10am to 3pm.				
Men	12 or More		1-11		None
Women	13 or More		1-12		None
<u>All Day</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday.				
Men	44 or More	24-43	13-23	6-12	0-5
Women	42 or More	23-41	12-22	4-11	0-3
<u>TELEVISION</u>					
	Groupings are defined in terms of the number of half hours viewed in two weeks.				
<u>Prime Time</u>	Based on number of half hours viewed in two weeks Sunday 7 pm to 11 pm and Monday through Saturday 8 pm to 11 pm.				
Men	54 or More	38-53	26-37	14-25	0-13
Women	58 or More	43-57	30-42	16-29	0-15
<u>Daytime</u>	Based on number of half hours viewed in two weeks Monday through Friday, 10 am to 4:30 pm.				
Men	12 or More		1-11		None
Women	27 or More		2-26		0-1
<u>Fringe Time (Early And Late)</u>	Based on number of half hours viewed in two weeks Monday through Friday, 4:30 pm to 7:30 pm and 11 pm to 1 am.				
Men	34 or More	22-33	14-21	6-13	0-5
Women	37 or More	25-36	14-24	6-13	0-5
<u>All Day</u>	Based on number of half hours viewed in two weeks Monday through Sunday, 8 am to 2 am.				
Men	128 or More	87-127	61-86	36-60	0-35
Women	159 or More	111-158	77-110	42-76	0-41

MEDIA IMPERATIVES®

The concept of Media Imperatives® was introduced at the 21st Annual Conference of the Advertising Research Foundation in November 1975 as a way of classifying consumers according to their magazine reading and television viewing behavior.

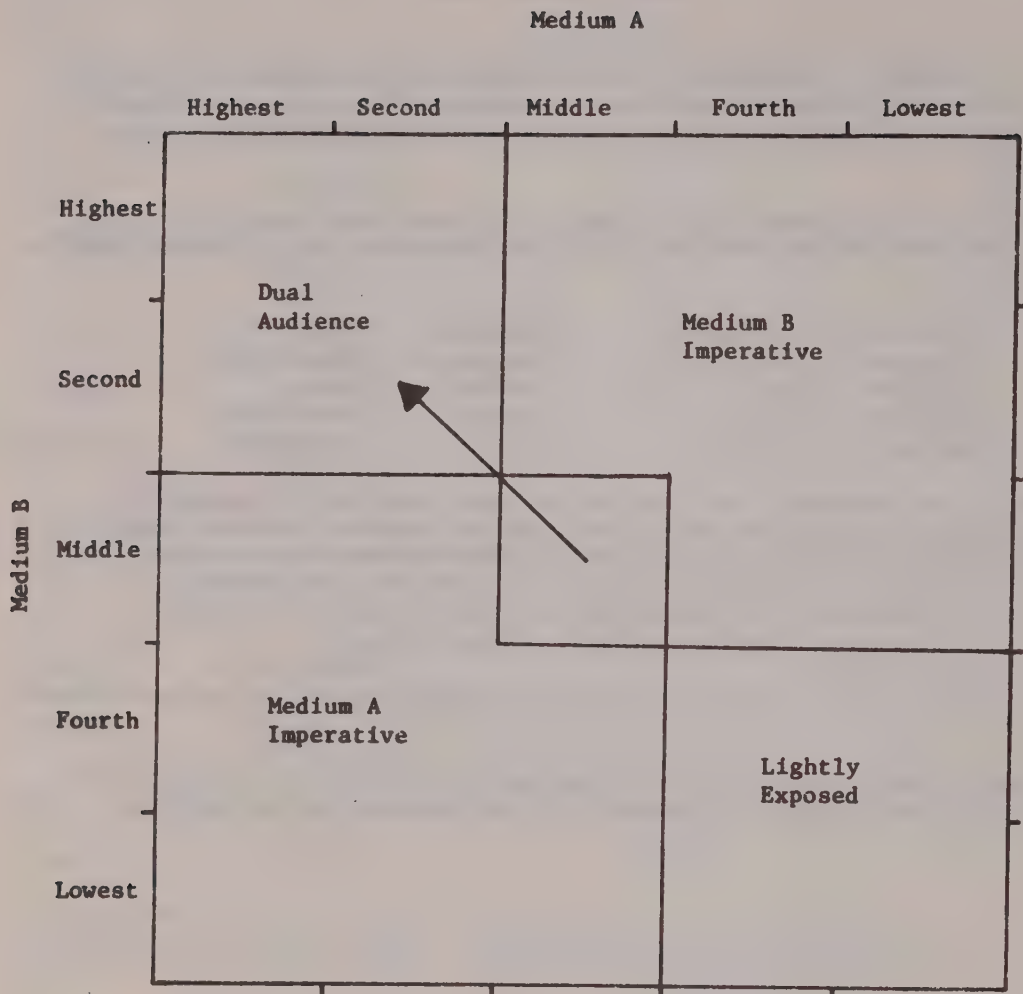
An extension of this concept is appropriate for analyzing exposure to other media. Consequently, the pairing of the five media into the following segments has been made:

Magazines	- Newspapers	Newspapers	- Radio
Magazines	- Outdoor	Newspapers	- Television
Magazines	- Radio	Outdoor	- Radio
Magazines	- Television	Outdoor	- Television
Newspapers	- Outdoor	Radio	- Television

Respondents were segmented (as shown above) into quintiles for magazines, newspapers, total television, total radio and 100 showing - 30 day outdoor to create approximately equal size groups. These segments were cross-tabulated for each of the paired media noted above and four mutually exclusive groups resulted — an Imperative group for each of the paired media, a Dual Audience group and a Lightly Exposed group.

As in the 1983 study, the intersection of the middle groups is assigned to Dual Audience.

A diagrammatic representation and pairing definitions follow: (Each of the ten media pairings has been diagrammed with definitions in the Technical Guide.)



MAGAZINES - NEWSPAPERS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>NEWSPAPER IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Newspaper	2 or less	3	3 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Newspaper	2 or less	3	3 or more	

MAGAZINES - OUTDOOR (100 SHOWING)

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>OUTDOOR IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Outdoor	9 or less	10 - 20	10 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Outdoor	9 or less	10 - 20	10 or more	

MAGAZINES - ALL DAY RADIO QUARTER HOURS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Radio	12 or less	13 - 23	13 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Radio	11 or less	12 - 22	12 or more	

MAGAZINES - ALL DAY TV HALF HOURS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Television	60 or less	61 - 86	61 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Television	76 or less	77 - 110	77 or more	

NEWSPAPERS - OUTDOOR (100 SHOWING)

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>OUTDOOR IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	
<u>Females</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	

NEWSPAPERS - ALL DAY RADIO QUARTER HOURS

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	13 - 23	24 or more	24 or more	12 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	12 or less	13 - 23	13 - 23	
<u>Females</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	12 - 22	23 or more	23 or more	11 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	11 or less	12 - 22	12 - 22	

NEWSPAPERS - ALL DAY TV HALF HOURS

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	61 - 86	87 or more	87 or more	60 or less
or				
Newspaper	3 or more	3	2 or less	
Television	60 or less	61 - 86	61 - 86	

Females

Newspaper	4 or more	4 or more	3 or less	2 or less
Television	77 - 110	111 or more	111 or more	76 or less
or				
Newspaper	3 or more	3	2 or less	
Television	76 or less	77 - 110	77 - 110	

OUTDOOR (100 SHOWING) - ALL DAY RADIO QUARTER HOURS

	<u>OUTDOOR IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	12 or less	13 - 23	13 or more	
<u>Females</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	11 or less	12 - 22	12 or more	

OUTDOOR (100 SHOWING) - ALL DAY TV HALF HOURS

	<u>OUTDOOR IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	60 or less	61 - 86	61 or more	

Females

Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	76 or less	77 - 110	77 or more	

ALL DAY RADIO QUARTER HOURS - ALL DAY TV HALF HOURS

	<u>RADIO IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Radio	24 or more	24 or more	13 - 23	12 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Radio	13 - 23	13 - 23	12 or less	
Television	60 or less	61 - 86	61 or more	

Females

Radio	23 or more	23 or more	12 - 22	11 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Radio	12 - 22	12 - 22	11 or less	
Television	76 or less	77 - 110	77 or more	

PUBLICATION AUDIENCES

A detailed explanation of the questioning procedures and audience definitions used for various types of publications appears in the Technical Guide.

Magazines and weekly newspapers were measured by the "through-the-book" editorial interest method. The New York Times Daily Edition, Wall Street Journal, USA Today, and daily newspapers were measured by the "read yesterday" method. Sunday/weekend newspapers were measured by the "read last Saturday or since last Saturday" procedure. The audiences for Family Weekly, the Los Angeles Times HOME Magazine, The New York Times Magazine, Parade Magazine, and the National Sunday Magazine Package are defined through readership of the Sunday/weekend carrier newspapers, which are listed in the Technical Guide. Recipients of Blair Inserts are defined through readership of the Sunday/weekend newspapers included in the Blair group, which are also listed in the Technical Guide.

Magazine Groups

The reports include audience estimates for eleven different magazine groups. For each of these groups, gross audience estimates are printed in the volumes, and both gross and net audience punches are provided on the computer tape. The components of the reported groups are as follows:

CBS Magazine Network

American Photographer
Audio
*Cycle World
*Road & Track
*World Tennis

Conde Nast Magazine Package

*Glamour
*Mademoiselle
*Self
*Vogue

Decorating and Craft Ideas
(Creative Ideas for Living)/

Southern Living

*Decorating and Craft Ideas
(Creative Ideas for Living)
*Southern Living

Golf Digest/Tennis

*Golf Digest
*Tennis

Golf Magazine/Ski

*Golf Magazine
*Ski

Hearst Magazines Corporate Buy

*Cosmopolitan
*Country Living
*Good Housekeeping
*Harper's Bazaar
*House Beautiful
Motor Boating & Sailing
*Popular Mechanics
*Redbook
*Science Digest
*Sports Afield
*Town & Country
*Colonial Homes

Hearst Man Power

*Popular Mechanics
*Science Digest
*Sports Afield

Hearst Woman Power

*Cosmopolitan
*Good Housekeeping
*Redbook

LHJ Family Group Combination

*Health
*Ladies' Home Journal
*1,001 Home Ideas

McCall's/Working Mother

*McCall's
*Working Mother

Ziff-Davis Magazine Network

Boating
*Car & Driver
Cycle
Flying
Popular Photography
Skiing
Stereo Review

OUTDOOR ADVERTISING AUDIENCES

The self-administered questionnaire left at the time of the first personal interview included special questions about frequency of travel in the past week, distance travelled, purposes of trips and modes of transportation. Responses to these questions, in combination with standard demographics, were used to develop the expected frequency of exposure of each respondent to three types of outdoor campaigns as follows:

100 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH
50 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH
25 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH

Note: 30 DAY AVERAGE FREQUENCY is NOT in 000's.

The complete details covering the development and implementation of the estimating procedure are included in the Technical Guide.

The reported 30 day frequency figures for a showing-size are estimates of the average number of exposures, per person exposed, provided by that showing size within a 30 day period (gross exposures divided by reach). The reported 30 day reach figures for a showing-size are estimates of the number of people exposed at least once to that showing size within a 30 day period.

METHOD OF MEASUREMENT FOR BROADCAST AUDIENCES

Radio listening on two weekdays and television viewing data were collected from a subsample of respondents to the 1984 Study of Media and Markets. In order to avoid the need to switch data bases depending on the data to be tabulated, SMRB developed an unbiased statistical procedure which assigned TV and radio data to each respondent not in the radio - TV subsample. The details of this procedure and the method of data collection are reported in the Technical Guide.

Radio

Radio audience measures reflect weekday listening during two separate weekdays. Audiences for total radio, formats and networks are reported on the basis of average daily (Monday through Friday) cume. (Average weekday cume is a description that can be used interchangeably.)

The average daily (M-F) cume refers to the total number of different persons listening to five or more minutes of an entire daypart averaged across the two weekday observations.

Formats and networks, wired and non-wired, are presented for the 6am to midnight daypart.

Format audiences are derived from the classification of radio stations using the Radio Programming Profile, published by BF/Communication Services, Inc., as the primary source. Other sources of format information, as well as the components of the reported formats, appear in the Technical Guide; network memberships are also reported therein.

Television

Estimates of television usage by daypart and network program audiences are based on two-week television diaries. Both measures are reported in terms of the average half hour, that is, the number of people viewing any part of each half-hour of a program or daypart is summed and divided by the total number of half-hours. Since each person kept a diary for a two-week period, the average half-hour audience for an hour program, shown once a week, would include the sum of all the people viewing each of the four half-hours (over a two-week period) divided by four.

Audience estimates for weekday daytime shows are obtained in similar fashion. However, since these half-hour shows are generally shown every weekday, the audience for each of the ten weekdays (over a two-week period) was summed and divided by 10, producing an estimate for the average half-hour.

Using TV Guides from one of the six weeks in the diary-recording period, all local (non-network) evening weekday newscasts of at least 15 minutes duration, between 4 p.m. and midnight local time were recorded in all survey areas. Such listings were derived from the Monday schedule unless that line-up was atypical (due to sports events, etc.), in which case the first available typical weekday was used. Viewing of a non-network newscast which occurred between 4 p.m. and 8 p.m. was classified as "early evening"; local news viewing which occurred between 8 p.m. and midnight was classified as "late evening". Local newscast audiences are reported separately for network affiliates and independent stations in terms of the average daily net audience: the number of persons viewing fifteen minutes or more of local news on each day are summed and divided by 10, the number of days observed, separately for "early" and "late".

The self-administered questionnaire included a question to determine the frequency with which itemized sports events were watched on television. Answer selections were: "occasionally," "frequently," "almost always." Viewers who responded "frequently" or "almost always" are grouped and are those that are in the reports for sports events.

CABLE TELEVISION

The estimate of households subscribing to cable television, as well as the estimate of pay cable subscribers, was obtained from the initial personal interview. (Pay cable had previously been obtained from the self administered questionnaire)

AILMENTS

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-11

	HAD IN LAST 12 MONTHS			USED NON-PRESCRIPTION PRODUCT		
	'000	%	UNWEIGHTED	'000	%	UNWEIGHTED
2. WHICH, IF ANY, OF THE FOLLOWING HAVE YOU YOURSELF HAD IN THE LAST 12 MONTHS? DID YOU USE A NON-PRESCRIPTION PRODUCT TO RELIEVE OR CONTROL THE PROBLEM?						
ACNE/PIMPLES/BLACKHEADS	23536	14.0	2395	13730	8.2	1384
ARTHRITIS OR RHEUMATISM	21556	12.9	2585	11120	6.6	1302
ASTHMA	4503	2.7	521	1443	.9	173
ATHLETE'S FOOT	13204	7.9	1464	8778	5.2	960
BACKACHE	33391	19.9	3773	14975	8.9	1631
COLD	73349	43.7	8167	49975	29.8	5506
CONSTIPATION	20366	12.1	2343	12806	7.6	1472
COUGH	39253	23.4	4254	25751	15.4	2755
DIARRHEA	21404	12.8	2373	11613	6.9	1228
ECZEMA	3310	2.0	352	1281	.8	136
FEVER	21902	13.1	2276	14877	8.9	1537
GROIN IRRITATION	2663	1.6	300	1520	.9	173
GUM DISEASE	3193	1.9	360	1398	.8	155
HAYFEVER	13608	8.1	1521	7908	4.7	868
OTHER ALLERGY	12144	7.2	1301	5679	3.4	617
HEADACHE	93487	55.7	10291	68721	41.0	7458
HEARTBURN	24836	14.8	2813	16860	10.1	1862
HEMORRHOIDS	14399	8.6	1658	8708	5.2	1000
INDIGESTION OR UPSET STOMACH	39167	23.4	4387	26504	15.8	2930
LOSS OF URINARY BLADDER CONTROL	2366	1.4	296	539	.3	48
MUSCLE ACHE	25932	15.5	2836	12455	7.4	1296
MOTION SICKNESS	3987	2.4	442	1941	1.2	216
NERVOUS TENSION	15652	9.3	1759	3389	2.0	385
POISON IVY, OAK OR SUMAC	4849	2.9	521	2897	1.7	311
POST-NASAL DRIP	13731	8.2	1546	7685	4.6	850
PSORIASIS	2925	1.7	335	1383	.8	151
RECTAL ITCH	5256	3.1	633	2481	1.5	297
SINUS CONGESTION	27517	16.4	3016	17375	10.4	1813
SINUS HEADACHE	26461	15.8	2925	17699	10.6	1889
SLEEPLESSNESS	13966	8.3	1594	3301	2.0	386
SORE THROAT	41705	24.9	4568	26498	15.8	2859
TIRED, RUN-DOWN FEELING	20798	12.4	2277	4188	2.5	451
TOOTHACHE	12284	7.3	1342	4977	3.0	542
VAGINAL ITCH	6202	3.7	679	2287	1.4	232

	TOTAL U.S. '000	ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	23536	100.0	14.0	100	21556	100.0	12.9	100	4503	100.0	2.7	100	13204	100.0	7.9	100
MALES	79263	9284	39.4	11.7	83	8155	37.8	10.3	80	2206	49.0	2.8	104	8783	66.5	11.1	141
FEMALES	88464	14252	60.6	16.1	115	13401	62.2	15.1	118	2297	51.0	2.6	97	4422	33.5	5.0	63
18 - 24	28671	8628	36.7	30.1	214	1170	5.4	4.1	32	692	15.4	2.4	90	2261	17.1	7.9	100
25 - 34	39536	8569	36.4	21.7	154	1819	8.4	4.6	36	1011	22.5	2.6	95	3264	24.7	8.3	105
35 - 44	28978	3499	14.9	12.1	86	2220	10.3	7.7	60	909	20.2	3.1	117	2934	22.2	10.1	129
45 - 54	22345	1222	5.2	5.5	39	3306	15.3	14.8	115	653	14.5	2.9	109	1887	14.3	8.4	107
55 - 64	22224	912	3.9	4.1	29	5146	23.9	23.2	180	698	15.5	3.1	117	1599	12.1	7.2	91
65 OR OLDER	25973	705	3.0	2.7	19	7895	36.6	30.4	237	541	12.0	2.1	78	1259	9.5	4.8	66
18 - 34	68207	17197	73.1	25.2	180	2989	13.9	4.4	34	1703	37.8	2.5	93	5526	41.9	8.1	103
18 - 49	108058	21450	91.1	19.9	141	6741	31.3	6.2	49	2967	65.9	2.7	102	9370	71.0	8.7	110
25 - 54	90859	13290	56.5	14.6	104	7345	34.1	8.1	63	2573	57.1	2.8	105	8085	61.2	8.9	113
35 - 49	39851	4253	18.1	10.7	76	3752	17.4	9.4	73	1264	28.1	3.2	118	3844	29.1	9.6	123
50 OR OLDER	59669	2086	8.9	3.5	25	14814	68.7	24.8	193	1536	34.1	2.6	96	3834	29.0	6.4	82
GRADUATED COLLEGE	28091	4955	21.1	17.6	126	2659	12.3	9.5	74	800	17.8	2.8	106	3293	24.9	11.7	149
ATTENDED COLLEGE	28938	5314	22.6	18.4	131	2879	13.4	9.9	77	916	20.3	3.2	118	2783	21.1	9.6	122
GRADUATED HIGH SCHOOL	65503	9851	41.9	15.0	107	7626	35.4	11.6	91	1529	34.0	2.3	87	4673	35.4	7.1	91
DID NOT GRADUATE HIGH SCHOOL	45195	3416	14.5	7.6	54	8392	38.9	18.6	144	1258	27.9	2.8	104	2455	18.6	5.4	69
EMPLOYED MALES	56429	7067	30.0	12.5	89	4072	18.9	7.2	56	1632	36.2	2.9	108	6944	52.6	12.3	156
EMPLOYED FEMALES	43971	9218	39.2	21.0	149	4220	19.6	9.6	75	1175	26.1	2.7	100	2555	19.4	5.8	74
EMPLOYED FULL-TIME	87773	13584	57.7	15.5	110	7161	33.2	8.2	63	2348	52.1	2.7	100	8603	65.2	9.8	125
EMPLOYED PART-TIME	12627	2701	11.5	21.4	152	1132	5.3	9.0	70	*460	10.2	3.6	136	896	6.8	7.1	90
NOT EMPLOYED	67327	7251	30.8	10.8	77	13263	61.5	19.7	153	1696	37.7	2.5	94	3706	28.1	5.5	70
PROFESSIONAL/MANAGER	25845	4181	17.8	16.2	115	2268	10.5	8.8	68	675	15.0	2.6	97	3161	23.9	12.2	155
TECH/CLERICAL/SALES	30895	6091	25.9	19.7	140	2583	12.0	8.4	65	910	20.2	2.9	110	2614	19.8	8.5	107
PRECISION/CRAFT	12629	1666	7.1	13.2	94	826	3.8	6.5	51	*299	6.6	2.4	88	1344	10.2	10.6	135
OTHER EMPLOYED	31031	4347	18.5	14.0	100	2617	12.1	8.4	66	924	20.5	3.0	111	2380	18.0	7.7	97
SINGLE	35557	8833	37.5	24.8	177	1984	9.2	5.6	43	896	19.9	2.5	94	2893	21.9	8.1	103
MARRIED	103585	12091	51.4	11.7	83	14005	65.0	13.5	105	2685	59.6	2.6	97	8891	67.3	8.6	109
DIVORCED/SEPARATED/WIDOWED	28585	2612	11.1	9.1	65	5567	25.8	19.5	152	923	20.5	3.2	120	1421	10.8	5.0	63
PARENTS	59295	10037	42.6	16.9	121	3978	18.5	6.7	52	1709	38.0	2.9	107	5365	40.6	9.0	115
WHITE	146081	21288	90.4	14.6	104	19286	89.5	13.2	103	3819	84.8	2.6	97	11813	89.5	8.1	103
BLACK	17974	1801	7.7	10.0	71	1909	8.9	10.6	83	637	14.1	3.5	132	1175	8.9	6.5	83
OTHER	3672	*446	1.9	12.1	87	*360	1.7	9.8	76	*47	1.0	1.3	48	*216	1.6	5.9	75
NORTHEAST-CENSUS	37005	4864	20.7	13.1	94	4292	19.9	11.6	90	782	17.4	2.1	79	2654	20.1	7.2	91
NORTH CENTRAL	42642	6534	27.8	15.3	109	6091	28.3	14.3	111	912	20.3	2.1	80	3317	25.1	7.8	99
SOUTH	56777	6553	27.8	11.5	82	7847	36.4	13.8	108	1841	40.9	3.2	121	4105	31.1	7.2	92
WEST	31303	5585	23.7	17.8	127	3326	15.4	10.6	83	969	21.5	3.1	115	3129	23.7	10.0	127
NORTHEAST-MKTG.	38125	4770	20.3	12.5	89	4202	19.5	11.0	86	937	20.8	2.5	92	2771	21.0	7.3	92
EAST CENTRAL	24794	3690	15.7	14.9	106	3320	15.4	13.4	104	509	11.3	2.1	76	2014	15.3	8.1	103
WEST CENTRAL	28511	4530	19.2	15.9	113	4287	19.9	15.0	117	571	12.7	2.0	75	2158	16.3	7.6	96
SOUTH	48953	5761	24.5	11.8	84	6877	31.9	14.0	109	1591	35.3	3.3	121	3489	26.4	7.1	91
PACIFIC	27344	4785	20.3	17.5	125	2870	13.3	10.5	82	896	19.9	3.3	122	2773	21.0	10.1	129
COUNTY SIZE A	69301	9854	41.9	14.2	101	7430	34.5	10.7	83	2082	46.2	3.0	112	5651	42.8	8.2	104
COUNTY SIZE B	50633	7571	32.2	15.0	107	6467	30.0	12.8	99	1302	28.9	2.6	96	4048	30.7	8.0	102
COUNTY SIZE C	26259	3592	15.3	13.7	97	3721	17.3	14.2	110	593	13.2	2.3	84	2129	16.1	8.1	103
COUNTY SIZE D	21534	2519	10.7	11.7	83	3937	18.3	18.3	142	*526	11.7	2.4	91	1376	10.4	6.4	81
METRO CENTRAL CITY	50014	7256	30.8	14.5	103	5428	25.2	10.9	84	1722	38.2	3.4	128	3660	27.7	7.3	93
METRO SUBURBAN	76832	11422	48.5	14.9	106	9478	44.0	12.3	96	1770	39.3	2.3	86	6593	49.9	8.6	109
NON METRO	40881	4858	20.6	11.9	85	6650	30.8	16.3	127	1012	22.5	2.5	92	2952	22.4	7.2	92
TOP 5 ADI'S	39550	5514	23.4	13.9	99	4163	19.3	10.5	82	1097	24.4	2.8	103	3178	24.1	8.0	102
TOP 10 ADI'S	54877	7311	31.1	13.3	95	5832	27.1	10.6	83	1517	33.7	2.8	103	4117	31.2	7.5	95
TOP 20 ADI'S	77516	11032	46.9	14.2	101	8491	39.4	11.0	85	2049	45.5	2.6	98	6021	45.6	7.8	99
MSHLD INC. \$50,000 OR MORE	17257	2369	10.1	13.7	98	1428	6.6	8.3	64	*336	7.5	1.9	73	1879	14.2	10.9	138
\$40,000 OR MORE	33235	5124	21.8	15.4	110	2824	13.1	8.5	66	839	18.6	2.5	94	3391	25.7	10.2	130
\$30,000 OR MORE	59693	9761	41.5	16.4	117	5406	25.1	9.1	70	1429	31.7	2.4	89	5861	44.4	9.8	125
\$25,000 OR MORE	76275	12442	52.9	16.3	116	7146	33.2	9.4	73	1854	41.2	2.4	91	7417	56.2	9.7	124
\$20,000 - \$24,999	18607	2812	11.9	15.1	108	2390	11.1	12.8	100	*420	9.3	2.3	84	1345	10.2	7.2	92
\$15,000 - \$19,999	17175	2326	9.9	13.5	97	2230	10.3	13.0	101	*511	11.3	3.0	111	1081	8.2	6.3	80
\$10,000 - \$14,999	24569	2890	12.3	11.8	84	3739	17.3	15.2	118	770	17.1	3.1	117	1783	13.5	7.3	92
UNDER \$10,000	31101	3066	13.0	9.9	70	6051	28.1	19.5	151	948	21.1	3.0	114	1579	12.0	5.1	64
HOUSEHOLD OF 1 PERSON	19441	1818	7.7	9.4	67	3834	17.8	19.7	153	503	11.2	2.6	96	1158	8.8	6.0	76
2 PEOPLE	51803	5577	23.7	10.8	77	9455	43.9	18.3	142	1428	31.7	2.8	103	3761	28.5	7.3	92
3 OR 4 PEOPLE	66933	11080	47.1	16.6	118	6230	28.9	9.3	72	1804	4						

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

			ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT				
			TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS			167727	23536	100.0	14.0	100	21556	100.0	12.9	100	4503	100.0	2.7	100	13204	100.0	7.9	100
MAGAZINES	QUINTILE 1	34022	6454	27.4	19.0	135	3697	17.2	10.9	85	1104	24.5	3.2	121	3338	25.3	9.8	125	
	QUINTILE 2	34800	5166	21.9	14.8	106	4505	20.9	12.9	101	1084	24.1	3.1	116	2938	22.3	8.4	107	
	QUINTILE 3	30514	4266	18.1	14.0	100	3173	14.7	10.4	81	698	15.5	2.3	85	2272	17.2	7.4	95	
	QUINTILE 4	33324	4437	18.9	13.3	95	4485	20.8	13.5	105	750	16.7	2.3	84	2728	20.7	8.2	104	
	QUINTILE 5	35066	3213	13.7	9.2	65	4495	26.4	16.2	126	867	19.3	2.5	92	1928	14.6	5.5	70	
NEWSPAPERS	QUINTILE 1	29107	3952	16.8	13.6	97	3838	17.8	13.2	103	699	15.5	2.4	89	2696	20.4	9.3	118	
	QUINTILE 2	49095	6548	27.8	13.3	95	6641	30.8	13.5	105	1197	26.6	2.4	91	3911	29.6	8.0	101	
	QUINTILE 3	23107	3624	15.4	15.7	112	2820	13.1	12.2	95	769	17.1	3.3	124	1746	13.2	7.6	96	
	QUINTILE 4	33556	5542	23.5	16.5	118	3710	17.2	11.1	86	918	20.4	2.7	102	2383	18.0	7.1	90	
	QUINTILE 5	32863	3870	16.4	11.8	84	4547	21.1	13.8	108	922	20.5	2.8	105	2469	18.7	7.5	95	
OUTDOOR	QUINTILE 1	33431	5962	25.3	17.8	127	2989	13.9	8.9	70	894	19.9	2.7	100	3177	24.1	9.5	121	
	QUINTILE 2	33478	5272	22.4	15.7	112	4133	19.2	12.3	96	861	19.1	2.6	96	2984	22.6	8.9	113	
	QUINTILE 3	33574	4571	19.4	13.6	97	4608	21.4	13.7	107	1022	22.7	3.0	113	2259	17.1	6.7	85	
	QUINTILE 4	33935	4267	18.1	12.6	90	4313	20.0	12.7	99	908	20.2	2.7	100	2480	18.8	7.3	93	
	QUINTILE 5	33310	3465	14.7	10.4	74	5513	25.6	16.6	129	819	18.2	2.5	92	2305	17.5	6.9	88	
RADIO-DRIVE TIME	QUINTILE 1	33136	5405	23.0	16.3	116	3665	17.0	11.1	86	1108	24.6	3.3	125	2660	20.1	8.0	102	
	QUINTILE 2	31658	4706	20.0	14.9	106	4012	18.6	12.7	99	683	15.2	2.2	80	2458	18.6	7.8	99	
	QUINTILE 3	32541	4721	20.1	14.5	103	3733	17.3	11.5	89	748	16.6	2.3	86	2639	20.0	8.1	103	
	QUINTILE 4	34247	4812	20.4	14.1	100	4235	19.6	12.4	96	926	20.6	2.7	101	3001	22.7	8.8	111	
	QUINTILE 5	36144	3891	16.5	10.8	77	5910	27.4	16.4	127	1038	23.1	2.9	107	2448	18.5	6.8	86	
RADIO-MID- DAY	TERCILE 1	45037	6974	29.6	15.5	110	5003	23.2	11.1	86	1257	27.9	2.8	104	4001	30.3	8.9	113	
	TERCILE 2	44819	6714	28.5	15.0	107	5936	27.5	13.2	103	1209	26.8	2.7	100	3583	27.1	8.0	102	
	TERCILE 3	77872	9848	41.8	12.6	90	10617	49.3	13.6	106	2037	45.2	2.6	97	5621	42.6	7.2	92	
RADIO-TOTAL	QUINTILE 1	33763	5871	24.9	17.4	124	3585	16.6	10.6	83	1021	22.7	3.0	113	2735	20.7	8.1	103	
	QUINTILE 2	33240	4890	20.8	14.7	105	3978	18.5	12.0	93	906	20.1	2.7	102	2922	22.1	8.8	112	
	QUINTILE 3	33408	4729	20.1	14.2	101	4036	18.7	12.1	94	756	16.8	2.3	84	2596	19.7	7.8	99	
	QUINTILE 4	34792	4621	19.6	13.3	95	4440	20.6	12.8	99	845	18.8	2.4	90	2742	20.8	7.9	100	
	QUINTILE 5	32524	3425	14.6	10.5	75	5516	25.6	17.0	132	975	21.7	3.0	112	2210	16.7	6.8	86	
TV-PRIME TIME	QUINTILE 1	33090	3975	16.9	12.0	86	5077	23.6	15.3	119	801	17.8	2.4	90	2506	19.0	7.6	96	
	QUINTILE 2	33357	4460	18.9	13.4	95	4168	19.3	12.5	97	907	20.1	2.7	101	2314	17.5	6.9	88	
	QUINTILE 3	33980	5095	21.6	15.0	107	4090	19.0	12.0	94	1006	22.3	3.0	110	3084	23.4	9.1	115	
	QUINTILE 4	33854	4978	21.2	14.7	105	4308	20.0	12.7	99	952	21.1	2.8	105	2907	22.0	8.6	109	
	QUINTILE 5	33444	5028	21.4	15.0	107	3913	18.2	11.7	91	837	18.6	2.5	93	2394	18.1	7.2	91	
TV-DAYTIME	TERCILE 1	49121	6402	27.2	13.0	93	8140	37.8	16.6	129	1477	32.8	3.0	112	3441	26.1	7.0	89	
	TERCILE 2	48823	7699	32.7	15.8	112	6019	27.9	12.3	96	1252	27.8	2.6	96	3406	25.8	7.0	89	
	TERCILE 3	69782	9434	40.1	13.5	96	7396	34.3	10.6	82	1775	39.4	2.5	95	6358	48.2	9.1	116	
TV-TOTAL	QUINTILE 1	33584	4051	17.2	12.1	86	5521	25.6	16.4	128	963	21.4	2.9	107	2440	18.5	7.3	92	
	QUINTILE 2	33441	4240	18.0	12.7	90	4861	22.6	14.5	113	970	21.5	2.9	108	2408	18.2	7.2	91	
	QUINTILE 3	33505	4685	19.9	14.0	100	4034	18.7	12.0	94	793	17.6	2.4	88	2498	18.9	7.5	95	
	QUINTILE 4	33466	5149	21.9	15.4	110	3756	17.4	11.2	87	856	19.0	2.6	95	3191	24.2	9.5	121	
	QUINTILE 5	33731	5411	23.0	16.0	114	3385	15.7	10.0	78	922	20.5	2.7	102	2668	20.2	7.9	100	
MAGAZINES-NEWSPAPERS: DUAL		44503	6911	29.4	15.5	111	5487	25.5	12.3	96	1184	26.3	2.7	99	4017	30.4	9.0	115	
	MAGAZINE IMPERATIVE	39363	7098	30.2	18.0	129	4095	19.0	10.4	81	1405	31.2	3.6	133	3306	25.0	8.4	107	
	NEWSPAPER IMPERATIVE	46441	5125	21.8	11.0	79	6570	30.5	14.1	110	971	21.6	2.1	78	3480	26.4	7.5	95	
MAGAZINES-OUTDOOR: DUAL		33726	6326	26.9	18.8	134	3221	14.9	9.6	74	873	19.4	2.6	96	3359	25.4	10.0	127	
	MAGAZINE IMPERATIVE	52846	7302	31.0	13.8	98	7042	32.7	13.3	104	1694	37.6	3.2	119	4190	31.7	7.9	101	
	OUTDOOR IMPERATIVE	52140	7185	30.5	13.8	98	6581	30.5	12.6	98	1255	27.9	2.4	90	3860	29.2	7.4	94	
MAGAZINES-RADIO: DUAL		37081	6374	27.1	17.2	122	3952	18.3	10.7	83	1024	22.7	2.8	103	3282	24.9	8.9	112	
	MAGAZINE IMPERATIVE	49747	7501	31.9	15.1	107	6262	29.0	12.6	98	1502	33.4	3.0	112	4308	32.6	8.7	110	
	RADIO IMPERATIVE	49208	6707	28.5	13.6	97	5999	27.8	12.2	95	1200	26.6	2.4	91	3772	28.6	7.7	97	
MAGAZINES-TELEVISION: DUAL		33103	5053	21.5	15.3	109	4266	19.8	12.9	100	1119	24.9	3.4	126	2483	18.8	7.5	95	
	MAGAZINE IMPERATIVE	54575	9289	39.5	17.0	121	5578	25.9	10.2	80	1419	31.5	2.6	97	5105	38.7	9.4	119	
	TELEVISION IMPERATIVE	53249	5606	23.8	10.5	75	8417	39.0	15.8	123	1296	28.8	2.4	91	3558	26.9	6.7	85	
NEWSPAPERS-OUTDOOR: DUAL		36255	5994	25.5	16.5	118	4181	19.4	11.5	90	1133	25.2	3.1	116	3403	25.8	9.4	119	
	NEWSPAPER IMPERATIVE	55591	6500	27.6	11.7	83	8115	37.6	14.6	114	1265	28.1	2.3	85	4140	31.4	7.4	95	
	OUTDOOR IMPERATIVE	48319	7885	33.5	16.3	116	5328	24.7	11.0	86	1278	28.4	2.6	99	3809	28.8	7.9	100	
NEWSPAPERS-RADIO: DUAL		37242	5606	23.8	15.1	107	4614	21.4	12.4	96	895	19.9	2.4	90	3052	23.1	8.2	104	
	NEWSPAPER IMPERATIVE	54423	6902	29.3	12.7	90	7663	35.5	14.1	110	1443	32.0	2.7	99	4549	34.5	8.4	106	
	RADIO IMPERATIVE	46650	7531	32.0	16.1	115	4848	22.5	10.4	81	1419	31.5	3.0	113	3766	28.5	8.1	103	
NEWSPAPERS-TELEVISION: DUAL		35974	4521	19.2	12.6	90	5464	25.3	15.2	118	1027	22.8	2.9	106	3023	22.9	8.4	107	
	NEWSPAPER IMPERATIVE	56095	8269	35.1	14.7	105	6529	30.3	11.6	91	1347	29.9	2.4	89	4730	35.8	8.4	107	
	TELEVISION IMPERATIVE	47170	6208	26.4	13.2	94	6841	31.7	14.5	113	1390	30.9	2.9	110	2944	22.3	6.2	79	
OUTDOOR-RADIO: DUAL		33748	6057	25.7	17.9	128	3439	16.0	10.2	79	914	20.3	2.7	101	3105	23.5	9.2	117	
	OUTDOOR IMPERATIVE	52785	7480	31.8	14.2	101	6008	30.7	12.5	97	1423	31.6	2.7	100	4434	33.6	8.4</		

	TOTAL U.S. '000	ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	23536	100.0	14.0	100	21556	100.0	12.9	100	4503	100.0	2.7	100	13204	100.0	7.9	100
ATLANTIC MONTHLY	867	**63	0.3	7.3	52	**84	0.4	9.7	75	**50	1.1	5.8	215	*112	0.8	12.9	164
BARRON'S	1580	263	1.1	16.6	119	**106	0.5	6.7	52	**82	1.8	5.2	193	*198	1.5	12.5	159
BETTER HOMES & GARDENS	22203	3210	13.6	14.5	103	3509	16.3	15.8	123	645	14.3	2.9	108	1708	12.9	7.7	98
BON APPETIT	3810	574	2.4	15.1	107	483	2.2	12.7	99	**152	3.4	4.0	149	310	2.3	8.1	103
BUSINESS WEEK	4663	640	2.7	13.7	98	467	2.2	10.0	78	*193	4.3	4.1	154	553	4.2	11.9	151
CAR AND DRIVER	3102	719	3.1	23.2	165	**97	0.4	3.1	24	**128	2.8	4.1	154	347	2.6	11.2	142
CBS MAGAZINE NETWORK (GROSS)	7311	1682	7.1	23.0	164	413	1.9	5.6	44	479	10.6	6.6	244	939	7.1	12.8	163
CHANGING TIMES	3400	396	1.7	11.6	83	382	1.8	11.2	87	*172	3.8	5.1	188	306	2.3	9.0	114
COLONIAL HOMES	1796	309	1.3	17.2	123	*170	0.8	9.5	74	**89	2.0	5.0	185	*142	1.1	7.9	100
CONDE NAST MAG. PKG. (GROSS)	19924	4928	20.9	24.7	176	1465	6.8	7.4	57	761	16.9	3.8	142	1246	9.4	6.3	79
CONSUMERS DIGEST	3125	298	1.3	9.5	68	620	2.9	19.8	154	**140	3.1	4.5	167	329	2.5	10.5	134
COSMOPOLITAN	10577	2759	11.7	26.1	186	887	4.1	8.4	65	375	8.3	3.5	132	732	5.5	6.9	88
COUNTRY LIVING	3746	723	3.1	19.3	138	503	2.3	13.4	104	**149	3.3	4.0	148	259	2.0	6.9	88
CUISINE	2214	311	1.3	14.0	100	291	1.3	13.1	102	**95	2.1	4.3	160	*164	1.2	7.4	94
CYCLE WORLD	2394	606	2.6	25.3	180	**93	0.4	3.9	30	**126	2.8	5.3	196	*362	2.7	15.1	192
DCI:CREATIVE IDEAS FOR LIV	3068	456	1.9	14.9	106	795	3.7	25.9	202	**129	2.9	4.2	157	*196	1.5	6.4	81
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1400	5.9	14.7	104	1948	9.0	20.4	159	354	7.9	3.7	138	721	5.5	7.5	96
DISCOVER	2277	382	1.6	16.8	120	*218	1.0	9.6	74	**106	2.4	4.7	173	*273	2.1	12.0	152
EBONY	7187	983	4.2	13.7	97	657	3.0	9.1	71	315	7.0	4.4	163	461	3.5	6.4	81
ESQUIRE	2560	453	1.9	17.7	126	*297	1.4	11.6	90	**91	2.0	3.6	132	282	2.1	11.0	140
ESSENCE	3242	582	2.5	18.0	128	304	1.4	9.4	73	*182	4.0	5.6	209	*221	1.7	6.8	87
FAMILY CIRCLE	19639	3337	14.2	17.0	121	3024	14.0	15.4	120	633	14.1	3.2	120	1209	9.2	6.2	78
THE FAMILY HANDYMAN	3540	414	1.8	11.7	83	385	1.8	10.9	85	*162	3.6	4.6	170	375	2.8	10.6	135
FAMILY WEEKLY	23924	3666	15.6	15.3	109	3356	15.6	14.0	109	613	13.6	2.6	95	2111	16.0	8.8	112
FIELD & STREAM	9883	1557	6.6	15.8	112	1136	5.3	11.5	89	*286	6.4	2.9	108	1051	8.0	10.6	135
FOOD & WINE	1030	*165	0.7	16.0	114	*116	0.5	11.3	88	**79	1.8	7.7	286	*106	0.8	10.3	131
FORBES	2679	353	1.5	13.2	94	247	1.1	9.2	72	**101	2.2	3.8	140	358	2.7	13.4	170
FORTUNE	2931	513	2.2	17.5	125	246	1.1	8.4	65	**104	2.3	3.5	132	315	2.4	10.7	137
GENTLEMEN'S QUARTERLY	3481	937	4.0	26.9	192	*140	0.6	4.0	31	**140	3.1	4.0	150	286	2.2	8.2	104
GLAMOUR	7163	1960	8.3	27.4	195	517	2.4	7.2	56	*202	4.5	2.8	105	399	3.0	5.6	71
GOLF DIGEST	2355	317	1.3	13.5	96	287	1.3	12.2	95	**158	3.5	6.7	250	255	1.9	10.8	138
GOLF DIGEST/TENNIS (GROSS)	3610	551	2.3	15.3	109	332	1.5	9.2	72	*256	5.7	7.1	264	386	2.9	10.7	136
GOLF MAGAZINE	2046	*254	1.1	12.4	88	233	1.1	11.4	89	**74	1.6	3.6	135	*186	1.4	9.1	115
GOLF MAGAZINE/SKI (GROSS)	3547	515	2.2	14.5	103	316	1.5	8.9	69	**140	3.1	3.9	147	342	2.6	9.6	122
GOOD HOUSEKEEPING	20353	3454	14.7	17.0	121	3213	14.9	15.8	123	603	13.4	3.0	110	1230	9.3	6.0	77
HARPER'S BAZAAR	3362	651	2.8	19.4	138	298	1.4	8.9	69	**152	3.4	4.5	168	*251	1.9	7.5	95
HEALTH	2987	450	1.9	15.1	107	401	1.9	13.4	104	**149	3.3	5.0	186	324	2.5	10.8	138
HEARST MAG CORP. BUY (GROSS)	67928	12516	53.2	18.4	131	8370	38.8	12.3	96	2515	55.9	3.7	138	5120	38.8	7.5	96
HEARST MAN POWER (GROSS)	11282	1753	7.4	15.5	111	1183	5.5	10.5	82	456	10.1	4.0	151	1415	10.7	12.5	159
HEARST WOMAN POWER (GROSS)	40514	7976	33.9	19.7	140	5312	24.6	13.1	102	1318	29.3	3.3	121	2474	18.7	6.1	78
HOUSE BEAUTIFUL	4885	665	2.8	13.6	97	668	3.1	13.7	106	*220	4.9	4.5	168	361	2.7	7.4	94
INC.	1308	*179	0.8	13.7	98	**110	0.5	8.4	65	**78	1.7	6.0	222	*182	1.4	13.9	177
JET	6498	758	3.2	11.7	83	530	2.5	8.2	63	338	7.5	5.2	194	507	3.8	7.8	99
LADIES' HOME JOURNAL	14797	2694	11.4	18.2	130	2376	11.0	16.1	125	517	11.5	3.5	130	836	6.3	5.6	72
LHJ FAMILY GRP COMBO(GROSS)	21743	3891	16.5	17.9	128	3231	15.0	14.9	116	901	20.0	4.1	154	1452	11.0	6.7	85
LIFE	9881	1718	7.8	17.4	124	942	4.4	9.5	74	420	9.3	4.3	158	833	6.3	8.4	107
L.A. TIMES HOME MAGAZINE	2775	502	2.1	18.1	129	288	1.3	10.4	81	**107	2.4	3.9	144	285	2.2	10.3	130
MADENOISELLE	4219	1063	4.5	25.2	180	312	1.4	7.4	58	*178	4.0	4.2	157	*290	2.2	6.9	87
MC CALL'S	16422	2588	11.0	15.8	112	2671	12.4	16.3	127	549	12.2	3.3	125	900	6.8	5.5	70
MC CALL'S/WRK MOTHER (GROSS)	17919	2896	12.3	16.2	115	2802	13.0	15.6	122	682	15.1	3.8	142	1016	7.7	5.7	72
MECHANIX ILLUSTRATED	4433	543	2.3	12.2	87	422	2.0	9.5	74	*175	3.9	3.9	147	455	3.4	10.3	130
METROPOLITAN HOME	1504	324	1.4	21.5	154	*141	0.7	9.4	73	**85	1.9	5.7	211	*106	0.8	7.0	90
MONEY	4723	821	3.5	17.4	124	452	2.1	9.6	74	*207	4.6	4.4	163	540	4.1	11.4	145
MOTHER EARTH NEWS	2325	436	1.9	18.8	134	343	1.6	14.8	115	**163	3.6	7.0	261	*278	2.1	12.0	152
MS.	1189	305	1.3	25.7	183	**130	0.6	5.5	42	**113	2.5	9.5	354	**103	0.8	8.7	110
NATIONAL ENQUIRER	18892	2863	12.2	15.2	108	2399	11.1	12.7	99	640	14.2	3.4	126	1438	10.9	7.6	97
NATIONAL GEOGRAPHIC	22129	3246	13.8	14.7	105	3132	14.5	14.2	110	745	16.5	3.4	125	2327	17.6	10.5	134
NATIONAL SUNDAY MAGAZINE PKG	103750	15420	65.5	14.9	106	12861	59.7	12.4	96	2795	62.1	2.7	100	8558	64.8	8.2	105
NATURAL HISTORY	1379	*230	1.0	16.7	119	**100	0.5	7.3	56	**101	2.2	7.3	273	**116	0.9	8.4	107
NEN WOMAN	2289	492	2.1	21.5	153	*125	0.6	5.5	42	**113	2.5	4.9	184	*243	1.8	10.6	135
NEW YORK INCLUDING CUE	1088	*96	0.4	8.8	63	**59	0.3	5.4	42	**81	1.8	7.4	277	*110	0.8	10.1	128
THE NEW YORKER	2459	312	1.3	12.7	90	272	1.3	11.1	86	**140	3.1	5.7	212	*199	1.5	8.1	103
NEWSWEEK	16527	2978	12.7	18.0	128	1687	7.8	10.2	79	598	13.3	3.6	135	1633	12.4	9.9	126
THE N.Y. TIMES DAILY EDITION	2739	286	1.2	10.4	74	193	0.9	7.0	55	**50	1.1	1.8	68	177	1.3	6.5	82
THE N.Y. TIMES MAGAZINE	4443	451	1.9	10.2	72	449	2.1	10.1	79	*145	3.2	3.3	122	294	2.2	6.6	84
OMNI	2799	638	2.7	22.8	162	*153	0.7	5.5	43	**131	2.9	4.7	174	285	2.2	10.2	129
ON CABLE	412	1.8	1.8	17.3	133	*140	0.6	6.3	49	**79	1.8	3.6	133	*214	1.6	9.7	123
1001 HOME IDEAS	3959	747	3.2	18.9	134	454	2.1	11.5	89	*236	5.2	6.0	222	291	2.2	7.4	93
ORGANIC GARDENING	3111	*271	1.2	8.7	62	568	2.6	18.3	142	**147	3.3	4.7	176	*238	1.8	7.7	97
OUTDOOR LIFE	5024	722	3.1	14.4	102	590	2.7	11.7	91	**138	3.1	2.7	102	586	4.4	11.7	148
PARADE MAGAZINE	51292	7604	32.3	14.8	106	6233	28.9	12.2	95	1227	27.2	2.4	89	4103	31.1	8.0	102

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

	TOTAL U.S. '000	ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	23536	100.0	14.0	100	21556	100.0	12.9	100	4503	100.0	2.7	100	13204	100.0	7.9	100
PARENTS	5298	1201	5.1	22.7	162	291	1.3	5.5	43	*214	4.8	4.0	150	420	3.2	7.9	101
PENTHOUSE	5129	996	4.2	19.4	138	*189	0.9	3.7	29	*226	5.0	4.4	164	592	4.5	11.5	147
PEOPLE	21070	4324	18.4	20.5	146	2038	9.5	9.7	75	617	13.7	2.9	109	1840	13.9	8.7	111
PLAYBOY	10562	2005	8.5	19.0	135	724	3.4	6.9	53	348	7.7	3.3	123	1338	10.1	12.7	161
POPULAR HOT RODDING	2498	654	2.8	26.2	187	**94	0.4	3.8	29	**106	2.4	4.2	158	*255	1.9	10.2	130
POPULAR MECHANICS	5887	773	3.3	13.1	94	707	3.3	12.0	93	*186	4.1	3.2	118	752	5.7	12.8	162
POPULAR SCIENCE	4317	544	2.3	12.6	90	446	2.1	10.3	80	**180	4.0	4.2	155	586	4.4	13.6	172
PREVENTION	5792	685	2.9	11.8	84	1072	5.0	18.5	144	*222	4.9	3.8	143	572	4.3	9.9	125
PSYCHOLOGY TODAY	3284	645	2.7	19.6	140	259	1.2	7.9	61	*209	4.6	6.4	237	339	2.6	10.3	131
READER'S DIGEST	40046	5255	22.3	13.1	94	6564	30.5	16.4	128	1245	27.6	3.1	116	3591	27.2	9.0	114
REDBOOK	9584	1763	7.5	18.4	131	1212	5.6	12.6	98	340	7.6	3.5	132	511	3.9	5.3	68
ROAD & TRACK	2590	636	2.7	24.6	175	**104	0.5	4.0	31	**130	2.9	5.0	187	*380	2.9	14.7	186
ROLLING STONE	3302	1070	4.5	32.4	231	*139	0.6	4.2	33	**133	3.0	4.0	150	401	3.0	12.1	154
RUNNER'S WORLD	1229	*280	1.2	22.8	162	**53	0.2	4.3	34	*886	1.9	7.0	261	*249	1.9	20.3	257
SATURDAY EVENING POST	2110	*293	1.2	13.9	99	325	1.5	15.4	120	*877	1.7	3.6	136	*145	1.1	6.9	87
SCIENCE 84	1543	320	1.4	20.7	148	*274	1.3	17.8	138	**107	2.4	6.9	258	*181	1.4	11.7	149
SCIENCE DIGEST	1747	431	1.8	24.7	176	*117	0.5	6.7	52	**115	2.6	6.6	245	*221	1.7	12.7	161
SCIENTIFIC AMERICAN	1994	305	1.3	15.3	109	*125	0.6	6.3	49	**92	2.0	4.6	172	*215	1.6	10.8	137
SELF	3119	846	3.6	27.1	193	*175	0.8	5.6	44	**156	3.5	5.0	186	*245	1.9	7.9	100
SEVENTEEN	3923	970	4.1	24.7	176	417	1.9	10.6	83	*127	2.8	3.2	121	*242	1.8	6.2	78
SKI	1501	261	1.1	17.4	124	**83	0.4	5.5	43	**66	1.5	4.4	164	*155	1.2	10.3	131
SMITHSONIAN	5976	863	3.7	14.4	103	734	3.4	12.3	96	*255	5.7	4.3	159	705	5.3	11.8	150
SOAP OPERA DIGEST	4228	876	3.7	20.7	148	403	1.9	9.5	74	*216	4.8	5.1	190	351	2.7	8.3	105
SOUTHERN LIVING	6488	944	4.0	14.5	104	1152	5.3	17.8	138	*225	5.0	3.5	129	525	4.0	8.1	103
SPORT	3500	619	2.6	17.7	126	297	1.4	8.5	66	*160	3.6	4.6	170	342	2.6	9.8	124
THE SPORTING NEWS	2456	530	2.3	21.6	154	*174	0.8	7.1	55	*885	1.9	3.5	129	*150	1.1	6.1	78
SPORTS AFIELD	3648	549	2.3	15.0	107	360	1.7	9.9	77	*154	3.4	4.2	157	442	3.3	12.1	154
SPORTS ILLUSTRATED	14484	2605	11.1	18.0	128	1087	5.0	7.5	58	445	9.9	3.1	114	1666	12.6	11.5	146
STAR	12661	1916	8.1	15.1	108	1677	7.8	13.2	103	454	10.1	3.6	134	812	6.1	6.4	81
SUNDAY	52799	7815	33.2	14.8	105	6158	28.6	11.7	91	1484	33.0	2.8	105	4302	32.6	8.1	104
SUNSET	3513	570	2.4	16.2	116	544	2.5	15.5	120	**139	3.1	4.0	147	438	3.3	12.5	158
TV GUIDE	42766	7175	30.5	16.8	120	4959	23.0	11.6	90	1261	28.0	2.9	110	3711	28.1	8.7	110
TENNIS	1254	*234	1.0	18.7	133	**45	0.2	3.6	28	*97	2.2	7.7	288	*130	1.0	10.4	132
TIME	22054	3983	16.9	18.1	129	2140	9.9	9.7	76	719	16.0	3.3	121	2161	16.4	9.8	124
TOWN & COUNTRY	1555	305	1.3	19.6	140	*188	0.9	12.1	94	*883	1.8	5.3	199	*141	1.1	9.1	115
TRAVEL & LEISURE	2173	263	1.1	12.1	86	*210	1.0	9.7	75	*886	1.9	4.0	147	*169	1.3	7.8	99
TRUE STORY	4636	830	3.5	17.9	128	579	2.7	12.5	97	*268	6.0	5.8	215	*294	2.2	6.3	81
U.S. NEWS & WORLD REPORT	10353	1505	6.4	14.5	104	1414	6.6	13.7	106	336	7.5	3.2	121	1066	8.1	10.3	131
USA TODAY	4994	762	3.2	15.3	109	529	2.5	10.6	82	*137	3.0	2.7	102	487	3.7	9.8	124
US	3528	903	3.8	25.6	182	*233	1.1	6.6	51	*164	3.6	4.6	173	*289	2.2	8.2	104
VOGUE	5424	1059	4.5	19.5	139	461	2.1	8.5	66	*226	5.0	4.2	155	312	2.4	5.8	73
WALL STREET JOURNAL	6292	838	3.6	13.3	95	564	2.6	9.0	70	*153	3.4	2.4	91	737	5.6	11.7	149
WEIGHT WATCHERS	2762	555	2.4	20.1	143	430	2.0	15.6	121	*57	1.3	2.1	77	*195	1.5	7.1	90
WOMAN'S DAY	16320	2558	10.9	15.7	112	2714	12.6	16.6	129	457	10.1	2.8	104	860	6.5	5.3	67
WORKING MOTHER	1496	308	1.3	20.6	147	**131	0.6	8.8	68	*133	3.0	8.9	331	**116	0.9	7.8	98
WORKING WOMAN	1851	373	1.6	20.2	144	*229	1.1	12.4	96	*129	2.9	7.0	260	*180	1.4	9.7	124
WORLD TENNIS	580	**78	0.3	13.4	96	**44	0.2	7.6	59	*43	1.0	7.4	276	*66	0.5	11.4	145
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2329	9.9	18.8	134	835	3.9	6.7	52	649	14.4	5.2	195	1369	10.4	11.0	140
BLAIR INSERTS	91671	13510	57.4	14.7	105	11128	51.6	12.1	94	2456	54.5	2.7	100	7471	56.6	8.1	104
DAILY NEWSPAPERS																	
READ ANY	109190	14882	63.2	13.6	97	14266	66.2	13.1	102	2869	63.7	2.6	98	8975	68.0	8.2	104
READ ONE	89587	12375	52.6	13.8	98	11532	53.5	12.9	100	2444	54.3	2.7	102	7009	53.1	7.8	99
READ TWO OR MORE	19602	2507	10.7	12.8	91	2734	12.7	13.9	109	425	9.4	2.2	81	1966	14.9	10.0	127
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	16119	68.5	14.7	105	13653	63.3	12.5	97	2885	64.1	2.6	98	8830	66.9	8.1	102
READ ONE	95074	13960	59.3	14.7	105	11691	54.2	12.3	96	2514	55.8	2.6	98	7510	56.9	7.9	100
READ TWO OR MORE	14588	2158	9.2	14.8	105	1963	9.1	13.5	105	370	8.2	2.5	94	1321	10.0	9.1	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	33.64				24.22				28.29				31.39			
30 DAY REACH	149706	21468	91.2	14.3	102	18481	85.7	12.3	96	4094	90.9	2.7	102	11999	90.9	8.0	102
50 SHWG - 30 DAY AV FREQ	15.16	17.38				12.92				14.85				16.49			
30 DAY REACH	142406	20788	88.3	14.6	104	17347	80.5	12.2	95	3895	86.5	2.7	102	11452	86.7	8.0	102
25 SHWG - 30 DAY AV FREQ	8.23	9.23				7.16				8.04				8.83			
30 DAY REACH	131152	19615	83.3	15.0	107	15664	72.7	11.9	93	3620	80.4	2.8	103	10687	80.9	8.1	104
CABLE TV: HOME WIRED	66879	10638	45.2	15.9	113	8139	37.8	12.2	95	1804	40.1	2.7	100	5912	44.8	8.8	112
HOME NOT WIRED	100848	12898	54.8	12.8	91	13417	62.2	13.3	104	2699	59.9	2.7	100	7292	55.2	7.2	92
HAVE PAY CABLE	35024	6357	27.0	18.2	129	3469	16.1	9.9	77	990	22.0	2.8	105	3158	23.9	9.0	115

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	%	DOWN	% ACROSS INDX	'000	%	DOWN	% ACROSS INDX	'000	%	DOWN	% ACROSS INDX	'000	%	DOWN	% ACROSS INDX	
TOTAL ADULTS	167727	23536	100.0	14.0	100	21556	100.0	12.9	100	4503	100.0	2.7	100	13204	100.0	7.9	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	95620	14401	61.2	15.1	107	11203	52.0	11.7	91	2490	55.3	2.6	97	7863	59.6	8.2	104	
10:00 AM - 3:00 PM	63599	10044	42.7	15.8	113	7602	35.3	12.0	93	1649	36.6	2.6	97	5355	40.6	8.4	107	
3:00 PM - 7:00 PM	72097	11726	49.8	16.3	116	7435	34.5	10.3	80	1884	41.8	2.6	97	6306	47.8	8.7	111	
7:00 PM - MIDNIGHT	36670	6541	27.8	17.8	127	3704	17.2	10.1	79	1107	24.6	3.0	112	3079	23.3	8.4	107	
MIDNIGHT - 6:00 AM	21908	3558	15.1	16.2	116	2350	10.9	10.7	83	628	13.9	2.9	107	1965	14.9	9.0	114	
6:00 AM - MIDNIGHT	127571	19237	81.7	15.1	107	14691	68.2	11.5	90	3380	75.1	2.6	99	10744	81.4	8.4	107	
ENTIRE DAY	129239	19443	82.6	15.0	107	14910	69.2	11.5	90	3431	76.2	2.7	99	10902	82.6	8.4	107	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	34009	5694	24.2	16.7	119	3833	17.8	11.3	88	734	16.3	2.2	80	2783	21.1	8.2	104	
ALL NEWS	6062	674	2.9	11.1	79	775	3.6	12.8	99	*147	3.3	2.4	90	508	3.8	8.4	106	
AOR/PROGRESSIVE	11884	2684	11.4	22.6	161	684	3.2	5.8	45	299	6.6	2.5	94	1042	7.9	8.8	111	
BEAUTIFUL MUSIC	11180	1546	6.6	13.8	99	1646	7.6	14.7	115	364	8.1	3.3	121	968	7.3	8.7	110	
BLACK	4538	552	2.3	12.2	87	362	1.7	8.0	62	*175	3.9	3.9	144	381	2.9	8.4	107	
CLASSICAL	3857	548	2.3	14.2	101	502	2.3	13.0	101	**118	2.6	3.1	114	428	3.2	11.1	141	
CHR/ROCK	21946	4860	20.6	22.1	158	1650	7.7	7.5	59	517	11.5	2.4	88	1962	14.9	8.9	114	
COUNTRY	27262	3240	13.8	11.9	85	3737	17.3	13.7	107	788	17.5	2.9	108	2412	18.3	8.8	112	
GOLDEN OLDIES	3339	526	2.2	15.8	112	281	1.3	8.4	65	**107	2.4	3.2	119	330	2.5	9.9	126	
MOR/NOSTALGIA	10346	1279	5.4	12.4	88	1207	5.6	11.7	91	265	5.9	2.6	95	898	6.8	8.7	110	
NEWS/TALK	8929	984	4.2	11.0	79	1095	5.1	12.3	95	*239	5.3	2.7	100	796	6.0	8.9	113	
RELIGIOUS	5488	763	3.2	13.9	99	807	3.7	14.7	114	*139	3.1	2.5	94	403	3.1	7.3	93	
SOFT ROCK	1232	*203	0.9	16.5	117	**99	0.5	8.0	63	**44	1.0	3.6	133	**83	0.6	6.7	86	
URBAN CONTEMPORARY	3184	466	2.0	14.6	104	*212	1.0	6.7	52	*207	4.6	6.5	242	*203	1.5	6.4	81	
WIRED NETWORKS:																		
ABC CONTEMPORARY	6911	1386	5.9	20.1	143	562	2.6	8.1	63	*218	4.8	3.2	117	578	4.4	8.4	106	
ABC DIRECTION	5212	687	2.9	13.2	94	780	3.6	15.0	116	*112	2.5	2.1	80	523	4.0	10.0	127	
ABC ENTERTAINMENT	10385	1349	5.7	13.0	93	1460	6.8	14.1	109	*207	4.6	2.0	74	933	7.1	9.0	114	
ABC FM	4762	1029	4.4	21.6	154	303	1.4	6.4	50	*154	3.4	3.2	120	393	3.0	8.3	105	
ABC INFORMATION	11339	1475	6.3	13.0	93	1624	7.5	14.3	111	313	7.0	2.8	103	1039	7.9	9.2	116	
ABC ROCK	4878	1104	4.7	22.6	161	*219	1.0	4.5	35	**98	2.2	2.0	75	460	3.5	9.4	120	
CBS	10709	1250	5.3	11.7	83	1662	7.7	15.5	121	249	5.5	2.3	87	955	7.2	8.9	113	
MUTUAL	10251	1301	5.5	12.7	90	1307	6.1	12.7	99	305	6.8	3.0	111	835	6.3	8.1	103	
NBC	12243	1449	6.2	11.8	84	1527	7.1	12.5	97	*242	5.4	2.0	74	957	7.2	7.8	99	
RADIORADIO	4606	764	3.2	16.6	118	317	1.5	6.9	54	**64	1.4	1.4	52	342	2.6	7.4	94	
RKO ONE	5148	1086	4.6	21.1	150	338	1.6	6.6	51	*170	3.8	3.3	123	494	3.7	9.6	122	
RKO TWO	7313	924	3.9	12.6	90	778	3.6	10.6	83	*287	6.4	3.9	146	873	6.6	11.9	152	
THE SOURCE	5981	1232	5.2	20.6	147	467	2.2	7.8	61	**128	2.8	2.1	80	475	3.6	7.9	101	
NON-WIRED : BLAIR	19329	3124	13.3	16.2	115	2158	10.0	11.2	87	*441	9.8	2.3	85	1740	13.2	9.0	114	
INTERNET	27139	4580	19.5	16.9	120	2706	12.6	10.0	78	699	15.5	2.6	96	2338	17.7	8.6	109	
KATZ RADIO GROUP	36319	5663	24.1	15.6	111	4269	19.8	11.8	91	965	21.4	2.7	99	3349	25.4	9.2	117	
SUPERNET	22361	3540	15.0	15.8	113	2292	10.6	10.2	80	701	15.6	3.1	117	1846	14.0	8.3	105	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	14532	1832	7.8	12.6	90	2413	11.2	16.6	129	338	7.5	2.3	87	988	7.5	6.8	86	
MKDAY 9:00 AM - 1:00 PM	18688	2551	10.8	13.7	97	3095	14.4	16.6	129	559	12.4	3.0	111	1177	8.9	6.3	80	
MKDAY 1:00 PM - 4:30 PM	24061	3292	14.0	13.7	98	3947	18.3	16.4	128	710	15.8	3.0	110	1554	11.8	6.5	82	
MKDAY 4:30 PM - 7:30 PM	44079	5558	23.6	12.6	90	6733	31.2	15.3	119	1143	25.4	2.6	97	3155	23.9	7.2	91	
MKDAY 7:30 PM - 8:00 PM	61979	7709	32.8	12.4	89	9150	42.4	14.8	115	1589	35.3	2.6	95	4485	34.0	7.2	92	
MKDAY 11:00 PM - 11:30 PM	49084	6392	27.2	13.0	93	7298	33.9	14.9	116	1349	30.0	2.7	102	3821	28.9	7.8	99	
MKDAY 11:30 PM - 1:00 AM	16560	2255	9.6	13.6	97	2239	10.4	13.5	105	467	10.4	2.8	105	1348	10.2	8.1	103	
M-SAT 8-11 PM+SUN 7-11 PM	66967	8986	38.2	13.4	96	9162	42.5	13.7	106	1778	39.5	2.7	99	5137	38.9	7.7	97	
MKDY DAYTIME NTK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	1598	6.8	17.2	123	1181	5.5	12.7	99	256	5.7	2.8	103	602	4.6	6.5	83
ANOTHER WORLD	N	6138	733	3.1	11.9	85	1100	5.1	17.9	139	143	3.2	2.3	87	284	2.2	4.6	59
AS THE WORLD TURNS	C	7707	916	3.9	11.9	85	1586	7.4	20.6	160	280	6.2	3.6	135	448	3.4	5.8	74
CAPITOL	C	4688	503	2.1	10.7	76	884	4.1	18.9	147	*201	4.5	4.3	160	340	2.6	7.3	92
CBS MORN. NEWS 1	C	2792	331	1.4	11.9	84	543	2.5	19.4	151	*61	1.4	2.2	81	203	1.5	7.3	92
CBS MORN. NEWS 2	C	2071	207	0.9	10.0	71	443	2.1	21.4	166	*43	1.0	2.1	77	181	1.4	8.7	111
DAYS OF OUR LIVES	N	8018	1069	4.5	13.3	95	1542	7.2	19.2	150	159	3.5	2.0	74	428	3.2	5.3	68
FACTS OF LIFE - DAYTIME	N	3487	460	2.0	13.2	94	494	2.3	14.2	110	*75	1.7	2.2	80	268	2.0	7.7	98
FAMILY FEUD	A	4817	675	2.9	14.0	100	778	3.6	16.2	126	195	4.3	4.0	151	300	2.3	6.2	79
GENERAL HOSPITAL	A	8333	1329	5.6	15.9	114	1274	5.9	15.3	119	218	4.8	2.6	97	529	4.0	6.3	81
GOOD MORNING, AMERICA-730 A	A	5472	733	3.1	13.4	95	889	4.1	16.2	126	124	2.8	2.3	84	323	2.4	5.9	75
GOOD MORNING, AMERICA-830 A	A	3965	527	2.2	13.3	95	580	2.7	14.6	114	121	2.7	3.1	114	245	1.9	6.2	78
GUIDING LIGHT	C	7542	881	3.7	11.7	83	1516	7.0	20.1	156	272	6.0	3.6	134	519	3.9	6.9	87
ONE LIFE TO LIVE	A	6018	990	4.2	16.5	117	909	4.2	15.1	118	191	4.2	3.2	118	437	3.3	7.3	92
PRESS YOUR LUCK	C	3589	498	2.1	13.9	99	522	2.4	14.5	113	*128	2.8	3.6	133	238	1.8	6.6	84
PRICE IS RIGHT 1	C	7418	802	3.4	10.8	77	1304	6.0	17.6	137	260	5.8	3.5	131	489	3.7	6.6	84
PRICE IS RIGHT 2	C	8276	871	3.7	10.5	75	1476	6.8	17									

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

	TOTAL U.S. '000	ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	23536	100.0	14.0	100	21556	100.0	12.9	100	4503	100.0	2.7	100	13204	100.0	7.9	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	6212	26.4	11.9	85	8936	41.5	17.1	133	1400	31.1	2.7	100	3618	27.4	6.9	88
NETWORK AFFILIATES - LATE	39164	5045	21.4	12.9	92	6083	28.2	15.5	121	1051	23.3	2.7	100	2916	22.1	7.4	95
INDEPENDENTS - LATE	5133	656	2.8	12.8	91	666	3.1	13.0	101	148	3.3	2.9	107	423	3.2	8.2	105
TV EVENING NEWS 6 PM - 2 AM																	
A TEAM	N 22825	2790	11.9	12.2	87	3168	14.7	13.9	108	665	14.8	2.9	109	1757	13.3	7.7	98
ABC MONDAY NIGHT MOVIE	A 11258	1610	6.8	14.3	102	1597	7.4	14.2	110	328	7.3	2.9	109	746	5.6	6.6	84
ABC SUNDAY NIGHT MOVIE	A 23600	3369	14.3	14.3	102	3223	15.0	13.7	106	680	15.1	2.9	107	1650	12.5	7.0	88
ABC WORLD NEWS TONIGHT	A 12801	1587	6.7	12.4	88	2050	9.5	16.0	125	351	7.8	2.7	102	844	6.4	6.6	84
AFTERMASH	C 10966	1272	5.4	11.6	83	1865	8.7	17.0	132	*356	7.9	3.2	121	822	6.2	7.5	95
ALICE	C 17050	2106	8.9	12.4	88	2576	12.0	15.1	118	483	10.7	2.8	106	1270	9.6	7.4	95
AMERICAN PARADE	C 11998	1421	6.0	11.8	84	2038	9.5	17.0	132	325	7.2	2.7	101	950	7.2	7.9	101
BENSON	A 19258	2452	10.4	12.7	91	2757	12.8	14.3	111	412	9.1	2.1	80	1456	11.0	7.6	96
BLUE THUNDER	A 11478	1402	6.0	12.2	87	1557	7.2	13.6	106	344	7.6	3.0	112	914	6.9	8.0	101
CAGNEY & LACEY	C 18263	2529	10.7	13.8	99	2812	13.0	15.4	120	535	11.9	2.9	109	1438	10.9	7.9	100
CBS EVENING NEWS-DEAN	C 7733	813	3.5	10.5	75	1381	6.4	17.9	139	*203	4.5	2.6	98	606	4.6	7.8	100
CBS EVENING NEWS-RATHER	C 15653	1817	7.7	11.6	83	2972	13.8	19.0	148	439	9.7	2.8	104	1222	9.3	7.8	99
CBS SAT. NEWS-SCHIEFFER	C 8744	990	4.2	11.3	81	1709	7.9	19.5	152	244	5.4	2.8	104	583	4.4	6.7	85
CBS SATURDAY NIGHT MOVIE	C 12000	1559	6.6	13.0	93	1508	7.0	12.6	98	302	6.7	2.5	94	1108	8.4	9.2	117
CBS WEDNESDAY NIGHT MOVIE	C 11522	1583	6.7	13.7	98	1926	8.9	16.7	130	283	6.3	2.5	91	876	6.6	7.6	97
CHEERS	N 16818	2786	11.8	16.6	118	1919	8.9	11.4	89	402	8.9	2.4	89	1518	11.5	9.0	115
DALLAS	C 37510	4398	18.7	11.7	84	5566	25.8	14.8	115	932	20.7	2.5	93	2518	19.1	6.7	85
DIFF'RENT STROKES	N 11258	1657	7.0	14.7	105	1868	8.7	16.6	129	259	5.8	2.3	86	818	6.2	7.3	92
DOUBLE TROUBLE	N 12248	1796	7.6	14.7	104	1747	8.1	14.3	111	362	8.0	3.0	110	893	6.8	7.3	93
DUCK FACTORY	N 11100	1799	7.6	16.2	115	1392	6.5	12.5	98	299	6.6	2.7	100	1089	8.2	9.8	125
DUKES OF HAZZARD	C 12353	1446	6.1	11.7	83	2058	9.5	16.7	130	362	8.0	2.9	109	939	7.1	7.6	97
DYNASTY	A 33279	4629	19.7	13.9	99	4186	19.4	12.6	98	851	18.9	2.6	95	2054	15.6	6.2	78
FACTS OF LIFE	N 13410	1853	7.9	13.8	98	1965	9.1	14.7	114	369	8.2	2.8	102	1080	8.2	8.1	102
FALCON CREST	C 31093	4002	17.0	12.9	92	4928	22.9	15.8	123	758	16.8	2.4	91	1680	12.7	5.4	69
FALL GUY	A 18649	2574	10.9	13.8	98	2299	10.7	12.3	96	620	13.8	3.3	124	1350	10.2	7.2	92
FAMILY TIES	N 13101	1757	7.5	13.4	96	1960	9.1	15.0	116	323	7.2	2.5	92	1125	8.5	8.6	109
FANTASY ISLAND	A 13069	1638	7.0	12.5	89	1829	8.5	14.0	109	431	9.6	3.3	123	946	7.2	7.2	92
FOULUPS, BLEEPS & BLUNDERS	A 16588	2483	10.5	15.0	107	2088	9.7	12.6	98	439	9.7	2.6	99	1368	10.4	8.2	105
FOUR SEASONS	C 9302	1118	4.8	12.0	86	1502	7.0	16.1	126	*330	7.3	3.5	132	778	5.9	8.4	106
GIMME A BREAK	N 13955	1636	7.0	11.7	84	2336	10.8	16.7	130	363	8.1	2.6	97	1074	8.1	7.7	98
HART TO HART	A 15735	2079	8.8	13.2	94	2052	9.5	13.0	101	472	10.5	3.0	112	1051	8.0	6.7	85
HILL STREET BLUES	N 18257	2791	11.9	15.3	109	2017	9.4	11.0	86	485	10.8	2.7	99	1503	11.4	8.2	105
HOTEL	A 24236	3055	13.0	12.6	90	3235	15.0	13.3	104	604	13.4	2.5	93	1465	11.1	6.0	77
JEFFERSONS	C 17010	1864	7.9	11.0	78	2809	13.0	16.5	128	487	10.8	2.9	107	1292	9.8	7.6	96
JENNIFER SLEPT HERE	N 9397	1552	6.6	16.5	118	1432	6.6	15.2	119	216	4.8	2.3	86	727	5.5	7.7	98
KATE & ALLIE	C 16762	2475	10.5	14.8	105	2582	12.0	15.4	120	459	10.2	2.7	102	1354	10.3	8.1	103
KNIGHT RIDER	N 13164	1910	8.1	14.5	103	1915	8.9	14.5	113	346	7.7	2.6	98	1073	8.1	8.2	104
LOVE BOAT	A 20400	2476	10.5	12.1	86	3179	14.7	15.6	121	520	11.5	2.5	95	1299	9.8	6.4	81
MAGNUM PI	C 22543	2956	12.6	13.1	93	3143	14.6	13.9	108	616	13.7	2.7	102	1617	12.2	7.2	91
MAMA'S FAMILY	N 9852	1097	4.7	11.1	79	1754	8.1	17.8	139	241	5.4	2.4	91	861	6.5	8.7	111
MASTER, THE	N 8082	953	4.0	11.8	84	1039	4.8	12.9	100	255	5.7	3.2	118	722	5.5	8.9	113
MATT HOUSTON	A 12881	1892	8.0	14.7	105	1670	7.7	13.0	101	363	8.1	2.8	105	1055	8.0	8.2	104
NBC MONDAY NIGHT MOVIE	N 23889	3654	15.5	15.3	109	2709	12.6	11.3	88	629	14.0	2.6	98	1983	15.0	8.3	105
NBC NIGHTLY NEWS	N 11156	1124	4.8	10.1	72	1912	8.9	17.1	133	329	7.3	2.9	110	769	5.8	6.9	88
NBC NIGHTLY NEWS-SAT	N 7363	701	3.0	9.5	68	1449	6.7	19.7	153	*235	5.2	3.2	119	545	4.1	7.4	94
NBC NIGHTLY NEWS-SUN	N 6214	571	2.4	9.2	65	1142	5.3	18.4	143	*141	3.1	2.3	85	432	3.3	7.0	88
NBC SUNDAY NIGHT MOVIE	N 17590	2898	12.3	16.5	117	2205	10.2	12.5	98	509	11.3	2.9	108	1559	11.8	8.9	113
NEWMART	C 16740	2458	10.4	14.7	105	2534	11.8	15.1	118	447	9.9	2.7	99	1380	10.5	8.2	105
ONE DAY AT A TIME	C 11820	1815	7.7	15.4	109	1595	7.4	13.5	105	242	5.4	2.0	76	958	7.3	8.1	103
PEOPLE ARE FUNNY	N 9138	1133	4.8	12.4	88	1629	7.6	17.8	139	233	5.2	2.5	95	758	5.7	8.3	105
REAL PEOPLE	N 15979	1760	7.5	11.0	78	2663	12.4	16.7	130	399	8.0	2.2	84	1146	8.7	7.2	91
REMINGTON STEELE	N 14395	2086	8.9	14.5	103	1811	8.4	12.6	98	360	8.0	2.5	93	1028	7.8	7.1	91
RIPLY'S BELIEVE IT - NOT	A 11362	1515	6.4	13.3	95	1477	6.9	13.0	101	397	8.8	3.5	130	933	7.1	8.2	104
RIPIDE	N 13920	1956	8.3	14.1	100	1934	9.0	13.9	108	458	10.2	3.3	123	899	6.8	6.5	82
SCARECROW & MRS. KING	C 17571	2267	9.6	12.9	92	2853	13.2	16.2	126	425	9.4	2.4	90	1233	9.3	7.0	89
SIMON & SIMON	C 20208	2498	10.6	12.4	88	2755	12.8	13.6	106	519	11.5	2.6	96	1454	11.0	7.2	91
60 MINUTES	C 27668	3211	13.6	11.6	83	4781	22.2	17.3	134	847	18.8	3.1	114	2163	16.4	7.8	99
ST. ELSEWHERE	N 13699	2330	9.9	17.0	121	1675	7.8	12.2	95	435	9.7	3.2	118	1264	9.6	9.2	117
THREE'S COMPANY	A 20632	2758	11.7	13.4	95	2690	12.5	13.0	101	453	10.1						

	TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	33391	100.0	19.9	100	73349	100.0	43.7	100	20366	100.0	12.1	100	39253	100.0	23.4	100
MALES	79263	14680	44.0	18.5	93	35677	48.6	45.0	103	6910	33.9	8.7	72	17707	45.1	22.3	95
FEMALES	88464	18712	56.0	21.2	106	37672	51.4	42.6	97	13456	66.1	15.2	125	21546	54.9	24.4	104
18 - 24	28671	5318	15.9	18.5	93	13789	18.8	48.1	110	2773	13.6	9.7	80	7097	18.1	24.8	106
25 - 34	39536	8751	26.2	22.1	111	20958	28.6	53.0	121	5037	24.7	12.7	105	11706	29.8	29.6	127
35 - 44	28978	6470	19.4	22.3	112	14211	19.4	49.0	112	3227	15.8	11.1	92	6835	17.4	23.6	101
45 - 54	22345	4600	13.8	20.6	103	9319	12.7	41.7	95	2840	13.9	12.7	105	4837	12.3	21.6	92
55 - 64	22224	4017	12.0	18.1	91	7742	10.6	34.8	80	2549	12.5	11.5	94	4397	11.2	19.8	85
65 OR OLDER	25973	4235	12.7	16.3	82	7330	10.0	28.2	65	3941	19.4	15.2	125	4380	11.2	16.9	72
18 - 34	68207	14069	42.1	20.6	104	34747	47.4	50.9	116	7810	38.3	11.5	94	18803	47.9	27.6	118
18 - 49	108058	22870	68.5	21.2	106	53573	73.0	49.6	113	12590	61.8	11.7	96	28057	71.5	26.0	111
25 - 54	90859	19821	59.4	21.8	110	44488	60.7	49.0	112	11104	54.5	12.2	101	23379	59.6	25.7	110
35 - 49	39851	8801	26.4	22.1	111	18825	25.7	47.2	108	4780	23.5	12.0	99	9254	23.6	23.2	99
50 OR OLDER	59669	10521	31.5	17.6	89	19776	27.0	33.1	76	7776	38.2	13.0	107	11195	28.5	18.8	80
GRADUATED COLLEGE	28091	5240	15.7	18.7	94	14428	19.7	51.4	117	3725	18.3	13.3	109	7653	19.5	27.2	116
ATTENDED COLLEGE	28938	6074	18.2	21.0	105	14111	19.2	48.8	112	3602	17.7	12.4	103	7378	18.8	25.5	109
GRADUATED HIGH SCHOOL	65503	13353	40.0	20.4	102	29032	39.6	44.3	101	7513	36.9	11.5	94	14662	37.4	22.4	96
DID NOT GRADUATE HIGH SCHOOL	45195	8725	26.1	19.3	97	15778	21.5	34.9	80	5526	27.1	12.2	101	9560	24.4	21.2	90
EMPLOYED MALES	56429	10840	32.5	19.2	96	27171	37.0	48.2	110	4422	21.7	7.8	65	13270	33.8	23.5	100
EMPLOYED FEMALES	43971	9576	28.7	21.8	109	21225	28.9	48.3	110	7103	34.9	16.2	133	11993	30.6	27.3	117
EMPLOYED FULL-TIME	87773	17777	53.2	20.3	102	42448	57.9	48.4	111	9704	47.6	11.1	91	21695	55.3	24.7	106
EMPLOYED PART-TIME	12627	2638	7.9	20.9	105	5948	8.1	47.1	108	1820	8.9	14.4	119	3568	9.1	28.3	121
NOT EMPLOYED	67327	12976	38.9	19.3	97	24953	34.0	37.1	85	8841	43.4	13.1	108	13989	35.6	20.8	89
PROFESSIONAL/MANAGER	25845	5094	15.3	19.7	99	13764	18.8	53.3	122	3391	16.7	13.1	108	7047	18.0	27.3	117
TECH/CLERICAL/SALES	30895	5863	17.6	19.0	95	14540	19.8	47.1	108	3997	19.6	12.9	107	7774	19.8	25.2	108
PRECISION/CRAFT	12629	2642	7.9	20.9	105	5752	7.8	45.5	104	1106	5.4	8.8	72	3018	7.7	23.9	102
OTHER EMPLOYED	31031	6816	20.4	22.0	110	14341	19.6	46.2	106	3030	14.9	9.8	80	7425	18.9	23.9	102
SINGLE	35557	6349	19.0	17.9	90	16716	22.8	47.0	108	3406	16.7	9.6	79	8462	21.6	23.8	102
MARRIED	103585	21376	64.0	20.6	104	46329	63.2	44.7	102	13066	64.2	12.6	104	25422	64.8	24.5	105
DIVORCED/SEPARATED/WIDOWED	28585	5667	17.0	19.8	100	10304	14.0	36.0	82	3894	19.1	13.6	112	5369	13.7	18.8	80
PARENTS	59295	13292	39.8	22.4	113	29640	40.4	50.0	114	7098	34.9	12.0	99	16330	41.6	27.5	118
WHITE	146081	29229	87.5	20.0	101	54940	88.5	44.5	102	17899	87.9	12.3	101	34927	89.0	23.9	102
BLACK	17974	3510	10.5	19.5	98	6802	9.3	37.8	87	2159	10.6	12.0	99	3306	8.4	18.4	79
OTHER	3672	*653	2.0	17.8	89	1607	2.2	43.8	100	**309	1.5	8.4	69	1020	2.6	27.8	119
NORTHEAST-CENSUS	37005	7496	22.4	20.3	102	17519	23.9	47.3	108	3833	18.8	10.4	85	9263	23.6	25.0	107
NORTH CENTRAL	42642	8733	26.2	20.5	103	19564	26.7	45.9	105	5252	25.8	12.3	101	10363	26.4	24.3	104
SOUTH	56777	11167	33.4	19.7	99	22764	31.0	40.1	92	7603	37.3	13.4	110	11692	29.8	20.6	88
WEST	31303	5995	18.0	19.2	96	13502	18.4	43.1	99	3678	18.1	11.7	97	7936	20.2	25.4	108
NORTHEAST-MKTG.	38125	7563	22.6	19.8	100	17549	23.9	46.0	105	3906	19.2	10.2	84	9244	23.5	24.2	104
EAST CENTRAL	24794	4938	14.8	19.9	100	10911	14.9	44.0	101	2842	14.0	11.5	94	5505	14.0	22.2	95
MID CENTRAL	28511	6046	18.1	21.2	107	13247	18.1	46.5	106	3593	17.6	12.6	104	7479	19.1	26.2	112
SOUTH	48953	9792	29.3	20.0	100	19970	27.2	40.8	93	6757	33.2	13.8	114	10135	25.8	20.7	88
PACIFIC	27344	5053	15.1	18.5	93	11673	15.9	42.7	98	3268	16.0	12.0	98	6889	17.6	25.2	108
COUNTY SIZE A	69301	12652	37.9	18.3	92	29478	40.2	42.5	97	8015	39.4	11.6	95	15706	40.0	22.7	97
COUNTY SIZE B	50633	10172	30.5	20.1	101	23136	31.5	45.7	104	5843	28.7	11.5	95	12460	31.7	24.6	105
COUNTY SIZE C	26259	5515	16.5	21.0	105	11442	15.6	43.6	100	3365	16.5	12.8	106	6097	15.5	23.2	99
COUNTY SIZE D	21534	5052	15.1	23.5	118	9233	12.7	43.2	99	3143	15.4	14.6	120	4989	12.7	23.2	99
METRO CENTRAL CITY	50014	8953	26.8	17.9	90	21465	29.3	42.9	98	5571	27.4	11.1	92	11262	28.7	22.5	96
METRO SUBURBAN	76832	15580	46.7	20.3	102	34615	47.2	45.1	103	9438	46.3	12.3	101	18441	47.0	24.0	103
NON METRO	40881	8858	26.5	21.7	109	17268	23.5	42.2	97	5357	26.3	13.1	108	9550	24.3	23.4	100
TOP 5 ADI'S	39550	7449	22.3	18.8	95	17463	23.8	44.2	101	4496	22.1	11.4	94	9862	25.1	24.9	107
TOP 10 ADI'S	54877	10110	30.3	18.4	93	23913	32.6	43.6	100	8912	31.0	11.5	95	12798	32.6	23.3	100
TOP 20 ADI'S	77516	14507	43.4	18.7	94	33367	45.5	43.0	98	8752	43.0	11.3	93	17827	45.4	23.0	98
MSHLD INC. \$50,000 OR MORE	17257	3154	9.4	18.3	92	8628	11.8	50.0	114	1879	9.2	10.9	90	4210	10.7	24.4	104
\$40,000 OR MORE	33235	6126	18.3	18.4	93	16139	22.0	48.6	111	3858	18.9	11.6	96	8258	21.0	24.8	106
\$30,000 OR MORE	59693	11320	33.9	19.0	95	28773	39.2	48.2	110	6878	33.8	11.5	95	14838	37.8	24.9	106
\$25,000 OR MORE	76275	15179	45.5	19.9	100	36934	50.4	48.4	111	8751	43.0	11.5	94	19099	48.7	25.0	107
\$20,000 - \$24,999	18607	3584	10.7	19.3	97	8261	11.3	44.4	102	2523	12.4	13.6	112	4308	11.0	23.2	99
\$15,000 - \$19,999	17175	3429	10.3	20.0	100	7624	10.4	44.4	102	2060	10.1	12.0	99	4305	11.0	25.1	107
\$10,000 - \$14,999	24569	5064	15.2	20.6	104	9808	13.4	39.9	91	2883	14.2	11.7	97	5673	14.5	23.1	99
UNDER \$10,000	31101	6136	18.4	19.7	99	10722	14.6	34.5	79	4150	20.4	13.3	110	5868	14.9	18.9	81
HOUSEHOLD OF 1 PERSON	19441	3512	10.5	18.1	91	7203	9.8	37.1	85	2544	12.5	13.1	108	3762	9.6	19.4	83
2 PEOPLE	51803	10008	30.0	19.3	97	20082	27.4	38.8	89	7014	34.4	13.5	112	10716	27.3	20.7	88
3 OR 4 PEOPLE	66933	13573	40.6	20.3	102	31662	43.2	47.3	108	8087	39.7	12.1	100	16948	43.2	25.3	108
5 OR MORE PEOPLE	29550	6297	18.9	21.3	107	14402	19.6	48.7	111	2721	13.4	9.2	76	7828	19.9	26.5	113
NO CHILD IN MSHLD	96587	17804	53.3	18.4	93	38261	52.2	39.6	91	12135	59.6	12.6	103	20057	51.1	20.8	89
CHILD(REN) UNDER 2 YRS	10844	2236	6.7	20.6	104	5761	7.9	53.1	121	1274	6.3	11.7	97	2964	7.6	27.3	117
2 - 5 YEARS	26358	5662	17.0	21.5	108	13724	18.7	52.1	119	2987	14.7	11.3	93	7813	19.9	29.6	127
6 - 11 YEARS	30453	6938	20.8	22.8	114	15134	20.6	49.7	114	3339	16.4	11.0	90	8373	21.3	27.5	117
12 - 17 YEARS	36575	7876	23.6	21.5	108	17472	23.8	47.8	109	4061	19.9	11.1	91	9084	23.1	24.8	106
RESIDENCE OWNED	117770	23497	70.4	20.0	100	51406	70.1	43.6	100	14516	71.3	12.3	102	27462	70.0	23.3	100

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

			TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS			167727	33391	100.0	19.9	100	73349	100.0	43.7	100	20366	100.0	12.1	100	39253	100.0	23.4	100
MAGAZINES	QUINTILE 1		34022	6789	20.3	20.0	100	16847	23.0	49.5	113	3947	19.4	11.6	96	8773	22.3	25.8	110
	QUINTILE 2		34800	7544	22.6	21.7	109	16054	21.9	46.1	105	4708	23.1	13.5	111	8483	21.6	24.4	104
	QUINTILE 3		30514	6079	18.2	19.9	100	13782	18.8	45.2	103	3953	19.4	13.0	107	7780	19.8	25.5	109
	QUINTILE 4		33324	6389	19.1	19.2	96	13575	18.5	40.7	93	3653	17.9	11.0	90	7082	18.0	21.3	91
	QUINTILE 5		35066	6590	19.7	18.8	94	13092	17.8	37.3	85	4104	20.2	11.7	96	7135	18.2	20.3	87
NEWSPAPERS	QUINTILE 1		29107	5285	15.8	18.2	91	13077	17.8	44.9	103	3074	15.1	10.6	87	6758	17.2	23.2	99
	QUINTILE 2		49095	9039	27.1	18.4	92	21777	29.7	44.4	101	5958	29.3	12.1	100	11650	29.7	23.7	101
	QUINTILE 3		23107	4700	14.1	20.3	102	10234	14.0	44.3	101	3134	15.4	13.6	112	5688	14.5	24.6	101
	QUINTILE 4		33556	7340	22.0	21.9	110	14818	20.2	44.2	101	4294	21.1	12.8	105	7977	20.3	23.8	102
	QUINTILE 5		32863	7027	21.0	21.4	107	13444	18.3	40.9	94	3906	19.2	11.9	98	7181	18.3	21.9	93
OUTDOOR	QUINTILE 1		33431	6738	20.2	20.2	101	16358	22.3	48.9	112	3822	18.8	11.4	94	8524	21.7	25.5	109
	QUINTILE 2		33478	6397	19.2	19.1	96	15615	21.3	46.6	107	4179	20.5	12.5	103	8444	21.5	25.2	108
	QUINTILE 3		33574	7104	21.3	21.2	106	14752	20.1	43.9	100	4315	21.2	12.9	106	7792	19.9	23.2	99
	QUINTILE 4		33935	6789	20.3	20.0	100	13835	18.9	40.8	93	3914	19.2	11.5	95	7244	18.5	21.3	91
	QUINTILE 5		33310	6363	19.1	19.1	96	12789	17.4	38.4	88	4136	20.3	12.4	102	7249	18.5	21.8	93
RADIO-DRIVE TIME	QUINTILE 1		33136	6754	20.2	20.4	102	15084	20.6	45.5	104	4043	19.9	12.2	100	7740	19.7	23.4	100
	QUINTILE 2		31658	6147	18.4	19.4	98	14129	19.3	44.6	102	3740	18.4	11.8	97	7512	19.1	23.7	101
	QUINTILE 3		32541	6727	20.1	20.7	104	14977	20.4	46.0	105	3828	18.8	11.8	97	7830	19.9	24.1	103
	QUINTILE 4		34247	7148	21.4	20.9	105	15152	20.7	44.2	101	4190	20.6	12.2	101	8163	20.8	23.8	102
	QUINTILE 5		36144	6615	19.8	18.3	92	14008	19.1	38.8	89	4565	22.4	12.6	104	8008	20.4	22.2	95
RADIO-MID- DAY	TERCILE 1		45037	9177	27.5	20.4	102	20175	27.5	44.8	102	5408	26.6	12.0	99	10066	25.6	22.4	96
	TERCILE 2		44819	9183	27.5	20.5	103	19951	27.2	44.5	102	5386	26.4	12.0	99	11058	28.2	24.7	105
	TERCILE 3		77872	15031	45.0	19.3	97	33224	45.3	42.7	98	9572	47.0	12.3	101	18128	46.2	23.3	99
RADIO-TOTAL	QUINTILE 1		33763	6863	20.6	20.3	102	15537	21.2	46.0	105	3960	19.4	11.7	97	7858	20.0	23.3	99
	QUINTILE 2		33240	6916	20.7	20.8	105	14701	20.0	44.2	101	4010	19.7	12.1	99	7630	19.4	23.0	98
	QUINTILE 3		33408	6212	18.6	18.6	93	15118	20.6	45.3	103	4062	19.9	12.2	100	8442	21.5	25.3	108
	QUINTILE 4		34792	7433	22.3	21.4	107	15611	21.3	44.9	103	4423	21.7	12.7	105	8467	21.6	24.3	104
	QUINTILE 5		32524	5967	17.9	18.3	92	12381	16.9	38.1	87	3912	19.2	12.0	99	6857	17.5	21.1	90
TV-PRIME TIME	QUINTILE 1		33090	6750	20.2	20.4	102	13977	19.1	42.2	97	4273	21.0	12.9	106	7193	18.3	21.7	93
	QUINTILE 2		33357	6399	19.2	19.2	96	14605	19.9	43.8	100	3793	18.6	11.4	94	7905	20.1	23.7	101
	QUINTILE 3		33980	6979	20.9	20.5	103	15348	20.9	45.2	103	4169	20.5	12.3	101	8480	21.6	25.0	107
	QUINTILE 4		33854	6743	20.2	19.9	100	15181	20.7	44.8	103	4067	20.0	12.0	99	8604	21.9	25.4	109
	QUINTILE 5		33444	6520	19.5	19.5	98	14238	19.4	42.6	97	4064	20.0	12.2	100	7071	18.0	21.1	90
TV-DAYTIME	TERCILE 1		49121	9641	28.9	19.6	99	19839	27.0	40.4	92	6101	30.0	12.4	102	11082	28.2	22.6	96
	TERCILE 2		48823	10176	30.5	20.8	105	21366	29.1	43.8	100	5855	28.7	12.0	99	11570	29.5	23.7	101
	TERCILE 3		69782	13575	40.7	19.5	98	32143	43.8	46.1	105	8410	41.3	12.1	99	16601	42.3	23.8	102
TV-TOTAL	QUINTILE 1		33584	6571	19.7	19.6	98	13439	18.3	40.0	92	4292	21.1	12.8	105	7343	18.7	21.9	93
	QUINTILE 2		33441	6536	19.6	19.5	98	14242	19.4	42.6	97	4177	20.5	12.5	103	7480	19.1	22.4	96
	QUINTILE 3		33505	6349	19.0	18.9	95	14499	19.8	43.3	99	3799	18.7	11.3	93	7888	20.1	23.5	101
	QUINTILE 4		33466	7091	21.2	21.2	106	15766	21.5	47.1	108	3722	18.3	11.1	92	8536	21.7	25.5	109
	QUINTILE 5		33731	6844	20.5	20.3	102	15403	21.0	45.7	104	4376	21.5	13.0	107	8006	20.4	23.7	101
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE		44503	8542	25.6	19.2	96	20896	28.5	47.0	107	5125	25.2	11.5	95	11011	28.1	24.7	106
	NEWSPAPER IMPERATIVE		39363	9152	27.4	23.3	117	19006	25.9	48.3	110	5547	27.2	14.1	116	10254	26.1	26.0	111
	NEWSPAPER IMPERATIVE		46441	8096	24.2	17.4	88	19124	26.1	41.2	94	5464	26.8	11.8	97	10289	26.2	22.2	95
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE		33726	6745	20.2	20.0	100	17237	23.5	51.1	117	4405	21.6	13.1	108	8796	22.4	26.1	111
	OUTDOOR IMPERATIVE		52846	10978	32.9	20.8	104	23188	31.6	43.9	100	6595	32.4	12.5	103	12626	32.2	23.9	102
	OUTDOOR IMPERATIVE		52140	10145	30.4	19.5	98	22513	30.7	43.2	99	5959	29.3	11.4	94	12303	31.3	23.6	101
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE		37081	7674	23.0	20.7	104	17861	24.4	48.2	110	4562	22.4	12.3	101	9268	23.6	25.0	107
	RADIO IMPERATIVE		49747	10215	30.6	20.5	103	22982	31.3	46.2	106	6394	31.4	12.9	106	12719	32.4	25.6	109
	RADIO IMPERATIVE		49208	9681	29.0	19.7	99	20540	28.0	41.7	95	5751	28.2	11.7	96	10886	27.7	22.1	95
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE		33103	6521	19.5	19.7	99	15137	20.6	45.7	105	4002	19.7	12.1	100	7937	20.2	24.0	102
	TELEVISION IMPERATIVE		54575	11690	35.0	21.4	108	26635	36.3	48.8	112	7081	34.8	13.0	107	14236	36.3	26.1	111
	TELEVISION IMPERATIVE		53249	9893	29.6	18.6	93	20373	27.8	38.3	87	6400	31.4	12.0	99	11134	28.4	20.9	89
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE		36255	7359	22.0	20.3	102	17270	23.5	47.6	109	4270	21.0	11.8	97	9386	23.9	25.9	111
	OUTDOOR IMPERATIVE		55591	9868	29.6	17.8	89	23254	31.7	41.8	96	6522	32.0	11.7	97	12207	31.1	22.0	94
	OUTDOOR IMPERATIVE		48319	10003	30.0	20.7	104	22416	30.6	46.4	106	6176	30.3	12.8	105	11612	29.6	24.0	103
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE		37242	7319	21.9	19.7	99	17088	23.3	45.9	105	4342	21.3	11.7	96	8789	22.4	23.6	101
	RADIO IMPERATIVE		54423	9640	28.9	17.7	89	23724	32.3	43.6	100	6603	32.4	12.1	100	13036	33.2	24.0	102
	RADIO IMPERATIVE		46650	9837	29.5	21.1	106	20696	28.2	44.4	101	5598	27.5	12.0	99	11113	28.3	23.8	102
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE		35974	6531	19.6	18.2	91	14805	20.2	41.2	94	4273	21.0	11.9	98	8118	20.7	22.6	96
	TELEVISION IMPERATIVE		56095	10575	31.7	18.9	95	26182</											

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

	TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	33391	100.0	19.9	100	73349	100.0	43.7	100	20366	100.0	12.1	100	39253	100.0	23.4	100
ATLANTIC MONTHLY	867	*135	0.4	15.6	78	430	0.6	49.6	113	**95	0.5	11.0	90	*160	0.4	18.5	79
BARRON'S	1587	*262	0.8	16.6	83	567	0.8	35.9	82	**108	0.5	6.8	56	222	0.6	14.1	60
BETTER HOMES & GARDENS	22203	5006	15.0	22.5	113	9633	13.1	43.4	99	2866	14.1	12.9	106	5552	14.1	25.0	107
BON APPETIT	3810	880	2.6	23.1	116	1847	2.5	48.5	111	636	3.1	16.7	137	941	2.4	24.7	106
BUSINESS WEEK	4663	857	2.6	18.4	92	2243	3.1	48.1	110	457	2.2	9.8	81	1095	2.8	23.5	100
CAR AND DRIVER	3102	722	2.2	23.3	117	1567	2.1	50.5	116	332	1.6	10.7	88	761	1.9	24.5	105
CBS MAGAZINE NETWORK (GROSS)	7311	1485	4.4	20.3	102	3266	4.5	44.7	102	737	3.6	10.1	83	1904	4.9	26.0	111
CHANGING TIMES	3400	589	1.8	17.3	87	1437	2.0	42.3	97	384	1.9	11.3	93	807	2.1	23.7	101
COLONIAL HOMES	1796	400	1.2	22.3	112	906	1.2	50.4	115	255	1.3	14.2	117	468	1.2	26.1	111
CONDE NAST MAG. PKG. (GROSS)	19924	4540	13.6	22.8	114	9696	13.2	48.7	111	3038	14.9	15.2	126	5723	14.6	28.7	123
CONSUMERS DIGEST	3125	632	1.9	20.2	102	1299	1.8	41.6	95	299	1.5	9.6	79	585	1.5	18.7	80
COSMOPOLITAN	10577	2298	6.9	21.7	109	4817	6.6	45.5	104	1514	7.4	14.3	118	2974	7.6	28.1	120
COUNTRY LIVING	3746	810	2.4	21.6	109	1853	2.5	49.5	113	644	3.2	17.2	142	935	2.4	25.0	107
CUISINE	2214	500	1.5	22.6	113	1113	1.5	50.3	115	283	1.4	12.8	105	528	1.3	23.8	102
CYCLE WORLD	2394	602	1.8	25.1	126	1086	1.5	45.4	104	*278	1.4	11.6	96	689	1.8	28.8	123
DCI:CREATIVE IDEAS FOR LIV	3068	762	2.3	24.8	125	1400	1.9	45.6	104	563	2.8	18.4	151	924	2.4	30.1	129
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	2022	6.1	21.2	106	4200	5.7	44.0	101	1615	7.9	16.9	139	2325	5.9	24.3	104
DISCOVER	2277	366	1.1	16.1	81	1053	1.4	46.2	106	*221	1.1	9.7	80	492	1.3	21.6	92
EBONY	7187	1227	3.7	17.1	86	2718	3.7	37.8	86	877	4.3	12.2	100	1379	3.5	19.2	82
ESQUIRE	2560	440	1.3	17.2	86	1143	1.6	44.6	102	275	1.4	10.7	88	554	1.4	21.6	92
ESSENCE	3242	585	1.8	18.0	91	1269	1.7	39.1	90	568	2.8	17.5	144	761	1.9	23.5	100
FAMILY CIRCLE	19639	4261	12.8	21.7	109	9031	12.3	46.0	105	3073	15.1	15.6	129	5374	13.7	27.4	117
THE FAMILY HANDYMAN	3540	749	2.2	21.2	106	1764	2.4	49.8	114	374	1.8	10.6	87	1069	2.7	30.2	129
FAMILY WEEKLY	23924	4908	14.7	20.5	103	11179	15.2	46.7	107	3082	15.1	12.9	106	5783	14.7	24.2	103
FIELD & STREAM	9883	2444	7.3	24.7	124	4922	6.7	49.8	114	923	4.5	9.3	77	2431	6.2	24.6	105
FOOD & WINE	1030	*208	0.6	20.2	101	428	0.6	41.6	95	*139	0.7	13.5	111	253	0.6	24.6	105
FORBES	2679	385	1.2	14.4	72	1353	1.8	50.5	115	*168	0.8	6.3	52	653	1.7	24.4	104
FORTUNE	2931	459	1.4	15.7	79	1483	2.0	50.6	116	*216	1.1	7.4	61	708	1.8	24.2	103
GENTLEMEN'S QUARTERLY	3481	593	1.8	17.0	86	1768	2.4	50.8	116	369	1.8	10.6	87	839	2.1	24.1	103
GLAMOUR	7163	1740	5.2	24.3	122	3529	4.8	49.3	113	1178	5.8	16.4	135	2157	5.5	30.1	129
GOLF DIGEST	2355	375	1.1	15.9	80	1260	1.7	53.5	122	272	1.3	11.5	95	638	1.6	27.1	116
GOLF DIGEST/TENNIS (GROSS)	3610	653	2.0	18.1	91	1782	2.4	49.4	113	374	1.8	10.4	85	978	2.5	27.1	116
GOLF MAGAZINE	2046	474	1.4	23.2	116	1073	1.5	52.4	120	*233	1.1	11.4	94	588	1.5	28.7	123
GOLF MAGAZINE/SKI (GROSS)	3547	754	2.3	21.3	107	1903	2.6	53.7	123	340	1.7	9.6	79	1022	2.6	28.8	123
GOOD HOUSEKEEPING	20353	4256	12.7	20.9	105	9195	12.5	45.2	103	3067	15.1	15.1	124	5415	13.8	26.6	114
HARPER'S BAZAAR	3362	748	2.2	22.2	112	1550	2.1	46.1	105	429	2.1	12.8	105	927	2.4	27.6	118
HEALTH	2987	603	1.8	20.2	101	1225	1.7	41.0	94	467	2.3	15.6	129	784	2.0	26.2	112
HEARST MAG CORP. BUY (GROSS)	67928	14692	44.0	21.6	109	31049	42.3	45.7	105	9706	47.7	14.3	118	17965	45.8	26.4	113
HEARST MAN POWER (GROSS)	11282	2486	7.4	22.0	111	5338	7.3	47.3	108	1175	5.8	10.4	86	2979	7.6	26.4	113
HEARST WOMAN POWER (GROSS)	40514	8939	26.8	22.1	111	18483	25.2	45.6	104	6196	30.4	15.3	126	10977	28.0	27.1	116
HOUSE BEAUTIFUL	4885	917	2.7	18.8	94	1859	2.5	38.1	87	740	3.6	15.1	125	1179	3.0	24.1	103
INC.	1308	*208	0.6	15.9	80	576	0.8	44.0	101	**126	0.6	9.6	79	306	0.8	23.4	100
JET	6498	1144	3.4	17.6	88	2460	3.4	37.9	87	853	4.2	13.1	108	1233	3.1	19.0	81
LADIES' HOME JOURNAL	14797	3278	9.8	22.2	111	6678	9.1	45.1	103	2295	11.3	15.5	128	3836	9.8	25.9	111
LHJ FAMILY GRP COMBO(GROSS)	21743	4744	14.2	21.8	110	9690	13.2	44.6	102	3353	16.5	15.4	127	5623	14.3	25.9	111
LIFE	9881	1810	5.4	18.3	92	4511	6.2	45.7	104	1052	5.2	10.6	88	2508	6.4	25.4	108
L.A. TIMES HOME MAGAZINE	2775	491	1.5	17.7	89	1180	1.6	42.5	97	253	1.2	9.1	75	727	1.9	26.2	112
MADEMOISELLE	4219	1057	3.2	25.1	126	2117	2.9	50.2	115	667	3.3	15.8	130	1276	3.3	30.2	129
MC CALL'S	16422	3615	10.8	22.0	111	7162	9.8	43.6	100	2758	13.5	16.8	138	4215	10.7	25.7	110
MC CALL'S/WRK MOTHER (GROSS)	17919	3977	11.9	22.2	111	7877	10.7	44.0	101	2942	14.4	16.4	135	4667	11.9	26.0	111
MECHANIX ILLUSTRATED	4433	850	2.5	19.2	96	2060	2.8	46.5	106	383	1.9	8.6	71	1017	2.6	22.9	98
METROPOLITAN HOME	1504	*183	0.5	12.2	61	644	0.9	42.8	98	*152	0.7	10.1	83	373	1.0	24.8	106
MONEY	4723	753	2.3	15.9	80	2442	3.3	51.7	118	458	2.2	9.7	80	1236	3.1	26.2	112
MOTHER EARTH NEWS	2325	615	1.8	26.5	133	1191	1.6	51.2	117	*186	0.9	8.0	66	815	2.1	35.1	150
MS.	1189	273	0.8	23.0	115	554	0.8	46.6	107	*187	0.9	15.7	130	321	0.8	27.0	115
NATIONAL ENQUIRER	18892	3795	11.4	20.1	101	8000	10.9	42.3	97	2335	11.5	12.4	102	4666	11.9	24.7	106
NATIONAL GEOGRAPHIC	22129	4250	12.7	19.2	96	10680	14.6	48.3	110	2642	13.0	11.9	98	5181	13.2	23.4	100
NATIONAL SUNDAY MAGAZINE PKG	103750	19902	59.6	19.2	96	46706	63.7	45.0	103	12289	60.3	11.8	98	24871	63.4	24.0	102
NATURAL HISTORY	1379	*260	0.8	18.9	95	707	1.0	51.3	117	*218	1.1	15.8	130	383	1.0	27.8	119
NEW WOMAN	2289	527	1.6	23.0	116	1001	1.4	43.7	100	372	1.8	16.3	134	594	1.5	26.0	111
NEW YORK INCLUDING CUE	1088	*133	0.4	12.2	61	505	0.7	46.4	106	*97	0.5	8.9	73	234	0.6	21.5	92
THE NEW YORKER	2459	413	1.2	16.8	84	1201	1.6	48.8	112	307	1.5	12.5	103	529	1.3	21.5	92
NEWSWEEK	16527	3099	9.3	18.8	94	7893	10.8	47.8	109	1997	9.8	12.1	100	4039	10.3	24.4	104
THE N.Y. TIMES DAILY EDITION	2739	362	1.1	13.2	66	1332	1.8	48.6	111	273	1.3	10.0	82	704	1.8	25.7	110
THE N.Y. TIMES MAGAZINE	4443	726	2.2	16.3	82	2211	3.0	49.8	114	484	2.4	10.9	90	1216	3.1	27.4	117
OWNI	2799	434	1.3	15.5	78	1329	1.8	47.5	109	*217	1.1	7.8	64	750	1.9	26.8	114
ON CABLE	2209	470	1.4	21.3	107	1091	1.5	49.4	113	*195	1.0	8.8	73	472	1.2	21.4	91
1001 HOME IDEAS	3959	864	2.6	21.8	110	1788	2.4	45.2	103	591	2.9	14.9	123	1003	2.6	25.3	108
ORGANIC GARDENING	3111	711	2.1	22.9	115	1265	1.7	40.7	93	440	2.2	14.1	116	758	1.9	24.4	104
OUTDOOR LIFE	5024	1280	3.8	25.5	128	2509	3.4	49.9	114	381	1.9	7.6	62	1213	3.1	24.1	103
PARADE MAGAZINE	51292	9911	29.7	19.3	97	23139	31.5	45.1	103	5896	29.0	11.5	95	12288	31.3	24.0	102

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

	TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH			
		A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX
TOTAL ADULTS	167727	33391	100.0	19.9	100	73349	100.0	43.7	100	20366	100.0	12.1	100	39253	100.0	23.4	100
PARENTS	5298	1288	3.9	24.3	122	2747	3.7	51.8	119	880	4.3	16.6	137	1731	4.4	32.7	140
PENTHOUSE	5129	1029	3.1	20.1	101	2626	3.6	51.2	117	358	1.8	7.0	57	1340	3.4	26.1	112
PEOPLE	21070	4375	13.1	20.8	104	10358	14.1	49.2	112	2786	13.7	13.2	109	5674	14.5	26.9	115
PLAYBOY	10562	1945	5.8	18.4	93	5651	7.7	53.5	122	928	4.6	8.8	72	2802	7.1	26.5	113
POPULAR HOT RODDING	2498	535	1.6	21.4	108	1214	1.7	48.6	111	*227	1.1	9.1	75	567	1.4	22.7	97
POPULAR MECHANICS	5887	1278	3.8	21.7	109	2701	3.7	45.9	105	669	3.3	11.4	94	1594	4.1	27.1	116
POPULAR SCIENCE	4317	908	2.7	21.0	106	2026	2.8	46.9	107	503	2.5	11.7	96	1180	3.0	27.3	117
PREVENTION	5792	1091	3.3	18.8	95	2405	3.3	41.5	95	804	3.9	13.9	114	1371	3.5	23.7	101
PSYCHOLOGY TODAY	3284	589	1.8	17.9	90	1567	2.1	47.7	109	486	2.4	14.8	122	897	2.3	27.3	117
READER'S DIGEST	40046	8457	25.3	21.1	106	17650	24.1	44.1	101	5430	26.7	13.6	112	9499	24.2	23.7	101
REDBOOK	9584	2386	7.1	24.9	125	4471	6.1	46.7	107	1615	7.9	16.9	139	2589	6.6	27.0	115
ROAD & TRACK	2590	589	1.8	22.7	114	1229	1.7	47.5	109	*259	1.3	10.0	82	729	1.9	28.1	120
ROLLING STONE	3302	611	1.8	18.5	93	1733	2.4	52.5	120	388	1.9	11.8	97	1026	2.6	31.1	133
RUNNER'S WORLD	1229	*150	0.4	12.2	61	608	0.8	49.5	113	*84	0.4	6.8	56	*308	0.8	25.1	107
SATURDAY EVENING POST	2110	437	1.3	20.7	104	1038	1.4	49.2	112	270	1.3	12.8	105	595	1.5	28.2	120
SCIENCE 84	1543	321	1.0	20.8	104	812	1.1	52.6	120	*166	0.8	10.8	89	493	1.3	32.0	137
SCIENCE DIGEST	1747	418	1.3	23.9	120	875	1.2	50.1	115	*253	1.2	14.5	119	520	1.3	29.8	127
SCIENTIFIC AMERICAN	1994	313	0.9	15.7	79	966	1.3	48.4	111	*145	0.7	7.3	60	399	1.0	20.0	86
SELF	3119	725	2.2	23.2	117	1533	2.1	49.2	112	496	2.4	15.9	131	956	2.4	30.7	131
SEVENTEEN	3923	984	2.9	25.1	126	2039	2.8	52.0	119	705	3.5	18.0	148	1173	3.0	29.9	128
SKI	1501	280	0.8	18.7	94	831	1.1	55.4	127	**107	0.5	7.1	59	434	1.1	28.9	124
SMITHSONIAN	5976	1155	3.5	19.3	97	2872	3.9	48.1	110	727	3.6	12.2	100	1549	3.9	25.9	111
SOAP OPERA DIGEST	4228	944	2.8	22.3	112	1673	2.3	39.6	90	581	2.9	13.7	113	983	2.5	23.2	99
SOUTHERN LIVING	6488	1259	3.8	19.4	97	2800	3.8	43.2	99	1053	5.2	16.2	134	1401	3.6	21.6	92
SPORT	3500	660	2.0	18.9	95	1574	2.1	45.0	103	325	1.6	9.3	76	799	2.0	22.8	98
THE SPORTING NEWS	2456	467	1.4	19.0	96	1270	1.7	51.7	118	*186	0.9	7.6	62	577	1.5	23.5	100
SPORTS AFIELD	3648	790	2.4	21.7	109	1762	2.4	48.3	110	*253	1.2	6.9	57	865	2.2	23.7	101
SPORTS ILLUSTRATED	14484	2850	8.5	19.7	99	7345	10.0	50.7	116	1380	6.8	9.5	78	3758	9.6	25.9	111
STAR	12661	2438	7.3	19.3	97	5326	7.3	42.1	96	1642	8.1	13.0	107	3187	8.1	25.2	108
SUNDAY	52799	9647	28.9	18.3	92	23052	31.4	43.7	100	5889	28.9	11.2	92	12271	31.3	23.2	99
SUNSET	3513	616	1.8	17.5	88	1457	2.0	41.5	95	516	2.5	14.7	121	781	2.0	22.2	95
TV GUIDE	42766	9222	27.6	21.6	108	19411	26.5	45.4	104	5328	26.2	12.5	103	10566	26.9	24.7	106
TENNIS	1254	*278	0.8	22.2	111	523	0.7	41.7	95	*102	0.5	8.1	67	340	0.9	27.1	116
TIME	22054	4726	14.2	21.4	108	10706	14.6	48.5	111	2392	11.7	10.8	89	5291	13.5	24.0	103
TOWN & COUNTRY	1555	284	0.9	18.3	92	750	1.0	48.2	110	*192	0.9	12.3	102	349	0.9	22.4	96
TRAVEL & LEISURE	2173	364	1.1	16.8	84	966	1.3	44.5	102	253	1.2	11.6	96	436	1.1	20.1	86
TRUE STORY	4636	986	3.0	21.3	107	2017	2.7	43.5	99	438	2.2	9.4	78	1180	3.0	25.5	109
U.S. NEWS & WORLD REPORT	10353	2028	6.1	19.6	98	4990	6.8	48.2	110	1256	6.2	12.1	100	2536	6.5	24.5	105
USA TODAY	4994	978	2.9	19.6	98	2583	3.5	51.7	118	521	2.6	10.4	86	1303	3.3	26.1	111
US	3528	803	2.4	22.8	114	1774	2.4	50.3	115	476	2.3	13.5	111	1089	2.8	30.9	132
VOGUE	5424	1020	3.1	18.8	94	2516	3.4	46.4	106	696	3.4	12.8	106	1334	3.4	24.6	105
HALL STREET JOURNAL	6292	1212	3.6	19.3	97	3096	4.2	49.2	113	486	2.4	7.7	64	1470	3.7	23.4	100
WEIGHT WATCHERS	2762	733	2.2	26.5	133	1350	1.8	48.9	112	444	2.2	16.1	132	733	1.9	26.5	113
WOMAN'S DAY	16320	3669	11.0	22.5	113	7388	10.1	45.3	104	2444	12.0	15.0	123	4197	10.7	25.7	110
WORKING MOTHER	1496	362	1.1	24.2	122	716	1.0	47.9	109	*184	0.9	12.3	101	452	1.2	30.2	129
WORKING WOMAN	1851	403	1.2	21.8	109	868	1.2	46.9	107	257	1.3	13.9	114	582	1.5	31.4	134
WORLD TENNIS	580	*102	0.3	17.6	88	*229	0.3	39.5	90	*469	0.3	11.9	98	*120	0.3	20.7	88
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2433	7.3	19.6	98	5891	8.0	47.5	109	1099	5.4	8.9	73	3084	7.9	24.8	106
BLAIR INSERTS	91671	17386	52.1	19.0	95	41257	56.2	45.0	103	10604	52.1	11.6	95	21822	55.6	23.8	102
DAILY NEWSPAPERS																	
READ ANY	109190	20594	61.7	18.9	95	48010	65.5	44.0	101	12956	63.6	11.9	98	25817	65.8	23.6	101
READ ONE	89587	17105	51.2	19.1	96	39222	53.5	43.8	100	10849	53.3	12.1	100	21272	54.2	23.7	101
READ TWO OR MORE	19602	3489	10.4	17.8	89	8788	12.0	44.8	103	2107	10.3	10.7	89	4545	11.6	23.2	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	21037	63.0	19.2	96	49441	67.4	45.1	103	13121	64.4	12.0	99	26172	66.7	23.9	102
READ ONE	95074	18144	54.3	19.1	96	42691	58.2	44.9	103	11452	56.2	12.0	99	22910	58.4	24.1	103
READ TWO OR MORE	14588	2894	8.7	19.8	100	6750	9.2	46.3	106	1668	8.2	11.4	94	3262	8.3	22.4	96
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.94				30.88				29.59				30.00			
30 DAY REACH	149706	29932	89.6	20.0	100	66525	90.7	44.4	102	17819	87.5	11.9	98	35557	90.6	23.8	101
50 SHWG - 30 DAY AV FREQ	15.16	15.17				16.14				15.51				15.74			
30 DAY REACH	142406	28584	85.6	20.1	101	63736	86.9	44.8	102	17021	83.6	12.0	98	33920	86.4	23.8	102
25 SHWG - 30 DAY AV FREQ	8.123	8.24				8.69				8.37				8.56			
30 DAY REACH	131152	26303	78.8	20.1	101	59218	80.7	45.2	103	15753	77.3	12.0	99	31154	79.4	23.8	102
CABLE TV: HOME WIRED	66879	13538	40.5	20.2	102	30144	41.1	45.1	103	8601	42.2	12.9	106	16356	41.7	24.5	105
HOME NOT WIRED	100848	19853	59.5	19.7	99	43205	58.9	42.8	98	11765	57.8	11.7	96	22896	58.3	22.7	97
HAVE PAY CABLE	35024	7397	22.2	21.1	106	16834	23.0	48.1	110	4464	21.9	12.7	105	9458	24.1	27.0	115

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	33391	100.0	19.9	100	73349	100.0	43.7	100	20366	100.0	12.1	100	39253	100.0	23.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	19399	58.1	20.3	102	44005	60.0	46.0	105	11261	55.3	11.8	97	23047	58.7	24.1	103
10:00 AM - 3:00 PM	63599	13030	39.0	20.5	103	28818	39.3	45.3	104	7764	38.1	12.2	101	14990	38.2	23.6	101
3:00 PM - 7:00 PM	72097	14855	44.5	20.6	103	33362	45.5	46.3	106	8527	41.9	11.8	97	17609	44.9	24.4	104
7:00 PM - MIDNIGHT	36670	7154	21.4	19.5	98	16674	22.7	45.5	104	4178	20.5	11.4	94	9164	23.3	25.0	107
MIDNIGHT - 6:00 AM	21908	4447	13.3	20.3	102	10233	14.0	46.7	107	2485	12.2	11.3	93	5099	13.0	23.3	99
6:00 AM - MIDNIGHT	127571	25724	77.0	20.2	101	58048	79.1	45.5	104	15192	74.6	11.9	98	30767	78.4	24.1	103
ENTIRE DAY	129239	26035	78.0	20.1	101	58695	80.0	45.4	104	15436	75.8	11.9	98	31019	79.0	24.0	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	7167	21.5	21.1	106	16518	22.5	48.6	111	4054	19.9	11.9	98	8923	22.7	26.2	112
ALL NEWS	6062	1086	3.3	17.9	90	2652	3.6	43.7	100	697	3.4	11.5	95	1336	3.4	22.0	94
AOR/PROGRESSIVE	11884	2479	7.4	20.9	105	5927	8.1	49.9	114	1245	6.1	10.5	86	3356	8.5	28.2	121
BEAUTIFUL MUSIC	11180	2290	6.9	20.5	103	4938	6.7	44.2	101	1463	7.2	13.1	108	2672	6.8	23.9	102
BLACK	4538	1001	3.0	22.1	111	2066	2.8	45.5	104	545	2.7	12.0	99	1132	2.9	24.9	107
CLASSICAL	3857	764	2.3	19.8	99	1768	2.4	45.8	105	364	1.8	9.4	78	808	2.1	20.9	90
CHR/ROCK	21946	4498	13.5	20.5	103	10814	14.7	49.3	113	2731	13.4	12.4	102	5708	14.5	26.0	111
COUNTRY	27262	5605	16.8	20.6	103	12002	16.4	44.0	101	3491	17.1	12.8	105	6261	16.0	23.0	98
GOLDEN OLDIES	3339	601	1.8	18.0	90	1583	2.2	47.4	108	418	2.1	12.5	103	793	2.0	23.7	101
MOR/NOSTALGIA	10346	1941	5.8	18.8	94	4485	6.1	43.4	99	948	4.7	9.2	75	2342	6.0	22.6	97
NEWS/TALK	8929	1666	5.0	18.7	94	3681	5.0	41.2	94	936	4.6	10.5	86	2089	5.3	23.4	100
RELIGIOUS	5488	1011	3.0	18.4	93	2146	2.9	39.1	89	758	3.7	13.8	114	1123	2.9	20.5	87
SOFT ROCK	1232	306	0.9	24.8	125	574	0.8	46.6	107	**131	0.6	10.6	88	321	0.8	26.1	111
URBAN CONTEMPORARY	3184	664	2.0	20.9	105	1183	1.6	37.2	85	365	1.8	11.5	94	591	1.5	18.6	79
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1423	4.3	20.6	103	3477	4.7	50.3	115	801	3.9	11.6	95	1900	4.8	27.5	117
ABC DIRECTION	5212	1051	3.1	20.2	101	2501	3.4	48.0	110	590	2.9	11.3	93	1194	3.0	22.9	98
ABC ENTERTAINMENT	10385	2038	6.1	19.6	99	4819	6.6	46.4	106	1242	6.1	12.0	98	2488	6.3	24.0	102
ABC FM	4762	957	2.9	20.1	101	2268	3.1	47.6	109	621	3.0	13.0	107	1122	2.9	23.6	101
ABC INFORMATION	11339	2379	7.1	21.0	105	5336	7.3	47.1	108	1218	6.0	10.7	88	2852	7.3	25.2	107
ABC ROCK	4878	1004	3.0	20.6	103	2408	3.3	49.4	113	468	2.3	9.6	79	1464	3.7	30.0	128
CBS	10709	1913	5.7	17.9	90	4567	6.2	42.6	98	1249	6.1	11.7	96	2292	5.8	21.4	91
MUTUAL	10251	2276	6.8	22.2	112	4294	5.9	41.9	96	1116	5.5	10.9	90	2453	6.2	23.9	102
NBC	12243	2452	7.3	20.0	101	5319	7.3	43.4	99	1528	7.5	12.5	103	2731	7.0	22.3	95
RADIORADIO	4606	980	2.9	21.3	107	2203	3.0	47.8	109	565	2.8	12.3	101	1064	2.7	23.1	99
RKO ONE	5148	1185	3.5	23.0	116	2591	3.5	50.3	115	605	3.0	11.8	97	1448	3.7	28.1	120
RKO TWO	7313	1442	4.3	19.7	99	3387	4.6	46.3	106	924	4.5	12.6	104	1842	4.7	25.2	108
THE SOURCE	5981	1235	3.7	20.6	104	2786	3.8	46.6	107	719	3.5	12.0	99	1428	3.6	23.9	102
NON-WIRED: BLAIR	19329	3742	11.2	19.4	97	8851	12.1	45.8	105	2212	10.9	11.4	94	4586	11.7	23.7	101
INTERNET	27139	5375	16.1	19.8	99	12309	16.8	45.4	104	3179	15.6	11.7	96	6671	17.0	24.6	105
KATZ RADIO GROUP	36319	7080	21.2	19.5	98	16773	22.9	46.2	106	3882	19.1	10.7	88	9165	23.3	25.2	108
SUPERNET	22361	4582	13.7	20.5	103	10319	14.1	46.1	106	2747	13.5	12.3	101	5536	14.1	24.8	106
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	2629	7.9	18.1	91	5786	7.9	39.8	91	2065	10.1	14.2	117	3035	7.7	20.9	89
MKDAY 9:00 AM - 1:00 PM	18688	3652	10.9	19.5	98	7372	10.1	39.4	90	2426	11.9	13.0	107	4191	10.7	22.4	96
MKDAY 1:00 PM - 4:30 PM	24061	5043	15.1	21.0	105	9797	13.4	40.7	93	3117	15.3	13.0	107	5398	13.8	22.4	96
MKDAY 4:30 PM - 7:30 PM	44079	8646	25.9	19.6	99	18109	24.7	41.1	94	5305	26.0	12.0	99	9761	24.9	22.1	95
MKDAY 7:30 PM - 8:00 PM	61979	12190	36.5	19.7	99	25737	35.1	41.5	95	7613	37.4	12.3	101	13697	34.9	22.1	94
MKDAY 11:00 PM - 11:30 PM	49084	9111	29.1	19.8	99	20739	28.3	42.3	97	6184	30.4	12.6	104	11408	29.1	23.2	99
MKDAY 11:30 PM - 1:00 AM	16560	3794	9.6	19.3	97	6702	9.1	40.5	93	2002	9.8	12.1	100	3678	9.4	22.2	95
M-SAT 8-11 PM-SUN 7-11 PM	66967	13437	40.2	20.1	101	29047	39.6	43.4	99	8281	40.7	12.4	102	15568	39.7	23.2	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	2162	6.5	23.3	117	3844	5.2	41.5	95	1111	5.5	12.0	99	2188	5.6	23.6	101
ANOTHER WORLD	N 6138	1266	3.8	20.6	104	2636	3.6	42.9	98	913	4.5	14.9	123	1278	3.3	20.8	89
AS THE WORLD TURNS	C 7707	1623	4.9	21.1	106	2940	4.0	38.1	87	1047	5.1	13.6	112	1653	4.2	21.4	92
CAPITOL	C 4688	1116	3.3	23.8	120	1807	2.5	38.5	88	711	3.5	15.2	125	1010	2.6	21.5	92
CBS MORN. NEWS 1	C 2792	524	1.6	18.8	94	1122	1.5	40.2	92	485	2.4	17.4	143	584	1.5	20.9	89
CBS MORN. NEWS 2	C 2071	392	1.2	18.9	95	703	1.0	33.9	78	305	1.5	14.7	121	407	1.0	19.7	84
DAYS OF OUR LIVES	N 8018	1550	4.6	19.3	97	3666	5.0	45.7	105	1089	5.3	13.6	112	1877	4.8	23.4	100
FACTS OF LIFE - DAYTIME	N 3487	547	1.6	15.7	79	1353	1.8	38.8	89	454	2.2	13.0	107	812	2.1	23.3	100
FAMILY FEUD	A 4817	866	2.6	18.0	90	1820	2.5	37.8	86	580	2.8	12.0	99	1044	2.7	21.7	93
GENERAL HOSPITAL	A 8333	1862	5.6	22.3	112	3424	4.7	41.1	94	1071	5.3	12.9	106	1771	5.0	23.7	101
GOOD MORNING, AMERICA-730A	A 5472	943	2.8	17.2	87	2219	3.0	40.6	93	807	4.0	14.7	121	1158	3.0	21.2	90
GOOD MORNING, AMERICA-830A	A 3965	653	2.0	16.5	83	1549	2.1	39.1	89	556	2.7	14.0	115	887	2.3	22.4	96
GUIDING LIGHT	C 7542	1643	4.9	21.8	109	2954	4.0	39.2	90	1151	5.7	15.3	126	1570	4.0	20.8	89
ONE LIFE TO LIVE	A 6018	1378	4.1	22.9	115	2378	3.2	39.5	90	636	3.1	10.6	87	1362	3.5	22.6	97
PRESS YOUR LUCK	C 3589	768	2.3	21.4	107	1461	2.0	40.7	93	478	2.3	13.3	110	934	2.4	26.0	111
PRICE IS RIGHT 1	C 7418	1421	4.3	19.2	96	2809	3.8	37.9	87	889	4.4	12.0	99	1500	3.8	20.2	86
PRICE IS RIGHT 2	C 8276	1647	4.9	19.9	100	3223	4.4	38.9	89	996	4.9	12.0	99	1659	4.2	20.0	86
RYAN'S HOPE	A 4358	1059	3.2	24.3	122	1913	2.6	43.9	100	481	2.4	11.0	91	977	2.5	22.4	96
SALE OF THE CENTURY	N 3749	707	2.1	18.9	95	1523	2.1	40.6	93	665	3.3	17.7	146	880	2.2	23.5	100
SEARCH FOR TOMORROW	N 2884	474	1.4	16.4	83	1076	1.5	37.3	85	374	1.8	13.0	107	588	1.5	20.4	87
TODAY SHOW 1	N 4869	902	2.7	18.5	93	1788	2.4	36.7	84	672	3.3	13.8	114	973	2.5	20.0	85
TODAY SHOW 2	N 4135	641	1.9	15.5	78	1417	1.9	34.3	78	601	3.0	14.5	120	793	2.0	19.2	82
\$25,000 PYRAMID	C 4361	885	2.7	20.3	102	1643	2.2	37.7	86	651	3.2	14.9	123	907	2.3	20.8	89
WHEEL OF FORTUNE	N 6187	1252	3.7	20.2													

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

		TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL ADULTS			167727	33391	100.0	19.9	100	73349	100.0	43.7	100	20366	100.0	12.1	100	39253	100.0	23.4	100
WKDAY LOCAL EVENING TV NEWS																			
		52292	10221	30.6	19.5	98	21003	28.6	40.2	92	6420	31.5	12.3	101	11238	28.6	21.5	92	
	NETWORK AFFILIATES - EARLY	39164	7688	23.0	19.6	99	16609	22.6	42.4	97	5167	25.4	13.2	109	9069	23.1	23.2	99	
	INDEPENDENTS - LATE	5133	1050	3.1	20.5	103	2219	3.0	43.2	99	619	3.0	12.1	99	1255	3.2	24.4	104	
TV EVENING NTWK 6 PM - 2 AM																			
	A TEAM	N 22825	5052	15.1	22.1	111	10257	14.0	44.9	103	2749	13.5	12.0	99	5294	13.5	23.2	99	
	ABC MONDAY NIGHT MOVIE	A 11258	2316	6.9	20.6	103	4829	6.6	42.9	98	1539	7.6	13.7	113	2636	6.7	23.4	100	
	ABC SUNDAY NIGHT MOVIE	A 23600	4674	14.0	19.8	99	10545	14.4	44.7	102	2995	14.7	12.7	105	5865	14.9	24.9	106	
	ABC WORLD NEWS TONIGHT	A 12801	2251	6.7	17.6	88	4953	6.8	38.7	88	1386	6.8	10.8	89	2687	6.8	21.0	90	
	AFTERMASH	C 10966	2191	6.6	20.0	100	4211	5.7	38.4	88	1433	7.0	13.1	108	2259	5.8	20.6	88	
	ALICE	C 17050	3713	11.1	21.8	109	7189	9.8	42.2	96	2403	11.8	14.1	116	4008	10.2	23.5	100	
	AMERICAN PARADE	C 11998	2431	7.3	20.3	102	4734	6.5	39.5	90	1597	7.8	13.3	110	2599	6.6	21.7	93	
	BENSON	A 19258	3607	10.8	18.7	94	8043	11.0	41.8	96	2379	11.7	12.4	102	4438	11.3	23.0	98	
	BLUE THUNDER	A 11478	2342	7.0	20.4	102	5095	6.9	44.4	102	1178	5.8	10.3	85	2676	6.8	23.3	100	
	CAGNEY & LACEY	C 18263	4021	12.0	22.0	111	8175	11.1	44.8	102	2323	11.4	12.7	105	4598	11.7	25.2	108	
	CBS EVENING NEWS-DEAN	C 7733	1450	4.3	18.8	94	2902	4.0	37.5	86	1010	5.0	13.1	108	1613	4.1	20.9	89	
	CBS EVENING NEWS-RATHER	C 15653	3180	9.5	20.3	102	6357	8.7	40.6	93	1952	9.6	12.5	103	3400	8.7	21.7	93	
	CBS SAT. NEWS-SCHIEFFER	C 8744	1811	5.4	20.7	104	3485	4.8	39.9	91	1121	5.5	12.8	106	1866	4.8	21.3	91	
	CBS SATURDAY NIGHT MOVIE	C 12000	2411	7.2	20.1	101	5365	7.3	44.7	102	1580	7.8	13.2	108	2696	6.9	22.5	96	
	CBS WEDNESDAY NIGHT MOVIE	C 11522	2293	6.9	19.9	100	4931	6.7	42.8	98	1296	6.4	11.2	93	2642	6.7	22.9	98	
	CHEERS	N 16818	3640	10.9	21.6	109	7882	10.7	46.9	107	2335	11.5	13.9	114	4425	11.3	26.3	112	
	DALLAS	C 37510	7665	23.0	20.4	103	15438	21.0	41.2	94	4968	24.4	13.2	109	8263	21.1	22.0	94	
	DIFF'RENT STROKES	N 11258	2515	7.5	22.3	112	4628	6.3	41.1	94	1615	7.9	14.3	118	2546	6.5	22.6	97	
	DOUBLE TROUBLE	N 12248	2653	7.9	21.7	109	5413	7.4	44.2	101	1660	8.2	13.6	112	2780	7.1	22.7	97	
	DUCK FACTORY	N 11100	2494	7.5	22.5	113	5107	7.0	46.0	105	1512	7.4	13.6	112	2747	7.0	24.7	106	
	DUKES OF HAZZARD	C 12353	2493	7.5	20.2	101	5541	7.6	44.9	103	1498	7.4	12.1	100	2896	7.4	23.4	100	
	DYNASTY	A 33279	6514	19.5	19.6	98	13910	19.0	41.8	96	4079	20.0	12.3	101	7621	19.4	22.9	98	
	FACTS OF LIFE	N 13410	2749	8.2	20.5	103	5852	8.0	43.6	100	1951	9.6	14.5	120	3037	7.7	22.6	97	
	FALCON CREST	C 31093	6394	19.1	20.6	103	12449	17.0	40.0	92	4254	20.9	13.7	113	7013	17.9	22.6	96	
	FALL GUY	A 18649	3792	11.4	20.3	102	8226	11.2	44.1	101	2139	10.5	11.5	94	4313	11.0	23.1	99	
	FAMILY TIES	N 13101	2998	9.0	22.9	115	5637	7.7	43.0	98	1887	9.3	14.4	119	3324	8.5	25.4	108	
	FANTASY ISLAND	A 13069	2415	7.2	18.5	93	5156	7.0	39.5	90	1757	8.6	13.4	111	2940	7.5	22.5	96	
	FOULUPS, BLEEP & BLUNDERS	A 16588	3248	9.7	19.6	98	6756	9.2	40.7	93	1953	9.6	11.8	97	3876	9.9	23.4	100	
	FOUR SEASONS	C 9302	1937	5.8	20.8	105	3671	5.0	39.5	90	1379	6.8	14.8	122	2047	5.2	22.0	94	
	GIMME A BREAK	N 13955	3015	9.0	21.6	109	5796	7.9	41.5	95	1937	9.5	13.9	114	3170	8.1	22.7	97	
	HART TO HART	A 15735	3244	9.7	20.6	104	6416	8.7	40.8	93	2111	10.4	13.4	110	3576	9.1	22.7	97	
	HILL STREET BLUES	N 18257	3688	11.0	20.2	101	8459	11.5	46.3	106	2254	11.1	12.3	102	4553	11.6	24.9	107	
	HOTEL	A 24236	4802	14.4	19.8	100	9878	13.5	40.8	93	3230	15.9	13.3	110	5385	13.7	22.2	95	
	JEFFERSONS	C 17010	3510	10.5	20.6	104	6906	9.4	40.6	93	2370	11.6	13.9	115	3935	10.0	23.1	99	
	JENNIFER SLEPT HERE	N 9397	1937	5.8	20.6	104	4198	5.7	44.7	102	1317	6.5	14.0	115	2208	5.6	23.5	100	
	KATE & ALLIE	C 16762	3694	11.1	22.0	111	7341	10.0	43.8	100	2239	11.0	13.4	110	4098	10.4	24.4	104	
	KNIGHT RIDER	N 13164	2691	8.1	20.4	103	5729	7.8	43.5	100	1656	8.1	12.6	104	3353	8.5	25.5	109	
	LOVE BOAT	A 20400	3688	11.0	18.1	91	8345	11.4	40.9	94	2549	12.5	12.5	103	4214	10.7	20.7	88	
	MAGNUM PI	C 22543	4489	13.4	19.9	100	9622	13.1	42.7	98	2490	12.2	11.0	91	4982	12.7	22.1	94	
	MAMA'S FAMILY	N 9852	2040	6.1	20.7	104	3705	5.1	37.6	86	1298	6.4	13.2	109	2056	5.2	20.9	89	
	MASTER, THE	N 8082	1538	4.6	19.0	96	3683	5.0	45.6	104	1033	5.1	12.8	105	2095	5.3	25.9	111	
	MATT HOUSTON	A 12881	2564	7.7	19.9	100	5874	8.0	45.6	104	1485	7.3	11.5	95	2971	7.6	23.1	99	
	NBC MONDAY NIGHT MOVIE	N 23889	4968	14.9	20.8	104	10935	14.9	45.8	105	2786	13.7	11.7	96	5939	15.1	24.9	106	
	NBC NIGHTLY NEWS	N 11156	2100	6.3	18.8	95	4495	6.1	40.3	92	1421	7.0	12.7	105	2505	6.4	22.5	96	
	NBC NIGHTLY NEWS-SAT	N 7363	1379	4.1	18.7	94	2670	3.6	36.3	83	826	4.1	11.2	92	1558	4.0	21.2	90	
	NBC NIGHTLY NEWS-SUN	N 6214	1042	3.1	16.8	84	2257	3.1	36.3	83	764	3.8	12.3	101	1106	2.8	17.8	76	
	NBC SUNDAY NIGHT MOVIE	N 17590	3502	10.5	19.9	100	7836	10.7	44.5	102	1849	9.1	10.5	87	3939	10.0	22.4	96	
	NEWMART	C 16740	3765	11.3	22.5	113	7528	10.3	45.0	103	2312	11.4	13.8	114	4312	11.0	25.8	110	
	ONE DAY AT A TIME	C 11820	2440	7.3	20.6	104	5086	6.9	43.0	98	1522	7.5	12.9	106	2927	7.5	24.8	106	
	PEOPLE ARE FUNNY	N 9138	1891	5.7	20.7	104	3778	5.2	41.3	95	1005	4.9	11.0	91	2114	5.4	23.1	99	
	REAL PEOPLE	N 15979	3226	9.7	20.2	101	6402	8.7	40.1	92	2259	11.1	14.1	116	3516	9.0	22.0	94	
	REMINGTON STEELE	N 14395	2855	8.6	19.8	100	6461	8.8	44.9	103	1762	8.7	12.2	101	3378	8.6	23.5	100	
	RIPLEY'S BELIEVE IT - NOT	A 11362	2279	6.8	20.1	101	4849	6.6	42.7	98	1283	6.3	11.3	93	2750	7.0	24.2	103	
	RIPTIDE	N 13920	3150	9.4	22.6	114	6441	8.8	46.3	106	1741	8.5	12.5	103	3299	8.4	23.7	101	
	SCARECROW & MRS. KING	C 17571	3672	11.0	20.9	105	7674	10.5	43.7	100	2224	10.9	12.7	104	4038	10.3	23.0	98	
	SIMON & SIMON	C 20208	4138	12.4	20.5	103	8616	11.7	42.6	97	2270	11.1	11.2	93	4565	11.6	22.6	97	
	60 MINUTES	C 27668	5089	15.2	18.4	92	10777	14.7	39.0	89	3346	16.4	12.1	100	5754	14.7	20.8	89	
	ST. ELSEWHERE	N 13699	3079	9.2	22.5	113	6393	8.7	46.1	107	1782	8.7	13.0	107	3474	8.9	25.4	108	
	THREE'S COMPANY	A 20632	4004	12.0	19.4	97	8894	12.1	43.1	99	2551	12.5	12.4	102	5011	12.8	24.3	104	
	T.J. HOOKER	A 17136	3203	9.6	18.7	94	7349	10.0	42.9	98	2176	10.7	12.7	105	3897	9.9	22.7	97	
	TONIGHT SHOW	N 4963	918	2.7	18.5	93	2082	2.8	42.0	96	596	2.9	12.0	99	1128	2.9	22.7	97	
	TRAPPER JOHN, M.D.	C 16332	3668	11.0	22.5	113	6881	9.4	42.1	96	2178	10.7	13.3	110	3826	9.7	23.4	100	
	TV BLOOPERS & PRAC. JOKES	N 18881	3801	11.4	20.1	101	8076	11.0	42.8										

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	21404	100.0	12.8	100	21902	100.0	13.1	100	13608	100.0	8.1	100	12144	100.0	7.2	100
MALES	79263	9418	44.0	11.9	93	9905	45.2	12.5	96	6050	44.5	7.6	94	4578	37.7	5.8	80
FEMALES	88464	11986	56.0	13.5	106	11997	54.8	13.6	104	7558	55.5	8.5	105	7567	62.3	8.6	118
18 - 24	28671	3816	17.8	13.3	104	4461	20.4	15.6	119	2343	17.2	8.2	101	2121	17.5	7.4	102
25 - 34	39536	6570	30.7	16.6	130	7598	34.7	19.2	147	3980	29.2	10.1	124	3227	26.6	8.2	113
35 - 44	28978	4126	19.3	14.2	112	4507	20.6	15.6	119	2763	20.3	9.5	118	2148	17.7	7.4	102
45 - 54	22345	2644	12.4	11.8	93	2488	11.4	11.1	85	1904	14.0	8.5	105	1893	15.6	8.5	117
55 - 64	22224	2314	10.8	10.4	82	1530	7.0	6.9	53	1283	9.4	5.8	71	1441	11.9	6.5	90
65 OR OLDER	25973	1934	9.0	7.4	58	1319	6.0	5.1	39	1336	9.8	5.1	63	1315	10.8	5.1	70
18 - 34	68207	10386	48.5	15.2	119	12059	55.1	17.7	135	6322	46.5	9.3	114	5348	44.0	7.8	108
18 - 49	108058	15726	73.5	14.6	114	17760	81.1	16.4	126	9958	73.2	9.2	114	8475	69.8	7.8	108
25 - 54	90859	13340	62.3	14.7	115	14592	66.6	16.1	123	8647	63.5	9.5	117	7267	59.8	8.0	110
35 - 49	39851	5340	24.9	13.4	105	5702	26.0	14.3	110	3636	26.7	9.1	112	3127	25.7	7.8	108
50 OR OLDER	59669	5678	26.5	9.5	75	4141	18.9	6.9	53	3650	26.8	6.1	75	3669	30.2	6.1	85
GRADUATED COLLEGE	28091	4553	21.3	16.2	127	4503	20.6	16.0	123	3141	23.1	11.2	138	2732	22.5	9.7	134
ATTENDED COLLEGE	28938	4366	20.4	15.1	118	4620	21.1	16.0	122	3008	22.1	10.4	128	2535	20.9	8.8	121
GRADUATED HIGH SCHOOL	65503	8567	40.0	13.1	102	8240	37.6	12.6	96	5171	38.0	7.9	97	4649	38.3	7.1	98
DID NOT GRADUATE HIGH SCHOOL	45195	3919	18.3	8.7	68	4538	20.7	10.0	77	2288	16.8	5.1	62	2229	18.4	4.9	68
EMPLOYED MALES	56429	7224	33.8	12.8	100	7578	34.6	13.4	103	4728	34.7	8.4	103	3349	27.6	5.9	82
EMPLOYED FEMALES	43971	6635	31.0	15.1	118	6964	31.8	15.8	121	4339	31.8	9.9	121	4569	37.6	10.4	144
EMPLOYED FULL-TIME	87773	11896	55.6	13.6	106	12557	57.3	14.3	110	7984	58.7	9.1	112	6834	56.3	7.8	108
EMPLOYED PART-TIME	12627	1963	9.2	15.5	122	1885	9.1	15.7	120	1077	7.9	8.5	105	1084	8.9	8.6	119
NOT EMPLOYED	67327	7545	35.3	11.2	88	7360	33.6	10.9	84	4547	33.4	6.8	83	4226	34.8	6.3	87
PROFESSIONAL/MANAGER	25345	4144	19.4	16.0	126	4188	19.1	16.2	124	2791	20.5	10.8	133	2622	21.6	10.1	140
TECH/CLERICAL/SALES	30895	4455	20.8	14.4	113	4507	20.6	14.6	112	3099	22.8	10.0	124	2376	19.6	7.7	106
PRECISION/CRAFT	12629	1602	7.5	12.7	99	1964	9.0	15.6	119	911	6.7	7.2	89	826	6.8	6.5	90
OTHER EMPLOYED	31031	3658	17.1	11.8	92	3884	17.7	12.5	96	2259	16.6	7.3	90	2095	17.3	6.8	93
SINGLE	35557	4439	20.7	12.5	98	5204	23.8	14.6	112	3168	23.3	8.9	110	2843	23.4	8.0	110
MARRIED	103585	14379	67.2	13.9	109	14027	64.0	13.5	104	8530	62.7	8.2	101	7419	61.1	7.2	99
DIVORCED/SEPARATED/WIDOWED	28585	2586	12.1	9.0	71	2670	12.2	9.3	72	1911	14.0	6.7	82	1883	15.5	6.6	91
PARENTS	59295	9201	43.0	15.5	122	10623	48.5	17.9	137	5130	37.7	8.7	107	4523	37.2	7.6	105
WHITE	146081	19385	90.6	13.3	104	19727	90.1	13.5	103	12175	89.5	8.3	103	10830	89.2	7.4	102
BLACK	17974	1588	7.4	8.8	69	1536	7.0	8.5	65	1053	7.7	5.9	72	1079	8.9	6.0	83
OTHER	3672	431	2.0	11.7	92	4639	2.9	17.4	133	4380	2.8	10.3	128	2235	1.9	6.4	88
NORTHEAST-CENSUS	37005	4794	22.4	13.0	102	4236	19.3	11.4	88	2554	18.8	6.9	85	2786	22.9	7.5	104
NORTH CENTRAL	42642	5758	26.9	13.5	106	5714	26.1	13.4	103	2986	21.9	7.0	86	2640	21.7	6.2	86
SOUTH	56777	6653	31.1	11.7	92	7547	34.5	13.3	102	4602	33.8	8.1	100	4360	35.9	7.7	106
WEST	31303	4199	19.6	13.4	105	4405	20.1	14.1	108	3466	25.5	11.1	136	2358	19.4	7.5	104
NORTHEAST-MKTG.	38125	4842	22.6	12.7	100	4279	19.5	11.2	86	2945	21.6	7.7	95	2961	24.4	7.8	107
EAST CENTRAL	24794	3293	15.4	13.3	104	2936	13.4	11.8	91	1438	10.6	5.8	71	1606	13.2	6.5	89
WEST CENTRAL	28511	3986	18.6	14.0	110	3950	18.0	13.9	106	2260	16.6	7.9	98	1738	14.3	6.1	84
SOUTH	48953	5637	26.3	11.5	90	6798	31.0	13.9	106	3951	29.0	8.1	99	3745	30.8	7.7	106
PACIFIC	27344	3646	17.0	13.3	104	3939	18.0	14.4	110	3016	22.2	11.0	136	2095	17.3	7.7	106
COUNTY SIZE A	69301	8454	39.5	12.2	96	8562	39.1	12.4	95	5907	43.4	8.5	105	5057	41.6	7.3	101
COUNTY SIZE B	50433	6791	31.7	13.4	105	6956	31.8	13.7	105	4036	29.7	8.0	98	3758	30.9	7.4	103
COUNTY SIZE C	26259	3221	15.0	12.3	96	3159	14.4	12.0	92	2192	16.1	8.3	103	2026	16.7	7.7	107
COUNTY SIZE D	21534	2939	13.7	13.6	107	3225	14.7	15.0	115	1471	10.8	6.8	84	1303	10.7	6.1	84
METRO CENTRAL CITY	50014	6234	29.1	12.5	98	6275	28.7	12.5	96	3961	29.1	7.9	98	3388	27.9	6.8	94
METRO SUBURBAN	76832	9765	45.6	12.7	100	9995	45.6	13.0	100	6838	50.2	8.9	110	5877	48.4	7.6	106
NON METRO	40881	5405	25.3	13.2	104	5632	25.7	13.8	106	2809	20.6	6.9	85	2880	23.7	7.0	97
TOP 5 ADI'S	39550	5452	25.5	13.8	108	5124	23.4	13.0	99	3360	24.7	8.5	105	3292	27.1	8.3	115
TOP 10 ADI'S	54877	6977	32.6	12.7	100	6782	31.0	12.4	95	4751	34.9	8.7	107	4129	34.0	7.5	104
TOP 20 ADI'S	77516	9695	45.3	12.5	98	9629	44.0	12.4	95	6437	47.3	8.3	102	5677	46.7	7.3	101
MSHLD INC. \$50,000 OR MORE	17257	2680	12.5	15.5	122	2287	10.4	13.3	101	1673	12.3	9.7	119	1406	11.6	8.1	113
\$40,000 OR MORE	33235	4776	22.3	14.4	113	4586	20.9	13.8	106	3169	23.3	9.5	118	2766	22.8	8.3	115
\$30,000 OR MORE	59693	8424	39.4	14.1	111	8932	40.8	15.0	115	5664	41.6	9.5	117	4722	38.9	7.9	109
\$25,000 OR MORE	76275	10804	50.5	14.2	111	11435	52.2	15.0	115	7127	52.4	9.3	115	6149	50.6	8.1	111
\$20,000 - \$24,999	18607	2629	12.3	14.1	111	2110	9.6	11.3	87	1674	12.3	9.0	111	1446	11.9	7.8	107
\$15,000 - \$19,999	17175	2286	10.7	13.3	104	2241	10.2	13.0	100	1251	9.2	7.3	90	1392	11.5	8.1	112
\$10,000 - \$14,999	24569	2611	12.2	10.6	83	3037	13.9	12.4	95	1891	13.9	7.7	95	1447	11.9	5.9	81
UNDER \$10,000	31101	3074	14.4	9.9	77	3079	14.1	9.9	76	1665	12.2	5.4	66	1710	14.1	5.5	76
HOUSEHOLD OF 1 PERSON	19441	2184	10.2	11.2	88	1700	7.8	8.7	67	1371	10.1	7.1	87	1244	10.2	6.4	88
2 PEOPLE	51803	5919	27.7	11.4	90	4875	22.3	9.4	72	3856	28.3	7.4	92	3826	31.5	7.4	102
3 OR 4 PEOPLE	66933	9594	44.8	14.3</													

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

		TOTAL U.S. '000	DIARRHEA				FEVER				HAYFEVER				OTHER ALLERGY			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	21404	100.0	12.8	100	21902	100.0	13.1	100	13608	100.0	8.1	100	12144	100.0	7.2	100
MAGAZINES	QUINTILE 1	34022	5209	24.3	15.3	120	5143	23.5	15.1	116	3233	23.8	9.5	117	2969	24.4	8.7	121
	QUINTILE 2	34800	4951	23.1	14.2	111	5073	23.2	14.6	112	3133	23.0	9.0	111	2921	24.1	8.4	116
	QUINTILE 3	30514	4029	18.8	13.2	103	4019	18.3	13.2	101	2410	17.7	7.9	97	2391	19.7	7.8	108
	QUINTILE 4	33324	4066	19.0	12.2	96	3935	18.0	11.8	90	2444	18.0	7.3	90	2195	18.1	6.6	91
	QUINTILE 5	35066	3149	14.7	9.0	70	3732	17.0	10.6	82	2388	17.5	6.8	84	1669	13.7	4.8	66
NEWSPAPERS	QUINTILE 1	29107	3801	17.8	13.1	102	3214	14.7	11.0	85	2540	18.7	8.7	108	2287	18.8	7.9	109
	QUINTILE 2	49095	6660	31.1	13.6	106	6403	29.2	13.0	100	4140	30.4	8.4	104	3549	29.2	7.2	100
	QUINTILE 3	23107	3189	14.9	13.8	108	3154	14.4	13.6	105	2058	15.1	8.9	110	1800	14.8	7.8	108
	QUINTILE 4	33556	4118	19.2	12.3	96	4696	21.4	14.0	107	2346	17.2	7.0	86	2563	21.1	7.6	105
	QUINTILE 5	32863	3635	17.0	11.1	87	4436	20.3	13.5	103	2525	18.6	7.7	95	1945	16.0	5.9	82
OUTDOOR	QUINTILE 1	33431	4521	21.1	13.5	106	4932	22.5	14.8	113	3161	23.2	9.5	117	2704	22.3	8.1	112
	QUINTILE 2	33478	4749	22.2	14.2	111	4834	22.1	14.4	111	2955	21.7	8.8	109	2532	20.8	7.6	104
	QUINTILE 3	33574	4308	20.1	12.8	101	4212	19.2	12.5	96	2810	20.6	8.4	103	2533	20.9	7.5	104
	QUINTILE 4	33935	3961	18.5	11.7	91	4179	19.1	12.3	94	2483	18.2	7.3	90	2512	20.7	7.4	102
	QUINTILE 5	33310	3865	18.1	11.6	91	3746	17.1	11.2	86	2200	16.2	6.6	81	1863	15.3	5.6	77
RADIO-DRIVE TIME	QUINTILE 1	33136	4383	20.5	13.2	104	4197	19.2	12.7	97	2851	21.0	8.6	106	2730	22.5	8.2	114
	QUINTILE 2	31658	4061	19.0	12.8	101	4260	19.5	13.5	103	2581	19.0	8.2	100	2194	18.1	6.9	96
	QUINTILE 3	32541	4490	21.0	13.8	108	4815	22.0	14.8	113	2833	20.8	8.7	107	2517	20.7	7.7	107
	QUINTILE 4	34247	4290	20.0	12.5	98	4458	20.4	13.0	100	2864	21.0	8.4	103	2657	21.9	7.8	107
	QUINTILE 5	36144	4179	19.5	11.6	91	4172	19.0	11.5	88	2480	18.2	6.9	85	2045	16.8	5.7	78
RADIO-MID- DAY	TERCILE 1	45037	5816	27.2	12.9	101	5822	26.6	12.9	99	3619	26.6	8.0	99	3427	28.2	7.6	105
	TERCILE 2	44819	6087	28.4	13.6	106	6044	27.6	13.5	103	3633	26.7	8.1	100	3249	26.8	7.2	100
	TERCILE 3	77872	9501	44.4	12.2	96	10035	45.8	12.9	99	6355	46.7	8.2	101	5648	45.0	7.0	97
	QUINTILE 1	33763	4298	20.1	12.7	100	4217	19.3	12.5	96	2958	21.7	8.8	108	2646	21.8	7.8	108
	QUINTILE 2	33240	4572	21.4	13.8	108	4839	22.1	14.6	111	2423	17.8	7.3	90	2644	21.8	8.0	110
RADIO-TOTAL	QUINTILE 3	33408	4374	20.4	13.1	103	4429	20.2	13.3	102	2879	21.2	8.6	106	2273	18.7	6.8	94
	QUINTILE 4	34792	4480	20.9	12.9	101	4896	22.4	14.1	108	3153	23.2	9.1	112	2757	22.7	7.9	109
	QUINTILE 5	32524	3680	17.2	11.3	89	3521	16.1	10.8	83	2196	16.1	6.8	83	1825	15.0	5.6	77
	QUINTILE 1	33090	4177	19.5	12.6	99	4180	19.1	12.6	97	2597	19.1	7.8	97	2424	20.0	7.3	101
	QUINTILE 2	33357	4379	20.5	13.1	103	4126	18.8	12.4	95	2448	18.0	7.3	90	2194	18.1	6.6	91
TV-PRIME TIME	QUINTILE 3	33980	4184	19.5	12.3	96	4480	20.5	13.2	101	3087	22.7	9.1	112	2596	21.4	7.6	106
	QUINTILE 4	33854	4452	20.8	13.2	103	4800	21.9	14.2	109	2817	20.7	8.3	103	2395	19.7	7.1	98
	QUINTILE 5	33444	4212	19.7	12.6	99	4316	19.7	12.9	99	2659	19.5	8.0	98	2536	20.9	7.6	105
	TERCILE 1	49121	5978	27.9	12.2	95	5963	27.2	12.1	93	3349	24.6	6.8	84	3269	26.9	6.7	92
	TERCILE 2	48823	6567	30.7	13.5	105	6418	29.3	13.1	101	3875	28.5	7.9	98	3589	29.6	7.4	102
TV-TOTAL	TERCILE 3	69782	8859	41.4	12.7	99	9520	43.5	13.6	104	6384	46.9	9.1	113	5286	43.5	7.6	105
	QUINTILE 1	33584	4083	19.1	12.2	95	3647	16.7	10.9	83	2483	18.2	7.4	91	2159	17.8	6.4	89
	QUINTILE 2	33441	4039	18.9	12.1	95	4054	18.5	12.1	93	2294	16.9	6.9	85	2619	21.6	7.8	108
	QUINTILE 3	33505	4560	21.3	13.6	107	4359	19.9	13.0	100	2837	20.8	8.5	104	2203	18.1	6.6	91
	QUINTILE 4	33466	4409	20.6	13.2	103	4708	21.5	14.1	108	2953	21.7	8.8	109	2613	21.5	7.8	108
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE	QUINTILE 5	33731	4313	20.2	12.8	100	5134	23.4	15.2	117	3041	22.3	9.0	111	2550	21.0	7.6	104
	QUINTILE 1	44503	6610	30.9	14.9	116	5839	26.7	13.1	100	4148	30.5	9.3	115	3609	29.7	8.1	112
	QUINTILE 2	39363	5697	26.6	14.5	113	6482	29.6	16.5	126	3410	25.1	8.7	107	3513	28.9	8.9	123
	QUINTILE 3	46441	5492	25.7	11.8	93	5254	24.0	11.3	87	3514	25.8	7.6	93	3137	25.8	6.8	93
	QUINTILE 4	33726	5099	23.8	15.1	118	5630	25.7	16.7	128	3085	22.7	9.1	113	2882	23.7	8.5	118
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 5	52846	7307	34.1	13.8	108	6847	31.3	13.0	99	4562	33.5	8.6	106	4362	35.9	8.3	114
	QUINTILE 1	52140	6241	29.2	12.0	94	6376	29.1	12.2	94	4394	32.3	8.4	104	3535	29.1	6.8	94
	QUINTILE 2	37081	5155	24.1	13.9	109	5757	26.3	15.5	119	2847	20.9	7.7	95	3128	25.8	8.4	117
	QUINTILE 3	49747	7287	34.0	14.6	115	6776	30.9	13.6	104	4716	34.7	9.5	117	4043	33.3	8.1	112
	QUINTILE 4	49208	5966	27.9	12.1	95	5882	26.9	12.0	92	4002	29.4	8.1	100	3341	27.5	6.8	94
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 5	33103	4586	21.4	13.9	109	4461	20.4	13.5	103	2746	20.2	8.3	102	2593	21.4	7.8	108
	QUINTILE 1	54575	8211	38.4	15.0	118	8384	38.3	15.4	118	5191	38.1	9.5	117	4726	38.9	8.7	120
	QUINTILE 2	53249	5933	27.7	11.1	87	5683	25.9	10.7	82	3424	25.2	6.4	79	3176	26.2	6.0	82
	QUINTILE 3	36255	5226	24.4	14.4	113	5244	23.9	14.5	111	3311	24.3	9.1	113	3067	25.3	8.5	117
	QUINTILE 4	55591	7023	32.8	12.6	99	6115	27.9	11.0	84	4486	33.0	8.1	99	3801	31.3	6.8	94
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 5	48319	6154	28.8	12.7	100	6833	31.2	14.1	108	4214	31.0	8.7	107	3568	29.4	7.4	102
	QUINTILE 1	37242	5369	25.1	14.4	113	4725	21.6	12.7	97	3031	22.3	8.1	100	3045	25.1	8.2	113
	QUINTILE 2	54423	7097	33.2	13.0	102	6605	30.2	12.1	93	4973	36.5	9.1	113	3826	31.5	7.0	97
	QUINTILE 3	46650	5649	26.4	12.1	95	6677	30.5	14.3	110	3650	26.8	7.8	96	3491	28.7	7.5	103
	QUINTILE 4	35974	4496	21.0	12.5	98	3844	17.6	10.7	82	2819	20.7	7.8	97	2667	22.0	7.4	102
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 5	56095	7874	36.8	14.0	110	7617	34.8	13.6	104	5313	39.0	9.5	117	4319	35.6	7.7	106
	QUINTILE 1	47170	5813	27.2	12.3	97	6157	28.1	13.1	100	3249	23.9	6.9	85	3113	25.6	6.6	91
	QUINTILE 2	33748	4758	22.2	14.1	110	5076	23.2	15.0	115	3041	22.3	9.0	111	2711	22.3	8.0	111
	QUINTILE 3																	

	TOTAL U.S. '000	DIARRHEA				FEVER				HAYFEVER				OTHER ALLERGY			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	21404	100.0	12.8	100	21902	100.0	13.1	100	13608	100.0	8.1	100	12144	100.0	7.2	100
ATLANTIC MONTHLY	867	*120	0.6	13.8	108	*88	0.4	10.1	78	*57	0.4	6.6	81	*119	1.0	13.7	190
BARRON'S	1580	276	1.3	17.5	137	*185	0.8	11.7	90	*157	1.2	9.9	122	*170	1.4	10.8	149
BETTER HOMES & GARDENS	22203	3162	14.8	14.2	112	3005	13.7	13.5	104	2074	15.2	9.3	115	2057	16.9	9.3	128
BON APPETIT	3810	548	2.6	14.4	113	558	2.5	14.6	112	552	4.1	14.5	179	500	4.1	13.1	181
BUSINESS WEEK	4663	610	2.8	13.1	103	524	2.4	11.2	86	505	3.7	10.8	133	482	4.0	10.3	143
CAR AND DRIVER	3102	474	2.2	15.3	120	433	2.0	14.0	107	354	2.6	11.4	141	*280	2.3	9.0	125
CBS MAGAZINE NETWORK (GROSS)	7311	985	4.6	13.5	106	1168	5.3	16.0	122	871	6.4	11.9	147	822	6.8	11.2	155
CHANGING TIMES	3400	534	2.5	15.7	123	522	2.4	15.4	118	223	1.6	6.6	81	*338	2.8	9.9	137
COLONIAL HOMES	1796	302	1.4	16.8	132	396	1.8	22.0	169	*167	1.2	9.3	115	*219	1.8	12.2	168
CONDE NAST MAG. PKG. (GROSS)	19924	3162	14.8	15.9	124	3252	14.8	16.3	125	2074	15.2	10.4	128	2412	19.9	12.1	167
CONSUMERS DIGEST	3125	474	2.2	15.2	119	309	1.4	9.9	76	*255	1.9	8.2	101	394	3.2	12.6	174
COSMOPOLITAN	10577	1648	7.7	15.6	122	1722	7.9	16.3	125	1188	8.7	11.2	138	1151	9.5	10.9	150
COUNTRY LIVING	3746	526	2.5	14.0	110	726	3.3	19.4	148	440	3.2	11.7	145	373	3.1	10.0	138
CUISINE	2214	355	1.7	16.0	126	321	1.5	14.5	111	356	2.6	16.1	198	*312	2.6	14.1	195
CYCLE WORLD	2394	331	1.5	13.8	108	391	1.8	16.3	125	*240	1.8	10.0	124	*274	2.3	11.4	158
DCI:CREATIVE IDEAS FOR LIV	3068	408	1.9	13.3	104	403	1.8	13.1	101	258	1.9	8.4	104	412	3.4	13.4	185
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1362	6.4	14.3	112	1479	6.8	15.5	119	1040	7.6	10.9	134	1194	9.8	12.5	173
DISCOVER	2277	344	1.6	15.1	118	427	1.9	18.8	144	278	2.0	12.2	150	*231	1.9	10.1	140
EBONY	7187	712	3.3	9.9	78	711	3.2	9.9	76	447	3.3	6.2	77	515	4.2	7.2	99
ESQUIRE	2560	415	1.9	16.2	127	427	1.9	16.7	128	*164	1.2	6.4	79	*236	1.9	9.2	127
ESSENCE	3242	382	1.8	11.8	92	334	1.5	10.3	79	297	2.2	9.2	113	*291	2.4	9.0	124
FAMILY CIRCLE	19639	2942	13.7	15.0	117	2781	12.7	14.2	108	1894	13.9	9.6	119	1855	15.3	9.4	130
THE FAMILY HANDYMAN	3540	464	2.2	13.1	103	589	2.7	16.6	127	212	1.6	6.0	74	*199	1.6	5.6	78
FAMILY WEEKLY	23924	3192	14.9	13.3	105	3210	14.7	13.4	103	2035	15.0	8.5	105	1691	13.9	7.1	98
FIELD & STREAM	9883	1331	6.2	13.5	106	1346	6.1	13.6	104	739	5.4	7.5	92	621	5.1	6.3	87
FOOD & WINE	1030	*121	0.6	11.7	92	*128	0.6	12.4	95	*117	0.9	11.4	140	*109	0.9	10.6	146
FORBES	2679	395	1.8	14.7	116	306	1.4	11.4	87	293	2.2	10.9	135	286	2.4	10.7	147
FORTUNE	2931	406	1.9	13.9	109	370	1.7	12.6	97	263	1.9	9.0	111	323	2.7	11.0	152
GENTLEMEN'S QUARTERLY	3481	470	2.2	13.5	106	614	2.8	17.6	135	333	2.4	9.6	118	*420	3.5	12.1	167
GLAMOUR	7163	1261	5.9	17.6	138	1126	5.1	15.7	120	854	6.3	11.9	147	789	6.5	11.0	152
GOLF DIGEST	2355	323	1.5	13.7	107	263	1.2	11.2	86	*164	1.2	7.0	86	*199	1.6	8.5	117
GOLF DIGEST/TENNIS (GROSS)	3610	522	2.4	14.5	113	464	2.1	12.9	98	290	2.1	8.0	99	372	3.1	10.3	142
GOLF MAGAZINE	2046	299	1.4	14.6	115	*248	1.1	12.1	93	*108	0.8	5.3	65	*203	1.7	9.9	137
GOLF MAGAZINE/SKI (GROSS)	3547	462	2.2	13.0	102	483	2.2	13.6	104	259	1.9	7.3	90	418	3.4	11.8	163
GOOD HOUSEKEEPING	20353	3097	14.5	15.2	119	2838	13.0	13.9	107	1968	14.5	9.7	119	1951	16.1	9.6	132
HARPER'S BAZAAR	3362	572	2.7	17.0	133	548	2.5	16.3	125	369	2.7	11.0	135	452	3.7	13.4	186
HEALTH	2987	477	2.2	16.0	125	464	2.1	15.5	119	260	1.9	8.7	107	*367	3.0	12.3	170
HEARST MAG CORP. BUY (GROSS)	67928	10347	48.3	15.2	119	10338	47.2	15.2	117	6722	49.4	9.9	122	6676	55.0	9.8	136
HEARST MAN POWER (GROSS)	11282	1766	8.3	15.7	123	1555	7.1	13.8	106	999	7.3	8.9	109	971	8.0	8.6	119
HEARST WOMAN POWER (GROSS)	40514	6229	29.1	15.4	120	6081	27.8	15.0	115	4012	29.5	9.9	122	4037	33.2	10.0	138
HOUSE BEAUTIFUL	4885	620	2.9	12.7	99	725	3.3	14.8	114	472	3.5	9.7	119	396	3.3	8.1	112
INC.	1308	*149	0.7	11.4	89	*181	0.8	13.8	106	*154	1.1	11.8	145	*120	1.0	9.2	127
JET	6498	557	2.6	8.6	67	561	2.6	8.6	66	407	3.0	6.3	77	483	4.0	7.4	103
LADIES' HOME JOURNAL	14797	2317	10.8	15.7	123	1988	9.1	13.4	103	1394	10.2	9.4	116	1430	11.8	9.7	133
LHJ FAMILY GRP COMBO(GROSS)	21743	3409	15.9	15.7	123	3152	14.4	14.5	111	2005	14.7	9.2	114	2265	18.7	10.4	144
LIFE	9881	1493	7.0	15.1	118	1400	6.4	14.2	109	870	6.4	8.8	109	791	6.5	8.0	111
L.A. TIMES HOME MAGAZINE	2775	489	2.3	17.6	138	407	1.9	14.7	112	264	1.9	9.5	117	*235	1.9	8.5	117
MADEMOISELLE	4219	627	2.9	14.9	116	719	3.3	17.0	131	439	3.2	10.4	128	588	4.8	13.9	192
MC CALL'S	16422	2419	11.3	14.7	115	2299	10.5	14.0	107	1488	10.9	9.1	112	1508	12.4	9.2	127
MC CALL'S/WRK MOTHER (GROSS)	17919	2711	12.7	15.1	119	2621	12.0	14.6	112	1730	12.7	9.7	119	1712	14.1	9.6	132
MECHANIX ILLUSTRATED	4433	557	2.6	12.6	98	622	2.8	14.0	107	405	3.0	9.1	113	362	3.0	8.2	113
METROPOLITAN HOME	1504	224	1.0	14.9	117	*272	1.2	18.1	138	*150	1.1	10.0	123	*116	1.0	7.7	107
MONEY	4723	860	4.0	18.2	143	623	2.8	13.2	101	452	3.3	9.6	118	434	3.6	9.2	127
MOTHER EARTH NEWS	2325	399	1.9	17.2	134	452	2.1	19.4	149	360	2.6	15.5	191	*277	2.3	11.9	165
MS.	1189	*174	0.8	14.6	115	*206	0.9	17.3	133	*155	1.1	13.0	161	*167	1.4	14.0	194
NATIONAL ENQUIRER	18892	2507	11.7	13.3	104	2420	11.0	12.8	98	1257	9.2	6.7	82	1430	11.8	7.6	105
NATIONAL GEOGRAPHIC	22129	3124	14.6	14.1	111	3306	15.1	14.9	114	2323	17.1	10.5	129	1866	15.4	8.4	116
NATIONAL SUNDAY MAGAZINE PKG	103750	13906	65.0	13.4	105	13434	61.3	12.9	99	8855	65.1	8.5	105	7773	64.0	7.5	103
NATURAL HISTORY	1379	*160	0.7	11.6	91	*221	1.0	16.0	123	*175	1.3	12.7	156	*151	1.2	10.9	151
NEW WOMAN	2289	290	1.4	12.7	99	414	1.9	18.1	139	*232	1.7	10.1	125	*238	2.0	10.4	144
NEW YORK INCLUDING CUE	1088	*74	0.3	6.8	53	*100	0.5	9.2	70	*102	0.7	9.4	116	*158	1.3	14.5	201
THE NEW YORKER	2459	353	1.6	14.4	112	364	1.7	14.8	113	189	1.4	7.7	95	*254	2.1	10.3	143
NEWSWEEK	16527	2376	11.1	14.4	113	2247	10.3	13.6	104	1650	12.1	10.0	123	1400	11.5	8.5	117
THE N.Y. TIMES DAILY EDITION	2739	280	1.3	10.2	80	261	1.2	9.5	73	209	1.5	7.6	94	*209	1.7	7.6	105
THE N.Y. TIMES MAGAZINE	4443	569	2.7	12.8	100	553	2.5	12.4	95	440	3.2	9.9	122	518	4.3	11.7	161
OMNI	2799	438	2.0	15.6	123	464	2.1	16.6	127	332	2.4	11.9	146	*308	2.5	11.0	152
ON CABLE	2209	282	1.3	12.8	100	*251	1.1	11.4	87	*96	0.7	4.3	54	*128	1.1	5.8	80
1001 HOME IDEAS	3959	615	2.9	15.5	122	700	3.2	17.7	135	350	2.6	8.8	109	469	3.9	11.8	164
ORGANIC GARDENING	3111	321	1.5	10.3	81	371	1.7	11.9	91	336	2.5	10.8	133	365	3.0	11.7	162
OUTDOOR LIFE	5024	681	3.2	13.6	106	860	3.9	17.1	131	395	2.9	7.9	97	325	2.7	6.5	89
PARADE MAGAZINE	51292	7137	33.3	13.9	109	6520	29.8	12.7	97	4552	33.5	8.9	109	3938	32.4	7.7	106

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

	TOTAL U.S. '000	DIARRHEA				FEVER				HAYFEVER				OTHER ALLERGY			
		A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D
TOTAL ADULTS	167727	21404	100.0	12.8	100	21902	100.0	13.1	100	13608	100.0	8.1	100	12144	100.0	7.2	100
PARENTS	5298	965	4.5	18.2	143	1142	5.2	21.6	165	556	4.1	10.5	129	358	2.9	6.8	93
PENTHOUSE	5129	833	3.9	16.2	127	913	4.2	17.8	136	437	3.2	8.5	105	453	3.7	8.8	122
PEOPLE	21070	3312	15.5	15.7	123	3254	14.9	15.4	118	2134	15.7	10.1	125	1787	14.7	8.5	117
PLAYBOY	10562	1510	7.1	14.3	112	1761	8.0	16.7	128	938	6.9	8.9	109	838	6.9	7.9	110
POPULAR HOT RODDING	2498	*279	1.3	11.2	88	326	1.5	13.1	100	*225	1.7	9.0	111	*215	1.8	8.6	119
POPULAR MECHANICS	5887	976	4.6	16.6	130	826	3.8	14.0	107	457	3.4	7.8	96	422	3.5	7.2	99
POPULAR SCIENCE	4317	623	2.9	14.4	113	511	2.3	11.8	91	469	3.4	10.9	134	373	3.1	8.6	119
PREVENTION	5792	812	3.8	14.0	110	653	3.0	11.3	86	540	4.0	9.3	115	611	5.0	10.5	146
PSYCHOLOGY TODAY	3284	656	3.1	20.0	157	551	2.5	16.8	128	456	3.4	13.9	171	384	3.2	11.7	161
READER'S DIGEST	40046	5732	26.8	14.3	112	4942	22.6	12.3	95	3731	27.4	9.3	115	3575	29.4	8.9	123
REDBOOK	9584	1484	6.9	15.5	121	1521	6.9	15.9	122	856	6.3	8.9	110	936	7.7	9.8	135
ROAD & TRACK	2590	367	1.7	14.2	111	406	1.9	15.7	120	*319	2.3	12.3	152	*230	1.9	8.9	123
ROLLING STONE	3302	657	3.1	19.9	156	622	2.8	18.8	144	396	2.9	12.0	148	*258	2.1	7.8	108
RUNNER'S WORLD	1229	*220	1.0	17.9	140	*167	0.8	13.6	104	*122	0.9	9.9	122	*138	1.1	11.2	155
SATURDAY EVENING POST	2110	206	1.0	9.8	77	275	1.3	13.0	100	*185	1.4	8.8	108	*221	1.8	10.5	145
SCIENCE 84	1543	332	1.6	21.5	169	*274	1.3	17.8	136	278	2.0	18.0	222	**246	2.0	15.9	220
SCIENCE DIGEST	1747	303	1.4	17.3	136	*219	1.0	12.5	96	*245	1.8	14.0	173	*252	2.1	14.4	199
SCIENTIFIC AMERICAN	1994	279	1.3	14.0	110	*283	1.3	14.2	109	*190	1.4	9.5	117	*243	2.0	12.2	168
SELF	3119	443	2.1	14.2	111	599	2.7	19.2	147	*230	1.7	7.4	91	359	3.0	11.5	159
SEVENTEEN	3923	669	3.1	17.1	134	764	3.5	19.5	149	506	3.7	12.9	159	*452	3.7	11.5	159
SKI	1501	*163	0.8	10.9	85	*235	1.1	15.7	120	*151	1.1	10.1	124	*215	1.8	14.3	198
SMITHSONIAN	5976	767	3.6	12.8	101	902	4.1	15.1	116	667	4.9	11.2	138	669	5.5	11.2	155
SOAP OPERA DIGEST	4228	561	2.6	13.3	104	587	2.7	13.9	106	366	2.7	8.7	107	366	3.0	8.7	120
SOUTHERN LIVING	6488	954	4.5	14.7	115	1076	4.9	16.6	127	782	5.7	12.1	149	782	6.4	12.1	166
SPORT	3500	426	2.0	12.2	95	504	2.3	14.4	110	*298	2.2	8.5	105	*275	2.3	7.9	109
THE SPORTING NEWS	2456	339	1.6	13.8	108	454	2.1	18.5	142	*308	2.3	12.5	155	*234	1.9	9.5	132
SPORTS AFIELD	3648	488	2.3	13.4	105	509	2.3	14.0	107	297	2.2	8.1	100	*297	2.4	8.1	112
SPORTS ILLUSTRATED	14484	2108	9.8	14.6	114	2097	9.6	14.5	111	1193	8.8	8.2	102	1000	8.2	6.9	95
STAR	12661	1605	7.5	12.7	99	1465	6.7	11.6	89	761	5.6	6.0	74	1143	9.4	9.0	125
SUNDAY	52799	6784	31.7	12.8	101	6688	30.5	12.7	97	4382	32.2	8.3	102	3695	30.4	7.0	97
SUNSET	3513	449	2.1	12.8	100	456	2.1	13.0	99	641	4.7	18.2	225	*329	2.7	9.4	129
TV GUIDE	42766	6033	28.2	14.1	111	6010	27.4	14.1	108	3524	25.9	8.2	102	3787	31.2	8.9	122
TENNIS	1254	*199	0.9	15.9	124	*201	0.9	16.0	123	*126	0.9	10.0	124	*173	1.4	13.8	191
TIME	22054	3201	15.0	14.5	114	3089	14.1	14.0	107	2069	15.2	9.4	116	1969	16.2	8.9	123
TOWN & COUNTRY	1555	236	1.1	15.2	119	*189	0.9	12.2	93	*197	1.4	12.7	156	*129	1.1	8.3	115
TRAVEL & LEISURE	2173	302	1.4	13.9	109	*172	0.8	7.9	61	*213	1.6	9.8	121	*166	1.4	7.6	106
TRUE STORY	4636	611	2.9	13.2	103	622	2.8	13.4	103	332	2.4	7.2	88	387	3.2	8.3	115
U.S. NEWS & WORLD REPORT	10353	1523	7.1	14.7	115	1339	6.1	12.9	99	1015	7.5	9.8	121	1006	8.3	9.7	134
USA TODAY	4994	653	3.1	13.1	102	698	3.2	14.0	107	318	2.3	6.4	78	327	2.7	6.5	90
US	3528	579	2.7	16.4	129	614	2.8	17.4	133	337	2.5	9.6	118	328	2.7	9.3	128
VOGUE	5424	832	3.9	15.3	120	809	3.7	14.9	114	551	4.0	10.2	125	677	5.6	12.5	172
MALL STREET JOURNAL	6292	782	3.7	12.4	97	706	3.2	11.2	86	654	4.8	10.4	128	457	3.8	7.3	100
WEIGHT WATCHERS	2762	520	2.4	18.8	148	422	1.9	15.3	117	*263	1.9	9.5	117	*178	1.5	6.4	89
WOMAN'S DAY	16320	2416	11.3	14.8	116	2268	10.4	13.9	106	1481	10.9	9.1	112	1572	12.9	9.6	133
WORKING MOTHER	1496	*292	1.4	19.5	153	323	1.5	21.6	165	*242	1.8	16.2	199	*204	1.7	13.6	188
WORKING WOMAN	1851	401	1.9	21.7	170	*308	1.4	16.6	127	*209	1.5	11.3	139	*259	2.1	14.0	193
WORLD TENNIS	580	**94	0.4	16.2	127	**109	0.5	18.8	144	**73	0.5	12.6	155	**93	0.8	16.0	221
ZIFF-DAVIS MAG WETMK (GROSS)	12412	1725	8.1	13.9	109	1895	8.7	15.3	117	1232	9.1	9.9	122	1315	10.8	10.6	146
BLAIR INSERTS	91671	12231	57.1	13.3	105	11655	53.2	12.7	97	7855	57.7	8.6	106	6948	57.2	7.6	105
DAILY NEWSPAPERS																	
READ ANY	109190	14234	66.5	13.0	102	13653	62.3	12.5	96	8954	65.8	8.2	101	7990	65.8	7.3	101
READ ONE	89587	11725	54.8	13.1	103	11429	52.2	12.8	98	7305	53.7	8.2	101	6597	54.3	7.4	102
READ TWO OR MORE	19602	2509	11.7	12.8	100	2224	10.2	11.3	87	1649	12.1	8.4	104	1393	11.5	7.1	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	14742	68.9	13.4	105	14347	65.5	13.1	100	9293	68.3	8.5	104	8312	68.4	7.6	105
READ ONE	95074	12686	59.3	13.3	105	12538	57.2	13.2	101	7983	58.7	8.4	103	7124	58.7	7.5	103
READ TWO OR MORE	14588	2056	9.6	14.1	110	1809	8.3	12.4	95	1310	9.6	9.0	111	1188	9.8	8.1	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.40				30.89				31.44				30.50			
30 DAY REACH	149706	19291	90.1	12.9	101	19817	90.5	13.2	101	12378	91.0	8.3	102	11101	91.4	7.4	102
50 SHWG - 30 DAY AV FREQ	15.16	15.88				16.16				16.42				15.78			
30 DAY REACH	142406	18462	86.3	13.0	102	18946	86.5	13.3	102	11856	87.1	8.3	103	10752	88.5	7.6	104
25 SHWG - 30 DAY AV FREQ	8.23	8.55				8.62				8.76				8.55			
30 DAY REACH	131152	17124	80.0	13.1	102	17747	81.0	13.5	104	11093	81.5	8.5	104	9908	81.6	7.6	104
CABLE TV: HOME WIRED	66879	9147	42.7	13.7	107	9145	41.8	13.7	105	5654	41.5	8.5	104	5193	42.8	7.8	107
HOME NOT WIRED	100848	12257	57.3	12.2	95	12757	58.2	12.6	97	7954	58.5	7.9	97	6951	57.2	6.9	95
HAVE PAY CABLE	35024	5267	24.6	15.0	118	5341	24.4	15.2	117	3047	22.4	8.7	107	2873	23.7	8.2	113

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

-PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
-NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	B %	C % ACROSS DOWN	D % INDX	A '000	B %	C % ACROSS DOWN	D % INDX	A '000	B %	C % ACROSS DOWN	D % INDX	A '000	B %	C % ACROSS DOWN	D % INDX
TOTAL ADULTS	167727	21404	100.0	12.8	100	21902	100.0	13.1	100	13608	100.0	8.1	100	12144	100.0	7.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	12636	59.0	13.2	104	13047	59.6	13.6	104	8220	60.4	8.6	106	7467	61.5	7.8	108
10:00 AM - 3:00 PM	63599	8443	39.4	13.3	104	8471	38.7	13.3	102	5240	38.5	8.2	102	4756	39.2	7.5	103
3:00 PM - 7:00 PM	72097	9768	45.6	13.5	106	10660	48.7	14.8	113	6482	47.6	9.0	111	5437	44.8	7.5	104
7:00 PM - MIDNIGHT	36670	4998	23.4	13.6	107	5072	23.2	13.8	106	2922	21.5	8.0	98	2804	23.1	7.6	106
MIDNIGHT - 6:00 AM	21908	2557	11.9	11.7	91	2738	12.5	12.5	96	1783	13.1	8.1	100	1842	15.2	8.4	116
6:00 AM - MIDNIGHT	127571	17016	79.5	13.3	105	17629	80.5	13.8	106	10736	78.9	8.4	104	9708	79.9	7.6	105
ENTIRE DAY	129239	17175	80.2	13.3	104	17764	81.1	13.7	105	10883	80.0	8.4	104	9825	80.9	7.6	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4801	22.4	14.1	111	4984	22.8	14.7	112	2690	19.8	7.9	97	2687	22.1	7.9	109
ALL NEWS	6062	818	3.8	13.5	106	714	3.3	11.8	90	575	4.2	9.5	117	523	4.3	8.6	119
AOR/PROGRESSIVE	11884	1696	7.9	14.3	112	1977	9.0	16.6	127	971	7.1	8.2	101	1036	8.5	8.7	120
BEAUTIFUL MUSIC	11180	1612	7.5	14.4	113	1156	5.3	10.3	79	977	7.2	8.7	108	927	7.6	8.3	115
BLACK	4538	687	3.2	15.1	119	582	2.7	12.8	98	256	1.9	5.6	70	339	2.8	7.5	103
CLASSICAL	3857	493	2.3	12.8	100	542	2.5	14.1	108	387	2.8	10.0	124	284	2.3	7.4	102
CHR/ROCK	21946	3190	14.9	14.5	114	3718	17.0	16.9	130	2221	16.3	10.1	125	1696	14.0	7.7	107
COUNTRY	27262	3595	16.8	13.2	103	3819	17.4	14.0	107	2336	17.2	8.6	106	1954	16.1	7.2	99
GOLDEN OLDIES	3339	377	1.8	11.3	88	463	2.1	13.9	106	328	2.4	9.8	121	294	2.4	8.8	122
MOR/NOSTALGIA	10346	1393	6.5	13.5	106	1272	5.8	12.3	94	842	6.2	8.1	100	644	5.3	6.2	86
NEWS/TALK	8929	1086	5.1	12.2	95	1044	4.8	11.7	90	842	6.2	9.4	116	558	4.6	6.2	86
RELIGIOUS	5488	651	3.0	11.9	93	448	2.0	8.2	63	342	2.5	6.2	77	509	4.2	9.3	128
SOFT ROCK	1232	*114	0.5	9.3	73	*180	0.8	14.6	112	**335	0.3	2.8	35	**888	0.7	7.1	99
URBAN CONTEMPORARY	3184	*200	0.9	6.3	49	297	1.4	9.3	71	*229	1.7	7.2	89	*342	2.8	10.7	148
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1051	4.9	15.2	119	1059	4.8	15.3	117	616	4.5	8.9	110	653	5.4	9.4	131
ABC DIRECTION	5212	750	3.5	14.4	113	755	3.4	14.5	111	370	2.7	7.1	87	402	3.3	7.7	107
ABC ENTERTAINMENT	10385	1320	6.2	12.7	100	1591	7.3	15.3	117	747	5.5	7.2	89	728	6.0	7.0	97
ABC FM	4762	667	3.1	14.0	110	861	3.9	18.1	138	401	2.9	8.4	104	418	3.4	8.8	121
ABC INFORMATION	11339	1633	7.6	14.4	113	1340	6.1	11.8	91	1012	7.4	8.9	110	755	6.2	6.7	92
ABC ROCK	4878	580	2.7	11.9	93	737	3.4	15.1	116	317	2.3	6.5	80	309	2.5	6.3	87
CBS	10709	1271	5.9	11.9	93	1193	5.4	11.1	85	884	6.5	8.3	102	793	6.5	7.4	102
MUTUAL	10251	1281	6.0	12.5	98	1350	6.2	13.2	101	909	6.7	8.9	109	758	6.2	7.4	102
NBC	12243	1583	7.4	12.9	101	1426	6.5	11.6	89	880	6.5	7.2	89	944	7.8	7.7	106
RADIO/AD RADIO	4606	593	2.8	12.9	101	638	2.9	13.9	106	401	2.9	8.7	107	342	2.8	7.4	103
RKO ONE	5148	771	3.6	15.0	117	881	4.0	17.1	131	481	3.5	9.3	115	325	2.7	6.3	87
RKO TWO	7313	983	4.6	13.4	105	1045	4.8	14.3	109	692	5.1	9.5	117	566	4.7	7.7	107
THE SOURCE	5981	808	3.8	13.5	106	947	4.3	15.8	121	506	3.7	8.5	104	550	4.5	9.2	127
NON-WIRED : BLAIR	19329	2360	11.0	12.2	96	2519	11.5	13.0	100	1774	13.0	9.2	113	1482	12.2	7.7	106
INTERNET	27139	3785	17.7	13.9	109	4170	19.0	15.4	118	2247	16.5	8.3	102	1880	15.5	6.9	96
KATZ RADIO GROUP	36319	4562	21.3	12.6	98	4986	22.8	13.7	105	3100	22.8	8.5	105	2820	23.2	7.8	107
SUPERNET	22361	3276	15.3	14.7	115	3095	14.1	13.8	106	1596	11.7	7.1	88	1702	14.0	7.6	105
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1809	8.5	12.4	98	1697	7.7	11.7	89	1001	7.4	6.9	85	989	8.1	6.8	94
WKDAY 9:00 AM - 1:00 PM	18688	2247	10.5	12.0	94	2183	10.0	11.7	89	1289	9.5	6.9	85	1298	10.7	6.9	96
WKDAY 1:00 PM - 4:30 PM	24061	3030	14.2	12.6	99	2867	13.1	11.9	91	1721	12.6	7.2	88	1693	13.9	7.0	97
WKDAY 4:30 PM - 7:30 PM	44079	5328	24.9	12.1	95	5023	22.9	11.4	87	3213	23.6	7.3	90	3051	25.1	6.9	96
WKDAY 7:30 PM - 8:00 PM	61979	7654	35.8	12.3	97	7332	33.5	11.8	91	4668	34.3	7.5	93	4329	35.6	7.0	96
WKDAY 11:00 PM - 11:30 PM	49084	6398	29.9	13.0	102	6271	28.6	12.8	98	3821	28.1	7.8	96	3404	28.0	6.9	96
WKDAY 11:30 PM - 1:00 AM	16560	2111	9.9	12.7	100	2000	9.1	12.1	92	1229	9.0	7.4	91	1161	9.6	7.0	97
M-SAT 8-11 PM-SUN 7-11 PM	66967	8559	40.0	12.8	100	8588	39.2	12.8	98	5420	39.8	8.1	100	4856	40.0	7.3	100
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1182	5.5	12.8	100	1383	6.3	14.9	114	704	5.2	7.6	94	718	5.9	7.7	107
ANOTHER WORLD	N 6138	806	3.8	13.1	103	584	2.7	9.5	73	453	3.3	7.4	91	421	3.5	6.9	95
AS THE WORLD TURNS	C 7707	883	4.1	11.5	90	819	3.7	10.6	81	433	3.2	5.6	69	494	4.1	6.4	89
CAPITOL	C 4688	546	2.6	11.6	91	565	2.6	12.1	92	284	2.1	6.1	75	354	2.9	7.6	104
CBS MORN. NEWS 1	C 2792	296	1.4	10.6	83	310	1.4	11.1	85	210	1.5	7.5	93	218	1.8	7.8	108
CBS MORN. NEWS 2	C 2071	213	1.0	10.3	81	183	0.8	8.8	68	171	1.3	8.3	102	194	1.6	9.4	129
DAYS OF OUR LIVES	N 8018	1272	5.9	15.9	124	1083	4.9	13.5	103	670	4.9	8.4	103	470	3.9	5.9	81
FACTS OF LIFE - DAYTIME	N 3487	364	1.7	10.4	82	431	2.0	12.4	95	299	2.2	8.6	106	219	1.8	6.3	87
FAMILY FEUD	A 4817	493	2.3	10.2	80	569	2.6	11.8	90	407	3.0	8.4	104	332	2.7	6.9	95
GENERAL HOSPITAL	A 8333	1071	5.0	12.9	101	1025	4.7	12.3	94	644	4.7	7.7	95	690	5.7	8.3	114
GOOD MORNING, AMERICA-730A	A 5472	688	3.2	12.6	99	730	3.3	13.3	102	385	2.8	7.0	87	321	2.6	5.9	81
GOOD MORNING, AMERICA-830A	A 3965	523	2.4	13.2	103	496	2.3	12.5	96	280	2.1	7.1	87	285	2.3	7.2	99
GUIDING LIGHT	C 7542	888	4.1	11.8	92	788	3.6	10.4	80	497	3.7	6.6	81	560	4.6	7.4	103
ONE LIFE TO LIVE	A 6018	740	3.5	12.3	96	788	3.6	13.1	100	448	3.3	7.4	92	405	3.3	6.7	93
PRESS YOUR LUCK	C 3589	446	2.1	12.4	97	485	2.2	13.5	103	282	2.1	7.9	97	253	2.1	7.0	97
PRICE IS RIGHT 1	C 7418	773	3.6	10.4	82	760	3.5	10.2	78	460	3.4	6.2	76	521	4.3	7.0	97
PRICE IS RIGHT 2	C 8276	855	4.0	10.3	81	910	4.2	11.0	84	470	3.5	5.7	70	594	4.9	7.2	99
RYAN'S HOPE	A 4358	660	3.1	15.1	119	734	3.4	16									

		TOTAL	DIARRHEA				FEVER				HAYFEVER				OTHER ALLERGY			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	21404	100.0	12.8	100	21902	100.0	13.1	100	13608	100.0	8.1	100	12144	100.0	7.2	100
MKDAY LOCAL EVENING TV NEWS																		
	NETWORK AFFILIATES - EARLY	52292	6426	30.0	12.3	96	5700	26.0	10.9	83	3798	27.9	7.3	90	3708	30.5	7.1	98
	NETWORK AFFILIATES - LATE	39164	5119	23.9	13.1	102	5029	23.0	12.8	98	3078	22.6	7.9	97	2739	22.6	7.0	97
	INDEPENDENTS - LATE	5133	742	3.5	14.5	113	628	2.9	12.2	94	480	3.5	9.4	115	376	3.1	7.3	101
TV EVENING NTMK 6 PM - 2 AM																		
	A TEAM	N 22825	2979	13.9	13.1	102	3247	14.8	14.2	109	1572	11.6	6.9	85	1403	11.6	6.1	85
	ABC MONDAY NIGHT MOVIE	A 11258	1475	6.9	13.1	103	1534	7.0	13.6	104	904	6.6	8.0	99	757	6.2	6.7	93
	ABC SUNDAY NIGHT MOVIE	A 23600	3173	14.8	13.4	105	3221	14.7	13.6	105	1979	14.5	8.4	103	1754	14.4	7.4	103
	ABC WORLD NEWS TONIGHT	A 12801	1569	7.3	12.3	96	1333	6.1	10.4	80	902	6.6	7.0	87	834	6.9	6.5	90
	AFTERMASH	C 10966	1281	6.0	11.7	92	1257	5.7	11.5	88	779	5.7	7.1	88	714	5.9	6.5	90
	ALICE	C 17050	2105	9.8	12.3	97	2072	9.5	12.2	93	1211	8.9	7.1	88	1324	10.9	7.8	107
	AMERICAN PARADE	C 11998	1651	7.7	13.8	108	1329	6.1	11.1	85	902	6.6	7.5	93	890	7.3	7.4	102
	BENSON	A 19258	2506	11.7	13.0	102	2226	10.2	11.6	89	1590	11.7	8.3	102	1361	11.2	7.1	98
	BLUE THUNDER	A 11478	1525	7.1	13.3	104	1386	6.3	12.1	92	741	5.4	6.5	80	715	5.9	6.2	86
	CAGNEY & LACEY	C 18263	2503	11.7	13.7	107	2603	11.9	14.3	109	1394	10.2	7.6	94	1160	9.6	6.4	88
	CBS EVENING NEWS-DEAN	C 7733	789	3.7	10.2	80	611	2.8	7.9	61	630	4.6	8.1	100	540	4.4	7.0	96
	CBS EVENING NEWS-RATHER	C 15653	1925	9.0	12.3	96	1606	7.3	10.3	79	1175	8.6	7.5	93	1051	8.7	6.7	93
	CBS SAT. NEWS-SCHIEFFER	C 8744	1095	5.1	12.5	98	890	4.1	10.2	78	697	5.1	8.0	98	584	4.8	6.7	92
	CBS SATURDAY NIGHT MOVIE	C 12000	1394	6.5	11.6	91	1507	6.9	12.6	96	898	6.6	7.5	92	767	6.3	6.4	88
	CBS WEDNESDAY NIGHT MOVIE	C 11522	1355	6.3	11.8	92	1457	6.7	12.6	97	737	5.4	6.4	79	552	4.5	4.8	66
	CHEERS	N 16818	2443	11.4	14.5	114	2340	10.7	13.9	107	1717	12.6	10.2	126	1358	11.2	8.1	112
	DALLAS	C 37510	4724	22.1	12.6	99	4778	21.8	12.7	98	3191	23.4	8.5	105	2869	23.6	7.6	106
	DIFF'RENT STROKES	N 11258	1456	6.8	12.9	101	1427	6.5	12.7	97	800	5.9	7.1	88	919	7.6	8.2	113
	DOUBLE TROUBLE	N 12248	1565	7.3	12.8	100	1929	8.8	15.7	121	1140	8.4	9.3	115	958	7.9	7.8	108
	DUCK FACTORY	N 11100	1564	7.3	14.1	110	1417	6.5	12.8	98	1147	8.4	10.3	127	893	7.4	8.0	111
	DUKES OF HAZZARD	C 12353	1571	7.3	12.7	100	1465	6.7	11.9	91	890	6.5	7.2	89	1051	8.7	8.5	118
	DYNASTY	A 33279	4156	19.4	12.5	98	4235	19.3	12.7	97	2418	17.8	7.3	90	2291	18.9	6.9	95
	FACTS OF LIFE	N 13410	1783	8.3	13.3	104	1827	8.3	13.6	104	1136	8.3	8.5	104	990	8.2	7.4	102
	FALCON CREST	C 31093	3752	17.5	12.1	95	3685	16.8	11.9	91	2489	18.3	8.0	99	2552	21.0	8.2	113
	FALL GUY	A 18649	2423	11.3	13.0	102	2553	11.7	13.7	105	1309	9.6	7.0	87	1105	9.1	5.9	82
	FAMILY TIES	N 13101	1679	7.8	12.8	100	1933	8.8	14.8	113	1154	8.5	8.8	109	957	7.9	7.3	101
	FANTASY ISLAND	A 13069	1619	7.6	12.4	97	1487	6.8	11.4	87	856	6.3	6.5	81	884	7.3	6.8	93
	FOULUPS, BLEEP & BLUNDERS	A 16588	2004	9.4	12.1	95	1912	8.7	11.5	88	1300	9.6	7.8	97	1179	9.7	7.1	98
	FOUR SEASONS	C 9302	1130	5.3	12.1	95	1097	5.0	11.8	90	706	5.2	7.6	94	614	5.1	6.6	91
	GIMME A BREAK	N 13955	1756	8.2	12.6	99	1778	8.1	12.7	98	1150	8.5	8.2	102	914	7.5	6.5	90
	HART TO HART	A 15735	1831	8.6	11.6	91	1865	8.5	11.9	91	1302	9.6	8.3	102	1388	11.4	8.8	122
	HILL STREET BLUES	N 18257	2668	12.5	14.6	115	2532	11.6	13.9	106	1535	11.3	8.4	104	1427	11.8	7.8	108
	HOTEL	A 24236	3049	14.2	12.6	99	2955	13.5	12.2	93	1619	11.9	6.7	82	1639	13.5	6.8	93
	JEFFERSONS	C 17010	1954	9.1	11.5	90	1873	8.6	11.0	84	1192	8.8	7.0	86	1314	10.8	7.7	107
	JENNIFER SLEPT HERE	N 9397	1277	6.0	13.6	106	1216	5.6	12.9	99	735	5.4	7.8	96	772	6.4	8.2	113
	KATE & ALLIE	C 16762	2240	10.5	13.4	105	2288	10.4	13.6	105	1341	9.9	8.0	99	1036	8.5	6.2	85
	KNIGHT RIDER	N 13164	1715	8.0	13.0	102	1899	8.7	14.4	110	1207	8.9	9.2	113	937	7.7	7.1	98
	LOVE BOAT	A 20400	2509	11.7	12.3	96	2211	10.1	10.8	83	1490	10.9	7.3	90	1400	11.5	6.9	95
	MAGNUM PI	C 22543	2768	12.9	12.3	96	2710	12.4	12.0	92	1600	11.8	7.1	87	1726	14.2	7.7	106
	MAMA'S FAMILY	N 9852	1187	5.5	12.0	94	906	4.1	9.2	70	786	5.8	8.0	98	779	6.4	7.9	109
	MASTER, THE	N 8082	984	4.6	12.2	95	1134	5.2	14.0	107	621	4.6	7.7	95	522	4.3	6.5	89
	MATT HOUSTON	A 12881	1661	7.8	12.9	101	1633	7.5	12.7	97	872	6.4	6.8	83	835	6.9	6.5	90
	NBC MONDAY NIGHT MOVIE	N 23889	3202	15.0	13.4	105	3585	16.4	15.0	115	2082	15.3	8.7	107	1822	15.0	7.6	105
	NBC NIGHTLY NEWS	N 11156	1444	6.7	12.9	101	1240	5.7	11.1	85	807	5.9	7.2	89	859	7.1	7.7	106
	NBC NIGHTLY NEWS-SAT	N 7363	942	4.4	12.8	100	769	3.5	10.4	80	517	3.8	7.0	87	484	4.0	6.6	91
	NBC NIGHTLY NEWS-SUN	N 6214	846	4.0	13.6	107	611	2.8	9.8	75	420	3.1	6.8	83	312	2.6	5.0	69
	NBC SUNDAY NIGHT MOVIE	N 17590	2209	10.3	12.6	98	2522	11.5	14.3	110	1474	10.8	8.4	103	1331	11.0	7.6	105
	NEWHART	C 16740	2396	11.2	14.3	112	2269	10.4	13.6	104	1196	8.8	7.1	88	1199	9.9	7.2	99
	ONE DAY AT A TIME	C 11820	1575	7.4	13.3	104	1520	6.9	12.9	98	787	5.8	6.7	82	848	7.0	7.2	99
	PEOPLE ARE FUNNY	N 9138	1139	5.3	12.5	98	931	4.3	10.2	78	835	6.1	9.1	113	675	5.6	7.4	102
	REAL PEOPLE	N 15979	1918	9.0	12.0	94	1916	8.7	12.0	92	1404	10.3	8.8	108	1266	10.4	7.9	109
	REMINGTON STEELE	N 14395	2068	9.7	14.4	113	1987	9.1	13.8	106	1129	8.3	7.8	97	1098	9.0	7.6	105
	RIPLY'S BELIEVE IT - NOT	A 11362	1471	6.9	12.9	101	1289	5.9	11.3	87	1154	8.5	10.2	125	906	7.5	8.0	110
	RIPTIDE	N 13920	1862	8.7	13.4	105	1934	8.8	13.9	106	1023	7.5	7.3	91	905	7.5	6.5	90
	SCARECROW & MRS. KING	C 17571	2269	10.6	12.9	101	2307	10.5	13.1	101	1393	10.2	7.9	98	1131	9.3	6.4	89
	SIMON & SIMON	C 20208	2407	11.2	11.9	93	2593	11.8	12.8	98	1467	10.8	7.3	89	1479	12.2	7.3	101
	60 MINUTES	C 27668	3430	16.0	12.4	97	2839	13.0	10.3	79	2242	16.5	8.1	100	1978	16.3	7.1	99
	ST. ELSEWHERE	N 13699	2047	9.6	14.9	117	2225	10.2	16.2	124	1367	10.0	10.0	123	1203	9.9		

	TOTAL U.S. '000	HEADACHE				HEARTBURN				HEMORRHOIDS				INDIGESTION OR UPSET STOMACH			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	93487	100.0	55.7	100	24836	100.0	14.8	100	14399	100.0	8.6	100	39167	100.0	23.4	100
MALES	79263	40875	43.7	51.6	93	12165	49.0	15.3	104	6921	48.1	8.7	102	18307	46.7	23.1	99
FEMALES	88464	52612	56.3	59.5	107	12671	51.0	14.3	97	7478	51.9	8.5	98	20861	53.3	23.6	101
18 - 24	28671	16763	17.9	58.5	105	3802	15.3	13.3	90	1483	10.3	5.2	60	6468	16.5	22.6	97
25 - 34	39536	25191	26.9	63.7	114	6307	25.4	16.0	108	4237	29.4	10.7	125	10503	26.8	26.6	114
35 - 44	28878	18330	19.6	63.3	113	4677	18.8	16.1	109	2748	19.1	9.5	110	7404	18.9	25.6	109
45 - 54	22345	12531	13.4	56.1	101	3449	13.9	15.4	104	1902	13.2	8.5	99	4999	12.8	22.4	96
55 - 64	22224	11399	12.2	51.3	92	3433	13.8	15.4	104	1850	12.8	8.3	97	4904	12.5	22.1	94
65 OR OLDER	25973	9274	9.9	35.7	64	3168	12.8	12.2	82	2179	15.1	8.4	98	4890	12.5	18.8	81
18 - 34	68207	41954	44.9	61.5	110	10109	40.7	14.8	100	5721	39.7	8.4	98	16971	43.3	24.9	107
18 - 49	108058	66540	71.2	61.6	110	16468	66.3	15.2	103	9366	65.0	8.7	101	26893	68.7	24.9	107
25 - 54	90859	56051	60.0	61.7	111	14433	58.1	15.9	107	8887	61.7	9.8	114	22905	58.5	25.2	108
35 - 49	39851	24586	26.3	61.7	111	6359	25.6	16.0	108	3645	25.3	9.1	107	9922	25.3	24.9	107
50 OR OLDER	59669	26947	28.8	45.2	81	8368	33.7	14.0	95	5034	35.0	8.4	98	12274	31.3	20.6	88
GRADUATED COLLEGE	28091	16922	18.1	60.2	108	3999	16.1	14.2	96	2949	20.5	10.5	122	7815	20.0	27.8	119
ATTENDED COLLEGE	28938	18535	19.8	64.1	115	4671	18.8	16.1	109	2673	18.6	9.2	108	7393	18.9	25.5	109
GRADUATED HIGH SCHOOL	65503	37589	40.2	57.4	103	10011	40.3	15.3	103	5561	38.6	8.5	99	15700	40.1	24.0	103
DID NOT GRADUATE HIGH SCHOOL	45195	20442	21.9	45.2	81	6155	24.8	13.6	92	3217	22.3	7.1	83	8259	21.1	18.3	78
EMPLOYED MALES	56429	31230	33.4	55.3	99	9039	36.4	16.0	108	5134	35.7	9.1	106	13763	35.1	24.4	104
EMPLOYED FEMALES	43971	29159	31.2	66.3	119	6675	26.9	15.2	103	3647	25.3	8.3	97	10957	28.0	24.9	107
EMPLOYED FULL-TIME	87773	52638	56.3	60.0	108	13967	56.2	15.9	107	8026	55.7	9.1	107	21392	54.6	24.4	104
EMPLOYED PART-TIME	12627	7751	8.3	61.4	110	1747	7.0	13.8	93	755	5.2	6.0	70	3328	8.5	26.4	113
NOT EMPLOYED	67327	33098	35.4	49.2	88	9122	36.7	13.5	92	5619	39.0	8.3	97	14447	36.9	21.5	92
PROFESSIONAL/MANAGER	25845	16490	17.6	63.8	114	3844	15.5	14.9	100	2825	19.6	10.9	127	7185	18.3	27.8	119
TECH/CLERICAL/SALES	30895	19723	21.1	63.8	115	4795	19.3	15.5	105	2847	19.8	9.2	107	7395	18.9	23.9	103
PRECISION/CRAFT	12629	6829	7.3	54.1	97	2396	9.6	19.0	128	1003	7.0	7.9	93	3227	8.2	25.6	109
OTHER EMPLOYED	31031	17347	18.6	55.9	100	4680	18.8	15.1	102	2105	14.6	6.8	79	6914	17.7	22.3	95
SINGLE	35557	19320	20.7	54.3	97	4195	16.9	11.8	80	1983	13.8	5.6	65	7692	19.6	21.6	93
MARRIED	103585	60291	64.5	58.2	104	16710	67.3	16.1	109	10223	71.0	9.9	115	25225	64.4	24.4	104
DIVORCED/SEPARATED/WIDOWED	28585	13876	14.8	48.5	87	3930	15.8	13.7	93	2194	15.2	7.7	89	6250	16.0	21.9	94
PARENTS	59295	37550	40.2	63.3	114	9418	37.9	15.9	107	6115	42.5	10.3	120	14849	37.9	25.0	107
WHITE	146081	83828	89.7	57.4	103	22683	91.3	15.5	105	13072	90.8	8.9	104	35716	91.2	24.4	105
BLACK	17974	7634	8.2	42.5	76	1772	7.1	9.9	67	1102	7.7	6.1	71	2865	7.3	15.9	68
OTHER	3672	2025	2.2	55.1	99	**382	1.5	10.4	70	**225	1.6	6.1	71	*586	1.5	16.0	68
NORTHEAST-CENSUS	37005	20231	21.6	54.7	98	5640	22.7	15.2	103	2983	20.7	8.1	94	8952	22.9	24.2	104
NORTH CENTRAL	42642	25544	27.3	59.9	107	6103	24.6	14.3	97	4031	28.0	9.5	110	9850	25.1	23.1	99
SOUTH	56777	29720	31.8	52.3	94	8500	34.2	15.0	101	4917	34.1	8.7	101	12927	33.0	22.8	98
WEST	31303	17992	19.2	57.5	103	4593	18.5	14.7	99	2470	17.2	7.9	92	7439	19.0	23.8	102
NORTHEAST-MKTG.	38125	20012	21.4	52.5	94	5562	22.4	14.6	99	3009	20.9	7.9	92	8997	23.0	23.6	101
EAST CENTRAL	24794	14683	15.7	59.2	106	3969	16.0	16.0	108	2280	15.8	9.2	107	5502	14.0	22.2	95
WEST CENTRAL	28511	17058	18.2	59.8	107	3950	15.9	13.9	94	2793	19.4	9.8	114	6843	17.5	24.0	103
SOUTH	48953	25965	27.8	53.0	95	7548	30.4	15.4	104	4178	29.0	8.5	99	11368	29.0	23.2	99
PACIFIC	27344	15769	16.9	57.7	103	3807	15.3	13.9	94	2140	14.9	7.8	91	6458	16.5	23.6	101
COUNTY SIZE A	69301	37528	40.1	54.2	97	9280	37.4	13.4	90	5943	41.3	8.6	100	15336	39.2	22.1	95
COUNTY SIZE B	50633	28917	30.9	57.1	102	7995	32.2	15.8	107	4014	27.9	7.9	92	12303	31.4	24.3	104
COUNTY SIZE C	26259	14948	16.0	56.9	102	4503	18.1	17.1	116	2250	15.6	8.6	100	6567	16.8	25.0	107
COUNTY SIZE D	21534	12095	12.9	56.2	101	3058	12.3	14.2	96	2193	15.2	10.2	119	4962	12.7	23.0	99
METRO CENTRAL CITY	50014	26104	27.9	52.2	94	6411	25.8	12.8	87	3891	27.0	7.8	91	10508	26.8	21.0	90
METRO SUBURBAN	76832	44745	47.9	58.2	104	12435	50.1	16.2	109	6671	46.3	8.7	101	19032	46.6	24.8	106
NON METRO	40881	22638	24.2	55.4	99	5990	24.1	14.7	99	3838	26.7	9.4	109	9627	24.6	23.5	101
TOP 5 ADI'S	39550	21497	23.0	54.4	98	5248	21.1	13.3	90	3336	23.2	8.4	98	8919	22.8	22.6	97
TOP 10 ADI'S	54877	29329	31.4	53.4	96	7251	29.2	13.2	89	4528	31.4	8.3	96	12112	30.9	22.1	95
TOP 20 ADI'S	77516	42093	45.0	54.3	97	10710	43.1	13.8	93	6343	44.1	8.2	95	17208	43.9	22.2	95
HSGLD INC. \$50,000 OR MORE	17257	10549	11.3	61.1	110	2489	10.0	14.4	97	1613	11.2	9.3	109	4628	11.8	26.8	115
\$40,000 OR MORE	33235	19844	21.2	59.7	107	4629	18.6	13.9	94	2942	20.4	8.9	103	8874	22.7	26.7	114
\$30,000 OR MORE	59693	35788	38.3	60.0	108	9162	36.9	15.3	104	5529	38.4	9.3	108	15323	39.1	25.7	110
\$25,000 OR MORE	76275	45976	49.2	60.3	108	11844	47.7	15.5	105	7086	49.2	9.3	108	19359	49.4	25.4	109
\$20,000 - \$24,999	18607	10871	11.6	58.4	105	2855	11.5	15.3	104	1490	10.3	8.0	93	4608	11.8	24.8	106
\$15,000 - \$19,999	17175	9808	10.5	57.1	102	2705	10.9	15.7	106	1230	8.5	7.2	83	3962	10.1	23.1	99
\$10,000 - \$14,999	24569	12863	13.8	52.4	94	3506	14.1	14.3	96	2295	15.9	9.3	109	5164	13.2	21.0	90
UNDER \$10,000	31101	13969	14.9	44.9	81	3927	15.8	12.6	85	2299	16.0	7.4	86	6074	15.5	19.5	84
HOUSEHOLD OF 1 PERSON	19441	8811	9.4	45.3	81	2773	11.2	14.3	96	1532	10.6	7.9	92	4199	10.7	21.6	92
2 PEOPLE	51803	27480	29.4	53.0													

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

		INDIGESTION OR UPSET																		
		STOMACH				HEARTBURN				HEMORRHOIDS				HEADACHE						
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D			
		TOTAL U.S. '000	'000	% DOWN	% ACROSS INDX	'000	% DOWN	% ACROSS INDX	'000	% DOWN	% ACROSS INDX	'000	% DOWN	% ACROSS INDX	'000	% DOWN	% ACROSS INDX	'000	% DOWN	% ACROSS INDX
TOTAL ADULTS		167727	93487	100.0	55.7	100	24836	100.0	14.8	100	14399	100.0	8.6	100	39167	100.0	23.4	100		
MAGAZINES	QUINTILE 1	34022	21172	22.6	62.2	112	5691	22.9	16.7	113	2988	20.8	8.8	102	9283	23.7	27.3	117		
	QUINTILE 2	34800	20781	22.2	59.7	107	5459	22.0	15.7	106	3278	22.8	9.4	110	8936	22.8	25.7	110		
	QUINTILE 3	30514	16846	18.0	55.2	99	4439	17.9	14.5	98	2718	18.9	8.9	104	7275	18.6	23.8	102		
	QUINTILE 4	33324	17543	18.8	52.6	94	4645	18.7	13.9	94	3002	20.8	9.0	105	7012	17.9	21.0	90		
	QUINTILE 5	35066	17145	18.3	48.9	88	4602	18.5	13.1	89	2414	16.8	6.9	80	6661	17.0	19.0	81		
NEWSPAPERS	QUINTILE 1	29107	16033	17.1	55.1	99	4407	17.7	15.1	102	2663	18.5	9.1	107	7206	18.4	24.8	106		
	QUINTILE 2	49095	27562	29.5	56.1	101	7444	30.0	15.2	102	4487	31.2	9.1	106	12038	30.7	24.5	105		
	QUINTILE 3	23107	13364	14.3	57.8	104	3389	13.6	14.7	99	1817	12.6	7.9	92	5406	13.8	23.4	100		
	QUINTILE 4	33556	19335	20.7	57.6	103	4925	19.8	14.7	99	2682	18.6	8.0	93	7543	19.3	22.5	96		
	QUINTILE 5	32863	17193	18.4	52.3	94	4672	18.8	14.2	96	2750	19.1	8.4	97	6975	17.8	21.2	91		
OUTDOOR	QUINTILE 1	33431	19962	21.4	59.7	107	5134	20.7	15.4	104	3027	21.0	9.1	105	8452	21.6	25.3	108		
	QUINTILE 2	33478	19597	21.0	58.5	105	5249	21.1	15.7	106	3321	23.1	9.9	116	7998	20.4	23.9	102		
	QUINTILE 3	33574	18419	19.7	54.9	98	4842	19.5	14.4	97	2466	17.1	7.3	86	7767	19.8	23.1	99		
	QUINTILE 4	33935	18687	20.0	55.1	99	4866	19.6	14.3	97	2817	19.6	8.3	97	7891	20.1	23.3	100		
	QUINTILE 5	33310	16822	18.0	50.5	91	4745	19.1	14.2	96	2768	19.2	8.3	97	7060	18.0	21.2	91		
RADIO-DRIVE TIME	QUINTILE 1	33136	18930	20.2	57.1	102	4926	19.8	14.9	100	2908	20.2	8.8	102	7957	20.3	24.0	103		
	QUINTILE 2	31658	17841	19.1	56.4	101	4742	19.1	15.0	101	2856	19.8	9.0	105	7184	18.3	22.7	97		
	QUINTILE 3	32541	19018	20.3	58.4	105	4975	20.0	15.3	103	2857	19.8	8.8	102	8039	20.5	24.7	106		
	QUINTILE 4	34247	19518	20.9	57.0	102	5329	21.5	15.6	105	3130	21.7	9.1	106	8149	20.8	23.8	102		
	QUINTILE 5	36144	18180	19.4	50.3	90	4865	19.6	13.5	91	2648	18.4	7.3	85	7837	20.0	21.7	93		
RADIO-MID- DAY	TERCILE 1	45037	25579	27.4	56.8	102	6808	27.4	15.1	102	4139	28.7	9.2	107	10888	27.8	24.2	104		
	TERCILE 2	44819	25045	26.8	55.9	100	6691	26.9	14.9	101	3981	27.6	8.9	103	10656	27.2	23.8	102		
	TERCILE 3	77872	42863	45.8	55.0	99	11337	45.6	14.6	98	6280	43.6	8.1	94	17624	45.0	22.6	97		
RADIO-TOTAL	QUINTILE 1	33763	19245	20.6	57.0	102	5219	21.0	15.5	104	2987	20.7	8.8	103	8075	20.6	23.9	102		
	QUINTILE 2	33240	18867	20.2	56.8	102	4985	20.1	15.0	101	2988	20.8	9.0	105	8050	20.6	24.2	104		
	QUINTILE 3	33408	18829	20.1	56.4	101	4997	20.1	15.0	101	2889	20.1	8.6	101	7400	18.9	22.2	95		
	QUINTILE 4	34792	20245	21.7	58.2	104	5292	21.3	15.2	103	3061	21.3	8.8	102	8733	22.3	25.1	107		
	QUINTILE 5	32524	16302	17.4	50.1	90	4343	17.5	13.4	90	2474	17.2	7.6	89	6908	17.6	21.2	91		
TV-PRIME TIME	QUINTILE 1	33090	17603	18.8	53.2	95	4786	19.3	14.5	98	2940	20.4	8.9	103	7967	20.3	24.1	103		
	QUINTILE 2	33357	19015	20.3	57.0	102	4932	19.9	14.8	100	3000	20.8	9.0	105	7976	20.4	23.9	102		
	QUINTILE 3	33980	19980	21.4	58.8	105	5360	21.6	15.8	107	2956	20.5	8.7	101	7884	20.1	23.2	99		
	QUINTILE 4	33854	19111	20.4	56.5	101	5171	20.8	15.3	103	3102	21.5	9.2	107	7922	20.2	23.4	100		
	QUINTILE 5	33444	17778	19.0	53.2	95	4587	18.5	13.7	93	2402	16.7	7.2	84	7418	18.9	22.2	95		
TV-DAYTIME	TERCILE 1	49121	26178	28.0	53.3	96	6841	27.5	13.9	94	4454	30.9	9.1	106	11362	29.0	23.1	99		
	TERCILE 2	48823	28261	30.2	57.9	104	7448	30.0	15.3	103	3809	26.5	7.8	91	11572	29.5	23.7	102		
	TERCILE 3	69782	39048	41.8	56.0	100	10547	42.5	15.1	102	6137	42.6	8.8	102	16232	41.4	23.3	100		
TV-TOTAL	QUINTILE 1	33584	17198	18.4	51.2	92	4632	18.7	13.8	93	2925	20.3	8.7	101	8039	20.5	23.9	103		
	QUINTILE 2	33441	18262	19.5	54.6	98	5217	21.0	15.6	105	2855	19.8	8.5	99	7624	19.5	22.8	98		
	QUINTILE 3	33505	19022	20.3	56.8	102	4790	19.3	14.3	97	3060	21.3	9.1	106	7742	19.8	23.1	99		
	QUINTILE 4	33466	19752	21.1	59.0	106	5360	21.6	16.0	108	2894	20.1	8.6	101	7808	19.9	23.3	100		
	QUINTILE 5	33731	19254	20.6	57.1	102	4837	19.5	14.3	97	2667	18.5	7.9	92	7954	20.3	23.6	101		
MAGAZINES-NEWSPAPERS: DUAL		44503	26318	28.2	59.1	106	7138	28.7	16.0	108	4163	28.9	9.4	109	11886	30.3	26.7	114		
	MAGAZINE IMPERATIVE	39363	24337	26.0	61.8	111	6134	24.7	15.6	105	3346	23.2	8.5	99	10044	25.6	25.5	109		
	NEWSPAPER IMPERATIVE	46441	24057	25.7	51.8	93	6453	26.0	13.9	94	3963	27.5	8.5	99	10026	25.6	21.6	92		
MAGAZINES-OUTDOOR: DUAL		33726	21414	22.9	63.5	114	5350	21.5	15.9	107	3325	23.1	9.9	115	8639	22.1	25.6	110		
	MAGAZINE IMPERATIVE	52846	29908	32.0	56.6	102	8169	32.9	15.5	104	4329	30.1	8.2	95	13376	34.2	25.3	108		
	OUTDOOR IMPERATIVE	52140	27858	29.8	53.4	96	7423	29.9	14.2	96	4382	30.4	8.4	98	11544	29.5	22.1	95		
MAGAZINES-RADIO: DUAL		37081	22299	23.9	60.1	108	6044	24.3	16.3	110	3265	22.7	8.8	103	9646	24.6	26.0	111		
	MAGAZINE IMPERATIVE	49747	29432	31.5	59.2	106	7783	31.3	15.6	106	4622	32.1	9.3	108	12775	32.6	25.7	110		
	RADIO IMPERATIVE	49208	26237	28.1	53.3	96	6971	28.1	14.2	96	4310	29.9	8.8	102	10581	27.0	21.5	92		
MAGAZINES-TELEVISION: DUAL		33103	19142	20.5	57.8	104	4924	19.8	14.9	100	2995	20.8	9.0	105	8524	21.8	25.7	110		
	MAGAZINE IMPERATIVE	54575	33716	36.1	61.8	111	8995	36.2	16.5	111	5060	35.1	9.3	108	14148	36.1	25.9	111		
	TELEVISION IMPERATIVE	53249	26573	28.4	49.9	90	7429	29.9	14.0	94	4323	30.0	8.1	95	11123	28.4	20.9	89		
NEWSPAPERS-OUTDOOR: DUAL		36255	21899	23.4	60.4	108	5871	23.6	16.2	109	3410	23.7	9.4	110	9552	24.4	26.3	113		
	NEWSPAPER IMPERATIVE	55591	29317	31.4	52.7	95	7844	31.6	14.1	95	4733	32.9	8.5	99	12878	32.9	23.2	99		
	OUTDOOR IMPERATIVE	48319	27551	29.5	57.0	102	7023	28.3	14.5	98	3996	27.8	8.3	96	10800	27.6	22.4	96		
NEWSPAPERS-RADIO: DUAL		37242	21372	22.9	57.4	103	6142	24.7	16.5	111	3304	22.9	8.9	103	9500	24.3	25.5	109		
	NEWSPAPER IMPERATIVE	54423	30075	32.2	55.3	99	7795	31.4	14.3	97	4857	33.7	8.9	104	12999	33.2	23.9	102		
	RADIO IMPERATIVE	46650	26391	28.2	56.6	101	6644	26.8	14.2	96	4082	28.3	8.8	102	10380	26.5	22.3	95		
NEWSPAPERS-TELEVISION: DUAL																				

	TOTAL U.S. '000	HEADACHE				HEARTBURN				HEMORRHOIDS				INDIGESTION OR UPSET STOMACH			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	93487	100.0	55.7	100	24836	100.0	14.8	100	14399	100.0	8.6	100	39167	100.0	23.4	100
ATLANTIC MONTHLY	867	575	0.6	66.3	119	**99	0.4	11.4	77	**109	0.8	17.6	146	*161	0.4	18.6	80
BARRON'S	1580	845	0.9	53.5	96	310	1.2	19.6	133	**134	0.9	8.5	99	397	1.0	25.1	108
BETTER HOMES & GARDENS	22203	13554	14.5	61.0	110	3807	15.3	17.1	116	2249	15.6	10.1	118	5748	14.7	25.9	111
BON APPETIT	3810	2231	2.4	58.6	105	534	2.2	14.0	95	430	3.0	11.3	131	1174	3.0	30.8	132
BUSINESS WEEK	4663	2726	2.9	58.5	105	607	2.4	13.0	88	499	3.5	10.7	125	1303	3.3	27.9	120
CAR AND DRIVER	3102	1781	1.9	57.4	103	456	1.8	14.7	99	*200	1.4	6.4	75	957	2.4	30.9	132
CBS MAGAZINE NETWORK (GROSS)	7311	4407	4.7	60.3	108	1008	4.1	13.8	93	578	4.0	7.9	92	1939	5.0	26.5	114
CHANGING TIMES	3400	2095	2.2	61.6	111	478	1.9	14.1	95	314	2.2	9.2	108	916	2.3	26.9	115
COLONIAL HOMES	1796	1081	1.2	60.2	108	265	1.1	14.8	100	*180	1.3	10.0	117	497	1.3	27.7	119
CONDE NAST MAG. PKG. (GROSS)	19924	13047	14.0	65.5	117	3014	12.1	15.1	102	1256	8.7	6.3	73	5057	12.9	25.4	109
CONSUMERS DIGEST	3125	1834	2.0	58.7	105	437	1.8	14.0	94	246	1.7	7.9	92	764	2.0	24.4	105
COSMOPOLITAN	10577	6925	7.4	65.5	117	1706	6.9	16.1	109	755	5.2	7.1	83	2869	7.3	27.1	116
COUNTRY LIVING	3746	2287	2.4	61.1	110	582	2.3	15.5	105	328	2.3	8.8	102	1091	2.8	29.1	125
CUISINE	2214	1236	1.3	55.8	100	371	1.5	16.8	113	*151	1.0	6.8	79	630	1.6	28.5	122
CYCLE WORLD	2394	1408	1.5	58.8	106	419	1.7	17.5	118	*203	1.4	8.5	99	641	1.6	26.8	115
DCI:CREATIVE IDEAS FOR LIV	3068	1949	2.1	63.5	114	470	1.9	15.3	103	325	2.3	10.6	123	876	2.2	28.6	122
DCI:CREAT. IDEA/SO.LIV(GROSS)	5556	5655	6.0	59.2	106	1587	6.4	16.6	112	1002	7.0	10.5	122	2619	6.7	27.4	117
DISCOVER	2277	1435	1.5	63.0	113	264	1.1	11.6	78	*227	1.6	10.0	116	556	1.4	24.4	105
EBONY	7187	3166	3.4	44.1	79	689	2.8	9.6	65	454	3.2	6.3	74	1087	2.8	15.1	65
ESQUIRE	2560	1477	1.6	57.7	104	436	1.8	17.0	115	328	2.3	12.8	149	594	1.5	23.2	99
ESSENCE	3242	1487	1.6	45.9	82	309	1.2	9.5	64	238	1.7	7.3	86	523	1.3	16.1	69
FAMILY CIRCLE	19439	12545	13.4	63.9	115	3237	13.0	16.5	111	1783	12.4	9.1	106	5262	13.4	26.8	115
THE FAMILY HANDYMAN	3540	2261	2.4	63.9	115	583	2.3	16.5	111	439	3.0	12.4	144	1079	2.8	30.5	131
FAMILY WEEKLY	23924	13851	14.8	57.9	104	3809	15.3	15.9	108	2388	16.6	10.0	116	6275	16.0	26.2	112
FIELD & STREAM	9883	5972	6.4	60.4	108	1799	7.2	18.2	123	976	6.8	9.9	115	2873	7.3	29.1	124
FOOD & WINE	1030	564	0.6	54.8	98	*168	0.7	16.3	110	*116	0.8	11.3	131	226	0.6	21.9	94
FORBES	2679	1503	1.6	56.1	101	425	1.7	15.9	107	275	1.9	10.3	120	692	1.8	25.8	111
FORTUNE	2931	1732	1.9	59.1	106	479	1.9	16.3	110	388	2.7	13.2	154	850	2.2	29.0	124
GENTLEMEN'S QUARTERLY	3481	1928	2.1	55.4	99	525	2.1	15.1	102	*255	1.8	7.3	85	756	1.9	21.7	93
GLAMOUR	7163	4940	5.3	69.0	124	1241	5.0	17.3	117	601	4.2	8.4	98	1974	5.0	27.6	118
GOLF DIGEST	2355	1305	1.4	55.4	99	483	1.9	20.5	139	199	1.4	8.5	98	561	1.4	23.8	102
GOLF DIGEST/TENNIS (GROSS)	3610	2101	2.2	58.2	104	603	2.4	16.7	113	296	2.1	8.2	96	838	2.1	23.2	99
GOLF MAGAZINE	2046	1246	1.3	60.9	109	352	1.4	17.2	116	*139	1.0	6.8	79	591	1.5	28.9	124
GOLF MAGAZINE/SKI (GROSS)	3547	2237	2.4	63.1	113	501	2.0	14.1	95	239	1.7	6.7	78	939	2.4	26.5	113
GOOD HOUSEKEEPING	20353	13100	14.0	64.4	115	3440	13.9	16.9	114	1916	13.3	9.4	110	5424	13.8	26.6	114
HARPER'S BAZAAR	3362	2048	2.2	60.9	109	535	2.2	15.9	107	*161	1.1	4.8	56	903	2.3	26.9	115
HEALTH	2987	1720	1.8	57.6	103	470	1.9	15.7	106	*229	1.6	7.7	89	672	1.7	22.5	96
HEARST MAG CORP. BUY (GROSS)	67928	42280	45.2	62.2	112	10877	43.8	16.0	108	5979	41.5	8.8	103	18365	46.9	27.0	116
HEARST MAN POWER (GROSS)	11282	6354	6.8	56.3	101	1659	6.7	14.7	99	1089	7.6	9.7	112	3153	8.1	27.9	120
HEARST WOMAN POWER (GROSS)	40514	26360	28.2	65.1	117	6651	26.8	16.4	111	3562	24.7	8.8	102	10919	27.9	27.0	115
HOUSE BEAUTIFUL	4885	2747	2.9	56.2	101	783	3.2	16.0	108	473	3.3	9.7	113	1224	3.1	25.1	107
INC.	1308	718	0.8	54.9	98	*222	0.9	17.0	115	*142	1.0	10.9	126	304	0.8	23.2	100
JET	5498	2802	3.0	43.1	77	622	2.5	9.6	65	420	2.9	6.5	75	1047	2.7	16.1	69
LADIES' HOME JOURNAL	14797	9240	9.9	62.4	112	2610	10.5	17.6	119	1516	10.5	10.2	119	4043	10.3	27.3	117
LHJ FAMILY GRP COMBO(GROSS)	21743	13620	14.6	62.6	112	3780	15.2	17.4	117	2118	14.7	9.7	113	5693	14.5	26.2	112
LIFE	9881	5521	5.9	55.9	100	1531	6.2	15.5	105	703	4.9	7.1	83	2281	5.8	23.1	99
L.A. TIMES HOME MAGAZINE	2775	1650	1.8	59.5	107	447	1.8	16.1	109	*173	1.2	6.2	73	772	2.0	27.8	119
MADemoiselle	4219	2825	3.0	67.0	120	707	2.8	16.8	113	*185	1.3	4.4	51	1007	2.6	23.9	102
MC CALL'S	16422	10644	11.4	64.8	116	2690	10.8	16.4	111	1556	10.8	9.5	110	4493	11.5	27.4	117
MC CALL'S/WRK MOTHER (GROSS)	17919	11687	12.5	65.2	117	3018	12.2	16.8	114	1794	12.5	10.0	117	4957	12.7	27.7	118
MECHANIX ILLUSTRATED	4433	2359	2.5	53.2	95	716	2.9	16.2	109	559	3.9	12.6	147	1198	3.1	27.0	116
METROPOLITAN HOME	1504	930	1.0	61.8	111	*193	0.8	12.8	87	*132	0.9	8.8	102	357	0.9	23.7	102
MONEY	4723	2786	3.0	59.0	106	675	2.7	14.3	97	534	3.7	11.3	132	1314	3.4	27.8	119
MOTHER EARTH NEWS	2325	1565	1.7	67.3	121	395	1.6	17.0	115	*226	1.6	9.7	113	697	1.8	30.0	128
MS.	1189	783	0.8	65.9	118	*173	0.7	14.6	98	*118	0.8	9.9	116	296	0.8	24.9	107
NATIONAL ENQUIRER	18892	10723	11.5	56.8	102	3021	12.2	16.0	108	1559	10.8	8.3	96	4271	10.9	22.6	97
NATIONAL GEOGRAPHIC	22129	13462	14.4	60.8	109	3257	13.1	14.7	99	1960	13.6	8.9	103	6443	16.5	29.1	125
NATIONAL SUNDAY MAGAZINE PKG	103750	59028	63.1	56.9	102	15561	62.7	15.0	101	9166	63.7	8.8	103	25475	65.0	24.6	105
NATURAL HISTORY	1379	704	0.8	51.1	92	*211	0.8	15.3	103	*68	0.5	4.9	57	335	0.9	24.3	104
NEW WOMAN	2289	1635	1.7	71.4	128	350	1.4	15.3	103	*148	1.0	6.5	75	489	1.2	21.4	91
NEW YORK INCLUDING CUE	1088	556	0.6	51.1	92	*145	0.6	13.3	90	*48	0.3	4.4	51	*197	0.5	18.1	78
THE NEW YORKER	2459	1428	1.5	58.1	104	385	1.6	15.7	106	258	1.8	10.5	122	597	1.5	24.3	104
NEWSWEEK	16527	9716	10.4	58.8	105	2420	9.7	14.6	99	1464	10.2	8.9	103	4407	11.3	26.7	114
THE N.Y. TIMES DAILY EDITION	2739	1476	1.6	53.9	97	406	1.6	14.8	100	233	1.6	8.5	99	653	1.7	23.8	102
THE N.Y. TIMES MAGAZINE	4443	2500	2.7	56.3	101	620	2.5	14.0	94	461	3.2	10.4	121	1240	3.2	27.9	120
OWN	2799	1783	1.9	63.7	114	340	1.4	12.1	82	*207	1.4	7.4	86	907	2.3	32.4	139
ON CABLE	2209	1285	1.4	58.2	104	282	1.1	12.8	86	*191	1.3	8.6	101	373	1.0	16.9	72
1001 HOME IDEAS	3959	2660	2.8	67.2	121	699	2.8	17.7	119	373	2.6	9.4	110	978	2.5	24.7	106
ORGANIC GARDENING	3111	1760	1.9	56.6	101	526	2.1	16.9	114	311	2.2	10.0	116	878	2.2	28.2	121
OUTDOOR LIFE	5024	2877	3.1	57.3	103	759	3.1	15.1	102	520	3.6	10.4	121	1427	3.6	28.4	122
PARADE MAGAZINE	51292	28731	30.7	56.0	100	7913	31.9	15.4	104	4456	30.9	8.7	101	12747	32.5	24.9	106

	TOTAL U.S. '000	HEADACHE				HEARTBURN				HEMORRHOIDS				INDIGESTION OR UPSET STOMACH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	93487	100.0	55.7	100	24836	100.0	14.8	100	14399	100.0	8.6	100	39167	100.0	23.4	100
PARENTS	5298	3489	3.7	65.9	118	922	3.7	17.4	118	626	4.3	11.8	138	1346	3.4	25.4	109
PENTHOUSE	5129	3074	3.3	59.9	108	996	4.0	19.4	131	506	3.5	9.9	115	1456	3.7	28.4	122
PEOPLE	21070	13100	14.0	62.2	112	3489	14.0	16.6	112	1800	12.5	8.5	100	5531	14.1	26.3	112
PLAYBOY	10562	6262	6.7	59.3	106	1985	8.0	18.8	127	1226	8.5	11.6	135	2788	7.1	26.4	113
POPULAR HOT RODDING	2498	1480	1.6	59.2	106	490	2.0	19.6	132	*181	1.3	7.2	84	658	1.7	26.3	113
POPULAR MECHANICS	5887	3345	3.6	56.8	102	883	3.6	15.0	101	594	4.1	10.1	118	1738	4.4	29.5	126
POPULAR SCIENCE	4317	2439	2.6	56.5	101	699	2.8	16.2	109	506	3.5	7.7	137	1199	3.1	27.8	119
PREVENTION	5792	3222	3.4	55.6	100	761	3.1	13.1	89	634	4.4	10.9	128	1214	3.1	21.0	90
PSYCHOLOGY TODAY	3284	2224	2.4	67.7	122	469	1.9	14.3	96	333	2.3	10.1	118	899	2.3	27.4	117
READER'S DIGEST	40046	23455	25.1	58.6	105	6465	26.0	16.1	109	3733	25.9	9.3	109	9934	25.4	24.8	106
REDBOOK	9584	6335	6.8	66.1	119	1504	6.1	15.7	106	890	6.2	9.3	108	2627	6.7	27.4	117
ROAD & TRACK	2590	1675	1.8	64.7	116	315	1.3	12.2	82	*188	1.3	7.3	85	684	1.7	26.4	113
ROLLING STONE	3302	2142	2.3	64.9	116	591	2.4	17.9	121	306	2.1	9.3	108	1022	2.6	31.0	133
RUNNER'S WORLD	1229	772	0.8	62.8	113	**127	0.5	10.3	70	**116	0.8	9.4	110	459	1.2	37.3	160
SATURDAY EVENING POST	2110	1243	1.3	58.9	106	334	1.3	15.8	107	*242	1.7	11.5	134	665	1.7	31.5	135
SCIENCE 84	1543	954	1.0	61.8	111	*271	1.1	17.6	119	**141	1.0	9.1	106	500	1.3	32.4	139
SCIENCE DIGEST	1747	951	1.0	54.4	98	*276	1.1	15.8	107	*144	1.0	8.2	96	494	1.3	28.3	121
SCIENTIFIC AMERICAN	1994	1055	1.1	52.9	95	219	0.9	11.0	74	*135	0.9	6.8	79	429	1.1	21.5	92
SELF	3119	2057	2.2	66.0	118	403	1.6	12.9	87	*203	1.4	6.5	76	753	1.9	24.1	103
SEVENTEEN	3923	2571	2.8	65.5	115	615	2.5	15.7	106	*254	1.8	6.5	75	1203	3.1	30.7	131
SKI	1501	991	1.1	66.0	118	*149	0.6	9.9	67	*100	0.7	6.7	78	348	0.9	23.2	99
SMITHSONIAN	5976	3492	3.7	58.4	105	963	3.9	16.1	109	598	4.2	10.0	117	1566	4.0	26.2	112
SOAP OPERA DIGEST	4228	2534	2.7	59.9	108	659	2.7	15.6	105	326	2.3	7.7	90	898	2.3	21.2	91
SOUTHERN LIVING	6488	3706	4.0	57.1	102	1116	4.5	17.2	116	676	4.7	10.4	121	1743	4.5	26.9	115
SPORT	3500	1933	2.1	55.2	99	582	2.3	16.6	112	357	2.5	10.2	119	771	2.0	22.0	94
THE SPORTING NEWS	2456	1416	1.5	57.7	103	418	1.7	17.0	115	*220	1.5	9.0	104	669	1.7	27.2	117
SPORTS AFFIELD	3648	2058	2.2	56.4	101	499	2.0	13.7	92	351	2.4	9.6	112	922	2.4	25.3	108
SPORTS ILLUSTRATED	14484	8505	9.1	58.7	105	2251	9.1	15.5	105	1222	8.5	8.4	98	3570	9.1	24.6	106
STAR	12661	7086	7.6	56.0	100	1933	7.8	15.3	103	905	6.3	7.1	83	2837	7.2	22.4	96
SUNDAY	52799	29487	31.5	55.8	100	7366	29.7	14.0	94	4565	31.7	8.6	101	12243	31.3	23.2	99
SUNSET	3513	2259	2.4	64.3	115	531	2.1	15.1	102	*251	1.7	7.1	83	1052	2.7	29.9	128
TV GUIDE	42766	25120	26.9	58.7	105	6930	27.9	16.2	109	3817	26.5	8.9	104	10466	26.7	24.5	105
TENNIS	1254	796	0.9	63.5	114	*120	0.5	9.6	65	*997	0.7	7.7	90	*278	0.7	22.2	95
TIME	22054	12994	13.9	59.9	106	3230	13.0	14.6	99	1880	13.1	8.5	99	5863	15.0	26.6	114
TOWN & COUNTRY	1555	968	1.0	62.3	112	268	1.1	17.2	116	**89	0.6	5.7	67	442	1.1	28.4	122
TRAVEL & LEISURE	2173	1197	1.3	55.1	99	374	1.5	17.2	116	*161	1.1	7.4	86	543	1.4	25.0	107
TRUE STORY	4636	2746	2.9	59.2	106	727	2.9	15.7	106	332	2.3	7.2	83	948	2.4	20.4	88
U.S. NEWS & WORLD REPORT	10353	5821	6.2	56.2	101	1432	5.8	13.8	93	978	6.8	9.4	110	2752	7.0	26.6	114
USA TODAY	4994	3128	3.3	62.6	112	769	3.1	15.4	104	489	3.4	8.8	114	1408	3.6	28.2	121
US	3528	2368	2.5	67.1	120	522	2.1	14.8	100	310	2.2	8.8	102	907	2.3	25.7	110
VOGUE	5424	3226	3.5	59.5	107	662	2.7	12.2	82	267	1.9	4.9	57	1323	3.4	24.4	104
HALL STREET JOURNAL	6292	3685	3.9	58.6	105	1056	4.3	16.8	113	565	3.9	9.0	105	1657	4.2	26.3	113
WEIGHT WATCHERS	2762	1739	1.9	63.0	113	539	2.2	19.5	132	*244	1.7	8.8	103	712	1.8	25.8	110
WOMAN'S DAY	16320	10375	11.1	63.6	114	2576	10.4	15.8	107	1578	11.0	9.7	113	4325	11.0	26.5	113
WORKING MOTHER	1496	1043	1.1	69.7	125	*328	1.3	21.9	148	*238	1.7	15.9	185	464	1.2	31.0	133
WORKING WOMAN	1851	1230	1.3	66.5	119	337	1.4	18.2	123	*176	1.2	9.5	111	528	1.3	28.5	122
WORLD TENNIS	580	331	0.4	57.1	102	**48	0.2	8.3	56	**47	0.3	8.1	94	**106	0.3	18.3	78
ZIFF-DAVIS MAG NETWK (GROSS)	12412	7003	7.5	56.4	101	1696	6.8	13.7	92	1095	7.6	8.8	103	3171	8.1	25.5	109
BLAIR INSERTS	91671	52090	55.7	56.8	102	13552	54.6	14.8	100	8021	55.7	8.7	102	22268	56.9	24.3	104
DAILY NEWSPAPERS																	
READ ANY	109190	60512	64.7	55.4	99	16220	65.3	14.9	100	9486	65.9	8.7	101	25924	66.2	23.7	102
READ ONE	89587	49693	53.2	55.5	100	13166	53.0	14.7	99	7618	52.9	8.5	99	21100	53.9	23.6	101
READ TWO OR MORE	19602	10820	11.6	55.2	99	3054	12.3	15.6	105	1868	13.0	9.5	111	4825	12.3	24.6	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	62473	66.8	57.0	102	16359	65.9	14.9	101	9689	67.3	8.8	103	26756	68.3	24.4	104
READ ONE	95074	54246	58.0	57.1	102	14110	56.8	14.8	100	8221	57.1	8.6	101	22942	58.6	24.1	103
READ TWO OR MORE	14588	8227	8.8	56.4	101	2249	9.1	15.4	104	1468	10.2	10.1	117	3814	9.7	26.1	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.29				29.44				29.29				30.47			
30 DAY REACH	149706	84410	90.3	56.4	101	22287	89.7	14.9	101	12918	89.7	8.6	101	35605	90.9	23.8	102
50 SHWG - 30 DAY AV FREQ	15.16	15.86			15.55					15.41				15.93			
30 DAY REACH	142406	80705	86.3	56.7	102	21107	85.0	14.8	100	12286	85.3	8.6	100	34112	87.1	24.0	103
25 SHWG - 30 DAY AV FREQ	8.23	8.56			8.42					8.33				8.65			
30 DAY REACH	131152	74758	80.0	57.0	102	19524	78.6	14.9	101	11373	79.0	8.7	101	31430	80.2	24.0	103
CABLE TV: HOME WIRED	66879	39557	42.3	59.1	106	10445	42.1	15.6	105	6065	42.1	9.1	106	16895	43.1	25.3	108
HOME NOT WIRED	100848	53930	57.7	53.5	96	14391	57.9	14.3	96	8335	57.9	8.3	96	22272	56.9	22.1	95
HAVE PAY CABLE	35024	21896	23.4	62.5	112	5956	24.0	17.0	115	3364	23.4	9.6	112	9398	24.0	26.8	115

	TOTAL U.S. '000	HEADACHE				HEARTBURN				HEMORRHOIDS				INDIGESTION OR UPSET STOMACH				
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOHNN	C ACROSS %	D INDX	
TOTAL ADULTS	167727	93487	100.0	55.7	100	24836	100.0	14.8	100	14399	100.0	8.6	100	39167	100.0	23.4	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	95620	55241	59.1	57.8	104	14715	59.2	15.4	104	8520	59.2	8.9	104	22973	58.7	24.0	103	
10:00 AM - 3:00 PM	63599	36215	38.7	56.9	102	9555	38.5	15.0	101	5779	40.1	9.1	106	15446	39.4	24.3	104	
3:00 PM - 7:00 PM	72097	42275	45.2	58.6	105	11148	44.9	15.5	104	6459	44.9	9.0	104	17504	44.7	24.3	104	
7:00 PM - MIDNIGHT	36670	21022	22.5	57.3	103	5641	22.7	15.4	104	3043	21.1	8.3	97	8978	22.9	24.5	105	
MIDNIGHT - 6:00 AM	21908	12369	13.2	56.5	101	3436	13.8	15.7	106	1710	11.9	7.8	91	5354	13.7	24.4	105	
6:00 AM - MIDNIGHT	127571	73299	78.4	57.5	103	19340	77.9	15.2	102	11365	78.9	8.9	104	30764	78.5	24.1	103	
ENTIRE DAY	129239	74137	79.3	57.4	103	19605	78.9	15.2	102	11473	79.7	8.9	103	31169	79.6	24.1	103	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	34009	20303	21.7	59.7	107	5310	21.4	15.6	105	3382	23.5	9.9	116	8536	21.8	25.1	107	
ALL NEWS	6062	3247	3.5	53.6	96	934	3.8	15.4	104	486	3.4	8.0	93	1273	3.3	21.0	90	
AOR/PROGRESSIVE	11884	7222	7.7	60.8	109	1936	7.8	16.3	110	993	6.9	8.4	97	2928	7.5	24.6	106	
BEAUTIFUL MUSIC	11180	6425	6.9	57.5	103	1695	6.8	15.2	102	1061	7.4	9.5	111	2783	7.1	24.9	107	
BLACK	4538	2229	2.4	49.1	88	557	2.2	12.3	83	360	2.5	7.9	92	999	2.6	22.0	94	
CLASSICAL	3857	2333	2.5	60.5	109	395	1.6	10.2	69	322	2.2	8.3	97	1111	2.8	28.8	123	
CHR/ROCK	21946	13092	14.0	59.7	107	3321	13.4	15.1	102	1884	13.1	8.6	100	5743	14.7	26.2	112	
COUNTRY	27262	15847	17.0	58.1	104	4508	18.2	16.5	112	2494	17.3	9.1	107	6714	17.1	24.6	105	
GOLDEN OLDIES	3339	1789	1.9	53.6	96	551	2.2	16.5	111	283	2.0	8.5	99	755	1.9	22.6	97	
MOR/NOCTALGIA	10346	6135	6.6	59.3	106	1549	6.2	15.0	101	898	6.2	8.7	101	2557	6.5	24.7	106	
NEWS/TALK	8929	4699	5.0	52.6	94	1308	5.3	14.6	99	844	5.9	9.5	110	2156	5.5	24.1	103	
RELIGIOUS	5488	2906	3.1	53.0	95	803	3.2	14.6	99	427	3.0	7.8	91	1197	3.1	21.8	93	
SOFT ROCK	1232	722	0.8	58.6	105	*204	0.8	16.6	112	**99	0.7	8.0	94	*283	0.7	23.0	98	
URBAN CONTEMPORARY	3184	1447	1.5	45.4	82	304	1.2	9.5	64	217	1.5	6.8	79	613	1.6	19.3	82	
WIRED NETWORKS:																		
ABC CONTEMPORARY	6911	4195	4.5	60.7	109	858	3.5	12.4	84	739	5.1	10.7	125	1613	4.1	23.3	100	
ABC DIRECTOR	5212	2746	2.9	52.7	95	809	3.3	15.5	105	538	3.7	10.3	120	1310	3.3	25.1	108	
ABC ENTERTAINMENT	10385	5761	6.2	55.5	100	1660	6.7	16.0	108	980	6.8	9.4	110	2357	6.0	22.7	97	
ABC FM	4762	2772	3.0	58.2	104	569	2.3	11.9	81	454	3.2	9.5	111	1055	2.7	22.2	95	
ABC INFORMATION	11339	6516	7.0	57.5	103	1904	7.7	16.8	113	1033	7.2	9.1	106	3026	7.7	26.7	114	
ABC ROCK	4878	2793	3.0	57.3	103	705	2.8	14.5	98	422	2.9	8.7	101	1207	3.1	24.7	106	
CBS	10709	6038	6.5	56.4	101	1719	6.9	16.1	108	909	6.3	8.5	99	2490	6.4	23.3	100	
MUTUAL	10251	5899	6.3	57.5	103	1476	5.9	14.4	97	1045	7.3	10.2	119	2502	6.4	24.4	105	
NBC	12243	6712	7.2	54.8	98	1991	8.0	16.3	110	1027	7.1	8.4	98	2984	7.6	24.4	104	
RADIO RADIO	4606	2522	2.7	54.8	98	873	3.5	19.0	128	423	2.9	9.2	107	1102	2.8	23.9	102	
RKO ONE	5148	2906	3.1	56.4	101	829	3.3	16.1	109	436	3.0	8.5	99	1436	3.7	27.9	119	
RKO TWO	7313	4270	4.6	58.4	105	1193	4.8	16.3	110	685	4.8	9.4	109	1714	4.4	24.3	100	
THE SOURCE	5981	3397	3.6	56.8	102	1117	4.5	18.7	126	549	3.8	9.2	107	1420	3.6	23.7	102	
NON-WIRED : BLAIR	19329	11142	11.9	57.6	103	2937	11.8	15.2	103	1949	13.5	10.1	117	4819	12.3	24.9	107	
INTERNET	27139	15436	16.5	56.9	102	3797	15.3	14.0	94	2446	17.0	9.0	105	6672	17.0	24.6	105	
KATZ RADIO GROUP	36319	20534	22.0	56.5	101	5601	22.6	15.4	104	3172	22.0	8.7	102	8934	22.8	24.6	105	
SUPERNET	22361	13136	14.1	58.7	105	3503	14.1	15.7	106	2025	14.1	9.1	105	5713	14.6	25.5	109	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	14532	7825	8.4	53.8	97	2189	8.8	15.1	102	1159	8.0	8.0	93	3382	8.6	23.3	100	
MKDAY 9:00 AM - 1:00 PM	18688	10078	10.8	53.9	97	2609	10.5	14.0	94	1678	11.7	9.0	105	4326	11.0	23.1	99	
MKDAY 1:00 PM - 4:30 PM	24061	13093	14.0	54.4	98	3350	13.5	13.9	94	2053	14.3	8.5	99	5552	14.2	23.1	99	
MKDAY 4:30 PM - 7:30 PM	44079	23050	24.7	52.3	94	6252	25.2	14.2	96	3603	25.0	8.2	95	10016	25.6	22.7	97	
MKDAY 7:30 PM - 8:00 PM	61979	32800	35.1	52.9	95	8757	35.3	14.1	95	5243	36.4	8.5	99	14186	36.2	22.9	98	
MKDAY 11:00 PM - 11:30 PM	49084	27267	29.2	55.6	100	7025	28.3	14.3	97	4458	31.0	9.1	106	11600	29.6	23.6	101	
MKDAY 11:30 PM - 1:00 AM	16560	9094	9.7	54.9	99	2371	9.5	14.3	97	1493	10.4	9.0	105	3849	9.8	23.2	100	
M-SAT 8-11 PM-SUN 7-11 PM	66967	37383	40.0	55.8	100	9942	40.0	14.8	100	5941	41.3	8.9	103	15900	40.6	23.7	102	
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	5284	5.7	57.0	102	1322	5.3	14.3	96	778	5.4	8.4	98	1976	5.0	21.3	91
ANOTHER WORLD	N	6138	3160	3.4	51.5	92	812	3.3	13.2	89	497	3.5	8.1	94	1578	4.0	25.7	110
AS THE WORLD TURNS	C	7707	4138	4.4	53.7	96	961	3.9	12.5	84	639	4.4	8.3	97	1752	4.5	22.7	97
CAPITOL	C	4685	2562	2.7	54.7	98	584	2.4	12.5	84	423	2.9	9.0	105	1185	3.0	25.3	108
CBS MORN. NEWS 1	C	2792	1460	1.6	52.3	94	429	1.7	15.4	104	161	1.1	5.8	67	606	1.5	21.7	93
CBS MORN. NEWS 2	C	2071	1082	1.2	52.2	94	295	1.2	14.2	96	91	0.6	4.4	51	385	1.0	18.6	80
DAYS OF OUR LIVES	N	8018	4456	4.8	55.6	100	1222	4.9	15.2	103	719	5.0	9.0	104	2256	5.8	28.1	120
FACTS OF LIFE - DAYTIME	N	3487	1774	1.9	50.9	91	425	1.7	12.2	82	276	1.9	7.9	92	810	2.1	23.2	99
FAMILY FEUD	A	4817	2503	2.7	52.0	93	609	2.5	12.6	85	371	2.6	7.7	90	960	2.5	19.9	85
GENERAL HOSPITAL	A	8333	4682	5.0	56.2	101	1213	4.9	14.6	98	738	5.1	8.9	103	1764	4.5	21.2	91
GOOD MORNING, AMERICA-730	A	5472	3007	3.2	55.0	99	820	3.3	15.0	101	403	2.8	7.4	86	1168	3.0	21.3	91
GOOD MORNING, AMERICA-830	A	3965	2166	2.3	54.6	98	543	2.2	13.7	92	325	2.3	8.2	95	834	2.1	21.0	90
GUIDING LIGHT	C	7542	4131	4.4	54.8	98	1082	4.4	14.3	97	616	4.3	8.2	95	1903	4.9	25.2	108
ONE LIFE TO LIVE	A	6018	3326	3.6	55.3	99	836	3.4	13.9	94	524	3.6	8.7	101	1111	2.8	18.5	79
PRESS YOUR LUCK	C	3589	2061	2.2	57.4	103	543	2.2	15.1	102	407	2.8	11.3	132	711	1.8	19.8	85
PRICE IS RIGHT 1	C	7418	3896	4.2	52.5	94	1118	4.5	15.1	102	616</							

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	TOTAL U.S. '000	MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC				POST-NASAL DRIP			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	25932	100.0	15.5	100	15652	100.0	9.3	100	4849	100.0	2.9	100	13731	100.0	8.2	100
MALES	79263	12183	47.0	15.4	99	5124	32.7	6.5	69	2550	52.6	3.2	111	5736	41.8	7.2	88
FEMALES	88464	13749	53.0	15.5	101	10528	67.3	11.9	128	2299	47.4	2.6	90	7995	58.2	9.0	110
18 - 24	28671	4632	17.9	16.2	104	2177	13.9	7.6	81	972	20.0	3.4	117	1961	14.3	6.8	84
25 - 34	39536	6582	25.4	16.6	108	4246	27.1	10.7	115	1407	29.0	3.6	123	4041	29.4	10.2	125
35 - 44	28978	5063	19.5	17.5	113	2821	18.0	9.7	104	947	19.5	3.3	113	2813	20.5	9.7	119
45 - 54	22345	3562	13.7	15.9	103	1807	11.5	8.1	87	626	12.9	2.8	97	1857	13.5	8.3	102
55 - 64	22224	3200	12.3	14.4	93	2162	13.8	9.7	104	*532	11.0	2.4	83	1568	11.4	7.1	86
65 OR OLDER	25973	2894	11.2	11.1	72	2440	15.6	9.4	101	*364	7.5	1.4	48	1491	10.9	5.7	70
18 - 34	68207	11213	43.2	16.4	106	6422	41.0	9.4	101	2379	49.1	3.5	121	6002	43.7	8.8	107
18 - 49	108058	18092	69.8	16.7	108	10077	64.4	9.3	100	3724	76.8	3.4	119	9610	70.0	8.9	109
25 - 54	90859	15207	58.6	16.7	108	8874	56.7	9.8	105	2980	61.5	3.3	113	8711	63.4	9.6	117
35 - 49	39851	6879	26.5	17.3	112	3655	23.4	9.2	98	1345	27.7	3.4	117	3609	26.3	9.1	111
50 OR OLDER	59669	7840	30.2	13.1	85	5576	35.6	9.3	100	1125	23.2	1.9	65	4121	30.0	6.9	84
GRADUATED COLLEGE	28091	5006	19.3	17.8	115	2806	17.9	10.0	107	1064	21.9	3.8	131	3530	25.7	12.6	153
ATTENDED COLLEGE	28938	5315	20.5	18.4	119	2754	17.6	9.5	102	1070	22.1	3.7	128	2981	21.7	10.3	126
GRADUATED HIGH SCHOOL	65503	9985	38.5	15.2	99	6497	41.5	9.9	106	1916	39.5	2.9	101	4825	35.1	7.4	90
DID NOT GRADUATE HIGH SCHOOL	45195	5626	21.7	12.4	81	3595	23.0	8.0	85	799	16.5	1.8	61	2395	17.4	5.3	65
EMPLOYED MALES	56429	9089	35.0	16.1	104	3674	23.5	6.5	70	2179	44.9	3.9	134	4622	33.7	8.2	100
EMPLOYED FEMALES	43971	7677	29.6	17.5	113	5193	33.2	11.8	127	1334	27.5	3.0	105	4572	33.3	10.4	127
EMPLOYED FULL-TIME	87773	14702	56.7	16.8	108	7705	49.2	8.8	94	3096	63.8	3.5	122	7894	57.5	9.0	110
EMPLOYED PART-TIME	12627	2064	8.0	16.3	106	1162	7.4	9.2	99	*417	8.6	3.3	114	1300	9.5	10.3	126
NOT EMPLOYED	67327	9166	35.3	13.6	88	6785	43.3	10.1	108	1336	27.6	2.0	69	4536	33.0	6.7	82
PROFESSIONAL/MANAGER	25845	4628	17.8	17.9	116	2660	17.0	10.3	110	1076	22.2	4.2	144	3408	24.8	13.2	161
TECH/CLERICAL/SALES	30895	5150	19.9	16.7	108	2996	19.1	9.7	104	1013	20.9	3.3	113	2921	21.3	9.5	115
PRECISION/CRAFT	12629	1878	7.2	14.9	96	1041	6.7	8.2	88	*622	12.8	4.9	170	853	6.2	6.8	83
OTHER EMPLOYED	31031	5109	19.7	16.5	106	2170	13.9	7.0	75	802	16.5	2.6	89	2013	14.7	6.5	79
SINGLE	35557	6002	23.1	16.9	109	3159	20.2	8.9	95	1081	22.3	3.0	105	2375	17.3	6.7	82
MARRIED	103985	16131	62.2	15.6	101	9527	60.9	9.2	99	3150	65.0	3.0	105	9439	68.7	9.1	111
DIVORCED/SEPARATED/WIDOWED	28585	3799	14.6	13.3	86	2966	18.9	10.4	111	618	12.7	2.2	75	1917	14.0	6.7	82
PARENTS	59295	9980	38.5	16.8	109	6082	38.9	10.3	110	2005	41.3	3.4	117	5972	43.5	10.1	123
WHITE	144081	23030	88.8	15.8	102	13988	89.4	9.6	103	*594	94.7	3.1	109	12535	91.3	8.6	105
BLACK	17974	2236	8.6	12.4	80	1331	8.5	7.4	79	**199	4.1	1.1	38	974	7.1	5.4	66
OTHER	3672	*666	2.6	18.1	117	*334	2.1	9.1	97	*557	1.2	1.6	54	**221	1.6	6.0	74
NORTHEAST-CENSUS	37005	5790	22.3	15.6	101	3167	20.2	8.6	92	914	18.8	2.5	85	3120	22.7	8.4	103
NORTH CENTRAL	42642	6711	25.9	15.7	102	4217	26.9	9.9	106	1115	23.0	2.6	90	3635	26.5	8.5	104
SOUTH	56777	7997	30.8	14.1	91	5359	34.2	9.4	101	2117	43.7	3.7	129	4351	31.7	7.7	94
WEST	31303	5434	21.0	17.4	112	2910	18.6	9.3	100	*704	14.5	2.2	78	2624	19.1	8.4	102
NORTHEAST-MKTG.	38125	5903	22.8	15.5	100	3286	21.0	8.6	92	1201	24.8	3.2	109	3291	24.0	8.6	105
EAST CENTRAL	24794	3991	15.4	16.1	104	2285	14.6	9.2	99	817	16.8	3.3	114	2053	15.0	8.3	101
WEST CENTRAL	28511	4401	17.0	15.4	100	2997	19.1	10.5	113	*561	11.6	2.0	68	2526	18.4	8.9	108
SOUTH	48953	6914	26.7	14.1	91	4606	29.4	9.4	101	1589	32.8	3.2	112	3613	26.3	7.4	90
PACIFIC	27344	4724	18.2	17.3	112	2478	15.8	9.1	97	*681	14.0	2.5	86	2248	16.4	8.2	100
COUNTY SIZE A	69301	10352	39.9	14.9	97	6092	38.9	8.8	94	1589	32.8	2.3	79	5466	39.8	7.9	96
COUNTY SIZE B	50633	8003	30.9	15.8	102	4713	30.1	9.3	100	1482	30.6	2.9	101	4497	32.8	8.9	108
COUNTY SIZE C	26259	4271	16.5	16.3	105	2484	15.9	9.5	101	1019	21.0	3.9	134	1902	13.9	7.2	88
COUNTY SIZE D	21534	3307	12.8	15.4	99	2364	15.1	11.0	118	759	15.7	3.5	122	1866	13.6	8.7	106
METRO CENTRAL CITY	50014	7551	29.1	15.1	98	4521	28.9	9.0	97	910	18.8	1.8	63	4085	29.8	8.2	100
METRO SUBURBAN	76832	12003	46.3	15.6	101	7102	45.4	9.2	99	2644	54.5	3.4	119	6490	47.3	8.4	103
NON METRO	40881	6378	24.6	15.6	101	4029	25.7	9.9	106	1296	26.7	3.2	110	3156	23.0	7.7	94
TOP 5 ADI'S	39550	6195	23.9	15.7	101	3801	24.3	9.6	103	970	20.0	2.5	85	3347	24.4	8.5	103
TOP 10 ADI'S	54877	7998	30.8	14.6	94	4704	30.1	8.6	92	1402	28.9	2.6	88	4387	31.9	8.0	98
TOP 20 ADI'S	77516	11485	44.3	14.8	96	6995	44.7	9.0	97	2047	42.2	2.6	91	6093	44.4	7.9	96
HSMD INC. \$50,000 OR MORE	17257	3119	12.0	18.1	117	1347	8.6	7.8	84	627	12.9	3.6	126	1640	11.9	9.5	116
\$40,000 OR MORE	33235	5783	22.3	17.4	113	2831	18.1	8.5	91	1221	25.2	3.7	127	3435	25.0	10.3	126
\$30,000 OR MORE	59693	10144	39.1	17.0	110	5384	34.4	9.0	97	2084	43.0	3.5	121	5722	41.7	9.6	117
\$25,000 OR MORE	76275	13305	51.3	17.4	113	7006	44.8	9.2	98	2673	55.1	3.5	121	7766	56.6	10.2	124
\$20,000 - \$24,999	18607	2767	10.7	14.9	96	1906	12.2	10.2	110	*521	10.7	2.8	97	1683	12.3	9.0	110
\$15,000 - \$19,999	17175	2611	10.1	15.2	98	1551	9.9	9.0	97	*369	7.6	2.1	74	1243	9.1	7.2	88
\$10,000 - \$14,999	24569	3378	13.0	13.7	89	2334	14.9	9.5	102	764	15.8	3.1	108	1560	11.4	6.3	78
UNDER \$10,000	31101	3871	14.9	12.4	81	2856	18.2	9.2	98	*523	10.8	1.7	58	1479	10.8	4.8	58
HOUSEHOLD OF 1 PERSON	19441	2595	10.0	13.3	86	2085	13.3	10.7	115	316	6.5	1.6	56	1326	9.7	6.8	83
2 PEOPLE	51803	7765	29.9	15.0	97	4832	30.9	9.3	100	1398	28.8	2.7	93	3668	26.7	7.1	86
3 OR 4 PEOPLE	66933	11041	42.6	16.5	107												

		TOTAL U.S. '000	MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC				POST-NASAL DRIP			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	25932	100.0	15.5	100	15652	100.0	9.3	100	4849	100.0	2.9	100	13731	100.0	8.2	100
MAGAZINES	QUINTILE 1	34022	6465	24.9	19.0	123	3726	23.8	11.0	117	1342	27.7	3.9	136	3739	27.2	11.0	134
	QUINTILE 2	34800	6172	23.8	17.7	115	3595	23.0	10.3	111	1224	25.2	3.5	122	3552	25.9	10.2	125
	QUINTILE 3	30514	4410	17.0	14.5	93	2806	17.9	9.2	99	703	14.5	2.3	80	2140	15.6	7.0	86
	QUINTILE 4	33324	4653	17.9	14.0	90	2707	17.3	8.1	87	916	18.9	2.7	95	2353	17.1	7.1	86
	QUINTILE 5	35066	4233	16.3	12.1	78	2818	18.0	8.0	86	665	13.7	1.9	66	1947	14.2	5.6	68
NEWSPAPERS	QUINTILE 1	29107	4515	17.4	15.5	100	2634	16.8	9.0	97	768	15.8	2.6	91	2627	19.1	9.0	110
	QUINTILE 2	49095	8064	31.1	16.4	106	4560	29.1	9.3	100	1301	26.8	2.6	92	4218	30.7	8.6	105
	QUINTILE 3	23107	3833	14.8	16.6	107	2400	15.3	10.4	111	783	16.1	3.4	117	2241	16.3	9.7	118
	QUINTILE 4	33556	4567	17.6	13.6	88	3249	20.8	9.7	104	1193	24.6	3.6	123	2600	18.9	7.7	95
	QUINTILE 5	32863	4953	19.1	15.1	97	2810	18.0	8.6	92	804	16.6	2.4	85	2045	14.9	6.2	76
OUTDOOR	QUINTILE 1	33431	5538	21.4	16.6	107	3068	19.6	9.2	98	1030	21.2	3.1	107	3062	22.3	9.2	112
	QUINTILE 2	33478	5252	20.3	15.7	101	3120	19.9	9.3	100	1150	23.7	3.4	119	3212	23.4	9.6	117
	QUINTILE 3	33574	5299	20.4	15.8	102	3262	20.8	9.7	104	724	14.9	2.2	75	2830	20.6	8.4	103
	QUINTILE 4	33935	5138	19.8	15.1	98	3325	21.2	8.8	105	1117	23.0	3.3	114	2395	17.4	7.1	86
	QUINTILE 5	33310	4706	18.1	14.1	91	2878	18.4	8.6	93	828	17.1	2.5	86	2231	16.2	6.7	82
RADIO-DRIVE TIME	QUINTILE 1	33136	5117	19.7	15.4	100	3205	20.5	9.7	104	1168	24.1	3.5	122	3203	23.3	9.7	118
	QUINTILE 2	31658	4928	19.0	15.6	101	2545	16.3	8.0	86	887	18.3	2.8	97	2823	20.6	8.9	109
	QUINTILE 3	32541	5386	20.8	16.6	107	3299	21.1	10.1	109	958	19.8	2.9	102	2400	17.5	7.4	90
	QUINTILE 4	34247	5431	20.9	15.9	103	2990	19.1	8.7	94	986	20.3	2.9	100	2978	21.7	8.7	106
	QUINTILE 5	36144	5069	19.5	14.0	91	3613	23.1	10.0	107	850	17.5	2.4	81	2326	16.9	6.4	79
RADIO-MID- DAY	TERCILE 1	45037	7048	27.2	15.6	101	4172	26.7	9.3	99	1505	31.0	3.3	116	4011	29.2	8.9	109
	TERCILE 2	44819	7002	27.0	15.6	101	4153	26.5	9.3	99	1223	25.2	2.7	94	3722	27.1	8.3	101
	TERCILE 3	77872	11882	45.8	15.3	99	7327	46.8	9.4	101	2121	43.7	2.7	94	5998	43.7	7.7	94
RADIO-TOTAL	QUINTILE 1	33763	5151	19.9	15.3	99	3085	19.7	9.1	98	1113	23.0	3.3	114	3238	23.6	9.6	117
	QUINTILE 2	33240	5366	20.7	16.1	104	3128	20.0	9.4	101	936	19.3	2.8	97	2795	20.4	8.4	103
	QUINTILE 3	33408	5286	20.4	15.8	102	2978	19.0	8.9	96	1043	21.5	3.1	108	2647	19.3	7.9	97
	QUINTILE 4	34792	5730	22.1	16.5	107	3364	21.5	9.7	104	1127	23.2	3.2	112	3007	21.9	8.6	106
	QUINTILE 5	32524	4399	17.0	13.5	87	3098	19.8	9.5	102	630	13.0	1.9	67	2044	14.9	6.3	77
TV-PRIME TIME	QUINTILE 1	33090	5264	20.3	15.9	103	3482	22.2	10.5	113	944	19.5	2.9	99	2620	19.1	7.9	97
	QUINTILE 2	33357	4780	18.4	14.3	93	3048	19.5	9.1	98	933	19.2	2.8	97	2538	18.5	7.6	93
	QUINTILE 3	33980	5646	21.8	16.6	107	3055	19.5	9.0	96	1075	22.2	3.2	109	3189	23.2	9.4	115
	QUINTILE 4	33854	5716	22.0	16.9	109	3262	20.8	9.6	103	1001	20.6	3.0	102	2876	20.9	8.5	104
	QUINTILE 5	33444	4526	17.5	13.5	88	2805	17.9	8.4	90	896	18.5	2.7	93	2508	18.3	7.5	92
TV-DAYTIME	TERCILE 1	49121	7153	27.6	14.6	94	4782	30.6	9.7	104	1264	26.1	2.6	89	3747	27.3	7.6	93
	TERCILE 2	48823	7784	30.0	15.9	103	4813	30.8	9.9	106	1353	27.9	2.8	96	4134	30.1	8.5	103
	TERCILE 3	69782	10996	42.4	15.8	102	6057	38.7	8.7	93	2232	46.0	3.2	111	5850	42.6	8.4	102
TV-TOTAL	QUINTILE 1	33584	4860	18.7	14.5	94	3551	22.7	10.6	113	783	16.1	2.3	81	2424	17.7	7.2	88
	QUINTILE 2	33441	5113	19.7	15.3	99	3046	19.5	9.1	98	1038	21.4	3.1	107	2557	18.6	7.6	93
	QUINTILE 3	33505	5199	20.0	15.5	100	3159	20.2	9.4	101	951	19.6	2.8	98	2781	20.3	8.3	101
	QUINTILE 4	33466	5551	21.4	16.6	107	2869	18.3	8.6	92	932	19.2	2.8	96	3105	22.6	9.3	113
	QUINTILE 5	33731	5209	20.1	15.4	100	3027	19.3	9.0	96	1145	23.6	3.4	117	2864	20.9	8.5	104
MAGAZINES-NEWSPAPERS: DUAL		44503	8302	32.0	18.7	121	4391	28.1	9.9	106	1395	28.8	3.1	108	4466	32.5	10.0	123
MAGAZINE IMPERATIVE		39363	6724	25.9	17.1	110	4467	28.5	11.3	122	1563	32.2	4.0	137	3824	27.8	9.7	119
NEWSPAPER IMPERATIVE		46441	6051	23.3	13.0	84	3905	24.9	8.4	90	1077	22.2	2.3	80	3373	24.6	7.3	89
MAGAZINES-OUTDOOR: DUAL		33726	6092	23.5	18.1	117	3301	21.1	9.8	105	1311	27.0	3.9	134	3381	24.6	10.0	122
MAGAZINE IMPERATIVE		52846	9194	35.5	17.4	113	5630	36.0	10.7	114	1641	33.8	3.1	107	4941	36.0	9.3	114
OUTDOOR IMPERATIVE		52140	7355	28.4	14.1	91	4557	29.1	8.7	94	1264	26.1	2.4	84	3906	28.4	7.5	92
MAGAZINES-RADIO: DUAL		37081	6648	25.6	17.9	116	3659	23.4	9.9	106	1389	28.6	3.7	130	3603	26.2	9.7	119
MAGAZINE IMPERATIVE		49747	8591	33.1	17.3	112	5356	34.2	10.8	115	1626	33.5	3.3	113	4757	34.6	9.6	117
RADIO IMPERATIVE		49208	6668	25.7	13.6	88	4258	27.2	8.7	93	1169	24.1	2.4	82	3663	26.7	7.4	91
MAGAZINES-TELEVISION: DUAL		33103	5619	21.7	17.0	110	3380	21.6	10.2	109	1025	21.1	3.1	107	3098	22.6	9.4	114
MAGAZINE IMPERATIVE		54575	9765	37.7	17.9	116	5542	35.4	10.2	109	1948	40.2	3.6	123	5584	40.7	10.2	125
TELEVISION IMPERATIVE		53249	6904	26.6	13.0	84	4691	30.0	8.8	94	1230	25.4	2.3	80	3270	23.8	6.1	75
NEWSPAPERS-OUTDOOR: DUAL		36255	6311	24.3	17.4	113	3440	22.0	9.5	102	1048	21.6	2.9	100	3605	26.3	9.9	121
NEWSPAPER IMPERATIVE		55591	8475	32.7	15.2	99	5246	33.5	9.4	101	1462	30.2	2.6	91	4412	32.1	7.9	97
OUTDOOR IMPERATIVE		48319	7213	27.8	14.9	97	4531	28.9	9.4	100	1566	32.3	3.2	112	4079	29.7	8.4	103
NEWSPAPERS-RADIO: DUAL		37242	6032	23.3	16.2	105	3404	21.7	9.1	98	1055	21.8	2.8	98	3591	26.2	9.6	118
NEWSPAPER IMPERATIVE		54423	8853	34.1	16.3	105	5302	33.9	9.7	104	1464	30.2	2.7	93	4589	33.4	8.4	103
RADIO IMPERATIVE		46650	7005	27.0	15.0	97	4275	27.3	9.2	98	1570	32.4	3.4	116	3666	26.7	7.9	96
NEWSPAPERS-TELEVISION: DUAL		35974	5714	22.0	15.9	103	3632	23.2	10.1	108	962	19.8	2.7	92	2864	20.9	8.0	97
NEWSPAPER IMPERATIVE		56095	9278	35.8	16.5	107	5076	32.4	9.0	97	1532	31.6	2.7	94	5449	39.7	9.7	119
TELEVISION IMPERATIVE		47170	6885	26.6	14.6	94	4697	30.0	10.0	107	1408	29.0	3.0	103	3356	24.4	7.1	87
OUTDOOR-RADIO: DUAL		33748	5291	20.4	15.7	101	3153	20.1	9.3	100	1042	21.5	3.1	107	3362	24.5	10.0	122
OUTDOOR IMPERATIVE		52785	8346	32.2	15.8	102	4957	31.7	9.4	101	1502</							

	TOTAL U.S. '000	MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC				POST-NASAL DRIP			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	29932	100.0	15.5	100	15652	100.0	9.3	100	4849	100.0	2.9	100	13731	100.0	8.2	100
ATLANTIC MONTHLY	867	*134	0.5	15.5	100	**83	0.5	9.6	103	**27	0.6	3.1	108	**102	0.7	11.8	144
BARRON'S	1580	313	1.2	19.8	128	*279	1.8	17.7	189	**55	1.1	3.5	120	*137	1.0	8.7	106
BETTER HOMES & GARDENS	22203	3871	14.9	17.4	113	2682	17.1	12.1	129	769	15.9	3.5	120	2470	18.0	11.1	136
BON APPETIT	3810	713	2.7	18.7	121	543	3.5	14.3	153	*240	4.9	6.3	218	353	2.6	9.3	113
BUSINESS WEEK	4663	901	3.5	19.3	125	547	3.5	11.7	126	*182	3.8	3.9	136	484	3.5	10.4	127
CAR AND DRIVER	3102	600	2.3	19.3	125	*299	1.9	9.6	103	**129	2.7	4.2	144	246	1.8	7.9	97
CBS MAGAZINE NETWORK (GROSS)	7311	1527	5.9	20.9	135	581	3.7	7.9	85	*336	6.9	4.6	159	618	4.5	8.5	103
CHANGING TIMES	3400	741	2.9	21.8	141	536	3.4	15.8	169	*196	4.0	5.8	199	421	3.1	12.4	151
COLONIAL HOMES	1796	335	1.3	18.7	121	237	1.5	13.2	141	*58	1.2	3.2	112	*227	1.7	12.6	154
CONDE NAST MAG. PKG. (GROSS)	19924	4125	15.9	20.7	134	2825	18.0	14.2	152	723	14.9	3.6	126	2197	16.0	11.0	135
CONSUMERS DIGEST	3125	558	2.2	17.9	115	297	1.9	9.5	102	**124	2.6	4.0	137	395	2.9	12.6	154
COSMOPOLITAN	10577	2131	8.2	20.1	130	1356	8.7	12.8	137	328	6.8	3.1	107	1068	7.8	10.1	123
COUNTRY LIVING	3746	640	2.5	17.1	111	457	2.9	12.2	131	*147	3.0	3.9	136	496	3.6	13.2	162
CUISINE	2214	367	1.4	16.6	107	*248	1.6	11.2	120	**67	1.4	3.0	105	303	2.2	13.7	167
CYCLE WORLD	2394	527	2.0	22.0	142	*218	1.4	9.1	98	**133	2.7	5.6	192	*285	2.1	11.9	145
DCI:CREATIVE IDEAS FOR LIV	3068	633	2.4	20.6	133	483	3.1	15.7	169	**68	1.4	2.2	77	426	3.1	13.9	170
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	1685	6.5	17.6	114	1169	7.5	12.2	131	375	7.7	3.9	136	1130	8.2	11.8	144
DISCOVER	2277	454	1.8	19.9	129	*245	1.6	10.8	115	**96	2.0	4.2	146	255	1.9	11.2	137
EDONY	7187	918	3.5	12.8	83	521	3.3	7.2	78	**73	1.5	1.0	35	372	2.7	5.2	63
ESQUIRE	2560	480	1.9	18.8	121	309	2.0	12.1	129	**86	1.8	3.4	116	*163	1.2	6.4	78
ESSENCE	3242	557	2.1	17.2	111	334	2.1	10.3	110	**36	0.7	1.1	38	*262	1.9	8.1	99
FAMILY CIRCLE	19639	3346	12.9	17.0	110	2516	16.1	12.8	137	779	16.1	4.0	137	2161	15.7	11.0	134
THE FAMILY HANDYMAN	3540	620	2.4	17.5	113	329	2.1	9.3	100	*171	3.5	4.8	167	369	2.7	10.4	127
FAMILY WEEKLY	23924	3735	14.4	15.6	101	2502	16.0	10.5	112	743	15.3	3.1	107	2372	17.3	9.9	121
FIELD & STREAM	9883	1705	6.6	17.3	112	789	5.0	8.0	86	456	9.4	4.6	160	736	5.4	7.4	91
FOOD & WINE	1030	*96	0.4	9.3	60	**102	0.7	9.9	106	**47	1.0	4.6	158	*115	0.8	11.2	136
FORBES	2679	472	1.8	17.6	114	337	2.2	12.6	135	**116	2.4	4.3	150	263	1.9	9.8	120
FORTUNE	2931	656	2.5	22.4	145	317	2.0	10.8	116	**94	1.9	3.2	111	273	2.0	9.3	114
GENTLEMEN'S QUARTERLY	3481	751	2.9	21.6	140	410	2.6	11.8	126	**88	1.8	2.5	87	314	2.3	9.0	110
GLAMOUR	7163	1512	5.8	21.1	137	1114	7.1	15.6	167	*276	5.7	3.9	133	828	6.0	11.6	141
GOLF DIGEST	2355	461	1.8	19.6	127	*196	1.3	8.3	89	*91	1.9	3.9	134	*204	1.5	8.7	106
GOLF DIGEST/TENNIS (GROSS)	3610	660	2.5	18.3	118	325	2.1	9.0	96	*169	3.5	4.7	162	284	2.1	7.9	96
GOLF MAGAZINE	2046	344	1.3	16.8	109	*147	0.9	7.2	77	**85	1.8	4.2	144	*204	1.5	10.0	122
GOLF MAGAZINE/SKI (GROSS)	3547	593	2.3	16.7	108	232	1.5	6.5	70	*128	2.6	3.6	125	361	2.6	10.2	124
GOOD HOUSEKEEPING	20353	3621	14.0	17.8	115	2559	16.3	12.6	135	749	15.4	3.7	127	2279	16.6	11.2	137
HARPER'S BAZAAR	3362	703	2.7	20.9	135	451	2.9	13.4	144	**80	1.6	2.4	82	386	2.8	11.5	140
HEALTH	2987	566	2.2	18.9	123	462	3.0	15.5	166	**59	1.2	2.0	68	353	2.6	11.8	144
HEARST MAG CORP. BUY (GROSS)	67928	12512	48.2	18.4	119	8287	52.9	12.2	131	2469	50.9	3.6	126	7563	55.1	11.1	136
HEARST MAN POWER (GROSS)	11282	2159	8.3	19.1	124	1075	6.9	9.5	102	552	11.4	4.9	169	1184	8.6	10.5	128
HEARST WOMAN POWER (GROSS)	40514	7556	29.1	18.7	121	5116	32.7	12.6	135	1403	28.9	3.5	120	4370	31.8	10.8	132
HOUSE BEAUTIFUL	4885	711	2.7	14.6	94	649	4.1	13.3	142	*159	3.3	3.3	113	636	4.6	13.0	159
INC.	1308	304	1.2	23.2	150	*204	1.3	15.6	167	**40	0.8	3.1	106	*113	0.8	8.6	106
JET	6498	805	3.1	12.4	80	382	2.4	5.9	63	**81	1.7	1.2	43	386	2.8	5.9	73
LADIES' HOME JOURNAL	14797	2778	10.7	18.8	121	1898	12.1	12.8	137	505	10.4	3.4	118	1414	10.3	9.6	117
LHJ FAMILY GRP COMBO(GROSS)	21743	4186	16.1	19.3	125	2923	18.7	13.4	144	681	14.0	3.1	108	2252	16.4	10.4	127
LIFE	9881	1869	7.2	18.9	122	954	6.1	9.7	103	289	6.0	2.9	101	911	6.6	9.2	113
L.A. TIMES HOME MAGAZINE	2775	555	2.1	20.0	129	328	2.1	11.8	127	**51	1.1	1.8	64	212	1.5	7.6	93
MADEMOISELLE	4219	949	3.7	22.5	145	604	3.9	14.3	153	*185	3.8	4.4	152	526	3.8	12.5	152
MC CALL'S	16422	2991	11.5	18.2	118	2145	13.7	13.1	140	500	10.3	3.0	105	1791	13.0	10.9	133
MC CALL'S/WRK MOTHER (GROSS)	17919	3312	12.8	18.5	120	2384	15.2	13.3	143	510	10.5	2.8	98	2063	15.0	11.5	141
MECHANIX ILLUSTRATED	4433	792	3.1	17.9	116	344	2.2	7.8	83	*205	4.2	4.6	160	463	3.4	10.4	128
METROPOLITAN HOME	1504	229	0.9	15.2	98	*150	1.0	10.0	107	**40	0.8	2.7	92	**97	0.7	6.4	79
MONEY	4723	916	3.5	19.4	125	488	3.1	10.3	111	*184	3.8	3.9	135	446	3.2	9.4	115
MOTHER EARTH NEWS	2325	430	1.7	18.5	120	*238	1.5	10.2	110	**184	3.8	7.9	274	*355	2.6	15.3	187
MS.	1189	228	0.9	19.2	124	*211	1.3	17.7	190	**84	1.7	7.1	244	*178	1.3	15.0	183
NATIONAL ENQUIRER	18892	2857	11.0	15.1	98	2007	12.8	10.6	114	452	9.3	2.4	83	1556	11.3	8.2	101
NATIONAL GEOGRAPHIC	22129	3823	14.7	17.3	112	2122	13.6	9.6	103	922	19.0	4.2	144	2512	18.3	11.4	139
NATIONAL SUNDAY MAGAZINE PKG	103750	16317	62.9	15.7	102	9766	62.4	9.4	101	2984	61.5	2.9	99	9353	68.1	9.0	110
NATURAL HISTORY	1379	260	1.0	18.9	122	*168	1.1	12.2	131	*776	1.6	5.5	191	**89	0.6	6.5	79
NEW WOMAN	2289	387	1.5	16.6	109	289	1.8	12.6	135	**112	2.3	4.9	169	275	2.0	12.0	147
NEW YORK INCLUDING CUE	1088	*98	0.4	9.0	58	**101	0.6	9.3	99	**63	1.3	5.8	200	**67	0.5	6.2	75
THE NEW YORKER	2459	424	1.6	17.2	112	353	2.3	14.4	154	**120	2.5	4.9	169	205	1.5	8.3	102
NEWSWEEK	16527	2882	11.1	17.4	113	1506	9.6	9.1	98	636	13.1	3.8	133	1889	13.8	11.4	140
THE N.Y. TIMES DAILY EDITION	2739	337	1.3	12.3	80	264	1.7	9.6	103	*129	2.7	4.7	163	204	1.5	7.4	91
THE N.Y. TIMES MAGAZINE	4443	708	2.7	15.9	103	459	2.9	10.3	111	*148	3.1	3.3	115	467	3.4	10.5	128
OMNI	2799	572	2.2	20.4	132	254	1.6	9.1	97	**121	2.5	4.3	150	306	2.2	10.9	134
ON CABLE	2209	252	1.0	11.4	74	*212	1.4	9.6	103	**28	0.6	1.3	44	*96	0.7	4.3	53
1001 HOME IDEAS	3959	842	3.2	21.3	138	563	3.6	14.2	152	**117	2.4	3.0	102	485	3.5	12.3	150
ORGANIC GARDENING	3111	539	2.1	17.3	112	337	2.2	10.8	116	*225	4.6	7.2	250	273	2.0	8.8	107
OUTDOOR LIFE	5024	898	3.5	17.9	116	368	2.4	7.3	78	*237	4.9	4.7	163	424	3.1	8.4	103
PARADE MAGAZINE	51292	7880	30.4	15.4	99	4632	29.6	9.0	97	1418	29.2	2.8	96	4675	34.0	9.1	111

	TOTAL U.S. '000	MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC				POST-NASAL DRIP			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	25932	100.0	15.5	100	15652	100.0	9.3	100	4849	100.0	2.9	100	13731	100.0	8.2	100
PARENTS	5298	867	3.3	16.4	106	529	3.4	10.0	107	*175	3.6	3.3	114	692	5.0	13.1	160
PENTHOUSE	5129	880	3.4	17.2	111	371	2.4	7.2	78	*244	5.0	4.8	165	468	3.4	9.1	111
PEOPLE	21070	3957	15.3	18.8	121	2682	17.1	12.7	136	626	12.9	3.0	103	2324	16.9	11.0	135
PLAYBOY	10562	1991	7.7	18.9	122	927	5.9	8.8	94	473	9.8	4.5	155	891	6.5	8.4	103
POPULAR HOT RODDING	2498	410	1.6	16.4	106	*279	1.8	11.2	120	**108	2.2	4.3	150	*138	1.0	5.5	67
POPULAR MECHANICS	5887	1167	4.5	19.8	128	561	3.6	9.5	102	*217	4.5	3.7	128	649	4.7	11.0	135
POPULAR SCIENCE	4317	932	3.6	21.6	140	393	2.5	9.1	98	**114	2.4	2.6	91	482	3.5	12.1	136
PREVENTION	5792	920	3.5	15.9	103	669	4.3	11.6	124	*156	3.2	2.7	93	706	5.1	12.2	149
PSYCHOLOGY TODAY	3284	681	2.6	20.7	134	408	2.6	12.4	133	**98	2.0	3.0	103	535	3.9	16.3	199
READER'S DIGEST	40046	6897	26.6	17.2	111	4432	28.3	11.1	119	1236	25.5	3.1	107	4096	29.8	10.2	125
REDBOOK	9584	1804	7.0	18.8	122	1200	7.7	12.5	134	326	6.7	3.4	118	1024	7.5	10.7	131
ROAD & TRACK	2590	532	2.1	20.5	133	*165	1.1	6.4	68	**120	2.5	4.6	160	*186	1.4	7.2	88
ROLLING STONE	3302	851	3.3	25.8	167	541	3.5	16.4	176	*232	4.8	7.0	243	351	2.6	10.6	130
RUNNER'S WORLD	1229	*252	1.0	20.5	133	*111	0.7	9.0	97	**80	1.6	6.5	225	**148	1.1	12.0	147
SATURDAY EVENING POST	2110	369	1.4	17.5	113	258	1.6	12.2	131	**70	1.4	3.3	115	*241	1.8	11.4	140
SCIENCE 84	1543	465	1.8	30.1	195	*169	1.1	11.0	117	**68	1.4	4.4	152	*258	1.9	16.7	204
SCIENCE DIGEST	1747	420	1.6	24.0	155	*207	1.3	11.8	127	**106	2.2	6.1	210	*221	1.6	12.7	155
SCIENTIFIC AMERICAN	1994	317	1.2	15.9	103	*147	0.9	7.4	79	**109	2.2	5.5	189	212	1.5	10.6	130
SELF	3119	684	2.6	21.9	142	428	2.7	13.7	147	**104	2.1	3.3	115	349	2.5	11.2	137
SEVENTEEN	3923	873	3.4	22.3	144	701	4.5	17.9	191	**116	2.4	3.0	102	463	3.4	11.8	144
SKI	1501	248	1.0	16.5	107	**85	0.5	5.7	61	**43	0.9	2.9	99	*157	1.1	10.5	128
SMITHSONIAN	5976	1142	4.4	19.1	124	677	4.3	11.3	121	301	6.2	5.0	174	686	5.0	11.5	140
SOAP OPERA DIGEST	4228	794	3.1	18.8	121	446	2.8	10.5	113	**134	2.8	3.2	110	*224	1.6	5.3	65
SOUTHERN LIVING	6488	1051	4.1	16.2	105	686	4.4	10.6	113	307	6.3	4.7	164	704	5.1	10.9	133
SPORT	3500	710	2.7	20.3	131	318	2.0	9.1	97	**80	1.6	2.3	79	*284	2.1	8.1	99
THE SPORTING NEWS	2456	557	2.1	22.7	147	*246	1.6	10.0	107	**80	1.6	3.3	113	*239	1.7	9.7	119
SPORTS AFIELD	3648	572	2.2	15.7	101	307	2.0	8.4	90	*229	4.7	6.3	217	314	2.3	8.6	105
SPORTS ILLUSTRATED	14484	2635	10.2	18.2	118	1174	7.5	8.1	87	448	9.2	3.1	107	1489	10.8	10.3	126
STAR	12661	1920	7.4	15.2	98	1400	8.9	11.1	118	333	6.9	2.6	91	1016	7.4	8.0	98
SUNDAY	52799	7968	30.7	15.1	98	4627	29.6	8.8	94	1420	29.3	2.7	93	4366	31.8	8.3	101
SUNSET	3513	559	2.2	15.9	103	362	2.3	10.3	110	**172	3.5	4.9	169	477	3.5	13.6	166
TV GUIDE	42766	7301	28.2	17.1	110	4465	28.5	10.4	112	1291	26.6	3.0	104	3818	27.8	8.9	109
TENNIS	1254	*199	0.8	15.9	103	*129	0.8	10.3	110	**78	1.6	6.2	215	**80	0.6	6.4	78
TIME	22054	3787	14.6	17.2	111	2244	14.3	10.2	109	741	15.3	3.4	116	2199	16.0	10.0	122
TOWN & COUNTRY	1555	295	1.1	19.0	123	245	1.6	15.8	169	**44	0.9	2.8	98	*223	1.6	14.3	175
TRAVEL & LEISURE	2173	367	1.4	16.9	109	351	2.2	16.2	173	**77	1.6	3.5	123	*147	1.1	6.8	83
TRUE STORY	4636	726	2.8	15.7	101	597	3.8	12.9	138	**83	1.7	1.8	62	*222	1.6	4.8	58
U.S. NEWS & WORLD REPORT	10353	1816	7.0	17.5	113	1098	7.0	10.6	114	414	8.5	4.0	138	989	7.2	9.6	117
USA TODAY	4994	958	3.7	19.2	124	486	3.1	9.7	104	*182	3.8	3.6	126	396	2.9	7.9	97
US	3528	730	2.8	20.7	134	492	3.1	13.9	149	**76	1.6	2.2	75	439	3.2	12.4	152
VOGUE	5424	981	3.8	18.1	117	679	4.3	12.5	134	*158	3.3	2.9	101	495	3.6	9.1	111
WALL STREET JOURNAL	6292	973	3.8	15.5	100	514	3.3	8.2	88	*224	4.6	3.6	123	540	3.9	8.6	105
WEIGHT WATCHERS	2762	517	2.0	18.7	121	332	2.1	12.0	129	**110	2.3	4.0	138	341	2.5	12.3	151
WOMAN'S DAY	16320	2863	11.0	17.5	113	1957	12.5	12.0	129	555	11.4	3.4	118	1631	11.9	10.0	122
WORKING MOTHER	1496	*321	1.2	21.5	139	*239	1.5	16.0	171	**10	0.2	0.7	23	*272	2.0	18.2	222
WORKING WOMAN	1851	359	1.4	19.4	125	*260	1.7	14.0	151	**27	0.6	1.5	50	*304	2.2	16.4	201
WORLD TENNIS	580	**105	0.4	18.1	117	**65	0.4	11.2	120	**11	0.2	1.9	66	**56	0.4	9.7	118
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2409	9.3	19.4	126	1081	6.9	8.7	93	442	9.1	3.6	123	1177	8.6	9.5	116
BLAIR INSERTS	91671	14573	56.2	15.9	103	8545	54.6	9.3	100	2604	53.7	2.8	98	8093	58.9	8.8	108
DAILY NEWSPAPERS																	
READ ANY	109190	16998	65.5	15.6	101	10094	64.5	9.2	99	3075	63.4	2.8	97	9395	68.4	8.6	105
READ ONE	89587	14181	54.7	15.8	102	8369	53.5	9.3	100	2601	53.6	2.9	100	7858	57.2	8.8	107
READ TWO OR MORE	19602	2816	10.9	14.4	93	1725	11.0	8.8	94	474	9.8	2.4	84	1537	11.2	7.8	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	17489	67.4	15.9	103	10356	66.2	9.4	101	3228	66.6	2.9	102	9652	70.3	8.8	108
READ ONE	95074	15054	58.1	15.8	102	8967	57.3	9.4	101	2843	58.6	3.0	103	8292	60.4	8.7	107
READ TWO OR MORE	14588	2435	9.4	16.7	108	1389	8.9	9.5	102	385	7.9	2.6	91	1360	9.9	9.3	114
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.67				28.96				33.49				31.67			
30 DAY REACH	149706	23236	89.6	15.5	100	13940	89.1	9.3	100	4341	89.5	2.9	100	12503	91.1	8.4	102
50 SHWG - 30 DAY AV FREQ	15.16	15.54				15.16				17.30				16.47			
30 DAY REACH	142406	22194	85.6	15.6	101	13316	85.1	9.4	100	4208	86.8	3.0	102	12041	87.7	8.5	103
25 SHWG - 30 DAY AV FREQ	8.23	8.38				8.17				9.37				8.95			
30 DAY REACH	131152	20632	79.6	15.7	102	12371	79.0	9.4	101	3912	80.7	3.0	103	11085	80.7	8.5	103
CABLE TV: HOME WIRED	66879	11068	42.7	16.5	107	7171	45.8	10.7	115	1798	37.1	2.7	93	6205	45.2	9.3	113
HOME NOT WIRED	100848	14864	57.3	14.7	95	8481	54.2	8.4	90	3051	62.9	3.0	105	7526	54.8	7.5	91
HAVE PAY CABLE	35024	6324	24.4	18.1	117	3363	21.5	9.6	103	1030	21.2	2.9	102	3318	24.2	9.5	116

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

	TOTAL U.S. '000	MUSCLE				NERVOUS				POISON IVY, OAK OR SUMAC				POST-NASAL DRIP			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	25932	100.0	15.5	100	15652	100.0	9.3	100	4849	100.0	2.9	100	13731	100.0	8.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	15498	59.8	16.2	105	8631	55.1	9.0	97	3048	62.9	3.2	110	8349	60.8	8.7	107
10:00 AM - 3:00 PM	63599	10100	38.9	15.9	103	5986	38.2	9.4	101	1944	40.1	3.1	106	5481	39.9	8.6	105
3:00 PM - 7:00 PM	72097	11522	44.4	16.0	103	6461	41.3	9.0	96	2290	47.2	3.2	110	6757	49.2	9.4	114
7:00 PM - MIDNIGHT	36670	5748	22.2	15.7	101	3248	20.8	8.9	95	1193	24.6	3.3	113	3431	25.0	9.4	114
MIDNIGHT - 6:00 AM	21908	3413	13.2	15.6	101	1873	12.0	8.5	92	797	16.4	3.6	126	1843	13.4	8.4	103
6:00 AM - MIDNIGHT	127571	20377	78.6	16.0	103	11640	74.4	9.1	98	3932	81.1	3.1	107	10950	79.7	8.6	105
ENTIRE DAY	129239	20630	79.6	16.0	103	11823	75.5	9.1	98	3973	81.9	3.1	106	11071	80.6	8.6	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	5629	21.7	16.6	107	3030	19.4	8.9	95	962	19.8	2.8	98	2957	21.5	8.7	106
ALL NEWS	6062	924	3.6	15.2	99	456	2.9	7.5	81	*201	4.1	3.3	115	532	3.9	8.8	107
AOR/PROGRESSIVE	11884	2199	8.5	18.5	120	1013	6.5	8.5	91	407	8.4	3.4	118	1118	8.1	9.4	115
BEAUTIFUL MUSIC	11180	1669	6.4	14.9	97	1001	6.4	9.0	96	311	6.4	2.8	96	969	7.1	8.7	106
BLACK	4538	718	2.8	15.8	102	421	2.7	9.3	99	*161	3.3	3.5	123	275	2.0	6.1	74
CLASSICAL	3857	681	2.6	17.7	114	278	1.8	7.2	77	*167	3.4	4.3	150	334	2.4	8.7	106
CHR/ROCK	21946	3578	13.8	16.3	105	2159	13.8	9.8	105	805	16.6	3.7	127	2071	15.1	9.4	115
COUNTRY	27262	4511	17.4	16.5	107	2684	17.1	9.8	106	872	18.0	3.2	111	2259	16.5	8.3	101
GOLDEN OLDIES	3339	555	2.1	16.6	108	230	1.5	6.9	74	**111	2.3	3.3	115	329	2.4	9.9	120
MOR/NOSTALGIA	10346	1689	6.5	16.3	106	958	6.1	9.3	99	*303	6.2	2.9	101	1007	7.3	9.7	119
NEWS/TALK	8929	1412	5.4	15.8	102	714	4.6	8.0	86	301	6.2	3.4	117	855	6.2	9.6	117
RELIGIOUS	5488	725	2.8	13.2	85	535	3.4	9.7	104	*142	2.9	2.6	90	420	3.1	7.7	93
SOFT ROCK	1232	*181	0.7	14.7	95	**94	0.6	7.6	82	*31	0.6	2.5	87	**94	0.7	7.6	93
URBAN CONTEMPORARY	3184	372	1.4	11.7	76	279	1.8	8.8	94	*53	1.1	1.7	58	*252	1.8	7.9	97
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1074	4.1	15.5	101	678	4.3	9.8	105	*268	5.5	3.9	134	642	4.7	9.3	113
ABC DIRECTION	5212	853	3.3	16.4	106	432	2.8	8.3	89	*134	2.8	2.6	89	478	3.5	9.2	112
ABC ENTERTAINMENT	10385	1651	6.4	15.9	103	1052	6.7	10.1	109	284	5.9	2.7	95	756	5.5	7.3	89
ABC FM	4762	867	3.3	18.2	118	448	2.9	9.4	101	**127	2.6	2.7	92	493	3.6	10.4	126
ABC INFORMATION	11339	2094	8.1	18.5	119	1066	6.8	9.4	101	283	5.8	2.5	86	1155	8.4	10.2	124
ABC ROCK	4878	825	3.2	16.9	109	443	2.8	9.1	97	*164	3.4	3.4	116	518	3.8	10.6	130
CBS	10709	1642	6.3	15.3	99	937	6.0	8.7	94	348	7.2	3.2	112	997	7.3	9.3	114
MUTUAL	10251	1699	6.6	16.6	107	898	5.7	8.8	94	388	8.0	3.8	131	852	6.2	8.3	102
NBC	12243	1870	7.2	15.3	99	1098	7.0	9.0	96	377	7.8	3.1	107	961	7.0	7.8	96
RADIORADIO	4606	838	3.2	18.2	118	427	2.7	9.3	99	*142	2.9	3.1	107	400	2.9	8.7	106
RKO ONE	5148	786	3.0	15.3	99	533	3.4	10.4	111	*143	2.9	2.8	96	555	4.0	10.8	132
RKO TWO	7313	1218	4.7	16.7	108	625	4.0	8.5	92	274	5.7	3.7	130	636	4.6	8.7	106
THE SOURCE	5981	986	3.8	16.5	107	429	2.7	7.2	77	*269	5.5	4.5	156	426	3.1	7.1	87
NON-WIRED : BLAIR	19329	2767	10.7	14.3	93	1657	10.6	8.6	92	604	12.5	3.1	108	1706	12.4	8.8	108
INTERNET	27139	4559	17.6	16.8	109	2457	15.7	9.1	97	938	19.3	3.5	120	2433	17.7	9.0	110
KATZ RADIO GROUP	36319	5925	22.8	16.3	106	3024	19.3	8.3	89	1158	23.9	3.2	110	2855	20.8	7.9	96
SUPERNET	22361	3824	14.7	17.1	111	2335	14.9	10.4	112	627	12.9	2.8	97	2117	15.4	9.5	116
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	2120	8.2	14.6	94	1495	9.6	10.3	110	361	7.4	2.5	86	1226	8.9	8.4	103
MKDAY 9:00 AM - 1:00 PM	18688	2596	10.0	13.9	90	1880	12.0	10.1	108	437	9.0	2.3	81	1363	9.9	7.3	89
MKDAY 1:00 PM - 4:30 PM	24061	3449	13.3	14.3	93	2375	15.2	9.9	106	526	10.8	2.2	76	1839	13.4	7.6	93
MKDAY 4:30 PM - 7:30 PM	44079	6500	25.1	14.7	95	4084	26.1	9.3	99	1101	22.7	2.5	86	3267	23.8	7.4	91
MKDAY 7:30 PM - 8:00 PM	61979	9293	35.8	15.0	97	5961	38.1	9.6	103	1671	34.5	2.7	93	4765	34.7	7.7	94
MKDAY 11:00 PM - 11:30 PM	49084	7643	29.5	15.6	101	4917	31.4	10.0	107	1374	28.3	2.8	97	4057	29.5	8.3	101
MKDAY 11:30 PM - 1:00 AM	16560	2592	10.0	15.7	101	1640	10.5	9.9	106	473	9.8	2.9	99	1387	10.1	8.4	102
M-SAT 8-11 PM-SUN 7-11 PM	66967	10481	40.4	15.7	101	6570	42.0	9.8	105	1910	39.4	2.9	99	5500	40.1	8.2	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1478	5.7	15.9	103	950	6.1	10.2	110	225	4.6	2.4	84	695	5.1	7.5	92
ANOTHER WORLD	N 6138	643	2.5	10.5	68	603	3.9	9.8	105	*115	2.4	1.9	65	421	3.1	6.9	84
AS THE WORLD TURNS	C 7707	1076	4.1	14.0	90	753	4.8	9.8	105	170	3.5	2.2	76	541	3.9	7.0	86
CAPITOL	C 4688	667	2.6	14.2	92	429	2.7	9.2	88	*79	1.6	1.7	58	363	2.6	7.7	95
CBS MORN. NEWS 1	C 2792	354	1.4	12.7	82	287	1.8	10.3	110	*58	1.2	2.1	72	209	1.5	7.5	91
CBS MORN. NEWS 2	C 2071	238	0.9	11.5	74	238	1.5	11.5	123	*63	1.3	3.0	105	181	1.3	8.7	107
DAYS OF OUR LIVES	N 8018	1169	4.5	14.6	94	831	5.3	10.4	111	217	4.5	2.7	94	642	4.7	8.0	98
FACTS OF LIFE - DAYTIME	N 3487	395	1.5	11.3	73	393	2.5	11.3	121	*90	1.9	2.6	89	353	2.6	10.1	124
FAMILY FEUD	A 4817	720	2.8	14.9	97	492	3.1	10.2	109	*76	1.6	1.6	55	293	2.1	6.1	74
GENERAL HOSPITAL	A 8333	1236	4.8	14.8	96	930	5.9	11.2	120	173	3.6	2.1	72	702	5.1	8.4	103
GOOD MORNING, AMERICA-730	A 5472	747	2.9	13.7	88	461	2.9	8.4	90	162	3.3	3.0	102	396	2.9	7.2	88
GOOD MORNING, AMERICA-830	A 3965	519	2.0	13.1	85	364	2.3	9.2	98	*126	2.6	3.2	110	275	2.0	6.9	85
GUIDING LIGHT	C 7542	1020	3.9	13.5	87	698	4.5	9.3	99	155	3.2	2.1	71	581	4.2	7.7	94
ONE LIFE TO LIVE	A 6018	921	3.6	15.3	99	605	3.9	10.1	108	156	3.2	2.6	90	426	3.1	7.1	86
PRESS YOUR LUCK	C 3589	562	2.2	15.7	101	365	2.3	10.2	109	*89	1.8	2.5	86	241	1.8	6.7	82
PRICE IS RIGHT 1	C 7418	1020	3.9	13.8	89	661	4.2	8.9	95	199	4.1	2.7	93	429	3.1	5.8	71
PRICE IS RIGHT 2	C 8276	1186	4.6	14.3	93	788	5.0	9.5	102	225	4.6	2.7	94	511	3.7	6.2	75
RYAN'S HOPE	A 4358	843	3.3	19.3	125	405	2.6	9.3	100	*116	2.4	2.7	92	272	2.0	6.2	76
SALE OF THE CENTURY	N 3749	497	1.9	13.3	86	362	2.3	9.7	103	*108	2.2	2.9	100	296	2.2	7.9	96
SEARCH FOR TOMORROW	N 2884	292	1.1	10.1	65	299	1.9	10.4	111	*41	0.8	1.4	49	202	1.5	7.0	86
TODAY SHOW 1	N 4869	833	3.2	17.1	111	599	3.8	12.3	132	105	2.2	2.2	75	466	3.4	9.6	117
TODAY SHOW 2	N 4135	533	2.1	12.9	83	507	3.2	12.3	131	*99	2.0	2.4	83	348	2.5	8.4	103
\$25,000 PYRAMID	C 4361	632	2.4	14.5	94	440	2.8	10.1	108	*122	2.5	2.8	97	240	1.7	5.5	67
WHEEL OF FORTUNE	N 6187	927	3.6	15.0	97	778	5.0	12.6	135	145	3.0	2.3	81	479	3.5	7.7	95
YOUNG AND THE RESTLESS	C 8186	1067	4.1	13.0	84	805	5.1	9.8	105	251	5.2	3.1	106	525	3.8	6.4	78

	TOTAL U.S. '000	MUSCLE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC				POST-NASAL DRIP			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	25932	100.0	15.5	100	15652	100.0	9.3	100	4849	100.0	2.9	100	13731	100.0	8.2	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	7611	29.3	14.6	94	4842	30.9	9.3	99	1318	27.2	2.5	87	3776	27.5	7.2	88
NETWORK AFFILIATES - LATE	39164	6174	23.8	15.8	102	3952	25.2	10.1	108	1067	22.0	2.7	94	3258	23.7	8.3	102
INDEPENDENTS - LATE	5133	879	3.4	17.1	111	588	3.8	11.5	123	88	1.8	1.7	59	461	3.4	9.0	110
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	3636	14.0	15.9	103	2027	13.0	8.9	95	827	17.1	3.6	125	1933	14.1	8.5	103
ABC MONDAY NIGHT MOVIE	A 11258	1721	6.6	15.3	99	1097	7.0	9.7	104	273	5.6	2.4	84	934	6.8	8.3	101
ABC SUNDAY NIGHT MOVIE	A 23600	3789	14.6	16.1	104	2298	14.7	9.7	104	757	15.6	3.2	111	1940	14.1	8.2	100
ABC WORLD NEWS TONIGHT	A 12801	1836	7.1	14.3	93	1309	8.4	10.2	110	376	7.8	2.9	102	961	7.0	7.5	92
AFTERMASH	C 10966	1726	6.7	15.7	102	990	6.3	9.0	97	*252	5.2	2.3	79	884	6.4	8.1	98
ALICE	C 17050	2829	10.9	16.6	107	1567	10.0	9.2	98	342	7.1	2.0	69	1334	9.7	7.8	96
AMERICAN PARADE	C 11998	1687	6.5	14.1	91	1262	8.1	10.5	113	303	6.2	2.5	87	1028	7.5	8.6	105
BENSON	A 19258	3034	11.7	15.8	102	1844	11.8	9.6	103	479	9.9	2.5	86	1226	8.9	6.4	78
BLUE THUNDER	A 11478	1936	7.5	16.9	109	1091	7.0	9.5	102	307	6.3	2.7	93	907	6.6	7.9	97
CAGNEY & LACEY	C 18263	3096	11.9	17.0	110	1891	12.1	10.4	111	410	8.5	2.2	78	1539	11.2	8.4	103
CBS EVENING NEWS-DEAN	C 7733	1092	4.2	14.1	91	716	4.6	9.3	99	*165	3.4	2.1	74	538	3.9	7.0	85
CBS EVENING NEWS-RATHER	C 15653	2359	9.1	15.1	97	1371	8.8	8.8	94	344	7.1	2.2	76	1188	8.7	7.6	93
CBS SAT. NEWS-SCHIEFFER	C 8744	1290	5.0	14.8	95	894	5.7	10.2	110	151	3.1	1.7	60	674	4.9	7.7	94
CBS SATURDAY NIGHT MOVIE	C 12000	1936	7.5	16.1	104	1234	7.9	10.3	110	458	9.4	3.8	132	932	6.8	7.8	95
CBS WEDNESDAY NIGHT MOVIE	C 11522	1660	6.4	14.4	93	1032	6.6	9.0	96	248	5.1	2.2	74	797	5.8	6.9	84
CHEERS	N 16818	2887	11.1	17.2	111	1902	12.2	11.3	121	575	11.9	3.4	118	1703	12.4	10.1	124
DALLAS	C 37510	5686	21.9	15.2	98	3777	24.1	10.1	108	841	17.3	2.2	78	3267	23.8	8.7	106
DIFF'RENT STROKES	N 11258	1658	6.4	14.7	95	1316	8.4	11.7	125	*216	4.5	1.9	66	1014	7.4	9.0	110
DOUBLE TROUBLE	N 12248	2057	7.9	16.8	109	1473	9.4	12.0	129	441	9.1	3.6	125	1080	7.9	8.8	108
DUCK FACTORY	N 11100	1849	7.1	16.7	108	1250	8.0	11.3	121	413	8.5	3.7	129	1338	9.7	12.1	147
DUKES OF HAZZARD	C 12353	1749	6.7	14.2	92	955	6.1	7.7	83	452	9.3	3.7	127	980	7.1	7.9	97
DYNASTY	A 33279	4929	19.0	14.8	96	3073	19.6	9.2	99	847	17.5	2.5	88	2413	17.6	7.3	89
FACTS OF LIFE	N 13410	2194	8.5	16.4	106	1493	9.5	11.1	119	347	7.2	2.6	90	1241	9.0	9.3	113
FALCON CREST	C 31093	4677	18.0	15.0	97	3538	22.6	11.4	122	571	11.8	1.8	64	2849	20.7	9.2	112
FALL GUY	A 18649	2879	11.1	15.4	100	1532	9.8	8.2	88	567	11.7	3.0	105	1299	9.5	7.0	85
FAMILY TIES	N 13101	2148	8.3	16.4	106	1521	9.7	11.6	124	337	6.9	2.6	89	1292	9.4	9.9	120
FANTASY ISLAND	A 13069	1970	7.6	15.1	97	1168	7.5	8.9	96	314	6.5	2.4	83	908	6.6	6.9	85
FOULUPS,BLEEPS & BLUNDERS	A 16588	2422	9.3	14.6	94	1350	8.6	8.1	87	377	7.8	2.3	79	1403	10.2	8.5	103
FOUR SEASONS	C 9302	1626	6.3	17.5	113	869	5.6	9.3	100	*219	4.5	2.4	81	833	6.1	9.0	109
GIMME A BREAK	N 13955	2186	8.4	15.7	101	1673	10.7	12.0	128	345	7.1	2.5	86	1091	7.9	7.8	95
HART TO HART	A 15735	2392	9.2	15.2	98	1421	9.1	9.0	97	370	7.6	2.4	81	1184	8.6	7.5	92
HILL STREET BLUES	N 18257	3232	12.5	17.7	115	1925	12.3	10.5	113	617	12.7	3.4	117	1995	14.5	10.9	133
HOTEL	A 24236	3618	14.0	14.9	97	2274	14.5	9.4	101	611	12.6	2.5	87	1891	13.8	7.8	95
JEFFERSONS	C 17010	2639	10.2	15.5	100	1592	10.2	9.4	100	392	8.1	2.3	80	1334	9.7	7.8	96
JENNIFER SLEPT HERE	N 9397	1486	5.7	15.8	102	1036	6.6	11.0	118	*207	4.3	2.2	76	847	6.2	9.0	110
KATE & ALLIE	C 16762	2749	10.6	16.4	106	1798	11.5	10.7	115	473	9.8	2.8	98	1624	11.8	9.7	118
KNIGHT RIDER	N 13164	1974	7.6	15.0	97	1255	8.0	9.5	102	318	6.6	2.4	84	1115	8.1	8.5	103
LOVE BOAT	A 20400	2901	11.2	14.2	92	1846	11.8	9.0	97	470	9.7	2.3	80	1327	9.7	6.5	79
MAGNUM PI	C 22543	3532	13.6	15.7	101	1927	12.3	8.5	92	735	15.2	3.3	113	1683	12.3	7.5	91
MAMA'S FAMILY	N 9852	1504	5.8	15.3	99	1278	8.2	13.0	139	285	5.9	2.9	100	982	7.2	10.0	122
MASTER, THE	N 8082	1286	5.0	15.9	103	745	4.8	9.2	99	213	4.4	2.6	91	802	5.8	9.9	121
MATT HOUSTON	A 12881	2223	8.6	17.3	112	1177	7.5	9.1	98	434	9.0	3.4	117	990	7.2	7.7	94
NBC MONDAY NIGHT MOVIE	N 23889	4015	15.5	16.8	109	2358	15.1	9.9	106	760	15.7	3.2	110	2189	15.9	9.2	112
NBC NIGHTLY NEWS	N 11156	1602	6.2	14.4	93	1084	6.9	9.7	104	227	4.7	2.0	70	847	6.2	7.6	93
NBC NIGHTLY NEWS-SAT	N 7363	863	3.3	11.7	76	798	5.1	10.8	116	*148	3.1	2.0	70	588	4.3	8.0	98
NBC NIGHTLY NEWS-SUN	N 6214	679	2.6	10.9	71	619	4.0	10.0	107	*155	3.2	2.5	86	384	2.8	6.2	75
NBC SUNDAY NIGHT MOVIE	N 17590	3083	11.9	17.5	113	1729	11.0	9.8	105	669	13.8	3.8	132	1423	10.4	8.1	99
NEWHART	C 16740	2778	10.7	16.6	107	1843	11.8	11.0	118	397	8.2	2.4	82	1651	12.0	9.9	120
ONE DAY AT A TIME	C 11820	1840	7.1	15.6	101	1113	7.1	9.4	101	315	6.5	2.7	92	1014	7.4	8.6	105
PEOPLE ARE FUNNY	N 9138	1450	5.6	15.9	103	1133	7.2	12.4	133	*227	4.7	2.5	86	878	6.4	9.6	117
REAL PEOPLE	N 15979	2322	9.0	14.5	94	1776	11.3	11.1	119	502	10.4	3.1	109	1301	9.5	8.1	99
REMINGTON STEELE	N 14395	2281	8.8	15.8	102	1345	8.6	9.3	100	510	10.5	3.5	123	1299	9.5	9.0	110
REPLY'S BELIEVE IT - NOT	A 11362	1813	7.0	16.0	103	976	6.2	8.6	92	*268	5.5	2.4	82	853	6.4	7.8	95
RIPTIDE	N 13920	2354	9.1	16.9	109	1523	9.7	10.9	117	562	11.6	4.0	140	1303	9.5	9.4	114
SCARECROW & MRS. KING	C 17571	2851	11.0	16.2	105	1575	10.1	9.0	96	553	11.4	3.1	109	1387	10.1	7.9	96
SIMON & SIMON	C 20208	3143	12.1	15.6	101	1846	11.8	9.1	98	514	10.6	2.5	88	1454	10.6	7.2	88
60 MINUTES	C 27668	4254	16.4	15.4	99	2654	17.0	9.6	103	737	15.2	2.7	92	2106	15.3	7.6	93
ST. ELSEWHERE	N 13699	2445	9.4	17.8	115	1711	10.9	12.5	134	564	11.6	4.1	142	1598	11.6	11.7	142
THREE'S COMPANY	A 20632	2954	11.4	14.3	93	1850	11.8	9.0	96	426	8.8	2.1					

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	SINUS '000	B % DOWN	C % ACROSS	D % INDX	SINUS '000	A DOWN	B % DOWN	C % ACROSS	D % INDX	SINUS '000	A DOWN	B % DOWN	C % ACROSS	D % INDX	SLEEPLESSNESS '000	B DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	5256	100.0	3.1	100	27517	100.0	16.4	100	26461	100.0	15.8	100		13966	100.0	8.3	100					
MALES	79263	2842	54.1	3.6	114	12288	44.7	15.5	94	10589	40.0	13.4	85		5156	36.9	6.5	78					
FEMALES	88464	2415	45.9	2.7	87	15229	55.3	17.2	105	15872	60.0	17.9	114		8810	63.1	10.0	120					
18 - 24	28671	*685	13.0	2.4	76	4526	16.4	15.8	96	4043	15.3	14.1	89		2731	19.6	9.5	114					
25 - 34	39536	1263	24.0	3.2	102	7993	29.0	20.2	123	7632	28.8	19.3	122		3623	25.9	9.2	110					
35 - 44	28978	979	18.6	3.4	108	5703	20.7	19.7	120	6080	23.0	21.0	133		2359	16.9	8.1	98					
45 - 54	22345	917	17.4	4.1	131	3674	13.4	16.4	100	3577	13.5	16.0	101		1530	11.0	6.8	82					
55 - 64	22224	644	12.3	2.9	92	3193	11.6	14.4	88	2936	11.1	13.2	84		1567	11.2	7.1	85					
65 OR OLDER	25973	769	14.6	3.0	94	2429	8.8	9.4	57	2192	8.3	8.4	53		2156	15.4	8.3	100					
18 - 34	68207	1948	37.1	2.9	91	12519	45.5	18.4	112	11675	44.1	17.1	108		6353	45.5	9.3	111					
18 - 49	108058	3375	64.2	3.1	100	19970	72.6	18.5	113	19661	74.3	18.2	115		9286	66.5	8.6	103					
25 - 54	90859	3159	60.1	3.5	111	17370	63.1	19.1	117	17289	65.3	19.0	121		7512	53.8	8.3	99					
35 - 49	39851	1427	27.1	3.6	114	7451	27.1	18.7	114	7986	30.2	20.0	127		2933	21.0	7.4	88					
50 OR OLDER	59669	1881	35.8	3.2	101	7548	27.4	12.6	77	6800	25.7	11.4	72		4679	33.5	7.8	94					
GRADUATED COLLEGE	28091	1353	25.7	4.8	154	5447	19.8	19.4	118	4778	18.1	17.0	108		2582	18.5	9.2	110					
ATTENDED COLLEGE	28938	1058	20.1	3.7	117	5914	21.5	20.4	125	5351	20.2	18.5	117		2791	20.0	9.6	116					
GRADUATED HIGH SCHOOL	65503	1720	32.7	2.6	84	10546	38.3	16.1	98	10715	40.5	16.4	104		5324	38.1	8.1	98					
DID NOT GRADUATE HIGH SCHOOL	45195	1124	21.4	2.5	79	5611	20.4	12.4	76	5617	21.2	12.4	79		3268	23.4	7.2	87					
EMPLOYED MALES	56429	2063	39.3	3.7	117	9678	35.2	17.2	105	8246	31.2	14.6	93		3777	27.0	6.7	80					
EMPLOYED FEMALES	43971	1107	21.1	2.5	80	8723	31.7	19.8	121	9206	34.8	20.9	133		4385	31.4	10.0	120					
EMPLOYED FULL-TIME	87773	2782	52.9	3.2	101	16045	58.3	18.3	111	15264	57.7	17.4	110		6788	48.6	7.7	93					
EMPLOYED PART-TIME	12627	*388	7.4	3.1	98	2357	8.6	18.7	114	2189	-8.3	17.3	110		1374	9.8	10.9	131					
NOT EMPLOYED	67327	2086	39.7	3.1	99	9116	33.1	13.5	83	9009	34.0	13.4	85		5804	41.6	8.6	104					
PROFESSIONAL/MANAGER	25845	1225	23.3	4.7	151	5415	19.7	21.0	128	4848	18.3	18.8	119		2374	17.0	9.2	110					
TECH/CLERICAL/SALES	30895	953	18.1	3.1	98	5861	21.3	19.0	116	5636	21.3	18.2	116		2686	19.2	8.7	104					
PRECISION/CRAFT	12629	*326	6.2	2.6	82	2181	7.9	17.3	105	1905	7.2	15.1	96		869	6.2	6.9	83					
OTHER EMPLOYED	31031	666	12.7	2.1	68	4944	18.0	15.9	97	5064	19.1	16.3	103		2234	16.0	7.2	86					
SINGLE	35557	802	15.3	2.3	72	5804	21.1	16.3	99	4660	17.6	13.1	83		3357	24.0	9.4	113					
MARRIED	103585	3591	68.3	3.5	111	17792	64.7	17.2	105	17898	67.6	17.3	110		7825	56.0	7.6	91					
DIVORCED/SEPARATED/WIDOWED	28585	863	16.4	3.0	96	3921	14.2	13.7	84	3903	14.8	13.7	87		2783	19.9	9.7	117					
PARENTS	59295	2005	38.1	3.4	108	11408	41.5	19.2	117	11945	45.1	20.1	128		4669	33.4	7.9	95					
WHITE	146081	4631	88.1	3.2	101	25020	90.9	17.1	104	23954	90.5	16.4	104		12563	90.0	8.6	103					
BLACK	17974	476	9.1	2.6	85	1999	7.3	11.1	68	2176	8.2	12.1	77		1097	7.9	6.1	73					
OTHER	3672	**150	2.9	4.1	130	*498	1.8	13.6	83	*330	1.2	9.0	57		**306	2.2	8.3	100					
NORTHEAST-CENSUS	37005	1007	19.2	2.7	87	5362	19.5	14.5	88	5135	19.4	13.9	88		3221	23.1	8.7	105					
NORTH CENTRAL	42642	1452	27.6	3.4	109	7359	26.7	17.3	105	7754	29.3	18.2	115		3265	23.4	7.7	92					
SOUTH	56777	1611	30.7	2.8	91	9816	35.7	17.3	105	9528	36.0	16.8	106		4285	30.7	7.5	91					
WEST	31303	1187	22.6	3.8	121	4980	18.1	15.9	97	4044	15.3	12.9	82		3194	22.9	10.2	123					
NORTHEAST-MKTG.	38125	1140	21.7	3.0	95	5538	20.1	14.5	89	5159	19.5	13.5	86		3106	22.2	8.1	98					
EAST CENTRAL	24794	796	15.1	3.2	102	4511	16.4	18.2	111	4496	17.0	18.1	115		2126	15.2	8.6	103					
WEST CENTRAL	28511	986	18.8	3.5	110	4820	17.5	16.9	103	4976	18.8	17.5	111		2220	15.9	7.8	94					
SOUTH	48953	1260	24.0	2.6	82	8406	30.5	17.2	105	8382	31.7	17.1	109		3736	26.8	7.6	92					
PACIFIC	27344	1076	20.5	3.9	126	4243	15.4	15.5	95	3448	13.0	12.6	80		2778	19.9	10.2	122					
COUNTY SIZE A	69301	2224	42.3	3.2	102	10942	39.8	15.8	96	9585	36.2	13.8	88		5776	41.4	8.3	100					
COUNTY SIZE B	50633	1494	28.4	3.0	94	8346	30.3	16.5	100	8403	31.8	16.6	105		4102	29.4	8.1	97					
COUNTY SIZE C	26259	843	16.0	3.2	102	4722	17.2	18.0	110	4468	16.9	17.0	108		2322	16.6	8.8	106					
COUNTY SIZE D	21534	695	13.2	3.2	103	3508	12.7	16.3	99	4005	15.1	18.6	118		1766	12.6	8.2	98					
METRO CENTRAL CITY	50014	1611	30.7	3.2	103	7251	26.4	14.5	88	6950	26.3	13.9	88		4199	30.1	8.4	101					
METRO SUBURBAN	76832	2288	43.5	3.0	95	13502	49.1	17.6	107	12669	47.9	16.5	105		6388	45.7	8.3	100					
NON METRO	40881	1357	25.8	3.3	106	6764	24.6	16.5	101	6842	25.9	16.7	106		3379	24.2	8.3	99					
TOP 5 ADI'S	39550	1293	24.6	3.3	104	5446	19.8	13.8	84	5262	19.9	13.3	84		3421	24.5	8.6	104					
TOP 10 ADI'S	54877	1788	34.0	3.3	104	7903	28.7	14.4	88	7315	27.6	13.3	84		4645	33.3	8.5	102					
TOP 20 ADI'S	77516	2467	46.9	3.2	102	11886	43.2	15.3	93	10535	39.8	13.6	86		6538	46.8	8.4	101					
HSGLD INC. \$50,000 OR MORE	17257	604	11.5	3.5	112	3044	11.1	17.6	108	2762	10.4	16.0	101		1379	9.9	8.0	96					
\$40,000 OR MORE	33235	1107	21.1	3.3	106	6081	22.1	18.3	112	5366	20.3	16.1	102		2641	18.9	7.9	95					
\$30,000 OR MORE	59693	2088	39.7	3.5	112	11229	40.8	18.8.8															

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

		TOTAL U.S. '000	RECTAL ITCH				SINUS CONGESTION				SINUS HEADACHE				SLEEPLESSNESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	5256	100.0	3.1	100	27517	100.0	16.4	100	26461	100.0	15.8	100	13966	100.0	8.3	100
MAGAZINES	QUINTILE 1	34022	1007	19.2	3.0	94	6310	22.9	18.5	113	6631	25.1	19.5	124	3192	22.9	9.4	113
	QUINTILE 2	34800	1478	28.1	4.2	136	6994	25.4	20.1	123	6405	24.2	18.4	117	3122	22.4	9.0	108
	QUINTILE 3	30514	889	16.9	2.9	93	5104	18.5	16.7	102	4574	17.3	15.0	95	2555	18.3	8.4	101
	QUINTILE 4	33324	1113	21.2	3.3	107	5122	18.6	15.4	94	4816	18.2	14.5	92	2729	19.5	8.2	98
	QUINTILE 5	35066	769	14.4	2.2	70	3987	14.5	11.4	69	4035	15.2	11.5	73	2368	17.0	6.8	81
NEWSPAPERS	QUINTILE 1	29107	1204	22.9	4.1	132	4795	17.4	16.5	100	4332	16.4	14.9	94	2455	17.6	8.4	101
	QUINTILE 2	49095	1438	27.4	2.9	93	8587	31.2	17.5	107	8254	31.2	16.8	107	4113	29.5	8.4	101
	QUINTILE 3	23107	807	15.4	3.5	111	4027	14.6	17.4	106	3808	14.4	16.5	104	2079	14.9	9.0	108
	QUINTILE 4	33556	885	16.8	2.6	84	5706	20.7	17.0	104	5425	20.5	16.2	102	2675	19.2	8.0	96
	QUINTILE 5	32863	923	17.6	2.8	90	4402	16.0	13.4	82	4643	17.5	14.1	90	2643	18.9	8.0	97
OUTDOOR	QUINTILE 1	33431	1017	19.3	3.0	97	6149	22.3	18.4	112	5671	21.4	17.0	108	2758	19.7	8.2	99
	QUINTILE 2	33478	1097	20.9	3.3	105	5874	21.3	17.5	107	5506	20.8	16.4	104	2535	18.2	7.6	91
	QUINTILE 3	33574	990	18.8	2.9	94	5333	19.4	15.9	97	5031	19.0	15.0	95	2970	21.3	8.8	106
	QUINTILE 4	33935	1016	19.3	3.0	96	5345	19.4	15.8	96	5489	20.7	16.2	103	2994	21.4	8.8	106
	QUINTILE 5	33310	1136	21.6	3.4	109	4816	17.5	14.5	88	4765	18.0	14.3	91	2709	19.4	8.1	98
RADIO-DRIVE TIME	QUINTILE 1	33136	1068	20.3	3.2	103	5783	21.0	17.5	106	5449	20.6	16.4	104	2460	17.6	7.4	89
	QUINTILE 2	31658	918	17.5	2.9	93	5148	18.7	16.3	99	5282	20.0	16.7	106	2626	18.8	8.3	100
	QUINTILE 3	32541	1001	19.0	3.1	98	5404	19.6	16.6	101	5173	19.5	15.9	101	3206	23.0	9.9	118
	QUINTILE 4	34247	1072	20.4	3.1	100	5887	21.4	17.2	105	5520	20.9	16.1	102	2832	20.3	8.3	99
	QUINTILE 5	36144	1198	22.8	3.3	106	5295	19.2	14.6	89	5036	19.0	13.9	88	2843	20.4	7.9	94
RADIO-MID- DAY	TERCILE 1	45037	1384	26.3	3.1	98	7705	28.0	17.1	104	7681	29.0	17.1	108	3489	25.0	7.7	93
	TERCILE 2	44819	1468	27.9	3.3	105	7021	25.5	15.7	95	6535	24.7	14.6	92	3860	27.6	8.6	103
	TERCILE 3	77872	2405	45.8	3.1	99	12791	46.5	16.4	100	12245	46.3	15.7	100	6617	47.4	8.5	102
RADIO-TOTAL	QUINTILE 1	33763	992	18.9	2.9	94	5961	21.7	17.7	108	5469	20.7	16.2	103	2580	18.5	7.6	92
	QUINTILE 2	33240	1212	23.1	3.6	116	5211	18.9	15.7	96	5386	20.4	16.2	103	2937	21.0	8.8	106
	QUINTILE 3	33408	794	15.1	2.4	76	5576	20.3	16.7	102	5771	21.8	17.3	109	2734	19.6	8.2	98
	QUINTILE 4	34792	1229	23.4	3.5	113	6017	21.9	17.3	105	5278	19.9	15.2	96	3119	22.3	9.0	108
	QUINTILE 5	32524	1031	19.6	3.2	101	4752	17.3	14.6	89	4556	17.2	14.0	89	2596	18.6	8.0	96
TV-PRIME TIME	QUINTILE 1	33090	990	18.8	3.0	95	5373	19.5	16.2	99	5318	20.1	16.1	102	2779	19.9	8.4	101
	QUINTILE 2	33357	887	16.9	2.7	85	5042	18.3	15.1	92	5110	19.3	15.3	97	2378	17.0	7.1	86
	QUINTILE 3	33980	1304	24.8	3.8	122	6181	22.5	18.2	111	6020	22.8	17.7	112	3344	23.9	9.8	118
	QUINTILE 4	33854	1196	22.8	3.5	113	5569	20.2	16.5	100	5263	19.9	15.5	99	2899	20.8	8.6	103
	QUINTILE 5	33444	880	16.7	2.6	84	5351	19.4	16.0	98	4751	18.0	14.2	90	2566	18.4	7.7	92
TV-DAYTIME	TERCILE 1	49121	1548	29.5	3.2	101	7781	28.3	15.8	97	7512	28.4	15.3	97	4262	30.5	8.7	104
	TERCILE 2	48823	1331	25.3	2.7	87	8017	29.1	16.4	100	8119	30.7	16.6	105	4082	29.2	8.4	100
	TERCILE 3	69782	2377	45.2	3.4	109	11719	42.6	16.8	102	10830	40.9	15.5	98	5622	40.3	8.1	97
TV-TOTAL	QUINTILE 1	33584	1199	22.8	3.6	114	5420	19.7	16.1	98	4800	18.1	14.3	91	2908	20.8	8.7	104
	QUINTILE 2	33441	909	17.3	2.7	87	5015	18.2	15.0	91	5538	20.9	16.6	105	2834	20.3	8.5	102
	QUINTILE 3	33505	940	17.9	2.8	90	5636	20.5	16.8	103	5368	20.3	16.0	102	2618	18.7	7.8	94
	QUINTILE 4	33466	1113	21.2	3.3	106	5899	21.4	17.6	107	5603	21.2	16.7	106	2868	20.5	8.6	103
	QUINTILE 5	33731	1095	20.8	3.2	104	5546	20.2	16.4	100	5151	19.5	15.3	97	2738	19.6	8.1	97
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		44503	1660	31.6	3.7	119	8367	30.4	18.8	115	8132	30.7	18.3	116	4184	30.0	9.4	113
		39363	1274	24.2	3.2	103	7464	27.1	19.0	116	7247	27.4	18.4	117	3456	24.7	8.8	105
		46441	1450	27.6	3.1	100	7061	25.7	15.2	93	6374	24.1	13.7	87	3403	24.4	7.3	88
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		33726	1162	22.1	3.4	110	6881	25.0	20.4	124	6357	24.0	18.8	119	2779	19.9	8.2	99
		52846	1831	34.8	3.5	111	9257	33.6	17.5	107	9349	35.3	17.7	112	5034	36.0	9.5	114
		52140	1502	28.6	2.9	92	7547	27.4	14.5	88	7198	27.2	13.8	88	4006	28.7	7.7	92
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		37081	1275	24.3	3.4	110	6962	25.3	18.8	114	6881	26.0	18.6	118	3291	23.6	8.9	107
		49747	1694	32.2	3.4	109	9343	34.0	18.8	114	8890	33.6	17.9	113	4496	32.2	9.0	109
		49208	1379	26.2	2.8	89	7309	26.6	14.9	91	6943	26.2	14.1	89	3562	25.5	7.2	87
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		33103	1054	20.1	3.2	102	6135	22.3	18.5	113	6316	23.9	19.1	121	2988	21.4	9.0	108
		54575	2011	38.3	3.7	118	10359	37.6	19.0	116	9727	36.8	17.8	113	4878	34.9	8.9	107
		53249	1524	29.0	2.9	91	7127	25.9	13.4	82	6908	26.1	13.0	82	4038	28.9	7.6	91
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		36255	1223	23.3	3.4	108	6692	24.3	18.5	113	6182	23.4	17.1	108	3096	22.2	8.5	103
		55591	1837	35.0	3.3	105	8795	32.0	15.8	96	8706	32.9	15.7	99	4800	34.4	8.6	104
		48319	1365	26.0	2.8	90	8208	29.8	17.0	104	7607	28.7	15.7	100	3763	26.9	7.8	94
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		37242	1398	26.6	3.8	120	6434	23.4	17.3	105	6134	23.2	16.5	104	3143	22.5	8.4	101
		54423	1726	32.8	3.2	101	9506	34.5	17.5	106	8775	33.2	16.1	102	4735	33.9	8.7	104
		46650	1184	22.5	2.5	81	7565	21.5	16.2	99	7682	29.0	16.5	104	3749	26.8	8.0	97
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		35974	1099	20.9	3.1	97	5915	21.5	16.4	100	5647	21.3	15.7	100	3020	21.6	8.4	101
		56095	2046	38.9	3.6	116	9981	36.3	17.8	108	9251	35.0	16.5	105	4806	34.4	8.6	103
		47170	1444	27.5	3.1	98	7190	26.1	15.2	93	7353	27.8	15.6	99	3984	28.5	8.4	101
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		33748	1119	21.3	3.3	106	5936	21.6	17.6	107	5521	20.9	16.4	104	2628	18.8	7.8	94
		52785	1551	29.9	2.9	94	9021	32.8	17.1	104								

	TOTAL U.S. '000	RECTAL				ITCH				SINUS				CONGESTION				SINUS HEADACHE				SLEEPLESSNESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX				
TOTAL ADULTS	167727	5256	100.0	3.1	100	27517	100.0	16.4	100	26461	100.0	15.8	100	13966	100.0	8.3	100								
ATLANTIC MONTHLY	867	**35	0.7	4.0	129	**115	0.4	13.3	81	**118	0.4	13.6	86	**89	0.6	10.3	123								
BARRON'S	1580	**38	0.7	2.4	77	229	0.8	14.5	88	*207	0.8	13.1	83	*157	1.1	9.9	119								
BETTER HOMES & GARDENS	22203	823	15.7	3.7	118	4445	16.2	20.0	122	4328	16.4	19.5	124	1983	14.2	8.9	107								
BON APPETIT	3810	*109	2.1	2.9	91	914	3.3	24.0	146	781	3.0	20.5	130	395	2.8	10.4	125								
BUSINESS WEEK	4663	*157	3.0	3.4	107	784	2.8	16.8	102	772	2.9	16.6	105	345	2.5	7.4	89								
CAR AND DRIVER	3102	**41	0.8	1.3	42	638	2.3	20.6	125	578	2.2	18.6	118	*275	2.0	8.9	106								
CBS MAGAZINE NETWORK (GROSS)	7311	*162	3.1	2.2	71	1377	5.0	18.8	115	1287	4.9	17.6	112	541	3.9	7.4	89								
CHANGING TIMES	3400	*217	4.1	6.4	204	620	2.3	18.2	111	630	2.4	18.5	117	385	2.8	11.3	136								
COLONIAL HOMES	1796	**44	0.8	2.4	78	392	1.4	21.8	133	383	1.4	21.3	135	*158	1.1	8.8	106								
CONDE NAST MAG. PKG. (GROSS)	19924	774	14.7	3.9	124	3932	14.3	19.7	120	3831	14.5	19.2	122	2520	18.0	12.6	152								
CONSUMERS DIGEST	3125	**123	2.3	3.9	126	540	2.0	17.3	105	563	2.1	18.0	114	*188	1.3	6.0	72								
COSMOPOLITAN	10577	348	6.6	3.3	105	2103	7.6	19.9	121	2236	8.5	21.1	134	1230	8.8	11.6	140								
COUNTRY LIVING	3746	**105	2.0	2.8	89	920	3.3	24.6	150	910	3.4	24.3	154	465	3.3	12.4	149								
CUISINE	2214	**79	1.5	3.6	114	568	2.1	25.7	156	479	1.8	21.6	137	*180	1.3	8.1	98								
CYCLE WORLD	2394	**57	1.1	2.4	76	499	1.8	20.8	127	437	1.7	18.3	116	*212	1.5	8.9	106								
DCI:CREATIVE IDEAS FOR LIV	3068	**95	1.8	3.1	99	737	2.7	24.0	146	841	3.2	27.4	174	319	2.3	10.4	125								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	281	5.3	2.9	94	2129	7.7	22.3	136	2182	8.2	22.8	145	885	6.3	9.3	111								
DISCOVER	2277	**48	0.9	2.1	67	351	1.3	15.4	94	386	1.5	17.0	107	*215	1.5	9.4	113								
EBONY	7187	190	3.6	2.6	84	795	2.9	11.1	67	1000	3.8	13.9	88	517	3.7	7.2	86								
ESQUIRE	2560	**76	1.4	3.0	95	420	1.5	16.4	100	428	1.6	16.7	106	200	1.4	7.8	94								
ESSENCE	3242	**87	1.7	2.7	86	432	1.6	13.3	81	421	1.6	13.0	82	270	1.9	8.3	100								
FAMILY CIRCLE	19639	525	10.0	2.7	85	4140	15.0	21.1	128	4256	16.1	21.7	137	1855	13.3	9.4	113								
THE FAMILY HANDYMAN	3540	*139	2.6	3.9	125	631	2.3	17.8	109	729	2.8	20.6	131	258	1.8	7.3	88								
FAMILY WEEKLY	23924	848	16.1	3.5	113	4214	15.3	17.6	107	3882	14.7	16.2	103	2087	14.9	8.7	105								
FIELD & STREAM	9883	315	6.0	3.2	102	1960	7.1	19.8	121	1989	7.5	20.1	128	679	4.9	6.9	83								
FOOD & WINE	1030	**22	0.4	2.1	68	*164	0.6	15.9	97	*148	0.6	14.4	91	**52	0.4	5.0	61								
FORBES	2679	*123	2.3	4.6	147	387	1.4	14.4	88	401	1.5	15.0	95	*186	1.3	6.9	83								
FORTUNE	2931	*115	2.2	3.9	125	509	1.8	17.4	106	500	1.9	17.1	108	*196	1.4	6.7	80								
GENTLEMEN'S QUARTERLY	3481	**81	1.5	2.3	74	813	3.0	23.4	142	548	2.1	15.7	100	393	2.8	11.3	136								
GLAMOUR	7163	*244	4.6	3.4	109	1524	5.5	21.3	130	1554	5.9	21.7	138	1054	7.5	14.7	177								
GOLF DIGEST	2355	*140	2.7	5.9	190	352	1.3	14.9	91	310	1.2	13.2	83	*183	1.3	7.8	93								
GOLF DIGEST/TENNIS (GROSS)	3610	*161	3.1	4.5	142	479	1.7	13.3	81	413	1.6	11.4	73	285	2.0	7.9	95								
GOLF MAGAZINE	2046	**59	1.1	2.9	92	390	1.4	19.1	116	296	1.1	14.5	92	*175	1.3	8.6	103								
GOLF MAGAZINE/SKI (GROSS)	3547	**110	2.1	3.1	99	592	2.2	16.7	102	448	1.7	12.6	80	347	2.5	9.8	117								
GOOD HOUSEKEEPING	20353	702	13.4	3.4	110	3978	14.5	19.5	119	4113	15.5	20.2	128	1849	13.2	9.1	109								
HARPER'S BAZAAR	3362	**120	2.3	3.6	114	695	2.5	20.7	126	621	2.3	18.5	117	431	3.1	12.8	154								
HEALTH	2987	**115	2.2	3.9	123	548	2.0	18.3	112	533	2.0	17.8	113	333	2.4	11.1	134								
HEARST MAG CORP. BUY (GROSS)	67928	2272	43.2	3.3	107	13575	49.3	20.0	122	13978	52.8	20.6	130	6699	48.0	9.9	118								
HEARST MAN POWER (GROSS)	11282	425	8.1	3.8	120	2101	7.6	18.6	114	2203	8.3	19.5	124	800	5.7	7.1	85								
HEARST WOMAN POWER (GROSS)	40514	1302	24.8	3.2	103	8053	29.3	19.9	121	8524	32.2	21.0	133	4183	30.0	10.3	124								
HOUSE BEAUTIFUL	4885	*160	3.0	3.3	105	978	3.6	20.0	122	938	3.5	19.2	122	419	3.0	8.6	103								
INC.	1308	*36	0.7	2.8	88	*178	0.6	13.6	83	*126	0.5	9.6	61	**79	0.6	6.0	73								
JET	6498	*155	2.9	2.4	76	780	2.8	12.0	73	763	2.9	11.7	74	384	2.7	5.9	71								
LADIES' HOME JOURNAL	14797	468	8.9	3.2	101	2877	10.5	19.4	119	3065	11.6	20.7	131	1612	11.5	10.9	131								
LHJ FAMILY GRP COMBO(GROSS)	21743	697	13.3	3.2	102	4353	15.8	20.0	122	4528	17.1	20.8	132	2314	16.6	10.6	128								
LIFE	9881	355	6.8	3.6	115	1730	6.3	17.5	107	1598	6.0	16.2	103	912	6.5	9.2	111								
L.A. TIMES HOME MAGAZINE	2775	**105	2.0	3.8	121	354	1.3	12.8	78	272	1.0	9.8	62	339	2.4	12.2	147								
MADEMOISELLE	4219	**182	3.5	4.3	138	903	3.3	21.4	130	882	3.3	20.9	133	598	4.3	14.2	170								
MC CALL'S	16422	598	11.4	3.6	116	3226	11.7	19.6	120	3571	13.5	21.7	138	1654	11.8	10.1	121								
MC CALL'S/WRK MOTHER (GROSS)	17919	668	12.7	3.7	119	3498	12.7	19.5	119	3894	14.7	21.7	138	1759	12.6	9.8	118								
MECHANIX ILLUSTRATED	4433	**127	2.4	2.9	91	729	2.6	16.4	100	737	2.8	16.6	105	314	2.2	7.1	85								
METROPOLITAN HOME	1504	**40	0.8	2.7	85	*197	0.7	13.1	80	*206	0.8	13.7	87	*101	0.7	6.7	81								
MONEY	4723	*180	3.4	3.8	122	1012	3.7	21.4	131	814	3.1	17.2	109	348	2.5	7.4	88								
MOTHER EARTH NEWS	2325	**49	0.9	2.1	67	570	2.1	24.5	149	624	2.4	26.8	170	*211	1.5	9.1	109								
MS.	1189	**50	1.0	4.2	134	*175	0.6	14.7	90	*253	1.0	21.3	135	*142	1.0	11.9	143								
NATIONAL ENQUIRER	18892	620	11.8	3.3	105	3233	11.7	17.1	104	3436	13.0	18.2	115	1643	11.8	8.7	104								
NATIONAL GEOGRAPHIC	22129	779	14.8	3.5	112	4336	15.8	19.6	119	3808	14.4	17.2	109	1924	13.8	8.7	104								
NATIONAL SUNDAY MAGAZINE PKG	103750	3396	64.6	3.3	104	17904	65.1	17.3	105	16845	63.7	16.2	103	8761	62.7	8.4	101								
NATURAL HISTORY	1379	**68	1.3	4.9	157	*229	0.8	16.6	101	*173	0.7	12.5	80	**122	0.9	8									

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

	TOTAL U.S. '000	RECTAL ITCH				SINUS CONGESTION				SINUS HEADACHE				SLEEPLESSNESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL ADULTS	167727	5256	100.0	3.1	100	27517	100.0	16.4	100	26461	100.0	15.8	100	13966	100.0	8.3	100
PARENTS	5298	*184	3.5	3.5	111	1106	4.0	20.9	127	999	3.8	18.9	120	430	3.1	8.1	97
PENTHOUSE	5129	*230	4.4	4.5	143	963	3.5	18.8	114	911	3.4	17.8	113	441	3.2	8.6	103
PEOPLE	21070	783	14.9	3.7	119	3947	14.3	18.7	114	3802	14.4	18.0	114	2248	16.1	10.7	128
PLAYBOY	10562	393	7.5	3.7	119	1836	6.7	17.4	106	1618	6.1	15.3	97	955	6.8	9.0	109
POPULAR HOT RODDING	2498	*62	1.2	2.5	79	403	1.5	16.1	98	399	1.5	16.0	101	*276	2.0	11.0	133
POPULAR MECHANICS	5887	*227	4.3	3.9	123	1140	4.1	19.4	118	1065	4.0	18.1	115	416	3.0	7.1	85
POPULAR SCIENCE	4317	*216	4.1	5.0	160	847	3.1	19.6	120	778	2.9	18.0	114	339	2.4	7.9	94
PREVENTION	5792	*260	4.9	4.5	143	1070	3.9	18.5	113	1028	3.9	19.8	113	601	4.3	10.4	125
PSYCHOLOGY TODAY	3284	*125	2.4	3.8	121	658	2.4	20.0	122	730	2.8	22.2	141	300	2.1	9.1	110
READER'S DIGEST	40046	1511	28.7	3.8	120	7520	27.3	18.8	114	7142	27.0	17.8	113	3609	25.8	9.0	108
REDBOOK	9584	*252	4.8	2.6	84	1972	7.2	20.6	125	2176	8.2	22.7	144	1105	7.9	11.5	138
ROAD & TRACK	2590	*46	0.9	1.8	57	508	1.8	19.6	120	489	1.8	18.9	120	*221	1.6	8.5	102
ROLLING STONE	3302	*159	3.0	4.8	154	814	3.0	24.7	150	654	2.5	19.8	126	464	3.3	14.1	169
RUNNER'S WORLD	1229	*46	0.9	3.7	119	*239	0.9	19.4	119	*194	0.7	15.8	100	*90	0.6	7.3	88
SATURDAY EVENING POST	2110	*77	1.5	3.6	116	457	1.7	21.7	132	385	1.5	18.2	116	*202	1.4	9.6	115
SCIENCE 84	1543	*153	2.9	9.9	316	275	1.0	17.8	109	338	1.3	21.9	139	*157	1.1	10.2	122
SCIENCE DIGEST	1747	*57	1.1	3.3	104	275	1.0	15.7	96	391	1.5	22.4	142	*190	1.4	10.9	131
SCIENTIFIC AMERICAN	1994	*63	1.2	3.2	101	302	1.1	15.1	92	305	1.2	15.3	97	*115	0.8	5.8	69
SELF	3119	*124	2.4	4.0	127	549	2.0	17.6	107	526	2.0	16.9	107	*292	2.1	9.4	112
SEVENTEEN	3923	*72	1.4	1.8	59	736	2.7	18.8	114	794	3.0	20.2	128	486	3.5	12.4	149
SKI	1501	*51	1.0	3.4	108	*201	0.7	13.4	82	*153	0.6	10.2	65	*172	1.2	11.5	138
SMITHSONIAN	5976	206	3.9	3.4	110	1154	4.2	19.3	118	986	3.7	16.5	105	539	3.9	9.0	108
SOAP OPERA DIGEST	4228	*94	1.8	2.2	71	643	2.3	15.2	93	813	3.1	19.2	122	388	2.8	9.2	110
SOUTHERN LIVING	6488	*186	3.5	2.9	91	1392	5.1	21.5	131	1341	5.1	20.7	131	565	4.0	8.7	105
SPORT	3500	*134	2.5	3.8	122	521	1.9	14.9	91	503	1.9	14.4	91	*281	2.0	8.0	96
THE SPORTING NEWS	2456	*47	0.9	1.9	61	412	1.5	16.8	102	389	1.5	15.8	100	*246	1.8	10.0	120
SPORTS AFIELD	3648	*141	2.7	3.9	123	686	2.5	18.8	115	748	2.8	20.5	130	*195	1.4	5.3	64
SPORTS ILLUSTRATED	14484	470	8.9	3.2	104	2853	10.4	19.7	120	2526	9.5	17.4	111	1119	8.0	7.7	93
STAR	12661	349	6.6	2.8	88	2154	7.8	17.0	104	2240	8.5	17.7	112	1044	7.5	8.2	99
SUNDAY	52799	1813	34.5	3.4	110	8706	31.6	16.5	101	8067	30.5	15.3	97	4357	31.2	8.3	99
SUNSET	3513	*183	3.5	5.2	166	577	2.1	16.4	100	559	2.1	15.9	101	306	2.2	8.7	105
TV GUIDE	42766	1425	27.1	3.3	106	7569	27.5	17.7	108	7320	27.7	17.1	108	3952	28.3	9.2	111
TENNIS	1254	*21	0.4	1.7	53	*127	0.5	10.1	62	*103	0.4	8.2	52	*103	0.7	8.2	99
TIME	22054	695	13.2	3.2	101	3750	13.6	17.0	104	3436	13.0	15.6	99	1960	14.0	8.9	107
TOWN & COUNTRY	1555	*102	1.9	6.6	209	291	1.1	18.7	114	294	1.1	18.9	120	*185	1.3	11.9	143
TRAVEL & LEISURE	2173	*68	1.3	3.1	100	373	1.4	17.2	105	372	1.4	17.1	109	248	1.8	11.4	137
TRUE STORY	4636	*111	2.1	2.4	76	915	3.3	19.7	120	821	3.1	17.7	112	521	3.7	11.2	135
U.S. NEWS & WORLD REPORT	10353	377	7.2	3.6	116	1857	6.7	17.9	109	1734	6.6	16.7	106	963	6.9	9.3	112
USA TODAY	4994	*180	3.4	3.6	115	765	2.8	15.3	93	658	2.5	13.2	84	484	3.5	9.7	116
US	3528	*124	2.4	3.5	112	730	2.7	20.7	126	603	2.3	17.1	108	272	1.9	7.7	93
VOGUE	5424	*225	4.3	4.1	132	956	3.5	17.6	107	868	3.3	16.0	101	575	4.1	10.6	127
WALL STREET JOURNAL	6292	198	3.8	3.1	100	912	3.3	14.5	88	957	3.6	15.2	96	447	3.2	7.1	85
WEIGHT WATCHERS	2762	*82	1.6	3.0	95	543	2.0	19.7	120	645	2.4	23.4	148	417	3.0	15.1	181
WOMAN'S DAY	16320	370	7.0	2.3	72	3363	12.2	20.6	126	3499	13.2	21.4	136	1539	11.0	9.4	113
WORKING MOTHER	1496	*69	1.3	4.6	147	273	1.0	18.2	111	323	1.2	21.6	137	*105	0.8	7.0	84
WORKING WOMAN	1851	*99	1.9	5.3	171	315	1.1	17.0	104	363	1.4	19.6	124	*244	1.7	13.2	158
WORLD TENNIS	580	*26	0.5	4.5	143	*88	0.3	15.2	92	*60	0.2	10.3	66	*22	0.2	3.8	46
ZIFF-DAVIS MAG NETWK (GROSS)	12412	246	4.7	2.0	63	2227	8.1	17.9	109	2055	7.8	16.6	105	975	7.0	7.9	94
BLAIR INSERTS	91671	3037	57.8	3.3	106	15724	57.1	17.2	105	14999	56.7	16.4	104	7652	54.8	8.3	100
DAILY NEWSPAPERS																	
READ ANY	109190	3531	67.2	3.2	103	18478	67.2	16.9	103	17174	64.9	15.7	100	9079	65.0	8.3	100
READ ONE	89587	2668	50.8	3.0	95	15361	55.8	17.1	105	14307	54.1	16.0	101	7570	54.2	8.4	101
READ TWO OR MORE	19602	863	16.4	4.4	140	3117	11.3	15.9	97	2866	10.8	14.6	93	1509	10.8	7.7	92
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3563	67.8	3.2	104	19074	69.3	17.4	106	17914	67.7	16.3	104	9333	66.8	8.5	102
READ ONE	95074	2902	55.2	3.1	97	16685	60.6	17.5	107	15776	59.6	16.6	105	7970	57.1	8.4	101
READ TWO OR MORE	14588	661	12.6	4.5	145	2389	8.7	16.4	100	2139	8.1	14.7	93	1363	9.8	9.3	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.07				31.14				29.42				27.56			
30 DAY REACH	149706	4608	87.7	3.1	98	24795	90.1	16.6	101	23985	90.6	16.0	102	12443	89.1	8.3	100
50 SHWG - 30 DAY AV FREQ	15.16	14.97				16.22				15.49				14.49			
30 DAY REACH	142406	4321	82.2	3.0	97	23807	86.5	16.7	102	22796	86.1	16.0	101	11832	84.7	8.3	100
25 SHWG - 30 DAY AV FREQ	8.23	8.16				8.78				8.36				7.82			
30 DAY REACH	131152	3956	75.3	3.0	96	22052	80.1	16.8	102	21115	79.8	16.1	102	11001	78.8	8.4	101
CABLE TV: HOME WIRED	66879	2376	45.2	3.6	113	12131	44.1	18.1	111	11884	44.9	17.8	113	6059	43.4	9.1	109
HOME NOT WIRED	100848	2880	54.8	2.9	91	15386	55.9	15.3	93	14577	55.1	14.5	92	7907	56.6	7.8	94
HAVE PAY CABLE	35024	1192	22.7	3.4	109	7173	26.1	20.5	125	7065	26.7	20.2	128	3284	23.5	9.4	113

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	5256	100.0	3.1	100	27517	100.0	16.4	100	26461	100.0	15.8	100	13966	100.0	8.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	2955	56.2	3.1	99	16552	60.2	17.3	106	15895	60.1	16.6	105	8058	57.7	8.4	101
10:00 AM - 3:00 PM	63599	1974	37.6	3.1	99	10665	38.8	16.8	102	10200	38.5	16.0	102	5208	37.3	8.2	98
3:00 PM - 7:00 PM	72097	2391	45.5	3.3	106	12730	46.3	17.7	108	12388	46.8	17.2	109	6199	44.4	8.6	103
7:00 PM - MIDNIGHT	36670	1147	21.8	3.1	100	6349	23.1	17.3	106	5779	21.8	15.8	100	3269	23.4	8.9	107
MIDNIGHT - 6:00 AM	21908	626	11.9	2.9	91	3909	14.2	17.8	109	3429	13.0	15.7	99	1792	12.8	8.2	98
6:00 AM - MIDNIGHT	127571	4056	77.2	3.2	101	21696	78.8	17.0	104	20883	78.9	16.4	104	10742	76.9	8.4	101
ENTIRE DAY	129239	4113	78.3	3.2	102	21944	79.7	17.0	103	21099	79.7	16.3	103	10875	77.9	8.4	101
AVG DAILY M-F CUME: 6AM-MDNT FORMATS: ADULT CONTEMPORARY																	
ALL NEWS	34009	1143	21.7	3.4	107	6101	22.2	17.9	109	5976	22.6	17.6	111	2859	20.5	8.4	101
AOR/PROGRESSIVE	6062	187	3.6	3.1	98	856	3.1	14.1	86	647	2.4	10.7	68	417	3.0	6.9	83
BEAUTIFUL MUSIC	11884	310	5.9	2.6	83	2416	8.8	20.3	124	1949	7.4	16.4	104	1177	8.4	9.9	119
BLACK	11180	407	7.7	3.6	116	1983	7.2	17.7	108	1877	7.1	16.8	106	1015	7.3	9.1	109
CLASSICAL	4538	*209	4.0	4.6	147	699	2.5	15.4	94	802	3.0	17.7	112	416	3.0	9.2	110
CHR/ROCK	3857	*193	3.7	5.0	160	587	2.1	15.2	93	488	1.8	12.7	80	302	2.2	7.8	94
COUNTRY	21946	550	10.5	2.5	80	4073	14.8	18.6	113	4196	15.9	19.1	121	1932	13.8	8.8	106
GOLDEN OLDIES	27262	810	15.4	3.0	95	5230	19.0	19.2	117	5198	19.6	19.1	121	2208	15.8	8.1	97
MOR/NOSTALGIA	3339	*992	1.8	2.8	88	622	2.3	18.6	114	415	1.6	12.4	79	*285	2.0	8.5	103
NEWS/TALK	10346	345	6.6	3.3	106	1544	5.6	14.9	91	1485	5.6	14.4	91	916	6.6	8.9	106
RELIGIOUS	8929	363	6.9	4.1	130	1374	5.0	15.4	94	1217	4.6	13.6	86	698	5.0	7.8	94
SOFT ROCK	5488	*113	2.1	2.1	66	766	2.8	14.0	85	813	3.1	14.8	94	298	2.1	5.4	65
URBAN CONTEMPORARY	1232	*332	0.6	2.6	83	*188	0.7	15.3	93	*175	0.7	14.2	90	*91	0.7	7.4	89
WIRED NETWORKS:	3184	*117	2.2	3.7	117	361	1.3	11.3	69	357	1.3	11.2	71	*200	1.4	6.3	75
ABC CONTEMPORARY	6911	*206	3.9	3.0	95	1212	4.4	17.5	107	1164	4.4	16.8	107	582	4.2	8.4	101
ABC DIRECTION	5212	292	5.6	5.6	179	841	3.1	16.1	98	879	3.3	16.9	107	363	2.6	7.0	84
ABC ENTERTAINMENT	10385	253	4.8	2.4	78	1598	5.8	15.4	94	1482	5.6	14.3	90	929	6.7	8.9	107
ABC FM	4762	*105	2.0	2.2	70	861	3.1	18.1	110	899	3.4	18.9	120	282	2.0	5.9	71
ABC INFORMATION	11339	407	7.7	3.6	115	2113	7.7	18.6	114	2117	8.0	18.7	118	940	6.7	8.3	100
ABC ROCK	4878	*181	3.4	3.7	118	1010	3.7	20.7	126	721	2.7	14.8	94	427	3.1	8.8	105
CBS	10709	301	5.7	2.8	90	1784	6.5	16.7	102	1705	6.4	15.9	101	773	5.5	7.2	87
MUTUAL	10251	384	7.3	3.7	120	1827	6.6	17.8	109	1897	7.2	18.5	117	779	5.6	7.6	91
NBC	12243	451	8.6	3.7	118	1863	6.8	15.2	93	1920	7.3	15.7	99	838	6.0	6.8	82
RADIORADIO	4606	*102	1.9	2.2	71	786	2.9	17.1	104	822	3.1	17.8	113	426	3.1	9.2	111
RKO ONE	5148	*154	2.9	3.0	95	1005	3.7	19.5	119	1050	4.0	20.4	129	403	2.9	7.8	94
RKO TWO	7313	*209	4.0	2.9	91	1241	4.5	17.0	103	1173	4.4	16.0	102	636	4.6	8.7	104
THE SOURCE	5981	*119	2.3	2.0	63	981	3.6	16.4	100	943	3.6	15.8	100	561	4.0	9.4	113
NON-HIRED : BLAIR	19329	688	13.1	3.6	114	3465	12.6	17.9	109	3326	12.6	17.2	109	1453	10.4	7.5	90
INTERNET	27139	804	15.3	3.0	95	4638	16.9	17.1	104	4133	15.6	15.2	97	2356	16.9	8.7	104
KATZ RADIO GROUP	36319	991	18.9	2.7	87	6089	22.1	16.8	102	5642	21.3	15.5	98	2976	21.3	8.2	98
SUPERNET	22361	851	16.2	3.8	121	3954	14.4	17.7	108	4123	15.6	18.4	117	2085	14.9	9.3	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	462	8.8	3.2	101	2292	8.3	15.8	96	2290	8.7	15.8	100	1128	8.1	7.8	93
WKDAY 9:00 AM - 1:00 PM	18688	584	11.1	3.1	100	3052	11.1	16.3	100	3000	11.3	16.1	102	1616	11.6	8.6	104
WKDAY 1:00 PM - 4:30 PM	24061	702	13.4	2.9	93	3786	13.8	15.7	96	3890	14.7	16.2	102	2125	15.2	8.8	106
WKDAY 4:30 PM - 7:30 PM	44079	1361	25.9	3.1	99	6783	24.7	15.4	94	6456	24.4	14.6	93	3784	27.1	8.6	103
WKDAY 7:30 PM - 8:00 PM	61979	1941	36.9	3.1	100	9766	35.5	15.8	96	9426	35.6	15.2	96	5301	38.0	8.6	103
WKDAY 11:00 PM - 11:30 PM	49084	1496	28.5	3.0	97	7886	28.7	16.1	98	7786	29.4	15.9	101	3984	28.5	8.1	97
WKDAY 11:30 PM - 1:00 AM	16560	513	9.8	3.1	99	2687	9.8	16.2	99	2513	9.5	15.2	96	1294	9.3	7.8	94
M-SAT 8-11 PM-SUN 7-11 PM	66967	2082	39.6	3.1	99	11043	40.1	16.5	101	10872	41.1	16.2	103	5696	40.8	8.5	102
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	278	5.3	3.0	96	1463	5.3	15.8	96	1557	5.9	16.8	106	863	6.2	9.3	112
ANOTHER WORLD	N 6138	267	5.1	4.3	139	867	3.2	14.1	86	1014	3.8	16.5	105	517	3.7	8.4	101
AS THE WORLD TURNS	C 7707	189	3.6	2.5	78	1273	4.6	16.5	101	1104	4.2	14.3	91	707	5.1	9.2	110
CAPITOL	C 4688	145	2.8	3.1	99	706	2.6	15.1	92	712	2.7	15.2	96	440	3.2	9.4	113
CBS MORN. NEWS 1	C 2792	*79	1.5	2.8	90	503	1.8	18.0	110	468	1.8	16.8	106	235	1.7	8.4	101
CBS MORN. NEWS 2	C 2071	*104	2.0	5.0	160	297	1.1	14.3	87	305	1.2	14.7	93	168	1.2	8.1	97
DAYS OF OUR LIVES	N 8018	343	6.5	4.3	137	1303	4.7	16.3	99	1515	5.7	18.9	120	651	4.7	8.1	98
FACTS OF LIFE - DAYTIME	N 3487	121	2.3	3.5	111	587	2.1	16.8	103	605	2.3	17.4	110	322	2.3	9.2	111
FAMILY FEUD	A 4817	95	1.8	2.0	63	712	2.6	14.8	90	701	2.6	14.6	92	453	3.2	9.4	113
GENERAL HOSPITAL	A 8333	206	3.9	2.5	79	1398	5.1	16.8	102	1436	5.4	17.2	109	825	5.9	9.9	119
GOOD MORNING, AMERICA-730	A 5472	192	3.7	3.5	112	767	2.8	14.0	85	829	3.1	15.1	96	359	2.6	6.6	79
GOOD MORNING, AMERICA-830	A 3965	120	2.3	3.0	97	549	2.0	13.8	84	555	2.1	14.0	89	237	1.7	6.0	72
GUIDING LIGHT	C 7542	224	4.3	3.0	95	1179	4.3	15.6	95	1102	4.2	14.6	93	706	5.1	9.4	112
ONE LIFE TO LIVE	A 6018	139	2.6	2.3	74	1043	3.8	17.3	106	1106	4.2	18.4	116	557	4.0	9.3	111
PRESS YOUR LUCK	C 3589	151	2.9	4.2	134	619	2.2	17.2	105	649	2.5	18.1	115	292	2.1	8.1	98
PRICE IS RIGHT 1	C 7418	182	3.5	2.5	78	1223	4.4	16.5	100	1066	4.0	14.4	91	550	3.9	7.4	89
PRICE IS RIGHT 2	C 8276	226	4.3	2.7	87	1502	5.5	18.1	111	1268	4.8	15.3	97	662	4.7	8.0	96
RYAN'S HOPE	A 4358	*93	1.8	2.1	68	664	2.4	15.2	93	760	2.9	17.4	1				

	TOTAL U.S. '000	RECTAL ITCH				SINUS CONGESTION				SINUS HEADACHE				SLEEPLESSNESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	5256	100.0	3.1	100	27517	100.0	16.4	100	26461	100.0	15.8	100	13966	100.0	8.3	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1602	30.5	3.1	98	8057	29.3	15.4	94	7789	29.4	14.9	94	4423	31.7	8.5	102
NETWORK AFFILIATES - LATE	39164	1124	21.4	2.9	92	6327	23.0	16.2	98	6358	24.0	16.2	103	3209	23.0	8.2	98
INDEPENDENTS - LATE	5133	198	3.8	3.9	123	769	2.8	15.0	91	655	2.5	12.8	81	460	3.3	9.0	108
TV EVENING NTM 6 PM - 2 AM																	
A TEAM	22825	717	13.6	3.1	100	3687	13.4	16.2	98	3889	14.7	17.0	108	2070	14.8	9.1	109
ABC MONDAY NIGHT MOVIE	11258	370	7.0	3.3	105	1858	6.8	16.5	101	1865	7.0	16.6	105	994	7.1	8.8	106
ABC SUNDAY NIGHT MOVIE	23600	667	12.7	2.8	90	3907	14.2	16.6	101	3948	14.9	16.7	106	1952	14.0	8.3	99
ABC WORLD NEWS TONIGHT	12801	398	7.6	3.1	99	2142	7.8	16.7	102	1921	7.3	15.0	95	1078	7.7	8.4	101
AFTERMASH	10966	320	6.1	2.9	93	1838	6.7	16.8	102	1815	6.9	16.6	105	947	6.8	8.6	104
ALICE	17050	600	11.4	3.5	112	2878	10.5	16.9	103	2897	10.9	17.0	108	1576	11.3	9.2	111
AMERICAN PARADE	11998	481	9.2	4.0	128	1843	6.7	15.4	94	1799	6.8	15.0	95	1075	7.7	9.0	108
BENSON	19258	697	13.3	3.6	115	3112	11.3	16.2	98	3006	11.4	15.6	99	1747	12.5	9.1	109
BLUE THUNDER	11478	369	7.0	3.2	103	2046	7.4	17.8	109	1826	6.9	15.9	101	1060	7.6	9.2	111
CAGNEY & LACEY	18263	509	9.7	2.8	89	2930	10.6	16.0	98	3026	11.4	16.6	105	1353	9.7	7.4	89
CBS EVENING NEWS-DEAN	7733	275	5.2	3.6	113	1265	4.6	16.4	100	954	3.6	12.3	78	643	4.6	8.3	100
CBS EVENING NEWS-RATHER	15653	465	8.8	3.0	95	2402	8.7	15.3	94	2219	8.4	14.2	90	1234	8.8	7.9	95
CBS SAT. NEWS-SCHIEFFER	8744	293	5.6	3.4	107	1236	4.5	14.1	86	1042	3.9	11.9	76	712	5.1	8.1	98
CBS SATURDAY NIGHT MOVIE	12000	328	6.2	2.7	87	2066	7.5	17.2	105	1923	7.3	16.0	102	977	7.0	8.1	98
CBS WEDNESDAY NIGHT MOVIE	11522	299	5.7	2.6	83	1791	6.5	15.5	95	1724	6.5	15.0	95	1001	7.2	8.7	104
CHEERS	16818	587	11.2	3.5	111	2982	10.8	17.7	108	2798	10.6	16.6	105	1607	11.5	9.6	115
DALLAS	37510	991	18.9	2.6	84	6005	21.8	16.0	98	5908	22.3	15.8	100	3001	21.5	8.0	96
DIFF'RENT STROKES	11258	460	8.8	4.1	130	2010	7.3	17.9	109	2044	7.7	18.2	115	1194	8.5	10.6	127
DOUBLE TROUBLE	12248	406	7.7	3.3	106	2160	7.8	17.6	107	2081	7.9	17.0	108	1114	8.0	9.1	109
DUCK FACTORY	11100	411	7.8	3.7	118	1951	7.1	17.6	107	1885	7.1	17.0	108	979	7.0	8.8	106
DUKES OF HAZZARD	12353	310	5.9	2.5	80	2056	7.5	16.6	101	2051	7.8	16.6	105	1126	8.1	9.1	109
DYNASTY	33279	853	16.2	2.6	82	5286	19.2	15.9	97	5665	21.4	17.0	108	2410	17.3	7.2	87
FACTS OF LIFE	13410	470	8.9	3.5	112	2423	8.8	18.1	110	2263	8.6	16.9	107	1335	9.6	10.0	120
FALCON CREST	31093	806	15.3	2.6	83	5205	18.9	16.7	102	5145	19.4	16.5	105	2568	18.4	8.3	99
FALL GUY	18649	579	11.0	3.1	99	2885	10.5	15.5	94	3125	11.8	16.8	106	1577	11.3	8.5	102
FAMILY TIES	13101	447	8.5	3.4	109	2306	8.4	17.6	107	2278	8.6	17.4	110	1106	7.9	8.4	101
FANTASY ISLAND	13069	426	8.1	3.3	104	1889	6.9	14.5	88	2155	8.1	16.5	105	1073	7.7	8.2	99
FOULUPS, BLEEPES & BLUNDERS	16588	501	9.5	3.0	96	2753	10.0	16.6	101	2754	10.4	16.6	105	1396	10.0	8.4	101
FOUR SEASONS	9302	258	4.9	2.8	89	1673	6.1	18.0	110	1638	6.2	17.6	112	885	6.3	9.5	114
GIMME A BREAK	13955	515	9.8	3.7	118	2335	8.5	16.7	102	2412	9.1	17.3	110	1302	9.3	9.3	112
HART TO HART	15735	378	7.2	2.4	77	2523	9.2	16.0	98	2715	10.3	17.3	109	1289	9.2	8.2	98
HILL STREET BLUES	18257	630	12.0	3.5	110	3138	11.4	17.2	105	2969	11.2	16.3	103	1576	11.3	8.6	104
HOTEL	24236	668	12.7	2.8	88	3745	13.6	15.5	94	3980	15.0	16.4	104	1697	12.2	7.0	84
JEFFERSONS	17010	524	10.0	3.1	99	2654	9.6	15.6	95	2687	10.2	15.8	100	1548	11.1	9.1	109
JENNIFER SLEPT HERE	9397	350	6.7	3.7	119	1852	6.7	19.7	120	1760	6.7	18.7	119	967	6.9	10.3	124
KATE & ALLIE	16762	476	9.1	2.8	91	2825	10.3	16.9	103	2978	11.3	17.8	113	1463	10.5	8.7	105
KNIGHT RIDER	13164	412	7.8	3.1	100	2342	8.5	17.8	108	2505	9.5	19.0	121	1239	8.9	9.4	113
LOVE BOAT	20400	662	12.6	3.2	104	3034	11.0	14.9	91	3452	13.0	16.9	107	1642	11.8	8.0	97
MAGNUM PI	22543	805	15.3	3.6	114	3680	13.4	16.3	100	3624	13.7	16.1	102	1699	12.2	7.5	91
MAMA'S FAMILY	9852	415	7.9	4.2	134	1576	5.7	16.0	98	1640	6.2	16.6	106	945	6.8	9.6	115
MASTER, THE	8082	330	6.3	4.1	130	1331	4.8	16.5	100	1306	4.9	16.2	102	711	5.1	8.8	106
MATT HOUSTON	12881	332	6.3	2.6	82	2090	7.6	16.2	99	2063	7.8	16.0	102	1215	8.7	9.4	113
NBC MONDAY NIGHT MOVIE	23889	874	16.6	3.7	117	4226	15.4	17.7	108	4041	15.3	16.9	107	1999	14.3	8.4	100
NBC NIGHTLY NEWS	11156	478	9.1	4.3	137	1617	5.9	14.5	88	1617	6.1	14.5	92	898	6.4	8.0	97
NBC NIGHTLY NEWS-SAT	7363	279	5.3	3.8	121	1069	3.9	14.5	88	983	3.7	13.4	85	508	3.6	6.9	83
NBC NIGHTLY NEWS-SUN	6214	207	3.9	3.3	106	827	3.0	13.3	81	774	2.9	12.5	79	388	2.8	6.2	75
NBC SUNDAY NIGHT MOVIE	17590	558	10.6	3.2	101	3369	12.2	19.2	117	3178	12.0	18.1	115	1434	10.3	8.2	98
NEWHART	16740	496	9.4	3.0	95	2746	10.0	16.4	100	3057	11.6	18.3	116	1456	10.4	8.7	104
ONE DAY AT A TIME	11820	275	5.2	2.3	74	2007	7.3	17.0	103	1914	7.2	16.2	103	1107	7.9	9.4	112
PEOPLE ARE FUNNY	9138	357	6.8	3.9	125	1411	5.1	15.4	94	1399	5.3	15.3	97	949	6.8	10.4	125
REAL PEOPLE	15979	608	11.6	3.8	121	2859	10.4	17.9	109	2599	9.8	16.3	103	1296	9.3	8.1	97
REMINGTON STEELE	14395	427	9.0	3.3	105	2213	8.0	15.4	94	2468	9.3	17.1	109	1210	8.7	9.4	111
RIPLEY'S BELIEVE IT - NOT	11362	472	8.1	3.8	120	1742	6.3	15.3	93	1835	6.9	16.2	102	1074	7.7	9.5	114
RIPTIDE	13920	473	9.0	3.4	108	2397	8.7	17.2	105	2461	9.3	17.7	112	1305	9.3	9.4	113
SCARECROW & MRS. KING	17571	565	10.7	3.2	103	3015	11.0	17.2	105	3004	11.4	17.1	108	1483	10.6	8.4	101
SIMON & SIMON	20208	649	12.3	3.2	102	3485	12.7	17.2	105	3256	12.3	16.1	102	1535	11.0	7.6	91
60 MINUTES	27668	943	17.9	3.4	109	4501	16.4	16.3	99	3852	14.6	13.9	88	2243	16.1	8.1	97
ST. ELSEWHERE	13699	511	9.7	3.7	119	2496	9.1	18.2	111	2464	9.3	18.0	114	1173	8.4	8.6	103
THREE'S COMPANY	20632	643	12.2	3.1	99	3334	12.1	16.2	98	3405	12.9	16.5	105	1826	13.1	8.9	106
T.J. HOOKER	17136	573	10.9	3.3	107	2609	9.5	15.2	93	2763	10.4	16.1	102	1568	11.2	9.2	110
TONIGHT SHOW	4963	143	2.7	2.9	92	910	3.3	18.3	112	836	3.2	16.8	107	446	3.2	9.0	108
TRAPPER JOHN, M.D.	16332	560	10.7	3.4	109	2904	10.6	17.8	108	2789	10.5	17.1	108	1579	11.3	9.7	116
TV BLOOPERS & PRAC. JOKES	18881	681	13.0	3.6	115	3247	11.8	17.2	105	3432	13.0	18.2	115	1657	11.9	8.8	105
20/20	18315	447	8.5	2.4	78	3093	11.2	16.9	103	2987	11.3	16.3	103	1457	10.4	8.0	96
WEBSTER	18722	684	13.0	3.7	117	3102	11.3	16.6	101	3072	11.6	16.4	104	1682	12.0	9.0	108
WORLD NEWS - SUN	5327	*165	3.1	3.1	99	892	3.2	16.7	102	900	3.4	16.9	107	558	4.0	10.5	126
YELLOW ROSE	8370	316	6.0	3.8	120	1565	5.7	18.7	114	1614	6.1	19.3	122	730	5.2	8.7	105

TV VIEWING SPORTS EVENTS

BASEBALL	25859	819	15.6	3.2	101	4397	16.0	17.0	104	4085	15.4	15.8	100	2028	14.5	7.8	94
BASKETBALL - COLLEGE GAMES	14468	710	13.5	4.9	157	3229	11.7	22.3	136	2757	10.4	19.1	121	1270	9.1	8.8	105
BASKETBALL - PRO GAMES	12124	408	7.8	3.4	107	2082	7.6	17.2	105	1798	6.8	14.8	94	873	6.3	7.2	86
BOWLING	9412	*248	4.7	2.6	84	1475	5.4	15.7	96	1438	5.4	15.3	97	760	5.4	8.1	97
BOXING	15409	530	10.1	3.4	110	2759	10.0	17.9	109	2209	8.3	14.3	91	1114	8.0	7.2	87
FOOTBALL - COLLEGE GAMES	21400	844	16.1	3.9	126	3964	14.4	18.5	113	3596	13.6	16.8	107	1525	10.9	7.1	86
FOOTBALL - PRO GAMES	35944	1442	27.4	4.0	128	7225	26.3	20.1	123	6300	23.8	17.5	111	3185	22.8	8.9	106
GOLF	9759	*364	6.9	3.7	119	1604	5.8	16.4	100	1162	4.4	11.9	75	709	5.1	7.3	87
POST-SEASON COLL. FOOTBALL	18123	*767	14.8	4.3	137	3610	13.1	19.9	121	2962	11.2	16.3	104	1458	10.4	8.0	97
POST-SEASON PRO FOOTBALL	22091	1000	19.0	4.5	144	4709	17.1	21.3	130	4054	15.3	18.4	116	1976	14.1	8.9	107
TENNIS	6764	*226	4.3	3.3	107	1130	4.1	16.7	102	911	3.4	13.5	85	670	4.8	9.9	119
WRESTLING - PROFESSIONAL	9695	**235	4.5	2.4	77	1637	5.9	16.9	103	1651	6.2	17.0	108	812	5.8	8.4	101

	TOTAL U.S. '000	SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	41705	100.0	24.9	100	20798	100.0	12.4	100	12284	100.0	7.3	100				
MALES	79263	19170	46.0	24.2	97	8010	38.5	10.1	81	5875	47.8	7.4	101				
FEMALES	88464	22535	54.0	25.5	102	12788	61.5	14.5	117	6409	52.2	7.2	99				
18 - 24	28671	8629	20.7	30.1	121	4510	21.7	15.7	127	2929	23.8	10.2	139				
25 - 34	39536	13009	31.2	32.9	132	5704	27.4	14.4	116	3893	31.7	9.8	134				
35 - 44	28978	8122	19.5	28.0	113	3981	19.1	13.7	111	2280	18.6	7.9	107				
45 - 54	22345	4911	11.8	22.0	88	2379	11.4	10.6	86	1272	10.4	5.7	78				
55 - 64	22224	3828	9.2	17.2	69	1849	8.9	8.3	67	1073	8.7	4.8	66				
65 OR OLDER	25973	3206	7.7	12.3	50	2376	11.4	9.1	74	837	6.8	3.2	44				
18 - 34	68207	21638	51.9	31.7	128	10214	49.1	15.0	121	6821	55.5	10.0	137				
18 - 49	108058	32251	77.3	29.8	120	15366	73.9	14.2	115	9782	79.6	9.1	124				
25 - 54	90859	26041	62.4	28.7	115	12063	58.0	13.3	107	7445	60.6	8.2	112				
35 - 49	39851	10614	25.5	26.6	107	5152	24.8	12.9	104	2961	24.1	7.4	101				
50 OR OLDER	59669	9454	22.7	15.8	64	5432	26.1	9.1	73	2501	20.4	4.2	57				
GRADUATED COLLEGE	28091	8196	19.7	29.2	117	3240	15.6	11.5	93	1570	12.8	5.6	76				
ATTENDED COLLEGE	28938	8941	21.4	30.9	124	4322	20.8	14.9	120	2135	17.4	7.4	101				
GRADUATED HIGH SCHOOL	65503	16440	39.4	25.1	101	8408	40.4	12.8	104	5148	41.9	7.9	107				
DID NOT GRADUATE HIGH SCHOOL	45195	8128	19.5	18.0	72	4828	23.2	10.7	86	3431	27.9	7.6	104				
EMPLOYED MALES	56429	14667	35.2	26.0	105	6016	28.9	10.7	86	4310	35.1	7.6	104				
EMPLOYED FEMALES	43971	13084	31.4	29.8	120	7134	34.3	16.2	131	3169	25.8	7.2	98				
EMPLOYED FULL-TIME	87773	24074	57.7	27.4	110	11063	53.2	12.6	102	6664	54.2	7.6	104				
EMPLOYED PART-TIME	12627	3677	8.8	29.1	117	2088	10.0	16.5	133	816	6.6	6.5	88				
NOT EMPLOYED	67327	13954	33.5	20.7	83	7648	36.8	11.4	92	4804	39.1	7.1	97				
PROFESSIONAL/MANAGER	25845	7513	18.0	29.1	117	3341	16.1	12.9	104	1526	12.4	5.9	81				
TECH/CLERICAL/SALES	30895	8637	20.7	28.0	112	4418	21.2	14.3	115	2236	18.2	7.2	99				
PRECISION/CRAFT	12629	3509	8.4	27.8	112	1362	6.5	10.8	87	1050	8.5	8.3	114				
OTHER EMPLOYED	31031	8092	19.4	26.1	105	4030	19.4	13.0	105	2668	21.7	8.6	117				
SINGLE	35557	9958	23.9	28.0	113	5018	24.1	14.1	114	3013	24.5	8.5	116				
MARRIED	103585	26252	62.9	25.3	102	12088	58.1	11.7	94	7552	61.5	7.3	100				
DIVORCED/SEPARATED/WIDOWED	28585	5495	13.2	19.2	77	3692	17.8	12.9	104	1719	14.0	6.0	82				
PARENTS	59295	17628	42.3	29.7	120	8048	38.7	13.6	109	5728	46.6	9.7	132				
WHITE	146081	37592	90.1	25.7	103	18388	88.4	12.6	102	10247	83.4	7.0	96				
BLACK	17974	3282	7.9	18.3	73	1969	9.5	11.0	88	1881	15.3	10.5	143				
OTHER	3672	831	2.0	22.6	91	**441	2.1	12.0	97	**155	1.3	4.2	58				
NORTHEAST-CENSUS	37005	9298	22.3	25.1	101	3940	18.9	10.6	86	2704	22.0	7.3	100				
NORTH CENTRAL	42642	10958	26.3	25.7	103	5550	26.7	13.0	105	2949	24.0	6.9	94				
SOUTH	56777	12612	30.2	22.2	89	7383	35.5	13.0	105	4436	36.1	7.8	107				
WEST	31303	8837	21.2	28.2	114	3924	18.9	12.5	101	2194	17.9	7.0	96				
NORTHEAST-MKTG.	38125	9011	21.6	23.6	95	4055	19.5	10.6	86	2590	21.1	6.8	93				
EAST CENTRAL	24794	6164	14.8	24.9	100	3369	16.2	13.6	110	1809	14.7	7.3	100				
WEST CENTRAL	28511	7705	18.5	27.0	109	3665	17.6	12.9	104	2210	18.0	7.8	106				
SOUTH	48953	11376	27.3	23.2	93	6436	30.9	13.1	106	3943	32.1	8.1	110				
PACIFIC	27344	7448	17.9	27.2	110	3273	15.7	12.0	97	1731	14.1	6.3	86				
COUNTY SIZE A	69301	16790	40.3	24.2	97	8058	38.7	11.6	94	4647	37.8	6.7	92				
COUNTY SIZE B	50633	13029	31.2	25.7	103	6246	30.0	12.3	99	3659	29.8	7.2	99				
COUNTY SIZE C	26259	6265	15.0	23.9	96	3359	16.2	12.8	103	2219	18.1	8.5	115				
COUNTY SIZE D	21534	5621	13.5	26.1	105	3136	15.1	14.6	117	1759	14.3	8.2	112				
METRO CENTRAL CITY	50014	12176	29.2	24.3	98	5938	28.6	11.9	96	3160	25.7	6.3	86				
METRO SUBURBAN	76832	19654	47.1	25.6	103	9311	44.8	12.1	98	5356	43.6	7.0	95				
NON METRO	40881	9875	23.7	24.2	97	5549	26.7	13.6	109	3768	30.7	9.2	126				
TOP 5 ADI'S	39550	9996	24.0	25.3	102	4377	21.0	11.1	89	2671	21.7	6.8	92				
TOP 10 ADI'S	54877	13184	31.6	24.0	97	6359	30.6	11.6	93	3811	31.0	6.9	95				
TOP 20 ADI'S	77516	19039	45.7	24.6	99	9319	44.8	12.0	97	5111	41.6	6.6	90				
HSGLD INC. \$50,000 OR MORE	17257	4828	11.6	28.0	113	1735	8.3	10.1	81	1012	8.2	5.9	80				
\$40,000 OR MORE	33235	9176	22.0	27.6	111	3712	17.8	11.2	90	1990	16.2	6.0	82				
\$30,000 OR MORE	59693	16776	40.2	28.1	113	7346	35.3	12.3	99	3758	30.6	6.3	86				
\$25,000 OR MORE	76275	21555	51.7	28.3	114	9472	45.5	12.4	100	4864	39.6	6.4	87				
\$20,000 - \$24,999	18607	4600	11.0	24.7	99	2352	11.3	12.6	102	1236	10.1	6.6	91				
\$15,000 - \$19,999	17175	4455	10.7	25.9	104	2328	11.2	13.6	109	1340	10.9	7.8	107				
\$10,000 - \$14,999	24569	5401	13.0	22.0	88	2638	12.7	10.7	87	2257	18.4	9.2	125				
UNDER \$10,000	31101	5693	13.7	18.3	74	4009	19.3	12.9	104	2587	21.1	8.3	114				
HOUSEHOLD OF 1 PERSON	19441	3860	9.3	19.9	80	2434	11.7	12.5	101	1003	8.2	5.2	70				
2 PEOPLE	51803	10686	25.6	20.6	83	6035	29.0	11.6	94	3166	25.8	6.1	83				
3 OR 4 PEOPLE	66933	18760	45.0	28.0	113	8345	40.1	12.5	101	5405	44.0	8.1	110				
5 OR MORE PEOPLE	29550	8399	20.1	28.4	114	3985	19.2	13.5	109	2709	22.1	9.2	125				
NO CHILD IN HSHLD	96587	20564	49.3	21.3	86	10882	52.3	11.3	91	5268	42.9	5.5	74				
CHILD(REN) UNDER 2 YRS	10844	3422	8.2	31.6	127	1579	7.6	14.6	117	1394	11.3	12.9	176				
2 - 5 YEARS	26358	8829	21.2	33.5	135	3487	16.8	13.2	107	2874	23.4	10.9	149				
6 - 11 YEARS	30453	9673	23.2	31.8	128	4210	20.2	13.8	111	3261	26.5	10.7	146				
12 - 17 YEARS	36575	9773	23.4	26.7	107	5258	25.3	14.4	116	3176	25.9	8.7	119				
RESIDENCE OWNED	117770	28919	69.3	24.6	99	14113	67.9	12.0	97	7577	61.7	6.4	88				
VALUE: \$50,000 OR MORE	70166	17752	42.6	25.3	102	7760	37.3	11.1	89	3858	31.4	5.5	75				
VALUE: UNDER \$50,000	47604	11167	26.8	23.5	94	6352	30.5	13.3	108	3719	30.3	7.8	107				

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

			TIRED, RUN-DOWN															
			SORE THROAT				FEELING				TOOTHACHE							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			TOTAL U.S. '000	'000	%	ACROSS % INDX	'000	%	ACROSS % INDX	'000	%	ACROSS % INDX	'000	%	ACROSS % INDX	'000	%	ACROSS % INDX
TOTAL ADULTS			167727	41705	100.0	24.9 100	20798	100.0	12.4 100	12284	100.0	7.3 100						
MAGAZINES	QUINTILE 1	34022	9965	23.9	29.3 118	4350	20.9	12.8 103	2819	22.9	8.3 113							
	QUINTILE 2	34800	9333	22.4	26.8 108	4978	23.9	14.3 115	2740	22.3	7.9 108							
	QUINTILE 3	30514	7916	19.0	25.9 104	3567	17.2	11.7 94	2339	19.0	7.7 105							
	QUINTILE 4	33324	7638	18.3	22.9 92	3941	18.9	11.8 95	2300	18.7	6.9 94							
	QUINTILE 5	35066	6853	16.4	19.5 79	3963	19.1	11.3 91	2086	17.0	5.9 81							
NEWSPAPERS	QUINTILE 1	29107	7103	17.0	24.4 98	3216	15.5	11.0 89	1755	14.3	6.0 82							
	QUINTILE 2	49095	12164	29.2	24.8 100	5797	27.9	11.8 95	3406	27.7	6.9 95							
	QUINTILE 3	23107	6443	15.4	27.9 112	3192	15.3	13.8 111	1969	16.0	8.5 116							
	QUINTILE 4	33556	8656	20.8	25.8 104	4203	20.2	12.5 101	2272	18.5	6.8 92							
	QUINTILE 5	32863	7340	17.6	22.3 90	4390	21.1	13.4 108	2882	23.5	8.8 120							
OUTDOOR	QUINTILE 1	33431	9565	22.9	28.6 115	4081	19.6	12.2 98	2767	22.5	8.3 113							
	QUINTILE 2	33478	8858	21.2	26.5 106	4303	20.7	12.9 104	2585	21.0	7.7 105							
	QUINTILE 3	33574	7765	18.6	23.1 93	4315	20.7	12.9 104	2363	19.2	7.0 96							
	QUINTILE 4	33935	8329	20.0	24.5 99	4492	21.6	13.2 107	2205	18.0	6.5 89							
	QUINTILE 5	33310	7188	17.2	21.6 87	3608	17.3	10.8 87	2363	19.2	7.1 97							
RADIO-DRIVE TIME	QUINTILE 1	33136	8799	21.1	26.6 107	4351	20.9	13.1 106	2759	22.5	8.3 114							
	QUINTILE 2	31658	8219	19.7	26.0 104	4054	19.5	12.8 103	2304	18.8	7.3 99							
	QUINTILE 3	32541	8249	19.8	25.3 102	3925	18.9	12.1 97	2545	20.7	7.8 107							
	QUINTILE 4	34247	8439	20.2	24.6 99	4157	20.0	12.1 98	2505	20.4	7.3 100							
	QUINTILE 5	36144	8000	19.2	22.1 89	4312	20.7	11.9 96	2172	17.7	6.0 82							
RADIO-MID- DAY	TERCILE 1	45037	11576	27.8	25.7 103	5512	26.5	12.2 99	3453	28.1	7.7 105							
	TERCILE 2	44819	11662	28.0	26.0 105	5545	26.7	12.4 100	3330	27.1	7.4 101							
	TERCILE 3	77872	18467	44.3	23.7 95	9741	46.8	12.5 101	5500	44.8	7.1 96							
RADIO-TOTAL	QUINTILE 1	33763	9043	21.7	26.8 108	4469	21.5	13.2 107	2752	22.4	8.2 111							
	QUINTILE 2	33240	8582	20.6	25.8 104	3977	19.1	12.0 96	2375	19.3	7.1 98							
	QUINTILE 3	33408	8560	20.5	25.6 103	4180	20.1	12.5 101	2507	20.4	7.5 102							
	QUINTILE 4	34792	8545	20.5	24.6 99	4383	21.1	12.6 102	2962	24.1	8.5 116							
	QUINTILE 5	32524	6975	16.7	21.4 86	3790	18.2	11.7 94	1687	13.7	5.2 71							
TV-PRIME TIME	QUINTILE 1	33090	7354	17.6	22.2 89	3719	17.9	11.2 91	2585	21.0	7.8 107							
	QUINTILE 2	33357	8191	19.6	24.6 99	4093	19.7	12.3 99	2648	21.6	7.9 108							
	QUINTILE 3	33980	9177	22.0	27.0 109	4104	19.7	12.1 97	2396	19.5	7.1 96							
	QUINTILE 4	33854	8942	21.4	26.4 106	4695	22.6	13.9 112	2702	22.0	8.0 109							
	QUINTILE 5	33444	8041	19.3	24.0 97	4187	20.1	12.5 101	1953	15.9	5.8 80							
TV-DAYTIME	TERCILE 1	49121	10948	26.3	22.3 90	6237	30.0	12.7 102	3817	31.1	7.8 106							
	TERCILE 2	48823	12699	30.4	26.0 105	6681	32.1	13.7 110	3772	30.7	7.7 105							
	TERCILE 3	69782	18059	43.3	25.9 104	7880	37.9	11.3 91	4695	38.2	6.7 92							
TV-TOTAL	QUINTILE 1	33584	7254	17.4	21.6 87	4092	19.7	12.2 98	2715	22.1	8.1 110							
	QUINTILE 2	33441	7675	18.4	23.0 92	3670	17.6	11.0 89	2452	20.0	7.3 100							
	QUINTILE 3	33505	8114	19.5	24.2 97	3965	19.1	11.8 95	2394	19.5	7.1 98							
	QUINTILE 4	33466	9474	22.7	28.3 114	4750	22.8	14.2 114	2320	18.9	6.9 95							
	QUINTILE 5	33731	9189	22.0	27.2 110	4322	20.8	12.8 103	2403	19.6	7.1 97							
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	44503	11647	27.9	26.2 105	5403	26.0	12.1 98	3075	25.0	6.9 94							
	NEWSPAPER IMPERATIVE	39363	11721	28.1	29.8 120	5770	27.7	14.7 118	3666	29.8	9.3 127							
		46441	10748	25.8	23.1 93	5098	24.5	11.0 89	3027	24.6	6.5 89							
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	33726	9754	23.4	28.9 116	4444	21.4	13.2 106	2992	24.4	8.9 121							
	OUTDOOR IMPERATIVE	52846	13724	32.9	26.0 104	6852	32.9	13.0 105	3803	31.0	7.2 98							
		52140	12624	30.3	24.2 97	6139	29.5	11.8 95	3612	29.4	6.9 95							
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	37081	10621	25.5	28.6 115	4559	21.9	12.3 99	3016	24.6	8.1 111							
	RADIO IMPERATIVE	49747	13183	31.6	26.5 107	6705	32.2	13.5 109	3836	31.2	7.7 105							
		49208	11681	28.0	23.7 95	6036	29.0	12.3 99	3554	28.9	7.2 99							
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	8537	20.5	25.8 104	3906	18.8	11.8 95	2566	20.9	7.8 106							
	TELEVISION IMPERATIVE	54575	16004	38.4	29.3 118	7703	37.0	14.1 114	4291	34.9	7.9 107							
		53249	10601	25.4	19.9 80	5677	27.3	10.7 86	3783	30.8	7.1 97							
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	36255	10058	24.1	27.7 112	4804	23.1	13.3 107	2600	21.2	7.2 98							
	OUTDOOR IMPERATIVE	55591	12809	30.7	23.0 93	6234	30.0	11.2 90	3659	29.8	6.6 90							
		48319	12503	30.0	25.9 104	6104	29.3	12.6 102	3926	32.0	8.1 111							
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	37242	9817	23.5	26.4 106	4456	21.4	12.0 96	2482	20.2	6.7 91							
	RADIO IMPERATIVE	54423	13280	31.8	24.4 98	6603	31.7	12.1 98	3743	30.5	6.9 94							
		46650	12265	29.4	26.3 106	6177	29.7	13.2 107	4141	33.7	8.9 121							
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	35974	8101	19.4	22.5 91	4161	20.0	11.6 93	2349	19.1	6.5 89							
	TELEVISION IMPERATIVE	56095	15274	36.6	27.2 110	6941	33.4	12.4 100	3871	31.5	6.9 94							
		47170	10991	26.4	23.3 94	5783	27.8	12.3 99	4050	33.0	8.6 117							
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	33748	9674	23.2	28.7 115	4340	20.9	12.9 104	2543	20.7	7.5 103							
	RADIO IMPERATIVE	52785	13054	31.3	24.7 99	6534	31.4	12.4 100	3914	31.9	7.4 101							
		52882	12750	30.6	24.1 97	6431	30.9	12.2 98	4027	32.8	7.6 104							
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	32030	7850	18.8	24.5 99	3892	18.7	12.2 98	2830	23.0	8.8 121							
	TELEVISION IMPERATIVE	54626	15368	36.8	28.1 113	7131	34.3	13.1 105	4148	33.8	7.6 104							
		54874	11929	28.6	21.7 87	6229	29.9	11.4 92	3726	30.3	6.8 93							
RADIO-TELEVISION: DUAL	RADIO IMPERATIVE	33386	8094	19.4	24.2 98	3821	18.4	11.4 92	2732	22.2	8.2 112							
	TELEVISION IMPERATIVE	53810	15126	36.3	28.1 113	7396	35.6	13.7 111	3817	31.1	7.1 97							
		54023	11640	27.9	21.5 87	6113	29.4	11.3 91	3945	32.1	7.3 100							

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE							
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	41705	100.0	24.9	100	20798	100.0	12.4	100	12284	100.0	7.3	100				
ATLANTIC MONTHLY	867	*144	0.3	16.6	67	**114	0.5	13.1	106	**30	0.2	3.5	47				
BARRON'S	1580	302	0.7	19.1	77	*164	0.8	10.4	84	**75	0.6	4.7	65				
BETTER HOMES & GARDENS	22203	5714	13.7	25.7	104	2769	13.3	12.5	101	1555	12.7	7.0	96				
BON APPETIT	3810	1129	2.7	29.6	119	547	2.6	14.4	116	*176	1.4	4.6	63				
BUSINESS WEEK	4663	1386	3.3	29.7	120	602	2.9	12.9	104	351	2.9	7.5	103				
CAR AND DRIVER	3102	941	2.3	30.3	122	437	2.1	14.1	114	*194	1.6	6.3	85				
CBS MAGAZINE NETWORK (GROSS)	7311	2067	5.0	28.3	114	868	4.2	11.9	96	675	5.5	9.2	126				
CHANGING TIMES	3400	894	2.1	26.3	106	477	2.3	14.0	113	*238	1.9	7.0	96				
COLONIAL HOMES	1796	518	1.2	28.8	116	266	1.3	14.8	119	*195	1.6	10.9	148				
CONDE NAST MAG. PKG. (GROSS)	19924	6525	15.6	32.7	132	3462	16.6	17.4	140	1923	15.7	9.7	132				
CONSUMERS DIGEST	3125	619	1.5	19.8	80	372	1.8	11.9	96	*208	1.7	6.7	91				
COSMOPOLITAN	10577	3310	7.9	31.3	126	1721	8.3	16.3	131	972	7.9	9.2	125				
COUNTRY LIVING	3746	1054	2.5	28.1	113	463	2.2	12.4	100	357	2.9	9.5	130				
CUISINE	2214	603	1.4	27.2	110	*208	1.0	9.4	76	**111	0.9	5.0	68				
CYCLE WORLD	2394	801	1.9	33.5	135	*296	1.4	12.4	100	*272	2.2	11.4	155				
DCI:CREATIVE IDEAS FOR LIV	3068	817	2.0	26.6	107	515	2.5	16.8	135	*198	1.6	6.5	88				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2489	6.0	26.0	105	1359	6.5	14.2	115	413	3.4	4.3	59				
DISCOVER	2277	630	1.5	27.7	111	311	1.5	13.7	110	**99	0.8	4.3	59				
EBONY	7187	1392	3.3	19.4	78	765	3.7	10.6	86	661	5.4	9.2	126				
ESQUIRE	2560	632	1.5	24.7	99	*225	1.1	8.8	71	*207	1.7	8.1	110				
ESSENCE	3242	751	1.8	23.2	93	435	2.1	13.4	108	286	2.3	8.8	120				
FAMILY CIRCLE	19639	5199	12.5	26.5	106	2644	12.7	13.5	109	1375	11.2	7.0	96				
THE FAMILY HANDYMAN	3540	994	2.4	28.1	113	327	1.6	9.2	74	*219	1.8	6.2	84				
FAMILY WEEKLY	23924	6177	14.8	25.8	104	3212	15.4	13.4	108	1687	13.7	7.1	96				
FIELD & STREAM	9883	2878	6.9	29.1	117	1279	6.1	12.9	104	770	6.3	7.8	106				
FOOD & WINE	1030	266	0.6	25.8	104	*97	0.5	9.4	76	**73	0.6	7.1	97				
FORBES	2679	776	1.9	29.0	116	327	1.6	12.2	98	*163	1.3	6.1	83				
FORTUNE	2931	914	2.2	31.2	125	439	2.1	15.0	121	*166	1.4	5.7	77				
GENTLEMEN'S QUARTERLY	3481	1016	2.4	29.2	117	499	2.4	14.3	116	359	2.9	10.3	141				
GLAMOUR	7163	2381	5.7	33.2	134	1349	6.5	18.8	152	668	5.4	9.3	127				
GOLF DIGEST	2355	632	1.5	26.8	108	269	1.3	11.4	92	*177	1.4	7.5	103				
GOLF DIGEST/TENNIS (GROSS)	3610	936	2.2	25.9	104	398	1.9	11.0	89	*276	2.2	7.6	104				
GOLF MAGAZINE	2046	594	1.4	29.0	117	*228	1.1	11.1	90	*147	1.2	7.2	98				
GOLF MAGAZINE/SKI (GROSS)	3547	974	2.3	27.5	110	420	2.0	11.8	95	255	2.1	7.2	98				
GOOD HOUSEKEEPING	20353	5902	14.2	29.0	117	2878	13.8	14.1	114	1518	12.4	7.5	102				
HARPER'S BAZAAR	3362	930	2.2	27.7	111	599	2.9	17.8	144	389	3.2	11.6	158				
HEALTH	2987	903	2.2	30.2	122	533	2.6	17.8	144	*201	1.6	6.7	92				
HEARST MAG CORP. BUY (GROSS)	67928	19369	46.4	28.5	115	9312	44.8	13.7	111	5635	45.9	8.3	113				
HEARST MAN POWER (GROSS)	11282	3031	7.3	26.9	108	1175	5.6	10.4	84	833	6.8	7.4	101				
HEARST WOMAN POWER (GROSS)	40514	11983	28.7	29.6	119	5890	28.3	14.5	117	3400	27.7	8.4	115				
HOUSE BEAUTIFUL	4885	1241	3.0	25.4	102	563	2.7	11.5	93	338	2.8	6.9	94				
INC.	1308	351	0.8	26.8	108	*126	0.6	9.6	78	**77	0.6	5.9	80				
JET	6498	1260	3.0	19.4	78	555	2.7	8.5	69	706	5.7	10.9	148				
LADIES' HOME JOURNAL	14797	3911	9.4	26.4	106	1911	9.2	12.9	104	1297	10.6	8.8	120				
LHJ FAMILY GRP COMBO(GROSS)	21743	5870	14.1	27.0	109	2995	14.4	13.8	111	1806	14.7	8.3	113				
LIFE	9881	2557	6.1	25.9	104	1208	5.8	12.2	99	716	5.8	7.2	99				
L.A. TIMES HOME MAGAZINE	2775	698	1.7	25.2	101	362	1.7	13.0	105	*196	1.6	7.1	96				
MADMOISELLE	4219	1589	3.8	37.7	151	739	3.6	17.5	141	368	3.0	8.7	119				
MC CALL'S	16422	4464	10.7	27.2	109	2336	11.2	14.2	115	1181	9.6	7.2	98				
MC CALL'S/WRK MOTHER (GROSS)	17919	4984	12.0	27.8	112	2621	12.6	14.6	118	1334	10.9	7.4	102				
MECHANIX ILLUSTRATED	4433	999	2.4	22.5	91	427	2.1	9.6	78	217	1.8	4.9	67				
METROPOLITAN HOME	1504	374	0.9	24.9	100	*161	0.8	10.7	86	**118	1.0	7.8	107				
MONEY	4723	1326	3.2	28.1	113	629	3.0	13.3	107	390	3.2	8.3	113				
MOTHER EARTH NEWS	2325	816	2.0	35.1	141	283	1.4	12.2	98	**94	0.8	4.0	55				
MS.	1189	467	1.1	39.3	158	*166	0.8	14.0	113	**62	0.5	5.2	71				
NATIONAL ENQUIRER	18892	4453	10.7	23.6	95	2595	12.5	13.7	111	1747	14.2	9.2	126				
NATIONAL GEOGRAPHIC	22129	5700	13.7	25.8	104	2415	11.6	10.9	88	1239	10.1	5.6	76				
NATIONAL SUNDAY MAGAZINE PKG	103750	26517	63.6	25.6	103	12692	61.0	12.2	99	6934	56.4	6.7	91				
NATURAL HISTORY	1379	394	0.9	28.6	115	*171	0.8	12.4	100	**81	0.7	5.9	80				
NEW WOMAN	2289	781	1.9	34.1	137	428	2.1	18.7	151	*163	1.3	7.1	97				
NEW YORK INCLUDING CUE	1088	310	0.7	28.5	115	*139	0.7	12.8	103	**121	1.0	11.1	152				
THE NEW YORKER	2459	578	1.4	23.5	95	296	1.4	12.0	97	**96	0.8	3.9	53				
NEWSWEEK	16527	4533	10.9	27.4	110	1997	9.6	12.1	97	1184	9.6	7.2	98				
THE N.Y. TIMES DAILY EDITION	2739	687	1.6	25.1	101	223	1.1	8.1	66	232	1.9	8.5	116				
THE N.Y. TIMES MAGAZINE	4443	1149	2.8	25.9	104	490	2.4	11.0	89	310	2.5	7.0	95				
OMNI	2799	715	1.7	25.5	103	300	1.4	10.7	86	*166	1.4	5.9	81				
ON CABLE	2209	567	1.4	25.7	103	301	1.4	13.6	110	*98	0.8	4.4	61				
1001 HOME IDEAS	3959	1055	2.5	26.6	107	551	2.6	13.9	112	309	2.5	7.8	107				
ORGANIC GARDENING	3111	812	1.9	26.1	105	399	1.9	12.8	103	*110	0.9	3.5	48				
OUTDOOR LIFE	5024	1641	3.9	32.7	131	531	2.6	10.6	85	395	3.2	7.9	107				
PARADE MAGAZINE	51292	13175	31.6	25.7	103	6072	29.2	11.8	95	3455	28.1	6.7	92				

AILMENTS - HAD IN THE LAST 12 MONTHS
(ADULTS)

	TOTAL U.S. '000	SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE							
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	41705	100.0	24.9	100	20798	100.0	12.4	100	12284	100.0	7.3	100				
PARENTS	5298	1995	4.8	37.7	151	755	3.6	14.3	115	666	5.4	12.6	172				
PENTHOUSE	5129	1479	3.5	28.8	116	729	3.5	14.2	115	571	4.6	11.1	152				
PEOPLE	21070	6295	15.1	29.9	120	3123	15.0	14.8	120	1844	15.0	8.8	119				
PLAYBOY	10562	2923	7.0	27.7	111	1435	6.9	13.6	110	1176	9.6	11.1	152				
POPULAR HOT RODDING	2498	802	1.9	32.1	129	376	1.8	15.1	121	*244	2.0	9.8	133				
POPULAR MECHANICS	5887	1364	3.3	23.2	93	658	3.2	11.2	90	419	3.4	7.1	97				
POPULAR SCIENCE	4317	1159	2.8	26.8	108	528	2.5	12.2	99	*254	2.1	5.9	80				
PREVENTION	5792	1478	3.5	25.5	103	820	3.9	14.2	114	291	2.4	5.0	69				
PSYCHOLOGY TODAY	3284	876	2.1	26.7	107	484	2.3	14.7	119	240	2.0	7.3	100				
READER'S DIGEST	40046	10089	24.2	25.2	101	5094	24.5	12.7	103	2618	21.3	6.5	89				
REDBOOK	9584	2772	6.6	28.9	116	1290	6.2	13.5	109	910	7.4	9.5	130				
ROAD & TRACK	2590	786	1.9	30.3	122	337	1.6	13.0	105	*223	1.8	8.6	118				
ROLLING STONE	3302	1091	2.6	33.0	133	626	3.0	19.0	153	330	2.7	10.0	136				
RUNNER'S WORLD	1229	336	0.8	27.3	110	*139	0.7	11.3	91	*104	0.8	8.5	116				
SATURDAY EVENING POST	2110	501	1.2	23.7	95	*202	1.0	9.6	77	*128	1.0	6.1	83				
SCIENCE 84	1543	463	1.1	30.0	121	*154	0.7	10.0	80	*61	0.5	4.0	54				
SCIENCE DIGEST	1747	519	1.2	29.7	119	*174	0.8	10.0	80	*69	0.6	3.9	54				
SCIENTIFIC AMERICAN	1994	577	1.4	28.9	116	*169	0.8	8.5	68	*163	1.3	8.2	112				
SELF	3119	1020	2.4	32.7	132	499	2.4	16.0	129	410	3.3	13.1	179				
SEVENTEEN	3923	1443	3.5	36.8	148	824	4.0	21.0	169	525	4.3	13.4	183				
SKI	1501	380	0.9	25.3	102	*192	0.9	12.8	103	*109	0.9	7.3	99				
SMITHSONIAN	5976	1675	4.0	28.0	113	806	3.9	13.5	109	442	3.6	7.4	101				
SOAP OPERA DIGEST	4228	1056	2.5	25.0	100	558	2.7	13.2	106	385	3.1	9.1	124				
SOUTHERN LIVING	6488	1672	4.0	25.8	104	844	4.1	13.0	105	*216	1.8	3.3	45				
SPORT	3500	805	1.9	23.0	93	386	1.9	11.0	89	*280	2.3	8.0	109				
THE SPORTING NEWS	2456	671	1.6	27.3	110	344	1.7	14.0	113	*297	2.4	12.1	165				
SPORTS AFIELD	3648	1148	2.8	31.5	127	343	1.6	9.4	76	345	2.8	9.5	129				
SPORTS ILLUSTRATED	14484	4166	10.0	28.8	116	1581	7.6	10.9	88	1207	9.8	8.3	114				
STAR	12661	3164	7.6	25.0	101	1573	7.6	12.4	100	1018	8.3	8.0	110				
SUNDAY	52799	12991	31.1	24.6	99	6294	30.3	11.9	96	3303	26.9	6.3	85				
SUNSET	3513	995	2.4	28.3	114	374	1.8	10.6	86	*160	1.3	4.6	62				
TV GUIDE	42766	12300	29.5	28.8	116	5749	27.6	13.4	108	3582	29.2	8.4	114				
TENNIS	1254	305	0.7	24.3	98	*129	0.6	10.3	83	*99	0.8	7.9	108				
TIME	22054	6006	14.4	27.2	110	2636	12.7	12.0	96	1394	11.3	6.3	86				
TOWN & COUNTRY	1555	402	1.0	25.9	104	279	1.3	17.9	145	*81	0.7	5.2	71				
TRAVEL & LEISURE	2173	528	1.3	24.3	98	311	1.5	14.3	115	*153	1.2	7.0	96				
TRUE STORY	4636	1211	2.9	26.1	105	672	3.2	14.5	117	500	4.1	10.8	147				
U.S. NEWS & WORLD REPORT	10353	2733	6.6	26.4	106	1325	6.4	12.8	103	716	5.8	6.9	94				
USA TODAY	4994	1362	3.3	27.3	110	546	2.6	10.9	88	302	2.5	6.0	83				
US	3528	1175	2.8	33.3	134	635	3.1	18.0	145	325	2.6	9.2	126				
VOGUE	5424	1535	3.7	28.3	114	875	4.2	16.1	130	477	3.9	8.8	120				
HALL STREET JOURNAL	6292	1771	4.2	28.1	113	700	3.4	11.1	90	393	3.2	6.2	85				
WEIGHT WATCHERS	2762	876	2.1	31.7	128	446	2.1	16.1	130	*165	1.3	6.0	82				
WOMAN'S DAY	16320	4411	10.6	27.0	109	2220	10.7	13.6	110	1249	10.2	7.7	104				
WORKING MOTHER	1496	521	1.2	34.8	140	*284	1.4	19.0	153	*153	1.2	10.2	140				
WORKING WOMAN	1851	589	1.4	31.8	128	271	1.3	14.6	118	*116	0.9	6.3	86				
WORLD TENNIS	580	*157	0.4	27.1	109	*31	0.1	5.3	43	*34	0.3	5.9	80				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3400	8.2	27.4	110	1496	7.2	12.1	97	929	7.6	7.5	102				
BLAIR INSERTS	91671	23359	56.0	25.5	102	11108	53.4	12.1	98	6085	49.5	6.6	91				
DAILY NEWSPAPERS																	
READ ANY	109190	26996	64.7	24.7	99	12594	60.6	11.5	93	7358	59.9	6.7	92				
READ ONE	89587	22247	53.3	24.8	100	10530	50.6	11.8	95	6173	50.3	6.9	94				
READ TWO OR MORE	19602	4749	11.4	24.2	97	2064	9.9	10.5	85	1185	9.6	6.0	83				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	28140	67.5	25.7	103	13464	64.7	12.3	99	7604	61.9	6.9	95				
READ ONE	95074	24496	58.7	25.8	104	11735	56.4	12.3	100	6679	54.4	7.0	96				
READ TWO OR MORE	14588	3644	8.7	25.0	100	1729	8.3	11.9	96	925	7.5	6.3	87				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.45				29.46				30.65							
30 DAY REACH	149706	37873	90.8	25.3	102	18830	90.5	12.6	101	10971	89.3	7.3	100				
50 SHWG - 30 DAY AV FREQ	15.16	16.50				15.39				16.12							
30 DAY REACH	142406	36135	86.6	25.4	102	18013	86.6	12.6	102	10428	84.9	7.3	100				
25 SHWG - 30 DAY AV FREQ	8.123	8.992				8.33				8.61							
30 DAY REACH	131152	33392	80.1	25.5	102	16671	80.2	12.7	103	9755	79.4	7.4	102				
CABLE TV: HOME WIRED	66879	17704	42.5	26.5	106	9030	43.4	13.5	109	4926	40.1	7.4	101				
HOME NOT WIRED	100848	24001	57.5	23.8	96	11769	56.6	11.7	94	7357	59.9	7.3	100				
HAVE PAY CABLE	35024	9906	23.8	28.3	114	4735	22.8	13.5	109	2818	22.9	8.0	110				

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	TOTAL U.S. '000	SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	41705	100.0	24.9	100	20798	100.0	12.4	100	12284	100.0	7.3	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	25114	60.2	26.3	106	11992	57.7	12.5	101	7157	58.3	7.5	102				
10:00 AM - 3:00 PM	63599	16693	40.0	26.2	106	7929	38.1	12.5	101	4866	39.6	7.7	104				
3:00 PM - 7:00 PM	72097	19220	46.1	26.7	107	9443	45.4	13.1	106	5886	47.9	8.2	111				
7:00 PM - MIDNIGHT	36670	9915	23.8	27.0	109	4840	23.3	13.2	106	2985	24.3	8.1	111				
MIDNIGHT - 6:00 AM	21908	5823	14.0	26.6	107	2788	13.4	12.7	103	1627	13.2	7.4	101				
6:00 AM - MIDNIGHT	127571	33323	79.9	26.1	105	16048	77.2	12.6	101	9769	79.5	7.7	105				
ENTIRE DAY	129239	33648	80.7	26.0	105	16221	78.0	12.6	101	9898	80.6	7.7	105				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	9379	22.5	27.6	111	4389	21.1	12.9	104	2581	21.0	7.6	104				
ALL NEWS	6062	1284	3.1	21.2	85	631	3.0	10.4	84	386	3.1	6.4	87				
ADR/PROGRESSIVE	11884	3763	9.0	31.7	127	1668	8.0	14.0	113	1044	8.5	8.8	120				
BEAUTIFUL MUSIC	11180	2902	7.0	26.0	104	1249	6.0	11.2	90	612	5.0	5.5	75				
BLACK	4538	1041	2.5	22.9	92	601	2.9	13.2	107	542	4.4	11.9	163				
CLASSICAL	3857	1096	2.6	28.4	114	360	1.7	9.3	75	*173	1.4	4.5	61				
CHR/ROCK	21946	6492	15.6	29.6	119	3308	15.9	15.1	122	2021	16.5	9.2	126				
COUNTRY	27262	7378	17.7	27.1	109	3534	17.0	13.0	105	2266	18.4	8.3	113				
GOLDEN OLDIES	3339	832	2.0	24.9	100	375	1.8	11.2	91	302	2.5	9.0	123				
MOR/NOSTALGIA	10346	2441	5.9	23.6	95	1279	6.1	12.4	100	625	5.1	6.0	82				
NEWS/TALK	8929	1990	4.8	22.3	90	905	4.4	10.1	82	462	3.8	5.2	71				
RELIGIOUS	5488	1092	2.6	19.9	80	584	2.8	10.6	86	267	2.2	4.9	66				
SOFT ROCK	1232	301	0.7	24.4	98	**118	0.6	9.6	77	**89	0.7	7.2	99				
URBAN CONTEMPORARY	3184	752	1.8	23.6	95	383	1.8	12.0	97	313	2.5	9.8	134				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1869	4.5	27.0	109	996	4.8	14.4	116	682	5.6	9.9	135				
ABC DIRECTION	5212	1323	3.2	25.4	102	657	3.2	12.6	102	464	3.8	8.9	122				
ABC ENTERTAINMENT	10385	2742	6.6	26.4	106	1199	5.8	11.5	93	883	7.2	8.5	116				
ABC FM	4762	1402	3.4	29.4	118	626	3.0	13.1	106	501	4.1	10.5	144				
ABC INFORMATION	11339	2959	7.1	26.1	105	1316	6.3	11.6	94	769	6.3	6.8	93				
ABC ROCK	4878	1520	3.6	31.2	125	638	3.1	13.1	105	487	4.0	10.0	136				
CBS	10709	2356	5.6	22.0	88	1141	5.5	10.7	86	580	4.7	5.4	74				
MUTUAL	10251	2600	6.2	25.4	102	1422	6.8	13.9	112	677	5.5	6.6	90				
NBC	12243	3078	7.4	25.1	101	1404	6.8	11.5	92	921	7.5	7.5	103				
RADIO RADIO	4606	1200	2.9	26.1	105	577	2.8	12.5	101	433	3.5	9.4	128				
RKO ONE	5148	1642	3.9	31.9	128	776	3.7	15.1	122	484	3.9	9.4	128				
RKO TWO	7313	2078	5.0	28.4	114	859	4.1	11.7	95	598	4.9	8.2	112				
THE SOURCE	5981	1659	4.0	27.7	112	786	3.8	13.1	106	450	3.7	7.5	103				
NON-WIRED: BLAIR	19329	4939	11.8	25.6	103	2446	11.8	12.7	102	1530	12.5	7.9	108				
INTERNET	27139	7383	17.7	27.2	109	3536	17.0	13.0	105	2178	17.7	8.0	110				
KATZ RADIO GROUP	36319	9537	22.9	26.3	106	4267	20.5	11.7	95	2501	20.4	6.9	94				
SUPERNET	22361	6022	14.4	26.9	108	2927	14.1	13.1	106	1734	14.1	7.8	106				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	3264	7.8	22.5	90	1831	8.8	12.6	102	1023	8.3	7.0	96				
MKDAY 9:00 AM - 1:00 PM	18688	4186	10.0	22.4	90	2365	11.4	12.7	102	1473	12.0	7.9	108				
MKDAY 1:00 PM - 4:30 PM	24061	5524	13.2	23.0	92	3130	15.0	13.0	105	2007	16.3	8.3	114				
MKDAY 4:30 PM - 7:30 PM	44079	9645	23.6	22.3	90	5047	24.3	11.4	92	3129	25.5	7.1	97				
MKDAY 7:30 PM - 8:00 PM	61979	14013	33.6	22.6	91	7159	34.4	11.6	93	4434	36.1	7.2	98				
MKDAY 11:00 PM - 11:30 PM	49084	11634	27.9	23.7	95	6009	28.9	12.2	99	3946	32.1	8.0	110				
MKDAY 11:30 PM - 1:00 AM	16560	3880	9.3	23.4	94	2072	10.0	12.5	101	1420	11.6	8.6	117				
M-SAT 8-11 PM-SUN 7-11 PM	66967	16268	39.0	24.3	98	8155	39.2	12.2	98	5028	40.9	7.5	103				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	2164	5.2	23.3	94	1233	5.9	13.3	107	882	7.2	9.5	130				
ANOTHER WORLD	A 6138	1433	3.4	23.3	94	812	3.9	13.2	107	453	3.7	7.4	101				
AS THE WORLD TURNS	C 7707	1739	4.2	22.6	91	866	4.2	11.2	91	658	5.4	8.5	117				
CAPITOL	C 4668	1144	2.7	24.4	96	545	2.6	11.6	94	451	3.7	6.9	131				
CBS MORN. NEWS 1	C 2792	629	1.5	22.5	91	282	1.4	10.1	81	154	1.3	5.5	75				
CBS MORN. NEWS 2	C 2071	426	1.0	20.6	83	269	1.3	13.0	105	102	0.8	4.9	67				
DAYS OF OUR LIVES	N 8018	2052	4.9	25.6	103	1192	5.7	14.9	120	555	4.5	6.9	95				
FACTS OF LIFE - DAYTIME	N 3487	816	2.0	23.4	94	508	2.4	14.6	117	294	2.4	8.4	115				
FAMILY FEUD	A 4817	1000	2.4	20.8	83	553	2.7	11.5	93	457	3.7	9.5	130				
GENERAL HOSPITAL	A 8333	1906	4.6	22.9	92	1208	5.8	14.5	117	573	4.7	6.9	94				
GODD MORNING, AMERICA-730 A	A 5472	1187	2.8	21.7	87	732	3.5	13.4	108	412	3.4	7.5	103				
GODD MORNING, AMERICA-830 A	A 3965	873	2.1	22.0	89	409	2.0	10.3	83	231	1.9	5.8	80				
GUIDING LIGHT	C 7542	1777	4.3	23.6	95	964	4.6	12.8	103	669	5.4	8.9	121				
ONE LIFE TO LIVE	A 6018	1324	3.2	22.0	88	776	3.7	12.9	104	536	4.4	8.9	122				
PRESS YOUR LUCK	C 3589	736	1.8	20.5	82	459	2.2	12.8	103	301	2.5	8.4	115				
PRICE IS RIGHT 1	C 7418	1442	3.5	19.4	78	870	4.2	11.7	95	552	4.5	7.4	102				
PRICE IS RIGHT 2	C 8276	1773	4.3	21.4	86	1035	5.0	12.5	101	652	5.3	7.9	108				
RYAN'S HOPE	A 4358	1081	2.6	24.8	100	602	2.9	13.8	111	427	3.5	9.8	134				
SALE OF THE CENTURY	N 3749	935	2.2	24.9	100	493	2.4	13.2	106	436	3.5	11.6	159				
SEARCH FOR TOMORROW	N 2884	663	1.6	23.0	92	392	1.9	13.6	110	219	1.8	7.6	104				
TODAY SHOW 1	N 4869	1181	2.8	24.3	98	679	3.3	13.9	112	373	3.0	7.7	105				
TODAY SHOW 2	N 4135	873	2.1	21.1	85	497	2.4	12.0	97	302	2.5	7.3	100				
\$25,000 PYRAMID	C 4361	884	2.1	20.3	82	537	2.6	12.3	99	355	2.9	8.1	111				
WHEEL OF FORTUNE	N 6187	1378	3.3	22.3	90	871	4.2	14.1	114	484	3.9	7.8	107				
YOUNG AND THE RESTLESS	C 8186	1809	4.3	22.1	89	1020	4.9	12.5	100	696	5.7	8.5	116				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1047	2.5	22.1	89	601	2.9	12.7	103	301	2.5	6.4	87				
NBA PLAYOFF GAME -1	C 5127	1238	3.0	24.1	97	662	3.2	12.9	104	368	3.0	7.2	98				
NBC MAJOR LEAGUE PRE-GAME N	3945	954	2.3	24.2	97	492	2.4	12.5	101	*293	2.4	7.4	101				
SPORTSWORLD - SUN	N 3370	754	1.8	22.4	90	284	1.4	8.4	68	209	1.7	6.2	85				
SUNDAY MORNING	C 4200	955	2.3	22.7	91	472	2.3	11.2	91	290	2.4	6.9	94				

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

	TOTAL U.S. '000	SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	41705	100.0	24.9	100	20798	100.0	12.4	100	12284	100.0	7.3	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	11719	28.1	22.4	90	5747	27.6	11.0	89	3418	27.8	6.5	89				
NETWORK AFFILIATES - LATE	39164	9194	22.0	23.5	94	4780	23.0	12.2	98	3056	24.9	7.8	107				
INDEPENDENTS - LATE	5133	1277	3.1	24.9	100	624	3.0	12.2	98	346	2.8	6.7	92				
TV EVENING NTKK 6 PM - 2 AM																	
A TEAM	22825	5607	13.4	24.6	99	2824	13.6	12.4	100	2073	16.9	9.1	124				
ABC MONDAY NIGHT MOVIE	11258	2841	6.8	25.2	101	1424	6.8	12.6	102	891	7.3	7.9	108				
ABC SUNDAY NIGHT MOVIE	23600	5915	14.2	25.1	101	2958	14.2	12.5	101	1869	15.2	7.9	108				
ABC WORLD NEWS TONIGHT	12801	3025	7.3	23.6	95	1417	6.8	11.1	89	726	5.9	5.7	77				
AFTERMASH	10966	2667	6.4	24.3	98	1200	5.8	10.9	88	757	6.2	6.9	94				
ALICE	17050	3940	9.4	23.1	93	2129	10.2	12.5	101	1238	10.1	7.3	99				
AMERICAN PARADE	11998	2835	6.8	23.6	95	1537	7.4	12.8	103	648	5.3	5.4	74				
BENSON	19258	4422	10.6	23.0	92	2114	10.2	11.0	89	1386	11.3	7.2	98				
BLUE THUNDER	11478	2814	6.7	24.5	99	1401	6.7	12.2	98	918	7.5	8.0	109				
CAGNEY & LACEY	18263	4750	11.4	26.0	105	2187	10.5	12.0	97	1471	12.0	8.1	110				
CBS EVENING NEWS-DEAN	7733	1492	3.6	19.3	78	717	3.4	9.3	75	312	2.5	4.0	55				
CBS EVENING NEWS-RATHER	15653	3408	8.2	21.8	88	1501	7.2	9.6	77	919	7.5	5.9	80				
CBS SAT. NEWS-SCHIEFFER	8744	1950	4.7	22.3	90	966	4.6	11.0	89	455	3.7	5.2	71				
CBS SATURDAY NIGHT MOVIE	12000	2909	7.0	24.2	97	1456	7.0	12.1	98	956	7.8	8.0	109				
CBS WEDNESDAY NIGHT MOVIE	11522	2786	6.7	24.2	97	1366	6.6	11.9	96	784	6.4	6.8	93				
CHEERS	16818	4680	11.2	27.8	112	2287	11.0	13.6	110	1491	12.1	8.9	121				
DALLAS	37510	8596	20.6	22.9	92	4772	22.9	12.7	103	2478	20.2	6.6	90				
DIFF'RENT STROKES	11258	2803	6.7	24.9	100	1619	7.8	14.4	116	974	7.9	8.7	118				
DOUBLE TROUBLE	12248	2824	6.8	23.1	93	1686	8.1	13.8	111	943	7.7	7.7	105				
DUCK FACTORY	11100	2976	7.1	26.8	108	1603	7.7	14.4	116	958	7.8	8.6	118				
DUKES OF HAZZARD	12353	2973	7.1	24.1	97	1522	7.3	12.3	99	838	6.8	6.8	93				
DYNASTY	33279	7969	19.1	23.9	96	4071	19.6	12.2	99	2699	22.0	8.1	111				
FACTS OF LIFE	13410	3257	7.8	24.3	98	1874	9.0	14.0	113	940	7.7	7.0	96				
FALCON CREST	31093	7051	16.9	22.7	91	4105	19.7	13.2	106	1843	15.0	5.9	81				
FALL GUY	18649	4756	11.4	25.5	103	2242	10.8	12.0	97	1517	12.3	8.1	111				
FAMILY TIES	13101	3061	7.3	23.4	94	1693	8.1	12.9	104	957	7.8	7.3	100				
FANTASY ISLAND	13069	2916	7.0	22.3	90	1413	6.8	10.8	87	925	7.5	7.1	97				
FOULUPS, BLEEPES & BLUNDERS	16588	4045	9.7	24.4	98	1935	9.3	11.7	94	1135	9.2	6.8	93				
FOUR SEASONS	9302	2204	5.3	23.7	95	1000	4.8	10.8	87	655	5.3	7.0	96				
GTIMME A BREAK	13955	3090	7.4	22.1	89	1905	9.2	13.7	110	1139	9.3	8.2	111				
HART TO HART	15735	3655	8.8	23.2	93	1935	9.3	12.3	99	1035	8.4	6.6	90				
HILL STREET BLUES	18257	4844	11.6	26.5	107	2331	11.2	12.8	103	1370	11.2	7.5	102				
HOTEL	24236	5302	12.7	21.9	88	2794	13.4	11.5	93	1972	16.1	8.1	111				
JEFFERSONS	17010	3795	9.1	22.3	90	2141	10.3	12.6	102	1199	9.8	7.0	96				
JENNIFER SLEPT HERE	9397	2445	5.9	26.0	105	1398	6.7	14.9	120	715	5.8	7.6	104				
KATE & ALLIE	16762	4389	10.5	26.2	105	2220	10.7	13.2	107	1420	11.6	8.5	116				
KNIGHT RIDER	13164	3569	8.6	27.1	109	1646	7.9	12.5	101	1093	8.9	8.3	113				
LOVE BOAT	20400	4549	10.9	22.3	90	2103	10.1	10.3	83	1245	10.1	6.1	83				
MAGNUM PI	22543	5581	13.4	24.8	100	2417	11.6	10.7	86	1978	16.1	8.8	120				
MAMA'S FAMILY	9852	2267	5.4	23.0	93	1220	5.9	12.4	100	710	5.8	7.2	98				
MASTER, THE	8082	2028	4.9	25.1	101	937	4.5	11.6	93	527	4.3	6.5	89				
MATT HOUSTON	12881	3229	7.7	25.1	101	1462	7.0	11.4	92	1163	9.5	9.0	123				
NBC MONDAY NIGHT MOVIE	23889	6362	15.3	26.6	107	3410	16.4	14.3	115	1861	15.1	7.8	106				
NBC NIGHTLY NEWS	11156	2484	6.0	22.3	90	1317	6.3	11.8	95	796	6.5	7.1	97				
NBC NIGHTLY NEWS-SAT	7363	1483	3.6	20.1	81	732	3.5	9.9	80	475	3.9	6.5	88				
NBC NIGHTLY NEWS-SUN	6214	1237	3.0	19.9	80	673	3.2	10.8	87	462	3.8	7.4	102				
NBC SUNDAY NIGHT MOVIE	17590	4797	11.5	27.3	110	2658	12.8	15.1	122	1737	14.1	9.9	135				
NEWHART	16740	4400	10.6	26.3	106	2260	10.9	13.5	109	1446	11.8	8.6	118				
ONE DAY AT A TIME	11820	3180	7.6	26.9	108	1671	8.0	14.1	114	1028	8.4	8.7	119				
PEOPLE ARE FUNNY	9138	2426	5.8	26.5	107	1260	6.1	13.8	111	707	5.8	7.7	106				
REAL PEOPLE	15979	3550	8.5	22.2	89	1986	9.5	12.4	100	961	7.8	6.0	82				
REMINGTON STEELE	14395	3610	8.7	25.1	101	1873	9.0	13.0	105	1174	9.6	8.2	111				
RIPLEY'S BELIEVE IT - NOT	11362	2800	6.7	24.6	99	1328	6.4	11.7	94	948	7.7	8.3	114				
RIPTIDE	13920	3659	8.8	26.3	106	1822	8.8	13.1	106	1269	10.3	9.1	124				
SCARECROW & MRS. KING	17571	4516	10.8	25.7	103	2187	10.5	12.4	100	1439	11.7	8.2	112				
SIMON & SIMON	20208	4549	10.9	22.5	91	2219	10.7	11.0	89	1554	12.7	7.7	105				
60 MINUTES	27668	6199	14.9	24.2	90	3090	14.9	11.2	90	1653	13.5	6.0	82				
ST. ELSEWHERE	13699	3678	8.8	26.8	108	1957	9.4	14.3	115	1019	8.3	7.4	102				
THREE'S COMPANY	20632	5144	12.3	24.9	100	2509	12.1	12.2	98	1582	12.9	7.7	105				
T.J. HOOKER	17136	4224	10.1	24.6	99	2038	9.8	11.9	96	1233	10.0	7.2	98				
TONIGHT SHOW	9463	1206	2.9	24.3	98	682	3.3	13.7	111	452	3.7	9.1	124				
TRAPPER JOHN, M.D.	16332	3896	9.3	23.9	96	2130	10.2	13.0	105	1330	10.8	8.1	111				
TV BLOOPERS & PRAC. JOKES	18881	4673	11.2	24.7	100	2307	11.1	12.2	99	1478	12.0	7.8	107				
20/20	18315	4358	10.4	23.8	96	2081	10.0	11.4	92	1152	9.4	6.3	86				
WEBSTER	18722	4206	10.1	22.5	90	2160	10.4	11.5	93	1240	10.1	6.6	90				
WORLD NEWS - SUN	5327	1203	2.9	22.6	91	724	3.5	13.6	110	401	3.3	7.5	103				
YELLOW ROSE	8370	1913	4.6	22.9	92	1036	5.0	12.4	100	680	5.5	8.1	111				
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	6238	15.0	24.1	97	2940	14.1	11.4	92	1839	15.0	7.1	97				
BASKETBALL - COLLEGE GAMES	14468	4349	10.4	30.1	121	1949	9.4	13.5	109	1335	10.9	9.2	126				
BASKETBALL - PRO GAMES	12124	3298	7.9	27.2	109	1462	7.0	12.1	97	1305	10.6	10.8	147				
BOWLING	9412	2361	5.7	25.1	101	1322	6.4	14.0	113	802	6.5	8.5	116				
BOXING	15409	4208	10.1	27.3	110	1400	6.7	9.1	73	1080	8.8	7.0	96				
FOOTBALL - COLLEGE GAMES	21400	5719	13.7	26.7	107	2785	13.4	13.0	105	1669	13.6	7.8	106				
FOOTBALL - PRO GAMES	35944	10257	24.6	28.5	115	4404	21.2	12.3	99	2932	23.9	8.2	111				
GOLF	9759	2538	6.1	26.0	105	780	3.8	8.0	64	419	3.4	4.3	59				
POST-SEASON COLL. FOOTBALL	18123	5422	13.0	29.9	120	2086	10.0	11.5	93	1433	11.7	7.9	108				
POST-SEASON PRO FOOTBALL	22091	6512	15.6	29.5	119	2786	13.4	12.6	102	1761	14.3	8.0	109				

	TOTAL U.S. '000	ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	9284	100.0	11.7	100	8155	100.0	10.3	100	2206	100.0	2.8	100	8783	100.0	11.1	100
HOUSEHOLD HEADS	66405	6401	68.9	9.6	82	7572	92.9	11.4	111	1847	83.7	2.8	100	7430	84.6	11.2	101
18 - 24	13945	3716	40.0	26.6	228	*534	6.5	3.8	37	*409	18.5	2.9	105	1599	18.2	11.5	103
25 - 34	19334	3001	32.3	15.5	133	972	11.9	5.0	49	*449	20.4	2.3	83	2269	25.8	11.7	106
35 - 44	14196	1344	14.5	9.5	81	862	10.6	6.1	59	*463	21.0	3.3	117	1937	22.1	13.6	123
45 - 54	10896	550	5.9	5.0	43	1196	14.7	11.0	107	*295	13.4	2.7	97	1301	14.8	11.9	108
55 - 64	10378	*330	3.6	3.2	27	1785	21.9	17.2	167	*329	14.9	3.2	114	1019	11.6	9.8	89
65 OR OLDER	10514	*344	3.7	3.3	28	2806	34.4	26.7	259	*261	11.8	2.5	89	656	7.5	6.2	56
18 - 34	33279	6716	72.3	20.2	172	1505	18.5	4.5	44	858	38.9	2.6	93	3868	44.0	11.6	105
18 - 49	52904	8362	90.1	15.8	135	2899	35.5	5.5	53	1487	67.4	2.8	101	6436	73.3	12.2	110
25 - 54	44426	4895	52.7	11.0	94	3030	37.2	6.8	66	1207	54.7	2.7	98	5508	62.7	12.4	112
35 - 49	19625	1647	17.7	8.4	72	1394	17.1	7.1	69	629	28.5	3.2	115	2568	29.2	13.1	118
50 OR OLDER	26359	921	9.9	3.5	30	5256	64.5	19.9	194	719	32.6	2.7	98	2346	26.7	8.9	80
GRADUATED COLLEGE	15982	2017	21.7	12.6	108	1226	15.0	7.7	75	473	21.4	3.0	106	2513	28.6	15.7	142
ATTENDED COLLEGE	13629	1954	21.0	14.3	122	971	11.9	7.1	69	*369	16.7	2.7	97	1824	20.8	13.4	121
GRADUATED HIGH SCHOOL	28591	3848	41.4	13.5	115	2712	33.3	9.5	92	729	33.0	2.5	92	2894	33.0	10.1	91
DID NOT GRADUATE HIGH SCHOOL	21061	1465	15.8	7.0	59	3246	39.8	15.4	150	*635	28.8	3.0	108	1551	17.7	7.4	66
EMPLOYED FULL-TIME	52316	6184	66.6	11.8	101	3726	45.7	7.1	69	1416	64.2	2.7	97	6444	73.4	12.3	111
EMPLOYED PART-TIME	4113	883	9.5	21.5	183	*346	4.2	8.4	82	*216	9.8	5.3	189	*500	5.7	12.2	110
NOT EMPLOYED	22334	2217	23.9	9.7	83	4083	50.1	17.9	174	574	26.0	2.5	90	1839	20.9	8.1	73
PROFESSIONAL/MANAGER	15034	1673	18.0	11.1	95	981	12.0	6.5	63	*320	14.5	2.1	76	2286	26.0	15.2	137
TECH/CLERICAL/SALES	11255	1673	18.0	14.9	127	887	10.9	7.9	77	*391	17.7	3.5	125	1660	18.9	14.7	133
PRECISION/CRAFT	11607	1426	15.4	12.3	105	729	8.9	6.3	61	*283	12.8	2.4	88	1302	14.8	11.2	101
OTHER EMPLOYED	18534	2295	24.7	12.4	106	1476	18.1	8.0	77	638	28.9	3.4	124	1697	19.3	9.2	83
SINGLE	19562	4208	45.3	21.5	184	802	9.8	4.1	40	*505	22.9	2.6	93	2111	24.0	10.8	97
MARRIED	51896	4423	47.6	8.5	73	6283	77.0	12.1	118	1430	64.8	2.8	99	5996	68.3	11.6	104
DIVORCED/SEPARATED/WIDOWED	7804	652	7.0	8.4	71	1070	13.1	13.7	133	*271	12.3	3.5	125	676	7.7	8.7	78
PARENTS	25372	2998	32.3	11.8	101	1676	20.6	6.6	64	750	34.0	3.0	106	3551	40.4	14.0	126
WHITE	69458	8319	89.6	11.9	102	7405	90.8	10.6	103	1867	84.6	2.7	96	7909	90.0	11.4	102
BLACK	7909	816	8.8	10.3	88	675	8.3	8.5	83	*318	14.4	4.0	144	754	8.6	9.5	86
OTHER	1696	*149	1.6	8.8	75	*75	0.9	4.4	43	*22	1.0	1.3	47	*120	1.4	7.1	64
NORTHEAST-CENSUS	17202	1862	20.1	10.8	92	1780	21.8	10.3	101	*374	17.0	2.2	78	1751	19.9	10.2	92
NORTH CENTRAL	20461	2886	31.1	14.1	120	2204	27.0	10.8	105	*452	20.5	2.2	79	2369	27.0	11.6	104
SOUTH	26695	2424	26.1	9.1	78	3145	38.6	11.8	115	986	44.7	3.7	133	2725	31.0	10.2	92
WEST	14906	2112	22.7	14.2	121	1026	12.6	6.9	67	*394	17.9	2.6	95	1938	22.1	13.0	117
NORTHEAST-MKTG.	17962	1772	19.1	9.9	84	1791	22.0	10.0	97	463	21.0	2.6	93	1893	21.6	10.5	95
EAST CENTRAL	11741	1629	17.5	13.9	118	1249	15.3	10.6	103	*252	11.4	2.1	77	1384	15.8	11.8	106
WEST CENTRAL	13518	1812	19.5	13.4	114	1462	17.9	10.8	105	*265	12.0	2.0	70	1538	17.5	11.4	103
SOUTH	23168	2288	24.6	9.9	84	2802	34.4	12.1	118	847	38.4	3.7	131	2327	26.5	10.0	91
PACIFIC	12874	1783	19.2	13.8	118	851	10.4	6.6	64	*380	17.2	3.0	106	1641	18.7	12.7	115
COUNTY SIZE A	32596	3962	42.7	12.2	104	2639	32.4	8.1	79	996	45.1	3.1	110	3678	41.9	11.3	102
COUNTY SIZE B	23814	2887	31.1	12.1	104	2561	31.4	10.8	105	663	30.1	2.8	100	2811	32.0	11.8	107
COUNTY SIZE C	12663	1418	15.3	11.2	96	1423	17.4	11.2	109	*259	11.7	2.0	73	1346	15.3	10.6	96
COUNTY SIZE D	10190	1017	11.0	10.0	85	1533	18.8	15.0	146	*289	13.1	2.8	102	948	10.8	9.3	84
METRO CENTRAL CITY	23190	2792	30.1	12.0	103	2084	25.6	9.0	87	943	42.7	4.1	146	2161	24.6	9.3	84
METRO SUBURBAN	36920	4612	49.7	12.5	107	3427	42.0	9.3	90	731	33.1	2.0	71	4655	53.0	12.6	114
NON METRO	19152	1879	20.2	9.8	84	2644	32.4	13.8	134	*533	24.2	2.8	100	1967	22.4	10.3	93
TOP 5 ADI'S	18703	2264	24.4	12.1	103	1530	18.8	8.2	80	606	27.5	3.2	116	1972	22.5	10.5	95
TOP 10 ADI'S	26158	3048	32.8	11.7	99	2159	26.5	8.3	80	833	37.8	3.2	114	2688	30.6	10.3	93
TOP 20 ADI'S	36612	4476	48.2	12.2	104	3140	38.5	8.6	83	1081	49.0	3.0	106	4013	45.7	11.0	99
MSHLD INC. \$50,000 OR MORE	9326	928	10.0	10.0	85	471	5.8	5.1	49	*176	8.0	1.9	68	1364	15.5	14.6	132
\$40,000 OR MORE	18002	2134	23.0	11.9	101	1101	13.5	6.1	59	*426	19.3	2.4	85	2365	26.9	13.1	119
\$30,000 OR MORE	31361	4227	45.5	13.5	115	2235	27.4	7.1	69	725	32.9	2.3	83	4075	46.4	13.0	117
\$25,000 OR MORE	39858	5237	56.4	13.1	112	2991	36.7	7.5	73	933	42.3	2.3	84	5248	59.8	13.2	119
\$20,000 - \$24,999	8664	955	10.3	11.0	94	979	12.0	11.3	110	*249	11.3	2.9	103	1005	11.4	11.6	105
\$15,000 - \$19,999	7964	989	10.7	12.4	106	937	11.5	11.8	114	*303	13.7	3.8	137	625	7.1	7.8	71
\$10,000 - \$14,999	11093	954	10.3	8.6	73	1271	15.6	11.5	111	*374	17.0	3.4	121	996	11.3	9.0	81
UNDER \$10,000	11683	1149	12.4	9.8	84	1977	24.2	16.9	164	*347	15.7	3.0	107	908	10.3	7.8	70
HOUSEHOLD OF 1 PERSON	7453	812	8.7	10.9	93	869	10.7	11.7	113	*244	11.1	3.3	118	713	8.1	9.6	86
2 PEOPLE	24757	2056	22.1	8.3	71	3909	47.9	15.8	153	667	30.2	2.7	97	2351	26.8	9.5	86
3 OR 4 PEOPLE	32682	4052	43.6	12.4	106	2396	29.4	7.3	71	934	42.3	2.9	103	3864	44.0	11.8	107
5 OR MORE PEOPLE	14370	2364	25.5	16.5	140	982	12.0	6.8	66	*361	16.4	2.5	90	1854	21.1	12.9	116
NO CHILD IN MSHLD	46768	4753	51.2	10.2	87	6098	74.8	13.0	127	1268	57.5	2.7	97	4477	51.0	9.6	86
CHILD(REN) UNDER 2 YRS	4799	618	6.7	12.9	110	*229	2.8	4.8	46	*127	5.8	2.6	95	684	7.8	14.3	129
2 - 5 YEARS	11125	1410	15.2	12.7	108	632	7.7	5.7	55	*292	13.2	2.6	94	1313	14.9	11.8	107
6 - 11 YEARS	14193	2072	22.3	14.6	125	829	10.2	5.8	57	*379	17.2	2.7	96	1842	21.0	13.0	117
12 - 17 YEARS	17402	2431	26.2	14.0	119	1312	16.1	7.5	73	*451	20.4	2.6	93	2177	24.8	12.5	113
RESIDENCE OWNED	56398	5556	59.8	9.9	84	6503	79.7	11.5	112	1430	64.8	2.5	91	6598	75.1	11.7	106
VALUE: \$50,000 OR MORE	34811	3621	39.0	10.4	89	3300	40.5	9.5	92	777	35.2	2.2	80	4146	47.2	11.9	107
VALUE: UNDER \$50,000	21587	1935	20.8	9.0	77	3203	39.3	14.8	144	653	29.6	3.0	109	2452	27.9	11.4	103

AILMENTS - HAD IN THE LAST 12 MONTHS
(MALES)

			ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT				
			TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES			79263	9284	100.0	11.7	100	8155	100.0	10.3	100	2206	100.0	2.8	100	8783	100.0	11.1	100
MAGAZINES	QUINTILE 1	16033	2806	30.2	17.5	149	1213	14.9	7.6	74	*505	22.9	3.1	113	2213	25.2	13.8	125	
	QUINTILE 2	15354	1839	19.8	12.0	102	1436	17.6	9.4	91	*440	19.9	2.9	103	1910	21.7	12.4	112	
	QUINTILE 3	15888	1720	18.5	10.8	92	1373	16.8	8.6	84	*368	16.7	2.3	83	1567	17.8	9.9	89	
	QUINTILE 4	17310	1829	19.7	10.6	90	2175	26.7	12.6	122	*404	18.3	2.3	84	1957	22.3	11.3	102	
	QUINTILE 5	14677	1090	11.7	7.4	63	1958	24.0	13.3	130	*490	22.2	3.3	120	1136	12.9	7.7	70	
NEWSPAPERS	QUINTILE 1	15277	1899	20.5	12.4	106	1528	18.7	10.0	97	*426	19.3	2.8	100	1945	22.1	12.7	115	
	QUINTILE 2	22745	2293	24.7	10.1	86	2535	31.1	11.1	108	*553	25.1	2.4	87	2659	30.3	11.7	106	
	QUINTILE 3	10692	1332	14.3	12.5	106	1040	12.8	9.7	95	*298	13.5	2.8	100	1126	12.8	10.5	95	
	QUINTILE 4	11646	1629	17.5	14.0	119	1015	12.4	8.7	85	*315	14.3	2.7	97	1204	13.7	10.3	93	
	QUINTILE 5	18903	2131	23.0	11.3	96	2037	25.0	10.8	105	*615	27.9	3.3	117	1849	21.1	9.8	88	
OUTDOOR	QUINTILE 1	16620	2247	24.2	13.5	115	1296	15.9	7.8	76	*463	21.0	2.8	100	2034	23.2	12.2	110	
	QUINTILE 2	16377	2254	24.3	13.8	118	1596	19.6	9.7	95	*537	24.3	3.3	118	2128	24.2	13.0	117	
	QUINTILE 3	15995	1908	20.6	11.9	102	1759	21.6	11.0	107	*494	22.4	3.1	111	1560	17.8	9.8	88	
	QUINTILE 4	15592	1531	16.5	9.8	84	1605	19.7	10.3	100	*340	15.4	2.2	78	1634	18.6	10.5	95	
	QUINTILE 5	14679	1344	14.5	9.2	78	1899	23.3	12.9	126	*372	16.9	2.5	91	1427	16.2	9.7	88	
RADIO-DRIVE TIME	QUINTILE 1	15746	2224	24.0	14.1	121	1373	16.8	8.7	85	596	27.0	3.8	136	1727	19.7	11.0	99	
	QUINTILE 2	15067	1641	17.7	10.9	93	1633	20.0	10.8	105	*272	12.3	1.8	65	1742	19.8	11.6	104	
	QUINTILE 3	15631	1883	20.3	12.0	103	1341	16.4	8.6	83	*343	15.5	2.2	79	1701	19.4	10.9	98	
	QUINTILE 4	16245	1982	21.3	12.2	104	1631	20.0	10.0	98	*465	21.1	2.9	103	1977	22.5	12.2	110	
	QUINTILE 5	16573	1553	16.7	9.4	80	2177	26.7	13.1	128	*530	24.0	3.2	115	1636	18.6	9.9	89	
RADIO-MID- DAY	TERCILE 1	21788	2823	30.4	13.0	111	1901	23.3	8.7	85	643	29.1	3.0	106	2604	29.6	12.0	108	
	TERCILE 2	21151	2613	28.1	12.4	105	2529	31.0	12.0	116	591	26.8	2.8	100	2330	26.5	11.0	99	
	TERCILE 3	36323	3848	41.4	10.6	90	3724	45.7	10.3	100	973	44.1	2.7	96	3849	43.8	10.6	96	
RADIO-TOTAL	QUINTILE 1	15977	2395	25.8	15.0	128	1284	15.7	8.0	78	*510	23.1	3.2	115	1830	20.8	11.5	103	
	QUINTILE 2	15923	1822	19.6	11.4	98	1590	19.5	10.0	97	*464	21.0	2.9	105	1904	21.7	12.0	108	
	QUINTILE 3	14980	1818	19.6	12.1	104	1606	19.7	10.7	104	*311	14.1	2.1	75	1649	18.8	11.0	99	
	QUINTILE 4	17123	1876	20.2	11.0	94	1680	20.6	9.8	95	*412	18.7	2.4	86	1890	21.5	11.0	100	
	QUINTILE 5	15260	1372	14.8	9.0	77	1995	24.5	13.1	127	*508	23.0	3.3	120	1509	17.2	9.9	89	
TV-PRIME TIME	QUINTILE 1	15674	1767	19.0	11.3	96	1931	23.7	12.3	120	*377	17.1	2.4	86	1625	18.5	10.4	94	
	QUINTILE 2	15944	1619	17.4	10.2	87	1551	19.0	9.7	95	*435	19.7	2.7	98	1594	18.1	10.0	90	
	QUINTILE 3	16037	2024	21.8	12.6	108	1680	20.6	10.5	102	*520	23.6	3.2	117	2137	24.3	13.3	120	
	QUINTILE 4	15412	1777	19.1	11.5	98	1628	20.0	10.6	103	*499	22.6	3.2	116	1803	20.5	11.7	106	
	QUINTILE 5	16194	2097	22.6	12.9	111	1366	16.8	8.4	82	*376	17.0	2.3	83	1624	18.5	10.0	91	
TV-DAYTIME	TERCILE 1	19156	2099	22.6	11.0	94	2700	33.1	14.1	137	645	29.2	3.4	121	2118	24.1	11.1	100	
	TERCILE 2	19343	2507	27.0	13.0	111	1989	24.4	10.3	100	*509	23.1	2.6	95	1909	21.7	9.9	89	
	TERCILE 3	40764	4677	50.4	11.5	98	3467	42.5	8.5	83	1053	47.7	2.6	93	4756	54.2	11.7	105	
TV-TOTAL	QUINTILE 1	15844	1707	18.4	10.8	92	2264	27.8	14.3	139	*433	19.6	2.7	98	1635	18.6	10.3	93	
	QUINTILE 2	15767	1621	17.5	10.3	88	1749	21.4	11.1	108	*456	20.7	2.9	104	1674	19.1	10.6	96	
	QUINTILE 3	15775	1945	21.0	12.3	105	1402	17.2	8.9	86	*392	17.8	2.5	89	1615	18.4	10.2	92	
	QUINTILE 4	15903	1968	21.2	12.4	106	1555	19.1	9.8	95	*463	21.0	2.9	105	2081	23.7	13.1	118	
	QUINTILE 5	15974	2043	22.0	12.8	109	1185	14.5	7.4	72	*463	21.0	2.9	104	1778	20.2	11.1	100	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	21225	2862	30.8	13.5	115	1921	23.6	9.1	88	607	27.5	2.9	103	2623	29.9	12.4	112	
	NEWSPAPER IMPERATIVE	17728	2737	29.5	15.4	132	1267	15.5	7.1	69	*528	23.9	3.0	107	2125	24.2	12.0	108	
		22987	1884	20.3	8.2	70	2889	35.4	12.6	122	513	23.3	2.2	80	2574	29.3	11.2	101	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	16244	2516	27.1	15.5	132	1052	12.9	6.5	63	*469	21.3	2.9	104	2320	26.4	14.3	129	
	OUTDOOR IMPERATIVE	24016	2891	31.1	12.0	103	2397	29.4	10.0	97	683	31.0	2.8	102	2662	30.3	11.1	100	
		26020	2941	31.7	11.3	96	2846	34.9	10.9	106	755	34.2	2.9	104	2602	29.6	10.0	90	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	16918	2475	26.7	14.6	125	1359	16.7	8.0	78	*461	20.9	2.7	98	2017	23.0	11.9	108	
	RADIO IMPERATIVE	23456	3117	33.6	13.3	113	2091	25.6	8.9	87	663	30.1	2.8	102	3010	34.3	12.8	116	
		23900	2621	28.2	11.0	94	2523	30.9	10.6	103	670	30.4	2.8	101	2627	29.9	11.0	99	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15791	2195	23.6	13.9	119	1589	19.5	10.1	98	*517	23.4	3.3	118	1805	20.6	11.4	103	
	TELEVISION IMPERATIVE	25476	3578	38.5	14.0	120	1856	22.8	7.3	71	632	28.6	2.5	89	3270	37.2	12.8	116	
		25744	2168	23.4	8.4	72	3419	41.9	13.3	129	687	31.1	2.7	96	2396	27.3	9.3	84	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	17628	2340	25.2	13.3	113	1638	20.1	9.3	90	576	26.1	3.3	117	2318	26.4	13.1	119	
	OUTDOOR IMPERATIVE	26414	2590	27.9	9.8	84	3094	37.9	11.7	114	563	25.5	2.1	77	2890	32.9	10.9	99	
		23059	3175	34.2	13.8	118	1990	24.4	8.6	84	703	31.9	3.0	110	2494	28.4	10.8	98	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17996	2312	24.9	12.8	110	1728	21.2	9.6	93	536	24.3	3.0	107	2044	23.3	11.4	103	
	RADIO IMPERATIVE	26269	2696	29.0	10.3	88	3015	37.0	11.5	112	618	28.0	2.4	85	3170	36.1	12.1	109	
		21342	2878	31.0	13.5	115	1764	21.6	8.3	80	583	26.4	2.7	98	2381	27.1	11.2	101	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17359	1811	19.5	10.4	89	2164	26.5	12.5	121	*448	20.3	2.6	93	2166	24.7	12.5	113	
	TELEVISION IMPERATIVE	26889	3221	34.7	12.0	102	2362	29.0	8.8	85	698	31.6	2.6	93	3204	36.5	11.9	108	
		21698	2543	27.4	11.7	100	2516	30.9	11.6	113	682	30.9	3.1	113	1918	21.8	8.8	80	
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	16456	2337	25.2	14.2	121	1510	18.5	9.2	89	*509	23.1	3.1	111	2079	23.7	12.6	114	
	RADIO IMPERATIVE	25870	3095	33.3	12.0	102	2510	30.8	9.7	94	802	36.4	3						

	TOTAL U.S. '000	ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT			
		A '000	B %	C ACROSS DOWN	D INDX	A '000	B %	C ACROSS DOWN	D INDX	A '000	B %	C ACROSS DOWN	D INDX	A '000	B %	C ACROSS DOWN	D INDX
TOTAL MALES	79263	9284	100.0	11.7	100	8155	100.0	10.3	100	2206	100.0	2.8	100	8783	100.0	11.1	100
ATLANTIC MONTHLY	452	**22	0.2	4.9	42	**11	0.1	2.4	24	**46	2.1	10.2	366	**64	0.7	14.2	128
BARRON'S	1058	*146	1.6	13.8	118	**78	1.0	7.4	72	**72	3.3	6.8	245	*170	1.9	16.1	145
BETTER HOMES & GARDENS	4773	501	5.4	10.5	90	578	7.1	12.1	118	*179	8.1	3.8	135	735	8.4	15.4	139
BON APPETIT	1037	*136	1.5	13.1	112	**93	1.1	9.0	87	**104	4.7	10.0	360	*158	1.8	15.2	138
BUSINESS WEEK	3193	429	4.6	13.4	115	247	3.0	7.7	75	*158	7.2	4.9	178	400	4.6	12.5	113
CAR AND DRIVER	2705	609	6.6	22.5	192	**91	1.1	3.4	33	**123	5.6	4.5	163	293	3.3	10.8	98
CBS MAGAZINE NETWORK (GROSS)	5678	1346	14.5	23.7	202	**23	2.7	3.9	38	*417	18.9	7.3	264	752	8.6	13.2	120
CHANGING TIMES	1847	*199	2.1	10.8	92	*153	1.9	8.3	81	**87	3.9	4.7	169	*168	1.9	9.1	82
COLONIAL HOMES	492	**75	0.8	15.2	130	**32	0.4	6.5	63	**59	2.7	12.0	431	**55	0.6	11.2	101
CONDE NAST MAG. PKG. (GROSS)	2066	453	4.9	21.9	187	**77	0.9	3.7	36	**263	11.9	12.7	457	*162	1.8	7.8	71
CONSUMERS DIGEST	1719	*133	1.4	7.7	66	276	3.4	16.1	156	**76	3.4	4.4	159	*211	2.4	12.3	111
COSMOPOLITAN	1762	405	4.4	23.0	196	**100	1.2	5.7	55	**86	3.9	4.9	175	*187	2.1	10.6	96
COUNTRY LIVING	1110	*180	1.9	16.2	138	**112	1.4	10.1	98	**93	4.2	8.4	301	*95	1.1	8.6	77
CUISINE	660	**67	0.7	10.2	87	**39	0.5	5.9	57	**69	3.1	10.5	376	**88	1.0	13.3	120
CYCLE WORLD	1924	457	4.9	23.8	203	**53	0.6	2.8	27	**107	4.9	5.6	200	*299	3.4	15.5	140
DCI:CREATIVE IDEAS FOR LIV	437	**60	0.6	13.7	117	**69	0.8	15.8	153	**51	2.3	11.7	419	**27	0.3	6.2	56
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	*354	3.8	14.2	121	352	4.3	14.1	137	**170	7.7	6.8	245	274	3.1	11.0	99
DISCOVER	1279	*156	1.7	12.2	104	**103	1.3	8.1	78	**88	4.0	6.9	247	*154	1.8	12.0	109
EBONY	2898	302	3.3	10.4	89	218	2.7	7.5	73	**144	6.5	5.0	179	245	2.8	8.5	76
ESQUIRE	1384	*238	2.6	17.2	147	**86	1.1	6.2	60	**69	3.1	5.0	179	*187	2.1	13.5	122
ESSENCE	850	**106	1.1	12.5	106	**50	0.6	5.9	57	**69	3.1	8.1	292	**52	0.6	6.1	55
FAMILY CIRCLE	2430	*301	3.2	12.4	106	243	3.0	10.0	97	**108	4.9	4.4	160	*276	3.1	11.4	103
THE FAMILY HANDYMAN	2356	*220	2.4	9.3	80	230	2.8	9.8	95	**103	4.7	4.4	157	317	3.6	13.5	121
FAMILY WEEKLY	11533	1531	16.5	13.3	113	1409	17.3	12.2	119	*276	12.5	2.4	86	1486	16.9	12.9	116
FIELD & STREAM	7444	1111	12.0	14.9	127	765	9.4	10.3	100	*177	8.0	2.4	85	904	10.3	12.1	110
FOOD & WINE	416	**74	0.8	17.8	152	**36	0.4	8.7	84	**60	2.7	14.4	518	**52	0.6	12.5	113
FORBES	1865	194	2.1	10.4	89	*135	1.7	7.2	70	**90	4.1	4.8	173	289	3.3	15.5	140
FORTUNE	1849	248	2.7	13.4	115	*106	1.3	5.7	56	**79	3.6	4.3	154	248	2.8	13.4	121
GENTLEMEN'S QUARTERLY	2284	553	6.0	24.2	207	**75	0.9	3.3	32	**114	5.2	5.0	179	*175	2.0	7.7	69
GLAMOUR	538	**155	1.7	28.8	246	**22	0.3	4.1	40	**48	2.2	8.9	321	**38	0.4	7.1	64
GOLF DIGEST	1649	**224	2.4	13.6	116	*170	2.1	10.3	100	**142	6.4	8.6	309	244	2.8	14.8	134
GOLF DIGEST/TENNIS (GROSS)	2294	325	3.5	14.2	121	191	2.3	8.3	81	**191	8.7	8.3	299	313	3.6	13.6	123
GOLF MAGAZINE	1577	*217	2.3	13.8	117	*126	1.5	8.0	78	*70	3.2	4.4	159	*168	1.9	10.7	96
GOLF MAGAZINE/SKI (GROSS)	2487	341	3.7	13.7	117	*161	2.0	6.5	63	**130	5.9	5.2	188	271	3.1	10.9	98
GOOD HOUSEKEEPING	2569	349	3.8	13.6	116	280	3.4	10.9	106	**83	3.8	3.2	116	311	3.5	12.1	109
HARPER'S BAZAAR	431	**83	0.9	19.3	164	**18	0.2	4.2	41	**86	3.9	20.0	717	**37	0.4	8.6	77
HEALTH	788	**97	1.0	12.3	105	**137	1.7	17.4	169	**72	3.3	9.1	328	*165	1.9	20.9	189
HEARST MAG CORP. BUY (GROSS)	18781	2808	30.2	15.0	128	1538	18.9	8.2	80	1041	47.2	5.5	199	2356	26.8	12.5	113
HEARST MAN POWER (GROSS)	9169	1333	14.4	14.5	124	746	9.1	8.1	79	368	16.7	4.0	144	1299	14.8	14.2	128
HEARST WOMAN POWER (GROSS)	5452	860	9.3	15.8	135	522	6.4	9.6	93	*224	10.2	4.1	148	635	7.2	11.6	105
HOUSE BEAUTIFUL	1020	**104	1.1	10.2	87	**35	0.4	3.4	33	**94	4.3	9.2	331	**102	1.2	10.0	90
INC.	993	*117	1.3	11.8	101	**96	1.2	9.7	94	**77	3.5	7.8	279	*169	1.9	17.0	154
JET	2808	294	3.2	10.5	89	*192	2.4	6.8	66	*172	7.8	6.1	220	268	3.1	9.5	86
LADIES' HOME JOURNAL	1868	*277	3.0	14.8	127	*243	3.0	13.0	126	**79	3.6	4.2	152	*195	2.2	10.4	94
LHJ FAMILY GRP COMBO(GROSS)	3582	533	5.7	14.9	127	445	5.5	12.4	121	**227	10.3	6.3	228	469	5.3	13.1	118
LIFE	4817	823	8.9	17.1	146	352	4.3	7.3	71	*204	9.2	4.2	152	516	5.9	10.7	97
L.A. TIMES HOME MAGAZINE	1465	*237	2.6	16.2	138	**108	1.3	7.4	72	**39	1.8	2.7	96	*189	2.2	12.9	116
MADemoiselle	460	**122	1.3	26.5	226	**19	0.2	4.1	40	*68	3.1	14.8	531	**11	0.1	2.4	22
MC CALL'S	1764	*134	1.4	7.6	65	255	3.1	14.5	141	**121	5.5	6.9	246	*181	2.1	10.3	93
MC CALL'S/MRK MOTHER (GROSS)	2062	*158	1.7	7.7	65	272	3.3	13.2	128	**180	8.2	8.7	314	217	2.5	10.5	95
MECHANIX ILLUSTRATED	3625	439	4.7	12.1	103	256	3.1	7.1	69	**155	7.0	4.3	154	374	4.3	10.3	93
METROPOLITAN HOME	495	**126	1.4	25.5	217	**21	0.3	4.2	41	*68	3.1	13.7	494	*332	0.4	6.5	58
MONEY	3017	510	5.5	16.9	144	234	2.9	7.8	75	*153	6.9	5.1	182	421	4.8	14.0	126
MOTHER EARTH NEWS	1203	*152	1.6	12.6	108	**128	1.6	10.6	103	**104	4.7	8.6	311	*219	2.5	18.2	164
MS.	*257	**58	0.6	22.6	193	**1	0.0	0.4	4	**43	1.9	16.7	601	*232	0.4	12.5	112
NATIONAL ENQUIRER	6921	983	10.6	14.2	121	809	9.9	11.7	114	*220	10.0	3.2	114	734	8.4	10.6	96
NATIONAL GEOGRAPHIC	11626	1239	13.3	10.7	91	1264	15.5	10.9	106	325	14.7	2.8	100	1680	19.1	14.5	130
NATIONAL SUNDAY MAGAZINE PKG	49424	5978	64.4	12.1	103	5009	61.4	10.1	99	1331	60.3	2.7	97	5770	65.7	11.7	105
NATURAL HISTORY	753	**94	1.0	12.5	107	*27	0.3	3.6	35	**45	2.0	6.0	215	*98	1.1	13.0	117
NEW WOMAN	*296	**49	0.5	16.6	141	*14	0.2	4.7	46	*51	2.3	17.2	619	**28	0.3	9.5	85
NEW YORK INCLUDING CUE	541	**47	0.5	8.7	74	**21	0.3	3.9	38	*68	3.1	12.6	452	**71	0.8	13.1	118
THE NEW YORKER	1078	*84	0.9	7.8	67	*61	0.7	5.7	55	**93	4.2	8.6	310	*121	1.4	11.2	101
NEWSWEEK	9602	1376	14.8	14.3	122	693	8.5	7.2	70	319	14.5	3.3	119	1149	13.1	12.0	108
THE N.Y. TIMES DAILY EDITION	1376	*114	1.2	8.3	71	*86	1.1	6.3	61	*38	1.7	2.8	99	148	1.7	10.8	97
THE N.Y. TIMES MAGAZINE	2110	205	2.2	9.7	83	164	2.0	7.8	76	**83	3.8	3.9	141	194	2.2	9.2	83
OMNI	1927	391	4.2	20.3	173	**103	1.3	5.3	52	**107	4.9	5.6	200	*242	2.8	12.6	113
ON CABLE	911	*112	1.2	12.3	105	**62	0.8	6.8	66	*47	2.1	5.2	185	*113	1.3	12.4	112
1001 HOME IDEAS	927	*160	1.7	17.3	147	*66	0.8	7.1	69	**77	3.5	8.3	298	*110	1.3	11.9	107
ORGANIC GARDENING	1430	**131	1.4	9.2	78	237	2.9	16.6	161	**79	3.6	5.5	198	*175	2.0	12.2	110
OUTDOOR LIFE	4064	587	6.3	14.4	123	451	5.5	11.1	108	**113	5.1	2.8	100	528	6.0	13.0	117
PARADE MAGAZINE	24538	2778	29.9	11.3	97	2503	30.7	10.2	99	649	29.4	2.6	95	2757	31.4	11.2	101

	TOTAL U.S. '000	ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	9284	100.0	11.7	100	8155	100.0	10.3	100	2206	100.0	2.8	100	8783	100.0	11.1	100
PARENTS	1126	*235	2.5	20.9	178	**51	0.6	4.5	44	**80	3.6	7.1	255	*206	2.3	18.3	165
PENTHOUSE	4157	714	7.7	17.2	147	*163	2.0	3.9	38	*153	6.9	3.7	132	430	4.9	10.3	93
PEOPLE	7591	1362	14.7	17.9	153	458	5.6	6.0	59	*230	10.4	3.0	109	955	10.9	12.6	114
PLAYBOY	8379	1559	16.8	18.6	159	546	6.7	6.5	63	290	13.1	3.5	124	1191	13.6	14.2	128
POPULAR HOT RODDING	2110	518	5.6	24.5	210	**74	0.9	3.5	34	**102	4.6	4.8	174	*216	2.5	10.2	92
POPULAR MECHANICS	4850	645	6.9	13.3	114	421	5.2	8.7	84	**167	7.6	3.4	124	695	7.9	14.3	129
POPULAR SCIENCE	3397	441	4.8	13.0	111	343	4.2	10.1	98	**167	7.6	4.9	177	535	6.1	15.7	142
PREVENTION	1720	*210	2.3	12.2	104	212	2.6	12.3	120	**77	3.5	4.5	161	283	3.2	16.5	148
PSYCHOLOGY TODAY	1344	*228	2.5	17.0	145	**89	1.1	6.6	64	**81	3.7	6.0	217	*175	2.0	13.0	118
READER'S DIGEST	16016	1580	17.0	9.9	84	2024	24.8	12.6	123	464	21.0	2.9	104	2212	25.2	13.8	125
REDBOOK	1121	**106	1.1	9.5	81	*143	1.8	12.8	124	**55	2.5	4.9	176	**137	1.6	12.2	110
ROAD & TRACK	2161	554	6.0	25.6	219	**91	1.1	4.2	41	**124	5.6	5.7	206	*329	3.7	15.2	137
ROLLING STONE	1948	630	6.8	32.3	276	**56	0.7	2.9	28	**71	3.2	3.6	131	*229	2.6	11.8	106
RUNNER'S WORLD	899	**189	2.0	21.0	179	**40	0.5	4.4	43	**80	3.6	8.9	320	*239	2.7	26.6	240
SATURDAY EVENING POST	841	**71	0.8	8.4	72	*104	1.3	12.4	120	**48	2.2	5.7	205	**69	0.8	8.2	74
SCIENCE 84	841	**69	0.7	8.2	70	**110	1.3	13.1	127	**72	3.3	8.6	308	*159	1.8	18.9	171
SCIENCE DIGEST	1194	*236	2.5	19.8	169	**64	0.8	5.4	52	**78	3.5	6.5	235	*181	2.1	15.2	137
SCIENTIFIC AMERICAN	1379	*188	2.0	13.6	116	**57	0.7	4.1	40	**58	2.6	4.2	151	*199	2.3	14.4	130
SELF	436	**85	0.9	19.5	166	**9	0.1	2.1	20	**63	2.9	14.4	519	**48	0.5	11.0	99
SEVENTEEN	614	**191	2.1	31.1	266	**33	0.4	5.4	52	**58	2.6	9.4	339	**25	0.3	4.1	37
SKI	910	*125	1.3	13.7	117	**35	0.4	3.8	37	**60	2.7	6.6	237	**103	1.2	11.3	102
SMITHSONIAN	2937	364	3.9	12.4	106	196	2.4	6.7	65	*140	6.3	4.8	171	477	5.4	16.2	147
SOAP OPERA DIGEST	545	**82	0.9	15.0	128	**48	0.6	8.8	86	**60	2.7	11.0	396	**74	0.8	13.6	123
SOUTHERN LIVING	2054	*294	3.2	14.3	122	*283	3.5	13.8	134	**119	5.4	5.8	208	247	2.8	12.0	109
SPORT	2799	480	5.2	17.1	146	*252	3.1	9.0	88	**149	6.8	5.3	191	308	3.5	11.0	99
THE SPORTING NEWS	1938	354	3.8	18.3	156	**117	1.4	6.0	59	**85	3.9	4.4	158	*142	1.6	7.3	66
SPORTS AFIELD	3125	452	4.9	14.5	123	261	3.2	8.4	81	**124	5.6	4.0	143	423	4.8	13.5	122
SPORTS ILLUSTRATED	11159	1937	20.9	17.4	148	759	9.3	6.8	66	311	14.1	2.8	100	1458	16.6	13.1	118
STAR	4095	632	6.8	15.4	132	341	4.2	8.3	81	**145	6.6	3.5	127	369	4.2	9.0	81
SUNDAY	25169	3014	32.5	12.0	102	2417	29.6	9.6	93	748	33.9	3.0	107	2942	33.5	11.7	105
SUNSET	1294	**162	1.7	12.5	107	**87	1.1	6.7	65	**82	3.7	6.3	228	*274	3.1	21.2	191
TV GUIDE	18508	2733	29.4	14.8	126	1659	20.3	9.0	87	548	24.8	3.0	106	2399	27.3	13.0	117
TENNIS	645	**102	1.1	15.8	135	**21	0.3	3.3	32	**49	2.2	7.6	273	**69	0.8	10.7	97
TIME	12124	1901	20.5	15.7	134	971	11.9	8.0	78	461	20.9	3.8	137	1607	18.3	13.3	120
TOWN & COUNTRY	493	**80	0.9	16.2	139	**39	0.5	7.9	77	**67	3.0	13.6	488	**58	0.7	11.8	106
TRAVEL & LEISURE	1122	*120	1.3	10.7	91	**100	1.2	8.9	87	**53	2.4	4.7	170	*136	1.5	12.1	109
TRUE STORY	690	**114	1.2	16.5	141	**48	0.6	7.0	68	**49	2.2	7.1	255	**41	0.5	5.9	54
U.S. NEWS & WORLD REPORT	6571	888	9.6	13.5	115	717	8.8	10.9	106	*185	8.4	2.8	101	821	9.3	12.5	113
USA TODAY	3120	381	4.1	12.2	104	260	3.2	8.3	81	**98	4.4	3.1	113	366	4.2	11.7	106
US	1315	*302	3.3	23.0	196	**35	0.4	2.7	26	**61	2.8	4.6	167	*127	1.4	9.7	87
VOGUE	632	**91	1.0	14.4	123	**27	0.3	4.3	42	**84	3.8	13.3	478	**65	0.7	10.3	93
WALL STREET JOURNAL	4247	474	5.1	11.2	95	291	3.6	6.9	67	*125	5.7	2.9	106	610	6.9	14.4	130
WEIGHT WATCHERS	398	**84	0.9	21.1	180	**17	0.2	4.3	42	**4	0.2	1.0	36	**62	0.7	15.6	141
WOMAN'S DAY	1139	**61	0.7	5.4	46	*145	1.8	12.7	124	**64	2.9	5.6	202	*150	1.7	13.2	119
WORKING MOTHER	*298	**24	0.3	8.1	69	**17	0.2	5.7	55	**59	2.7	19.8	711	**37	0.4	12.4	112
WORKING WOMAN	327	**14	0.2	4.3	37	**42	0.5	12.8	125	**53	2.4	16.2	582	**55	0.6	16.8	152
WORLD TENNIS	397	**57	0.6	14.4	123	**7	0.1	1.8	17	**43	1.9	10.8	389	**32	0.4	8.1	73
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1850	19.9	19.2	164	579	7.1	6.0	58	543	24.6	5.6	202	1177	13.4	12.2	110
BLAIR INSERTS	43762	5227	56.3	11.9	102	4285	52.5	9.8	95	1193	54.1	2.7	98	5086	57.9	11.6	105
DAILY NEWSPAPERS																	
READ ANY	52459	5920	63.8	11.3	96	5431	66.6	10.4	101	1426	64.6	2.7	98	6067	69.1	11.6	104
READ ONE	41891	4677	50.4	11.2	95	4277	52.4	10.2	99	1170	53.0	2.8	100	4593	52.3	11.0	99
READ TWO OR MORE	10568	1243	13.4	11.8	100	1155	14.2	10.9	106	256	11.6	2.4	87	1475	16.8	14.0	126
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	6213	66.9	12.0	102	5225	64.1	10.1	98	1360	61.7	2.6	94	5944	67.7	11.4	103
READ ONE	44561	5302	57.1	11.9	102	4422	54.2	9.9	96	1139	51.6	2.6	92	4999	56.9	11.2	101
READ TWO OR MORE	7368	911	9.8	12.4	106	803	9.8	10.9	106	*221	10.0	3.0	108	944	10.7	12.8	116
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	29.63	34.22				26.54				30.43				31.84			
30 DAY REACH	71522	8472	91.3	11.8	101	7129	87.4	10.0	97	2001	90.7	2.8	101	7958	90.6	11.1	100
50 SHMG - 30 DAY AV FREQ	15.55	17.70				13.96				15.74				16.67			
30 DAY REACH	68168	8180	88.1	12.0	102	6778	83.1	9.9	97	1941	88.0	2.8	102	7590	86.4	11.1	100
25 SHMG - 30 DAY AV FREQ	8.43	9.41				7.75				8.43				8.82			
30 DAY REACH	62898	7714	83.1	12.3	105	6110	74.9	9.7	94	1813	82.2	2.9	104	7185	81.8	11.4	103
CABLE TV: HOME WIRED	31664	4305	46.4	13.6	116	3338	40.9	10.5	102	890	40.3	2.8	101	3910	44.5	12.3	111
HOME NOT WIRED	47599	4979	53.6	10.5	89	4817	59.1	10.1	98	1316	59.7	2.8	99	4872	55.5	10.2	92
HAVE PAY CABLE	17139	2674	28.8	15.6	133	1556	19.1	9.1	88	*497	22.5	2.9	104	2272	25.9	13.3	120

	TOTAL U.S. '000	ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	9284	100.0	11.7	100	8155	100.0	10.3	100	2206	100.0	2.8	100	8783	100.0	11.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	5779	62.2	12.1	104	4641	56.9	9.7	95	1283	58.2	2.7	97	5349	60.9	11.2	101
10:00 AM - 3:00 PM	29926	3920	42.2	13.1	112	3043	37.3	10.2	99	818	37.1	2.7	98	3420	38.9	11.4	103
3:00 PM - 7:00 PM	37666	4822	51.9	12.8	109	3343	41.0	8.9	86	1011	45.8	2.7	96	4602	52.4	12.2	110
7:00 PM - MIDNIGHT	18909	2991	31.1	15.3	131	1589	19.5	8.4	82	579	26.2	3.1	110	2105	24.0	11.1	100
MIDNIGHT - 6:00 AM	11822	1817	19.6	15.4	131	913	11.2	7.7	75	386	17.5	3.3	117	1492	17.0	12.6	114
6:00 AM - MIDNIGHT	63254	7812	84.1	12.4	105	6054	74.2	9.6	93	1734	78.6	2.7	98	7308	83.2	11.6	104
ENTIRE DAY	64057	7913	85.2	12.4	105	6127	75.1	9.6	93	1766	80.1	2.8	99	7395	84.2	11.5	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	2150	23.2	13.0	111	1575	19.3	9.5	92	422	19.1	2.5	91	1847	21.0	11.1	100
ALL NEWS	3542	295	3.2	8.3	71	369	4.5	10.4	101	**127	5.8	3.6	129	402	4.6	11.3	102
AOR/PROGRESSIVE	7465	1470	15.8	19.7	168	410	5.0	5.5	53	*181	8.2	2.4	87	729	8.3	9.8	88
BEAUTIFUL MUSIC	5061	667	7.2	13.2	113	541	6.6	10.7	104	**116	5.3	2.3	82	658	7.5	13.0	117
BLACK	1914	*217	2.3	11.3	97	*148	1.8	7.7	75	**115	5.2	6.0	216	*270	3.1	14.1	127
CLASSICAL	2304	282	3.0	12.2	104	240	2.9	10.4	101	*82	3.7	3.6	128	331	3.8	14.4	130
CHR/ROCK	10663	1870	20.1	17.5	150	637	7.8	6.0	58	*241	10.9	2.3	81	1300	14.8	12.2	110
COUNTRY	13919	1338	14.4	9.6	82	1710	21.0	12.3	119	396	18.0	2.8	102	1703	19.4	12.2	110
GOLDEN OLDIES	2040	283	3.0	13.9	118	*140	1.7	6.9	67	*445	2.0	2.2	79	*231	2.6	11.3	102
MOR/NOSTALGIA	5105	547	5.9	10.7	91	507	6.2	9.9	97	*127	5.8	2.5	89	540	6.1	10.6	95
NEWS/TALK	4764	398	4.3	8.4	71	528	6.5	11.1	108	*185	8.4	3.9	140	554	6.3	11.6	105
RELIGIOUS	2164	*274	3.0	12.7	108	*229	2.8	10.6	103	*442	1.9	1.9	70	*254	2.9	11.7	106
SOFT ROCK	623	**92	1.0	14.8	126	**29	0.4	4.7	45	*226	1.2	4.2	150	*662	0.7	10.0	90
URBAN CONTEMPORARY	1331	**117	1.3	8.8	75	*100	1.2	7.5	73	*104	4.7	7.8	281	*113	1.3	8.5	77
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	649	7.0	20.4	174	*235	2.9	7.4	72	**124	5.6	3.9	140	367	4.2	11.5	104
ABC DIRECTION	2724	249	2.7	9.1	78	330	4.0	12.1	118	*77	3.5	2.8	102	406	4.6	14.9	135
ABC ENTERTAINMENT	5256	528	5.7	10.0	86	646	7.9	12.3	119	*135	6.1	2.6	92	708	8.1	13.5	122
ABC FM	2263	413	4.4	18.3	156	*81	1.0	3.6	35	*87	3.9	3.8	138	*280	3.2	12.4	112
ABC INFORMATION	5618	642	6.9	11.4	98	747	9.2	13.3	129	*186	8.4	3.3	119	624	7.1	11.1	100
ABC ROCK	2857	532	5.7	18.6	159	*97	1.2	3.4	33	*73	3.3	2.6	92	281	3.2	9.8	89
CBS	5953	590	6.4	9.9	85	768	9.4	12.9	125	*194	8.8	3.3	117	755	8.6	12.7	114
MUTUAL	4979	444	4.8	8.9	76	530	6.5	10.6	103	*200	9.1	4.0	144	565	6.4	11.3	102
NBC	7279	722	7.8	9.9	85	858	10.5	11.8	115	*159	7.2	2.2	78	676	7.7	9.3	84
RADIORADIO	2389	328	3.5	13.7	117	*96	1.2	4.0	39	*43	1.9	1.8	65	204	2.3	8.5	77
RKO ONE	2583	437	4.7	16.9	144	*147	1.8	5.7	55	*107	4.9	4.1	149	384	4.4	14.9	134
RKO TWO	3674	427	4.6	11.6	99	389	4.8	10.6	103	*162	7.3	4.4	158	658	7.5	17.9	162
THE SOURCE	3514	577	6.2	16.4	140	*285	3.5	8.1	79	*65	2.9	1.8	66	345	3.9	9.8	89
NON-WIRED: BLAIR	9864	1369	14.7	13.9	118	1035	12.7	10.5	102	*231	10.5	2.3	84	1228	14.0	12.4	112
INTERNET	13522	1854	20.0	13.7	117	1055	12.9	7.8	76	413	18.7	3.1	110	1523	17.3	11.3	102
KATZ RADIO GROUP	19321	2399	25.8	12.4	106	1850	22.7	9.6	93	506	22.9	2.6	94	2307	26.3	11.9	108
SUPERNET	10739	1473	15.9	13.7	117	1021	12.5	9.5	92	342	15.5	3.2	114	1219	13.9	11.4	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	463	5.0	9.1	77	616	7.6	12.1	117	126	5.7	2.5	89	533	6.1	10.4	94
WKDAY 9:00 AM - 1:00 PM	5383	542	5.8	10.1	86	729	8.9	13.5	132	177	8.0	3.3	118	583	6.6	10.8	98
WKDAY 1:00 PM - 4:30 PM	6469	703	7.6	10.9	93	901	11.0	13.9	135	184	8.3	2.8	102	754	8.6	11.7	105
WKDAY 4:30 PM - 7:30 PM	19661	2157	23.2	11.0	94	2433	29.8	12.4	120	506	22.9	2.6	92	2022	23.0	10.3	93
WKDAY 7:30 PM - 8:00 PM	27579	2987	32.2	10.8	92	3241	39.7	11.8	114	737	33.4	2.7	96	2891	32.9	10.5	95
WKDAY 11:00 PM - 11:30 PM	22964	2638	28.4	11.5	98	2801	34.3	12.2	119	633	28.7	2.8	99	2534	28.9	11.0	100
WKDAY 11:30 PM - 1:00 AM	8158	996	10.7	12.2	104	955	11.7	11.7	114	194	8.8	2.4	85	933	10.6	11.4	103
M-SAT 8-11 PM-SUN 7-11 PM	30140	3387	36.5	11.2	96	3315	40.6	11.0	107	817	37.0	2.7	97	3282	37.4	10.9	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	275	3.0	13.4	115	189	2.3	9.2	90	**54	2.4	2.6	95	253	2.9	12.4	111
ANOTHER WORLD	N 1214	111	1.2	9.1	78	126	1.5	10.4	101	*64	2.9	5.3	189	127	1.4	10.5	94
AS THE WORLD TURNS	C 1740	*154	1.7	8.9	76	351	4.3	20.2	196	*50	2.3	2.9	103	207	2.4	11.9	107
CAPITOL	C 1016	*70	0.8	6.9	59	*138	1.7	13.6	132	*30	1.4	3.0	106	*182	2.1	17.9	162
CBS MORN. NEWS 1	C 1203	*116	1.2	9.6	82	177	2.2	14.7	143	*29	1.3	2.4	87	128	1.5	10.6	96
CBS MORN. NEWS 2	C 773	*550	0.5	6.5	55	165	2.0	21.3	207	*16	0.7	2.1	74	*115	1.3	14.9	134
DAYS OF OUR LIVES	N 1629	147	1.6	9.0	77	291	3.6	17.9	174	*74	3.4	4.5	163	142	1.6	8.7	79
FACTS OF LIFE - DAYTIME	N 961	*116	1.2	12.1	103	68	0.8	7.1	69	*41	1.9	4.3	153	*130	1.5	13.5	122
FAMILY FEUD	A 1390	*140	1.5	10.1	86	230	2.8	16.5	161	*36	1.6	2.6	93	163	1.9	11.7	106
GENERAL HOSPITAL	A 1463	179	1.9	12.2	104	188	2.3	12.9	125	*12	0.5	0.8	29	132	1.5	9.0	81
GOOD MORNING, AMERICA-730A	A 1705	109	1.2	6.4	55	253	3.1	14.8	144	*54	2.4	3.2	114	162	1.8	9.5	86
GOOD MORNING, AMERICA-830A	A 889	*58	0.6	6.5	56	135	1.7	15.2	148	*26	1.2	2.9	105	84	1.0	9.4	85
GUIDING LIGHT	C 1754	*129	1.4	7.4	63	363	4.5	20.7	201	*45	2.0	2.6	92	260	3.0	14.8	134
ONE LIFE TO LIVE	A 1100	146	1.6	13.3	113	134	1.6	12.2	118	*14	0.6	1.3	46	*129	1.5	11.7	106
PRESS YOUR LUCK	C 1222	*117	1.3	9.6	82	171	2.1	14.0	136	*44	2.0	3.6	129	*120	1.4	9.8	89
PRICE IS RIGHT 1	C 2692	220	2.4	8.2	70	407	5.0	15.1	147	*77	3.5	2.9	103	267	3.0	9.9	90
PRICE IS RIGHT 2	C 2764	220	2.4	8.0	68	399	4.9	14.4	140	*89	4.0	3.2	116	276	3.1	10.0	90
RYAN'S HOPE	A 880	*140	1.5	15.9	136	*121	1.5	13.8	134	*28	1.3	3.2	114	</			

AILMENTS - HAD IN THE LAST 12 MONTHS
(MALES)

	TOTAL U.S. '000	ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	9284	100.0	11.7	100	8155	100.0	10.3	100	2206	100.0	2.8	100	8783	100.0	11.1	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	2636	28.4	10.8	93	3330	40.8	13.7	133	663	30.1	2.7	98	2341	26.7	9.6	87
NETWORK AFFILIATES - LATE	17197	1921	20.7	11.2	95	2166	26.6	12.6	122	466	21.1	2.7	97	1810	20.6	10.5	95
INDEPENDENTS - LATE	2887	323	3.5	11.2	96	335	4.1	11.6	113	81	3.7	2.8	101	265	3.0	9.2	83
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 11301	1190	12.8	10.5	90	1379	16.9	12.2	119	316	14.3	2.8	100	1238	14.1	11.0	99
ABC MONDAY NIGHT MOVIE	A 4379	555	6.0	12.7	108	465	5.7	10.6	103	*131	5.9	3.0	107	475	5.4	10.8	98
ABC SUNDAY NIGHT MOVIE	A 9910	1271	13.7	12.8	109	1100	13.5	11.1	108	285	12.9	2.9	103	1089	12.4	11.0	99
ABC WORLD NEWS TONIGHT	A 6212	786	8.5	12.7	108	751	9.2	12.1	118	200	9.1	3.2	116	533	6.1	8.6	77
AFTERMASH	C 4575	457	4.9	10.0	85	604	7.4	13.2	128	**160	7.3	3.5	126	479	5.5	10.5	94
ALICE	C 6777	707	7.6	10.4	89	794	9.7	11.7	114	*219	9.9	3.2	116	732	8.3	10.8	97
AMERICAN PARADE	C 4868	402	4.3	8.3	71	670	8.2	13.8	134	*151	6.8	3.1	111	570	6.5	11.7	106
BENSON	A 7593	742	8.0	9.8	83	821	10.1	10.8	105	*178	8.1	2.3	84	817	9.3	10.8	97
BLUE THUNDER	A 6036	572	6.2	9.5	81	604	7.4	10.0	97	*134	6.1	2.2	80	641	7.3	10.6	96
CAGNEY & LACEY	C 7698	733	7.9	9.5	81	935	11.5	12.1	118	*204	9.2	2.7	95	830	9.5	10.8	97
CBS EVENING NEWS-DEAN	C 4066	469	5.1	11.5	98	623	7.6	15.3	149	**110	5.0	2.7	97	424	4.8	10.4	94
CBS EVENING NEWS-RATHER	C 8092	799	8.6	9.9	84	1200	14.7	14.8	144	219	9.9	2.7	97	789	9.0	9.8	88
CBS SAT. NEWS-SCHIEFFER	C 4795	467	5.0	9.7	83	830	10.2	17.3	168	*143	6.5	3.0	107	410	4.7	8.6	77
CBS SATURDAY NIGHT MOVIE	C 6034	639	6.9	10.6	90	556	6.8	9.2	90	*122	5.5	2.0	73	761	8.7	12.6	114
CBS WEDNESDAY NIGHT MOVIE	C 4993	663	7.1	13.3	113	584	7.2	11.7	114	*80	3.6	1.6	58	602	6.9	12.1	109
CHEERS	N 6976	948	10.2	13.6	116	664	8.1	9.5	93	205	9.3	2.9	106	884	10.1	12.7	114
DALLAS	C 13575	1167	12.6	8.6	73	1616	19.8	11.9	116	485	22.0	3.6	128	1404	16.0	10.3	93
DIFF'RENT STROKES	N 3684	408	4.4	11.1	95	484	5.9	13.1	128	**72	3.3	2.0	70	446	5.1	12.1	109
DOUBLE TROUBLE	N 4462	502	5.4	11.3	96	490	6.0	11.0	107	*158	7.2	3.5	127	528	6.0	11.8	107
DUCK FACTORY	N 4810	593	6.4	12.3	105	511	6.3	10.6	103	*190	8.6	4.0	142	713	8.1	14.8	134
DUKES OF HAZZARD	C 5951	623	6.7	10.5	89	837	10.3	14.1	137	*139	6.3	2.3	84	676	7.7	11.4	103
DYNASTY	A 11325	1387	14.9	12.2	105	1194	14.6	10.5	102	241	10.9	2.1	76	1204	13.7	10.6	96
FACTS OF LIFE	N 4512	513	5.5	11.4	97	605	7.4	13.4	130	*143	6.5	3.2	114	545	6.2	12.1	109
FALCON CREST	C 9215	888	9.6	9.6	82	1199	14.7	13.0	126	*298	13.5	3.2	116	790	9.0	8.6	77
FALL GUY	A 8604	1043	11.2	12.1	103	762	9.3	8.9	86	223	10.1	2.6	93	904	10.3	10.5	95
FAMILY TIES	N 4179	426	4.6	10.2	87	506	6.2	12.1	118	*112	5.1	2.7	96	483	5.5	11.6	104
FANTASY ISLAND	A 4781	479	5.2	10.0	86	477	5.8	10.0	97	*163	7.4	3.4	122	590	6.7	12.3	111
FOULUPS, BLEEP & BLUNDERS	A 6697	845	9.1	12.6	108	622	7.6	9.3	90	*166	7.5	2.5	89	858	9.8	12.8	116
FOUR SEASONS	C 3873	*392	4.2	10.1	86	513	6.3	13.2	129	**172	7.8	4.4	160	423	4.8	10.9	99
GIMME A BREAK	N 4310	428	4.6	9.9	85	584	7.2	13.5	132	**97	4.4	2.3	81	427	4.9	9.9	89
HART TO HART	A 5751	579	6.2	10.1	86	631	7.7	11.0	107	*198	9.0	3.4	124	584	6.6	10.2	92
HILL STREET BLUES	N 8568	983	10.6	11.5	98	898	11.0	10.5	102	202	9.2	2.4	85	976	11.1	11.4	103
HOTEL	A 8801	870	9.4	9.9	84	991	12.2	11.3	109	*187	8.5	2.1	76	824	9.4	9.4	84
JEFFERSONS	C 6978	626	6.7	9.0	77	910	11.2	13.0	127	*225	10.2	3.2	116	773	8.8	11.1	100
JENNIFER SLEPT HERE	N 3021	323	3.5	10.7	91	361	4.4	11.9	116	*87	3.9	2.9	103	386	4.4	12.8	115
KATE & ALLIE	C 6811	800	8.6	11.7	100	681	8.4	10.0	97	*210	9.5	3.1	111	872	9.9	12.8	116
KNIGHT RIDER	N 5256	541	5.8	10.3	88	575	7.1	10.9	106	*138	6.3	2.6	94	646	7.4	12.3	111
LOVE BOAT	A 7174	676	7.3	9.4	80	813	10.0	11.3	110	*228	10.3	3.2	114	752	8.6	10.5	95
MAGNUM PI	C 10438	1205	13.0	11.5	99	1114	13.7	10.7	104	258	11.7	2.5	89	1086	12.4	10.4	94
MAMA'S FAMILY	N 3488	285	3.1	8.2	70	487	6.0	14.0	136	**102	4.6	2.9	105	455	5.2	13.0	118
MASTER, THE	N 4127	358	3.9	8.7	74	461	5.7	11.2	109	*91	4.1	2.2	79	513	5.8	12.4	112
MATT HOUSTON	A 5978	709	7.6	11.9	101	597	7.3	10.0	97	*137	6.2	2.3	82	655	7.5	11.0	99
NBC MONDAY NIGHT MOVIE	N 10446	1255	13.5	12.0	103	937	11.5	9.0	87	239	10.8	2.3	82	1245	14.2	11.9	108
NBC NIGHTLY NEWS	N 5571	512	5.5	9.2	78	721	8.8	12.9	126	139	6.3	2.5	90	587	6.7	10.5	95
NBC NIGHTLY NEWS-SAT	N 3675	349	3.8	9.5	81	589	7.2	16.0	156	*109	4.9	3.0	107	368	4.2	10.0	90
NBC NIGHTLY NEWS-SUN	N 2905	*225	2.4	7.7	66	418	5.1	14.4	140	*668	3.1	2.3	84	267	3.0	9.2	83
NBC SUNDAY NIGHT MOVIE	N 8352	1125	12.1	13.5	115	832	10.2	10.0	97	*195	8.8	2.3	84	958	10.9	11.5	104
NEWMART	C 6864	767	8.3	11.2	95	807	9.9	11.8	114	*221	10.0	3.2	116	931	10.6	13.6	122
ONE DAY AT A TIME	C 3866	398	4.3	10.3	88	533	6.5	13.8	134	*85	3.9	2.2	79	496	5.6	12.8	116
PEOPLE ARE FUNNY	N 3956	356	3.8	9.0	77	556	6.8	14.1	137	*121	5.5	3.1	110	502	5.7	12.7	115
REAL PEOPLE	N 6305	510	5.5	8.1	69	857	10.5	13.6	132	*152	6.9	2.4	87	678	7.7	10.8	97
REMINGTON STEELE	N 5884	594	6.4	10.1	86	614	7.5	10.4	101	*154	7.0	2.6	94	663	7.5	11.3	102
RIPLY'S BELIEVE IT - NOT	A 5706	551	5.9	9.7	82	507	6.2	8.9	86	*216	9.8	3.8	136	695	7.9	12.2	110
RIPTIDE	N 6202	605	6.5	9.8	83	745	9.1	12.0	117	*154	7.0	2.5	89	565	6.4	9.1	82
SCARECROW & MRS. KING	C 6513	676	7.3	10.4	89	701	8.6	10.8	105	*173	7.8	2.7	95	733	8.3	11.3	102
SIMON & SIMON	C 8593	960	10.3	11.2	95	813	10.0	9.5	92	*171	7.8	2.0	72	808	9.2	9.4	85
60 MINUTES	C 13342	1342	14.5	10.1	86	1779	21.8	13.3	130	370	16.8	2.8	100	1464	16.7	11.0	99
ST. ELSEWHERE	N 6029	803	8.6	13.3	114	633	7.8	10.5	102	*224	10.2	3.7	133	766	8.7	12.7	115
THREE'S COMPANY	A 8565	995	10.7	11.6	99	850	10.4	9.9	96	*200	9.1	2.3	84	1049	11.9	12.2	111
T.J. HOOKER	A 7400	710	7.6	9.6	82	969	11.9	13.1	127	324	14.7						

	TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
		DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS		
TOTAL MALES	79263	14680	100.0	18.5	100	35677	100.0	45.0	100	6910	100.0	8.7	100	17707	100.0	22.3	100
HOUSEHOLD HEADS	66405	12595	85.8	19.0	102	29695	83.2	44.7	99	5953	86.2	9.0	103	14863	83.9	22.4	100
18 - 24	13945	2529	17.2	18.1	98	6596	18.5	47.3	105	939	13.6	6.7	77	3240	18.3	23.2	104
25 - 34	19334	3696	25.2	19.1	103	10069	28.2	52.1	116	1625	23.5	8.4	96	4925	27.8	25.5	114
35 - 44	14196	2902	19.8	20.4	110	7382	20.7	52.0	116	1173	17.0	8.3	95	3410	19.3	24.0	108
45 - 54	10896	2077	14.1	19.1	103	4806	13.5	44.1	98	843	12.2	7.7	80	2286	12.9	21.0	94
55 - 64	10378	1827	12.4	17.6	95	3759	10.5	36.2	80	839	12.1	8.1	93	1934	10.9	18.6	83
65 OR OLDER	10514	1649	11.2	15.7	85	3066	8.6	29.2	65	1490	21.6	14.2	163	1912	10.8	18.2	81
18 - 34	33279	6225	42.4	18.7	101	16665	46.7	50.1	111	2564	37.1	7.7	88	8165	46.1	24.5	110
18 - 49	52904	10130	69.0	19.1	103	26524	74.3	50.1	111	4168	60.3	7.9	90	12678	71.6	24.0	107
25 - 54	44426	8676	59.1	19.5	105	22257	62.4	50.1	111	3641	52.7	8.2	94	10621	60.0	23.9	107
35 - 49	19625	3905	26.6	19.9	107	9859	27.6	50.2	112	1604	23.2	8.2	94	4514	25.5	23.0	103
50 OR OLDER	26359	4550	31.0	17.3	93	9154	25.7	34.7	77	2742	39.7	10.4	119	5029	28.4	19.1	85
GRADUATED COLLEGE	15982	2789	19.0	17.5	94	8523	23.9	53.3	118	1342	19.4	8.4	96	3888	22.0	24.3	109
ATTENDED COLLEGE	13629	2297	15.6	16.9	91	6674	18.7	49.0	109	1002	14.5	7.4	84	3212	18.1	23.6	105
GRADUATED HIGH SCHOOL	28591	5756	39.2	20.1	109	12615	35.4	44.1	98	2398	34.7	8.4	96	6011	33.9	21.0	94
DID NOT GRADUATE HIGH SCHOOL	21061	3838	26.1	18.2	98	7866	22.0	37.3	83	2167	31.4	10.3	118	4596	26.0	21.8	98
EMPLOYED FULL-TIME	52316	10101	68.8	19.3	104	25327	71.0	48.4	108	4119	59.6	7.9	90	12397	70.0	23.7	106
EMPLOYED PART-TIME	4113	739	5.0	18.0	97	1844	5.2	44.8	100	*303	4.4	7.4	85	874	4.9	21.2	95
NOT EMPLOYED	22834	3840	26.2	16.8	91	8506	23.8	37.3	83	1488	36.0	10.9	125	4437	25.1	19.4	87
PROFESSIONAL/MANAGER	15034	2598	17.7	17.3	93	8181	22.9	54.4	121	1242	18.0	8.3	95	3650	20.6	24.3	109
TECH/CLERICAL/SALES	11255	1807	12.3	16.1	87	5187	14.5	46.1	102	890	12.9	7.9	91	2470	13.9	21.9	98
PRECISION/CRAFT	11607	2487	16.9	21.4	116	5284	14.8	45.5	101	989	14.3	8.5	98	2783	15.7	24.0	107
OTHER EMPLOYED	18534	3948	26.9	21.3	115	8520	23.9	46.0	102	1301	18.8	7.0	81	4368	24.7	23.6	105
SINGLE	19562	3125	21.3	16.0	86	9018	25.3	46.1	102	1326	19.2	6.8	78	4182	23.6	21.4	96
MARRIED	51896	10155	69.2	19.6	106	23609	66.2	45.5	101	4998	72.3	9.6	110	12027	67.9	23.2	104
DIVORCED/SEPARATED/WIDOWED	7804	1400	9.5	17.9	97	3051	8.6	39.1	87	588	8.5	7.5	86	1498	8.5	19.2	86
PARENTS	25372	5210	35.5	20.5	111	13335	37.4	52.6	117	2028	29.3	8.0	92	6732	38.0	26.5	119
WHITE	69658	13168	89.7	18.9	102	31634	88.7	45.4	101	6051	87.6	8.7	100	15767	89.0	22.6	101
BLACK	7909	1334	9.1	16.9	91	3164	8.9	40.0	89	752	10.9	9.5	109	1542	8.7	19.5	87
OTHER	1696	**178	1.2	10.5	57	880	2.5	51.9	115	**107	1.5	6.3	72	*398	2.2	23.5	105
NORTHEAST-CENSUS	17202	3249	22.1	18.9	102	8255	23.1	48.0	107	1197	17.3	7.0	80	3965	22.4	23.0	103
NORTH CENTRAL	20461	3688	25.1	18.0	97	9740	27.3	47.6	106	1755	25.4	8.6	98	4768	26.9	23.3	104
SOUTH	26695	5232	35.6	19.6	106	11151	31.3	41.8	93	2818	40.8	10.6	121	5561	31.4	20.8	93
WEST	14906	2510	17.1	16.8	91	6531	18.3	43.8	97	1139	16.5	7.6	88	3413	19.3	22.9	102
NORTHEAST-MKTG.	17962	3320	22.6	18.5	100	8351	23.4	46.5	103	1232	17.8	6.9	79	4004	22.6	22.3	100
EAST CENTRAL	11741	2187	14.9	18.6	101	5428	15.2	46.2	103	927	13.4	7.9	91	2472	14.0	21.1	94
WEST CENTRAL	13518	2449	16.7	18.1	98	6409	18.0	47.4	105	1182	17.1	8.7	100	3350	18.9	24.8	111
SOUTH	23168	4647	31.7	20.1	108	9956	27.9	43.0	95	2541	36.8	11.0	126	4961	28.0	21.4	96
PACIFIC	12874	2077	14.1	16.1	87	5533	15.5	43.0	95	1028	14.9	8.0	92	2920	16.5	22.7	102
COUNTY SIZE A	32596	5567	37.9	17.1	92	13941	39.1	42.8	95	2587	37.4	7.9	91	7006	39.6	21.5	96
COUNTY SIZE B	23814	4335	29.5	18.2	98	11469	32.1	48.2	107	1971	28.5	8.3	95	5768	32.6	24.2	108
COUNTY SIZE C	12663	2360	16.1	18.6	101	5440	15.2	43.0	95	1158	16.8	9.1	105	2640	14.9	20.8	93
COUNTY SIZE D	10190	2418	16.5	23.7	128	4827	13.5	47.4	105	1193	17.3	11.7	134	2294	13.0	22.5	101
METRO CENTRAL CITY	23190	3755	25.6	16.2	87	10192	28.6	43.9	98	1748	25.3	7.5	86	5114	28.9	22.1	99
METRO SUBURBAN	36920	6661	45.4	18.0	97	16994	47.6	46.0	102	3185	46.1	8.6	99	8339	47.1	22.6	101
NON METRO	19152	4264	29.0	22.3	120	8491	23.8	44.3	98	1976	28.6	10.3	118	4254	24.0	22.2	99
TOP 5 ADI'S	18703	3195	21.8	17.1	92	8212	23.0	43.9	98	1508	21.8	8.1	92	4405	24.9	23.6	105
TOP 10 ADI'S	26158	4486	30.6	17.1	93	11362	31.8	43.4	97	2137	30.9	8.2	94	5790	32.7	22.1	99
TOP 20 ADI'S	36612	6371	43.4	17.4	94	15909	44.6	43.5	97	2894	41.9	7.9	91	8118	45.8	22.2	99
HSHLD INC. \$50,000 OR MORE	9326	1506	10.3	16.1	87	4539	12.7	48.7	108	614	8.9	6.6	76	2034	11.5	21.8	98
\$40,000 OR MORE	18002	3056	20.8	17.0	92	8636	24.2	48.0	107	1166	16.9	6.5	74	3914	22.1	21.7	97
\$30,000 OR MORE	31361	5402	36.8	17.2	93	15120	42.4	48.2	107	2146	31.1	6.8	78	6954	39.3	22.2	99
\$25,000 OR MORE	39858	7164	48.8	18.0	97	19252	54.0	48.3	107	2804	40.6	7.0	81	8809	49.7	22.1	99
\$20,000 - \$24,999	8664	1643	11.2	19.0	102	4074	11.4	47.0	104	850	12.3	9.8	113	2241	12.7	25.9	116
\$15,000 - \$19,999	7964	1319	9.0	16.6	89	3456	9.7	43.4	96	768	11.1	9.6	111	2037	11.5	25.6	114
\$10,000 - \$14,999	11093	2033	13.8	18.3	99	4490	12.6	40.5	90	1077	15.6	9.7	111	2495	14.1	22.5	101
UNDER \$10,000	11683	2521	17.2	21.6	117	4405	12.3	37.7	84	1411	20.4	12.1	139	2125	12.0	18.2	81
HOUSEHOLD OF 1 PERSON	7453	1207	8.2	16.2	87	3134	8.8	42.1	93	605	8.8	8.1	93	1401	7.9	18.8	84
2 PEOPLE	24757	4605	31.4	18.6	100	9696	27.2	39.2	87	2830	41.0	11.4	131	4890	27.6	19.8	88
3 OR 4 PEOPLE	32682	5919	40.3	18.1	98	15598	43.7	47.7	106	2480	35.9	7.6	87	7696	43.5	23.5	105
5 OR MORE PEOPLE	14370	2949	20.1	20.5	111	7249	20.3	50.4	112	995	14.4	6.9	79	3719	21.0	25.9	116
NO CHILD IN HSHLD	46768	8242	56.1	17.6	95	19267	54.0	41.2	92	4284	62.0	9.2	105	9446	53.3	20.2	90
CHILD(REN) UNDER 2 YRS	4799	1028	7.0	21.4	116	2699	7.6	56.2	125	*438	6.3	9.1	105	1376	7.8	28.7	128
2 - 5 YEARS	11125	2162	14.7	19.4	105	6263	17.6	56.3	125	964	14.0	8.7	99	3235	18.3	29.1	130
6 - 11 YEARS	14193	2873	19.6	20.2	109	7424	20.8	52.3	116	1145	16.6	8.1	93	3688	20.8	26.0	116
12 - 17 YEARS	17402	3354	22.8	19.3	104	8130	22.8	46.7	104	1293	18.7	7.4	85	4006	22.6	23.0	103
RESIDENCE OWNED	56398	10393	70.8	18.4	99	25149	70.5	44.6	99	4892	70.8	8.7	99	12367	69.8	21.9	98
VALUE: \$50,000 OR MORE	34811	6136	41.8	17.6	95	15698	44.0	45.1	100	2769	40.1	8.0	91	7501	42.4	21.5	96
VALUE: UNDER \$50,000	21587	4256	29.0	19.7	106	9451	26.5	43.8	97	2122	30.7	9.8	113	4866	27.5	22.5	101

AILMENTS - HAD IN THE LAST 12 MONTHS
(MALES)

			TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH			
			'000	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL MALES			79263	14680	100.0	18.5	100	35677	100.0	45.0	100	6910	100.0	8.7	100	17707	100.0	22.3	100
MAGAZINES	QUINTILE 1	16033	2918	19.9	18.2	98		8183	22.9	51.0	113	1094	15.8	6.8	78	4001	22.6	25.0	112
	QUINTILE 2	15354	3133	21.3	20.4	110		7213	20.2	47.0	104	1447	20.9	9.4	108	3548	20.0	23.1	103
	QUINTILE 3	15888	3004	20.5	18.9	102		7177	20.1	45.2	100	1565	22.6	9.9	113	3451	19.5	21.7	97
	QUINTILE 4	17310	2954	20.1	17.1	92		7284	20.4	42.1	93	1326	19.2	7.7	88	3617	20.4	20.9	94
	QUINTILE 5	14677	2670	18.2	18.2	98		5820	16.3	39.7	88	1478	21.4	10.1	116	3089	17.4	21.0	94
NEWSPAPERS	QUINTILE 1	15277	2540	17.3	16.6	90		6915	19.4	45.3	101	1134	16.4	7.4	85	3493	19.7	22.9	102
	QUINTILE 2	22745	3909	26.6	17.2	93		10422	29.2	45.8	102	1928	27.9	8.5	97	5157	29.1	22.7	101
	QUINTILE 3	10692	1785	12.2	16.7	90		4688	13.1	43.8	97	950	13.7	8.9	102	2277	12.9	21.3	95
	QUINTILE 4	11646	2292	15.6	19.7	106		5471	15.3	47.0	104	932	13.5	8.0	92	2557	14.4	22.0	98
	QUINTILE 5	18903	4153	28.3	22.0	119		8182	22.9	43.3	96	1965	28.4	10.4	119	4223	23.8	22.3	100
OUTDOOR	QUINTILE 1	16620	2767	18.8	16.6	90		8328	23.3	50.1	111	1282	18.6	7.7	88	3830	21.6	23.0	103
	QUINTILE 2	16377	3180	21.7	19.4	105		7904	22.2	48.3	107	1364	19.7	8.3	96	4086	23.1	24.9	112
	QUINTILE 3	15995	3100	21.1	19.4	105		7287	20.4	45.6	101	1679	24.3	10.5	120	3646	20.6	22.8	102
	QUINTILE 4	15592	2998	20.4	19.2	104		6263	17.6	40.2	89	1284	18.6	8.2	94	3141	17.7	20.1	90
	QUINTILE 5	14679	2635	17.9	18.0	97		5895	16.5	40.2	89	1301	18.8	8.9	102	3005	17.0	20.5	92
RADIO-DRIVE TIME	QUINTILE 1	15746	2982	20.3	18.9	102		7684	21.5	48.8	108	1299	18.8	8.2	95	3525	19.9	22.4	100
	QUINTILE 2	15067	2574	17.5	17.1	92		6788	19.0	45.1	100	1333	19.3	8.8	101	3287	18.6	21.8	98
	QUINTILE 3	15631	2871	19.6	18.4	99		7385	20.7	47.2	105	1115	16.1	7.1	82	3733	21.1	23.9	107
	QUINTILE 4	16245	3293	22.4	20.3	109		7272	20.4	44.8	99	1530	22.1	9.4	108	3515	19.9	21.6	97
	QUINTILE 5	16573	2960	20.2	17.9	96		6549	18.4	39.5	88	1632	23.6	9.8	113	3647	20.6	22.0	99
RADIO-MID- DAY	TERCILE 1	21788	4208	28.7	19.3	104		10098	28.3	46.3	103	1950	28.2	8.9	103	4690	26.5	21.5	96
	TERCILE 2	21151	3912	26.6	18.5	100		9166	25.7	43.3	96	1850	26.8	8.7	100	4652	26.3	22.0	98
	TERCILE 3	36323	6559	44.7	18.1	97		16413	46.0	45.2	100	3109	45.0	8.6	98	8365	47.2	23.0	103
	QUINTILE 1	15977	2969	20.2	18.6	100		7736	21.7	48.4	108	1313	19.0	8.2	94	3613	20.4	22.6	101
	QUINTILE 2	15923	3004	20.5	18.9	102		7016	19.7	44.1	98	1432	20.7	9.0	103	3321	18.8	20.9	93
RADIO-TOTAL	QUINTILE 3	14980	2573	17.5	17.2	93		7156	20.1	47.8	106	1028	14.9	6.9	79	3602	20.3	24.0	108
	QUINTILE 4	17123	3395	23.1	19.8	107		7826	21.9	45.7	102	1712	24.8	10.0	115	4110	23.2	24.0	107
	QUINTILE 5	15260	2739	18.7	17.9	97		5944	16.7	39.0	87	1425	20.6	9.3	107	3061	17.3	20.1	90
	QUINTILE 1	15674	2999	20.4	19.1	103		6743	18.9	43.0	96	1427	20.7	9.1	104	3403	19.2	21.7	97
	QUINTILE 2	15944	2733	18.6	17.1	93		7431	20.8	46.6	104	1274	18.4	8.0	92	3431	19.4	21.5	96
TV-PRIME TIME	QUINTILE 3	16037	3274	22.3	20.4	110		7435	20.8	46.4	103	1610	23.3	10.0	115	3726	21.0	23.2	104
	QUINTILE 4	15412	2791	19.0	18.1	98		6979	19.6	45.3	101	1360	19.7	8.8	101	3946	22.3	25.6	115
	QUINTILE 5	16194	2883	19.6	17.8	96		7088	19.9	43.8	97	1238	17.9	7.6	88	3201	18.1	19.8	88
	TERCILE 1	19156	3608	24.6	18.8	102		7945	22.3	41.5	92	1946	28.2	10.2	117	4429	25.0	23.1	103
	TERCILE 2	19343	3438	23.4	17.8	96		8629	24.2	44.6	99	1561	22.6	8.1	93	4151	23.4	21.5	96
TV-TOTAL	TERCILE 3	40764	7634	52.0	18.7	101		19103	53.5	46.9	104	3403	49.2	8.3	96	9127	51.5	22.4	100
	QUINTILE 1	15844	3127	21.3	19.7	107		6553	18.4	41.4	92	1582	22.9	10.0	115	3687	20.8	23.3	104
	QUINTILE 2	15767	2586	17.6	16.4	89		7099	19.9	45.0	100	1614	23.4	10.2	117	3248	18.3	20.6	92
	QUINTILE 3	15775	2825	19.2	17.9	97		6996	19.6	44.3	99	1067	15.4	6.8	78	3293	18.6	20.9	93
	QUINTILE 4	15903	3104	21.1	19.5	105		7508	21.0	47.2	105	1391	20.1	8.7	100	3931	22.2	24.7	111
QUINTILE 5	15974	3038	20.7	19.0	103		7522	21.1	47.1	105	1255	18.2	7.9	90	3549	20.0	22.2	99	
MAGAZINES-NEWSPAPERS: DUAL			21225	3887	26.5	18.3	99	10186	28.6	48.0	107	1548	22.4	7.3	84	5077	28.7	23.9	107
MAGAZINE IMPERATIVE			17728	3940	26.8	22.2	120	8748	24.5	49.3	110	1704	24.7	9.6	110	4233	23.9	23.9	107
NEWSPAPER IMPERATIVE			22987	3574	24.3	15.5	84	9633	27.0	41.9	93	2058	29.8	9.0	103	4786	27.0	20.8	93
MAGAZINES-OUTDOOR: DUAL			16244	2988	20.3	18.4	99	8520	23.9	52.5	117	1300	18.8	8.0	92	4050	22.9	24.9	112
MAGAZINE IMPERATIVE			24016	4673	31.8	19.5	105	10663	29.9	44.4	99	2111	30.5	8.8	101	5360	30.3	22.3	100
OUTDOOR IMPERATIVE			26020	4660	31.7	17.9	97	11745	32.9	45.1	100	2292	33.2	8.8	101	5859	33.1	22.5	101
MAGAZINES-RADIO: DUAL			16918	3263	22.2	19.3	104	8768	24.6	51.8	115	1318	19.1	7.8	89	4091	23.1	24.2	108
MAGAZINE IMPERATIVE			23456	4484	30.5	19.1	103	10813	30.3	46.1	102	2031	29.4	8.7	99	5581	31.5	23.8	107
RADIO IMPERATIVE			23900	4219	28.7	17.7	95	10164	28.5	42.5	94	2069	29.9	8.7	99	4923	27.8	20.6	92
MAGAZINES-TELEVISION: DUAL			15791	2903	19.8	18.4	99	7471	20.9	47.3	105	1427	20.7	9.0	104	3617	20.4	22.9	103
MAGAZINE IMPERATIVE			25476	5104	34.8	20.0	108	12673	35.5	49.7	111	2056	29.8	8.1	93	6109	34.5	24.0	107
TELEVISION IMPERATIVE			25744	4503	30.7	17.5	94	10353	29.0	40.2	89	2421	35.0	9.4	108	5250	29.6	20.4	91
NEWSPAPERS-OUTDOOR: DUAL			17628	3126	21.3	17.7	96	8613	24.1	48.9	109	1234	17.9	7.0	80	4220	23.8	23.9	107
NEWSPAPER IMPERATIVE			26414	4308	29.3	16.3	88	11283	31.6	42.7	95	2236	32.4	8.5	97	5572	31.5	21.1	94
OUTDOOR IMPERATIVE			23059	4333	29.5	18.8	101	11077	31.0	48.0	107	2232	32.3	9.7	111	5402	30.5	23.4	105
NEWSPAPERS-RADIO: DUAL			17996	3237	22.1	18.0	97	5584	24.1	47.7	106	1554	22.5	8.6	99	4037	22.8	22.4	100
NEWSPAPER IMPERATIVE			26269	4270	29.1	16.3	88	11441	32.1	43.6	97	2112	30.6	8.0	92	5956	33.6	22.7	101
RADIO IMPERATIVE			21342	4026	27.4	18.9	102	9785	27.4	45.8	102	1715	24.8	8.0	92	4763	26.9	22.3	100
NEWSPAPERS-TELEVISION: DUAL			17359	2814	19.2	16.2	88	7456	20.9	43.0	95	1609	23.3	9.3	106	3728	21.1	21.5	96
NEWSPAPER IMPERATIVE			26889	4704	32.0	17.5	94	12553	35.2	46.7	104	1953	28.3	7.3	83	6249	35.3	23.2	104
TELEVISION IMPERATIVE			21698	4364	29.7	20.1	109	9618	27.0	44.3	98	2144	31.0	9.9	113	4859	27.4	22.4	100
OUTDOOR-RADIO: DUAL			16456	3017	20.6	18.3	99	8200	23.0										

	TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH			
		A '000	B %	C ACROSS %	D INDX	A '000	B DOWN	C %	D ACROSS %	A '000	B DOWN	C %	D ACROSS %	A '000	B DOWN	C %	D ACROSS %
TOTAL MALES	79263	14680	100.0	18.5	100	35677	100.0	45.0	100	6910	100.0	8.7	100	17707	100.0	22.3	100
ATLANTIC MONTHLY	452	**53	0.4	11.7	63	*260	0.7	57.5	128	**32	0.5	7.1	81	**69	0.4	15.3	68
BARRON'S	1058	*124	0.8	11.7	63	371	1.0	35.1	78	**50	0.7	4.7	54	*126	0.7	11.9	53
BETTER HOMES & GARDENS	4773	991	6.8	20.8	112	2167	6.1	45.4	101	369	5.3	7.7	89	1067	6.0	22.4	100
BON APPETIT	1037	*151	1.0	14.6	79	447	1.3	43.1	96	**96	1.4	9.3	100	219	1.2	21.1	95
BUSINESS WEEK	3193	556	3.8	17.4	94	1580	4.4	49.5	110	*255	3.7	8.0	92	731	4.1	22.9	102
CAR AND DRIVER	2705	605	4.1	22.4	121	1383	3.9	51.1	114	*216	3.1	8.0	92	703	4.0	26.0	116
CBS MAGAZINE NETWORK (GROSS)	5678	1136	7.7	20.0	108	2487	7.0	43.8	97	*440	6.4	7.7	89	1469	8.3	25.9	116
CHANGING TIMES	1847	*264	1.8	14.3	77	736	2.1	39.8	89	*155	2.2	8.4	96	413	2.3	22.4	100
COLONIAL HOMES	492	**80	0.5	16.3	88	205	0.6	41.7	93	**42	0.6	8.5	98	**113	0.6	23.0	103
CONDE NAST MAG. PKG. (GROSS)	2066	*314	2.1	15.2	82	902	2.5	43.7	97	*218	3.2	10.6	121	638	3.6	30.9	138
CONSUMERS DIGEST	1719	270	1.8	15.7	85	742	2.1	43.2	96	*144	2.1	8.4	96	316	1.8	18.4	82
COSMOPOLITAN	1762	*256	1.7	14.5	78	832	2.3	47.2	105	*172	2.5	9.8	112	403	2.3	22.9	102
COUNTRY LIVING	1110	*226	1.5	20.4	110	546	1.5	49.2	109	**99	1.4	8.9	102	*238	1.3	21.4	96
CUISINE	660	*134	0.9	20.3	110	356	1.0	53.9	120	**52	0.8	7.9	90	*171	1.0	25.9	116
CYCLE WORLD	1924	480	3.3	24.9	135	841	2.4	43.7	97	**190	2.7	9.9	113	552	3.1	28.7	128
DCI:CREATIVE IDEAS FOR LIV	437	**102	0.7	23.3	126	*180	0.5	41.2	92	**51	0.7	11.7	134	*124	0.7	28.4	127
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	545	3.7	21.9	118	1140	3.2	45.8	102	299	4.3	12.0	138	614	3.5	24.6	110
DISCOVER	1279	*154	1.0	12.0	65	568	1.6	44.4	99	**52	0.8	4.1	47	306	1.7	23.9	107
EBONY	2898	426	2.9	14.7	79	1137	3.2	39.2	87	251	3.6	8.7	99	544	3.1	18.8	84
ESQUIRE	1384	*179	1.2	12.9	70	637	1.8	46.0	102	*108	1.6	7.8	90	317	1.8	22.9	103
ESSENCE	850	*169	1.2	19.9	107	283	0.8	33.3	74	*116	1.7	13.6	157	*196	1.1	23.1	103
FAMILY CIRCLE	2430	480	3.3	19.8	107	1070	3.0	44.0	98	*287	4.2	11.8	135	677	3.8	27.9	125
THE FAMILY HANDYMAN	2356	461	3.1	19.6	106	1180	3.3	50.1	111	*176	2.5	7.5	86	623	3.5	26.4	118
FAMILY WEEKLY	11533	2275	15.5	19.7	107	5407	15.2	46.9	104	994	14.4	8.6	99	2469	13.9	21.4	96
FIELD & STREAM	7444	1892	12.9	25.4	137	3744	10.5	50.3	112	571	8.3	7.7	88	1685	9.5	22.6	101
FOOD & WINE	416	**98	0.7	23.6	127	*174	0.5	41.8	93	**23	0.3	5.5	63	**82	0.5	19.7	88
FORBES	1865	264	1.8	14.2	76	979	2.7	52.5	117	*85	1.2	4.6	52	432	2.4	23.2	104
FORTUNE	1849	229	1.6	12.4	67	963	2.7	52.1	116	*119	1.7	6.4	74	377	2.1	20.4	91
GENTLEMEN'S QUARTERLY	2284	295	2.0	12.9	70	1104	3.1	48.3	107	*165	2.4	7.2	83	526	3.0	23.0	103
GLAMOUR	538	**96	0.7	17.8	96	*243	0.7	45.2	100	**68	1.0	12.6	145	**189	1.1	35.1	157
GOLF DIGEST	1649	268	1.8	16.3	88	843	2.4	51.1	114	*164	2.4	9.9	114	439	2.5	26.6	119
GOLF DIGEST/TENNIS (GROSS)	2294	376	2.6	16.4	88	1160	3.3	50.6	112	228	3.3	9.9	114	600	3.4	26.2	117
GOLF MAGAZINE	1577	395	2.7	25.0	135	825	2.3	52.3	116	*157	2.3	10.0	114	454	2.6	28.8	129
GOLF MAGAZINE/SKI (GROSS)	2487	608	4.1	24.4	132	1328	3.7	53.4	119	*177	2.6	7.1	82	780	4.4	31.4	140
GOOD HOUSEKEEPING	2569	503	3.4	19.6	106	1200	3.4	46.7	104	314	4.5	12.2	140	699	3.9	27.2	122
HARPER'S BAZAAR	431	**45	0.3	10.4	56	*186	0.5	43.2	96	**18	0.3	4.2	48	**143	0.8	33.2	149
HEALTH	788	*143	1.0	18.1	98	*225	0.6	28.6	63	**119	1.7	15.1	170	*168	0.9	21.3	95
HEARST MAG CORP. BUY (GROSS)	18781	3629	24.7	19.3	104	8564	24.0	45.6	101	1884	27.3	10.0	115	4683	26.4	24.9	112
HEARST MAN POWER (GROSS)	9169	2003	13.6	21.8	118	4331	12.1	47.2	105	909	13.2	9.9	114	2370	13.4	25.8	116
HEARST WOMAN POWER (GROSS)	5452	950	6.5	17.4	94	2493	7.0	45.7	102	625	9.0	11.5	131	1341	7.6	24.6	110
HOUSE BEAUTIFUL	1020	*161	1.1	15.8	85	319	0.9	31.3	69	**82	1.2	8.0	92	243	1.4	23.8	107
INC.	993	**106	0.7	10.7	58	478	1.3	48.1	107	*74	1.1	7.5	85	246	1.4	24.8	111
JET	2808	401	2.7	14.3	77	1196	3.4	42.6	95	272	3.9	9.7	111	519	2.9	18.5	83
LADIES' HOME JOURNAL	1868	316	2.2	16.9	91	857	2.4	45.9	102	**125	1.8	6.7	77	411	2.3	22.0	98
LHJ FAMILY GRP COMBO(GROSS)	3582	658	4.5	18.4	99	1448	4.1	40.4	90	351	5.1	9.8	112	789	4.5	22.0	99
LIFE	4817	713	4.9	14.8	80	2285	6.4	47.4	105	265	3.8	5.5	63	1212	6.8	25.2	113
L.A. TIMES HOME MAGAZINE	1465	230	1.6	15.7	85	635	1.8	43.3	96	*98	1.4	6.7	77	374	2.1	25.5	114
MADMOISELLE	460	**116	0.8	25.2	136	*241	0.7	52.4	116	**78	1.1	17.0	195	**187	1.1	40.7	182
MC CALL'S	1764	289	2.0	16.4	88	783	2.2	44.4	99	*173	2.5	9.8	112	410	2.3	23.2	104
MC CALL'S/HRK MOTHER (GROSS)	2062	346	2.4	16.8	91	856	2.4	41.5	92	*198	2.9	9.6	110	462	2.6	22.4	100
MECHANIX ILLUSTRATED	3625	735	5.0	20.3	109	1721	4.8	47.5	105	245	3.5	6.8	78	823	4.6	22.7	102
METROPOLITAN HOME	495	**17	0.1	3.4	19	*183	0.5	37.0	82	**43	0.6	8.7	100	*113	0.6	22.8	102
MONEY	3017	406	2.8	13.5	73	1564	4.4	51.8	115	*149	2.2	4.9	57	763	4.3	25.3	113
MOTHER EARTH NEWS	1203	308	2.1	25.6	138	637	1.8	53.0	118	**105	1.5	8.7	100	401	2.3	33.3	149
MS.	*257	**94	0.6	36.6	197	*161	0.5	62.6	139	**60	0.9	23.3	268	**107	0.6	41.6	186
NATIONAL ENQUIRER	6921	1374	9.4	19.9	107	3023	8.5	43.7	97	575	8.3	8.3	95	1564	8.8	22.6	101
NATIONAL GEOGRAPHIC	11626	2010	13.7	17.3	93	5728	16.1	49.3	109	922	13.3	7.9	91	2595	14.7	22.3	100
NATIONAL SUNDAY MAGAZINE PKG	49424	8575	58.4	17.3	94	22787	63.9	46.1	102	4070	58.9	8.2	94	11246	63.5	22.8	102
NATURAL HISTORY	753	**156	1.1	20.7	112	331	0.9	44.0	98	**117	1.7	15.5	178	*197	1.1	26.2	117
NEW WOMAN	*296	**65	0.4	22.0	119	**147	0.4	49.7	110	**65	0.9	22.0	252	**80	0.5	27.0	121
NEW YORK INCLUDING CUE	541	**76	0.5	14.0	76	256	0.7	47.3	105	**53	0.8	9.8	112	*100	0.6	18.5	83
THE NEW YORKER	1078	*148	1.0	13.7	74	517	1.4	48.0	107	*94	1.4	8.7	100	243	1.4	22.5	101
NEWSWEEK	9602	1605	10.9	16.7	90	4611	12.9	48.0	107	729	10.5	7.6	87	2175	12.3	22.7	101
THE N.Y. TIMES DAILY EDITION	1376	222	1.5	16.1	87	598	1.7	43.5	97	*76	1.1	5.5	63	310	1.8	22.5	101
THE N.Y. TIMES MAGAZINE	2110	357	2.4	16.9	91	991	2.8	47.0	104	*130	1.9	6.2	71	509	2.9	24.1	108
OMNI	1927	319	2.2	16.6	89	894	2.5	46.4	103	*143	2.1	7.4	85	505	2.9	26.2	117
ON CABLE	911	*131	0.9	14.4	78	400	1.1	43.9	98	*56	0.8	6.1	71	*175	1.0	19.2	86
1001 HOME IDEAS	927	*198	1.3	21.4	115	365	1.0	39.4	87	**106	1.5	11.4	131	*210	1.2	22.7	101
ORGANIC GARDENING	1430	361	2.5	25.2	136	667	1.9	46.6	104	*172	2.5	12.0	138	384	2.2	26.9	120
OUTDOOR LIFE	4064	1083	7.4	26.6	144	2085	5.8	51.3	114	277	4.0	6.8	78	980	5.5	24.1	108
PARADE MAGAZINE	24538	4287	29.2	17.5	94	11316	31.7	46.1	102	2002	29.0	8.2	94	5791	32.7	23.6	106

AILMENTS - HAD IN THE LAST 12 MONTHS
(MALES)

	TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES	79263	14680	100.0	18.5	100	35677	100.0	45.0	100	6910	100.0	8.7	100	17707	100.0	22.3	100
PARENTS	1126	*217	1.5	19.3	104	662	1.9	58.8	131	**94	1.4	8.3	96	449	2.5	39.9	178
PENTHOUSE	4157	828	5.6	19.9	108	2200	6.2	52.9	118	*280	4.1	6.7	77	1101	6.2	26.5	119
PEOPLE	7591	1358	9.3	17.9	97	3773	10.6	49.7	110	642	9.3	8.5	97	2200	12.4	29.0	130
PLAYBOY	8379	1505	10.3	18.0	97	4599	12.9	54.9	122	599	8.7	7.1	82	2361	13.3	28.2	126
POPULAR HOT RODDING	2110	456	3.1	21.6	117	1007	2.8	47.7	106	*202	2.9	9.6	110	473	2.7	22.4	100
POPULAR MECHANICS	4850	1055	7.2	21.8	117	2303	6.5	47.5	105	536	7.8	11.1	127	1311	7.4	27.0	121
POPULAR SCIENCE	3397	744	5.1	21.9	118	1588	4.5	46.7	104	351	5.1	10.3	119	922	5.2	27.1	121
PREVENTION	1720	271	1.8	15.8	85	699	2.0	40.6	90	*197	2.9	11.5	131	436	2.5	25.3	113
PSYCHOLOGY TODAY	1344	*206	1.4	15.3	83	566	1.6	42.1	94	*81	1.2	6.0	69	364	2.1	27.1	121
READER'S DIGEST	16016	3017	20.6	18.8	102	7112	19.9	44.4	99	1555	22.5	9.7	111	3489	19.7	21.8	98
REDBOOK	1121	*192	1.3	17.1	92	460	1.3	41.0	91	**139	2.0	12.4	142	*239	1.3	21.3	95
ROAD & TRACK	2161	486	3.3	22.5	121	960	2.7	44.4	99	*124	1.8	5.7	66	595	3.4	27.5	123
ROLLING STONE	1948	294	2.0	15.1	81	953	2.7	48.9	109	*156	2.3	8.0	92	601	3.4	30.9	138
RUNNER'S WORLD	899	**108	0.7	12.0	65	450	1.3	50.1	111	*23	0.3	2.6	29	*216	1.2	24.0	108
SATURDAY EVENING POST	841	*148	1.0	17.6	95	409	1.1	48.6	108	*71	1.0	8.4	97	*222	1.3	26.4	118
SCIENCE 84	841	*184	1.3	21.9	118	411	1.2	48.9	109	**51	0.7	6.1	70	*250	1.4	29.7	133
SCIENCE DIGEST	1194	*280	1.9	23.5	127	566	1.6	47.4	105	*142	2.1	11.9	136	338	1.9	28.3	127
SCIENTIFIC AMERICAN	1379	*212	1.4	15.4	83	677	1.9	49.1	109	*82	1.2	5.9	68	277	1.6	20.1	90
SELF	436	**44	0.3	10.1	54	*170	0.5	39.0	87	*30	0.4	6.9	79	**127	0.7	29.1	130
SEVENTEEN	614	**147	1.0	23.9	129	*299	0.8	48.7	108	*76	1.1	12.4	142	**193	1.1	31.4	141
SKI	910	*213	1.5	23.4	126	503	1.4	55.3	123	*20	0.3	2.2	25	327	1.8	35.9	161
SMITHSONIAN	2937	546	3.7	18.6	100	1450	4.1	49.4	110	267	3.9	9.1	104	748	4.2	25.5	114
SOAP OPERA DIGEST	545	**121	0.8	22.2	120	*251	0.7	46.1	102	**43	0.6	7.9	91	*151	0.9	27.7	124
SOUTHERN LIVING	2054	444	3.0	21.6	117	960	2.7	46.7	104	*248	3.6	12.1	138	491	2.8	23.9	107
SPORT	2799	481	3.3	17.2	93	1322	3.7	47.2	105	257	3.7	9.2	105	665	3.8	23.8	106
THE SPORTING NEWS	1938	307	2.1	15.8	86	984	2.8	50.8	113	*175	2.5	9.0	104	411	2.3	21.2	95
SPORTS AFIELD	3125	667	4.5	21.3	115	1463	4.1	46.8	104	*231	3.3	7.4	85	721	4.1	23.1	103
SPORTS ILLUSTRATED	11159	2024	13.8	18.1	98	5632	15.8	50.5	112	789	11.4	7.1	81	2754	15.6	24.7	110
STAR	4095	766	5.2	18.7	101	1683	4.7	41.1	91	329	4.8	8.0	92	1019	5.8	24.9	111
SUNDAY	25169	4133	28.2	16.4	89	11370	31.9	45.2	100	1871	27.1	7.4	85	5773	32.6	22.9	103
SUNSET	1294	*198	1.3	15.3	83	566	1.6	43.7	97	*104	1.5	8.0	92	*246	1.4	19.0	85
TV GUIDE	18508	3497	23.8	18.9	102	8630	24.2	46.6	104	1589	23.0	8.6	98	4333	24.5	23.4	105
TENNIS	645	**108	0.7	16.7	90	317	0.9	49.1	109	**64	0.9	9.9	114	*161	0.9	25.0	112
TIME	12124	2250	15.3	18.6	100	5983	16.8	49.3	110	977	14.1	8.1	92	2860	16.2	23.6	106
TOWN & COUNTRY	493	*79	0.5	16.0	87	249	0.7	50.5	112	*52	0.8	10.5	121	*107	0.6	21.7	97
TRAVEL & LEISURE	1122	228	1.6	20.3	110	475	1.3	42.3	94	**112	1.6	10.0	115	247	1.4	22.0	99
TRUE STORY	690	**124	0.8	18.0	97	*341	1.0	49.4	110	*86	1.2	12.5	143	**138	0.8	20.0	90
U.S. NEWS & WORLD REPORT	6571	1275	8.7	19.4	105	3172	8.9	48.3	107	575	8.3	8.8	100	1625	9.2	24.7	111
USA TODAY	3120	583	4.0	18.7	101	1674	4.7	53.7	119	215	3.1	6.9	79	752	4.2	24.1	108
US	1315	*284	1.9	21.6	117	637	1.8	48.4	108	*117	1.7	8.9	102	400	2.3	30.4	136
VOGUE	632	**58	0.4	9.2	50	247	0.7	39.1	87	**42	0.6	6.6	76	**135	0.8	21.4	96
MALL STREET JOURNAL	4247	828	5.6	19.5	105	2139	6.0	50.4	112	275	4.0	6.5	74	957	5.4	22.5	101
WEIGHT WATCHERS	398	*77	0.5	19.3	104	*195	0.5	49.0	109	*34	0.5	8.5	98	**89	0.5	22.4	100
WOMAN'S DAY	1139	*163	1.1	14.3	77	502	1.4	44.1	98	*108	1.6	9.5	109	239	1.3	21.0	94
WORKING MOTHER	*298	*57	0.4	19.1	103	*73	0.2	24.5	54	*24	0.3	8.1	92	**53	0.3	17.8	80
WORKING WOMAN	327	**29	0.2	8.9	48	**89	0.2	27.2	60	*40	0.6	12.2	140	**56	0.3	17.1	77
WORLD TENNIS	397	**71	0.5	17.9	97	*161	0.5	40.6	90	**44	0.6	11.1	127	**71	0.4	17.9	80
ZIFF-DAVIS MAG NETHK (GROSS)	9635	1831	12.5	19.0	103	4595	12.9	47.7	106	640	9.3	6.6	76	2403	13.6	24.9	112
BLAIR INSERTS	43762	7457	50.8	17.0	92	20234	56.7	46.2	103	3511	50.8	8.0	92	10001	56.5	22.9	102
DAILY NEWSPAPERS																	
READ ANY	52459	9061	61.7	17.3	93	23625	66.2	45.0	100	4225	61.1	8.1	92	11771	66.5	22.4	100
READ ONE	41891	7298	49.7	17.4	94	18745	52.5	44.7	99	3396	49.1	8.1	93	9337	52.7	22.3	100
READ TWO OR MORE	10568	1763	12.0	16.7	90	4881	13.7	46.2	103	829	12.0	7.8	90	2434	13.7	23.0	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	9050	61.6	17.4	94	23840	66.8	45.9	102	4313	62.4	8.3	95	11687	66.0	22.5	101
READ ONE	44561	7809	53.2	17.5	95	20385	57.1	45.7	102	3752	54.3	8.4	97	10068	56.9	22.6	101
READ TWO OR MORE	7368	1241	8.5	16.8	91	3455	9.7	46.9	104	562	8.1	7.6	87	1619	9.1	22.0	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	28.19				32.00				30.17				30.90			
30 DAY REACH	71522	13302	90.6	18.6	100	32580	91.3	45.6	101	6052	87.6	8.5	97	16154	91.2	22.6	101
50 SHWG - 30 DAY AV FREQ	15.55	14.82				16.69				15.81				16.25			
30 DAY REACH	68168	12643	86.1	18.5	100	31250	87.6	45.8	102	5785	83.7	8.5	97	15362	86.8	22.5	101
25 SHWG - 30 DAY AV FREQ	8.43	7.98				9.00				8.48				8.72			
30 DAY REACH	62898	11709	79.8	18.6	101	28987	81.2	46.1	102	5375	77.8	8.5	98	14299	80.8	22.7	102
CABLE TV: HOME WIRED	31664	5812	39.6	18.4	99	14511	40.7	45.8	102	2705	39.1	8.5	98	7246	40.9	22.9	102
HOME NOT WIRED	47599	8867	60.4	18.6	101	21167	59.3	44.5	99	4205	60.9	8.8	101	10461	59.1	22.0	98
HAVE PAY CABLE	17139	3209	21.9	18.7	101	8361	23.4	48.8	108	1326	19.2	7.7	89	4303	24.3	25.1	112

	TOTAL U.S. '000	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX
TOTAL MALES	79263	14680	100.0	18.5	100	35677	100.0	45.0	100	6910	100.0	8.7	100	17707	100.0	22.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	8969	61.1	18.8	102	22498	63.1	47.2	105	3955	57.2	8.3	95	10850	61.3	22.8	102
10:00 AM - 3:00 PM	29926	5780	39.4	19.3	104	13752	38.5	46.0	102	2701	39.1	9.0	100	6649	37.6	22.2	99
3:00 PM - 7:00 PM	37666	7174	48.9	19.0	103	17852	50.0	47.4	105	3049	44.1	8.1	93	8607	48.6	22.9	102
7:00 PM - MIDNIGHT	18909	3432	23.4	18.2	98	8855	24.8	46.8	104	1411	20.4	7.5	90	4551	25.7	24.1	108
MIDNIGHT - 6:00 AM	11822	2237	15.2	18.9	102	5611	15.7	47.5	105	925	13.4	7.8	90	2577	14.6	21.8	98
6:00 AM - MIDNIGHT	63254	11895	81.0	18.8	102	29421	82.5	46.5	103	5276	76.4	8.3	96	14506	81.9	22.9	103
ENTIRE DAY	64057	12035	82.0	18.8	101	29729	83.3	46.4	103	5389	78.0	8.4	97	14615	82.5	22.8	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	3282	22.4	19.8	107	8307	23.3	50.0	111	1397	20.2	8.4	97	4063	22.9	24.5	110
ALL NEWS	3542	586	4.0	16.5	89	1553	4.4	43.8	97	289	4.2	8.2	94	719	4.1	20.3	91
AOR/PROGRESSIVE	7465	1322	9.0	17.7	96	3704	10.4	49.6	110	529	7.7	7.1	81	1945	11.0	26.1	117
BEAUTIFUL MUSIC	5061	1068	7.3	21.1	114	2159	6.1	42.7	95	455	6.6	9.0	103	1169	6.6	23.1	103
BLACK	1914	386	2.6	20.2	109	945	2.6	49.4	110	**132	1.9	6.9	79	556	3.1	29.0	130
CLASSICAL	2304	397	2.7	17.2	93	1080	3.0	46.9	104	*159	2.3	6.9	79	483	2.7	21.0	94
CHR/ROCK	10663	1962	13.4	18.4	99	5247	14.7	49.2	109	846	12.2	7.9	91	2491	14.1	23.4	105
COUNTRY	13919	2927	19.9	21.0	114	6419	18.0	46.1	102	1423	20.6	10.2	117	3135	17.7	22.5	101
GOLDEN OLDIES	2040	343	2.3	16.8	91	967	2.7	47.4	105	*247	3.6	12.1	139	444	2.5	21.8	97
MOR/NOSTALGIA	5105	971	6.6	19.0	103	2247	6.3	44.0	98	281	4.1	5.5	63	1144	6.5	22.4	100
NEWS/TALK	4764	876	6.0	18.4	99	2104	5.9	44.2	98	344	5.0	7.2	83	1152	6.5	24.2	108
RELIGIOUS	2164	296	2.0	13.7	74	866	2.4	40.0	89	*242	3.5	11.2	128	404	2.3	18.7	84
SOFT ROCK	623	**130	0.9	20.9	113	320	0.9	51.4	114	**72	1.0	11.6	133	*165	0.9	26.5	119
URBAN CONTEMPORARY	1331	*245	1.7	18.4	99	518	1.5	38.9	86	**93	1.3	7.0	80	213	1.2	16.0	72
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	629	4.3	19.7	107	1839	5.2	57.7	128	275	4.0	8.6	99	861	4.9	27.0	121
ABC DIRECTION	2724	488	3.3	17.9	97	1322	3.7	48.5	108	*218	3.2	8.0	92	642	3.6	23.6	106
ABC ENTERTAINMENT	5256	985	6.7	18.7	101	2463	6.9	46.9	104	477	6.9	9.1	104	1118	6.3	21.3	95
ABC FM	2263	415	2.8	18.3	99	1057	3.0	46.7	104	*169	2.4	7.5	86	550	3.1	24.3	109
ABC INFORMATION	5618	1166	7.9	20.8	112	2725	7.6	48.5	108	387	5.6	6.9	79	1371	7.7	24.4	109
ABC ROCK	2857	494	3.4	17.3	93	1463	4.1	51.2	114	*191	2.8	6.7	77	777	4.4	27.2	122
CBS	5953	962	6.6	16.2	87	2637	7.4	44.3	98	562	8.1	9.4	108	1203	6.8	20.2	90
MUTUAL	4979	1159	7.9	23.3	126	1991	5.6	40.0	89	457	6.6	9.2	105	1053	5.9	21.1	95
NBC	7279	1344	9.2	18.5	100	3294	9.2	45.3	101	702	10.2	9.6	111	1610	9.1	22.1	99
RADIORADIO	2389	479	3.3	20.1	108	1165	3.3	48.8	108	*154	2.2	6.4	74	513	2.9	21.5	96
RKO ONE	2583	500	3.4	19.4	105	1262	3.5	48.9	109	*220	3.2	8.5	98	714	4.0	27.6	124
RKO TWO	3674	750	5.1	20.4	110	1787	5.0	48.6	108	361	5.2	9.8	113	832	4.7	22.6	101
THE SOURCE	3514	682	4.6	19.4	105	1563	4.4	44.5	99	287	4.2	8.2	94	807	4.6	23.0	103
NON-WIRED : BLAIR	9864	1817	12.4	18.4	99	4736	13.3	48.0	107	832	12.0	8.4	97	2307	13.0	23.4	105
INTERNET	13522	2470	16.8	18.3	99	6156	17.3	45.5	101	1008	14.6	7.5	86	3071	17.3	22.7	102
KATZ RADIO GROUP	19321	3632	24.7	18.8	101	9003	25.2	46.6	104	1424	20.6	7.4	85	4657	26.3	24.1	108
SUPERNET	10739	2108	14.4	19.6	106	5158	14.5	48.0	107	915	13.2	8.5	98	2632	14.9	24.5	110
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	890	6.1	17.4	94	2188	6.1	42.9	95	595	8.6	11.7	134	1109	6.3	21.7	97
WKDAY 9:00 AM - 1:00 PM	5383	983	6.7	18.3	99	2102	5.9	39.0	87	501	7.3	9.3	107	1192	6.7	22.1	99
WKDAY 1:00 PM - 4:30 PM	6469	1367	9.3	21.1	114	2656	7.4	41.1	91	621	9.0	9.6	110	1465	8.3	22.6	101
WKDAY 4:30 PM - 7:30 PM	19661	3696	25.2	18.8	102	8416	23.6	42.8	95	1735	25.1	8.8	101	4308	24.3	21.9	98
WKDAY 7:30 PM - 8:00 PM	27579	5082	34.6	18.4	99	11738	32.9	42.6	95	2525	36.5	9.2	105	5950	33.6	21.6	97
WKDAY 11:00 PM - 11:30 PM	22964	4218	28.7	18.4	99	10034	28.1	43.7	97	2097	30.3	9.1	105	5268	29.8	22.9	103
WKDAY 11:30 PM - 1:00 AM	8158	1433	9.8	17.6	95	3349	9.4	41.1	91	717	10.4	8.8	101	1735	9.8	21.3	95
M-SAT 8-11 PM-SUN 7-11 PM	30140	5643	38.4	18.7	101	13444	37.7	44.6	99	2671	38.7	8.9	102	6710	37.9	22.3	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	492	3.4	24.0	130	903	2.5	44.1	98	139	2.0	6.8	78	589	3.3	28.8	129
ANOTHER WORLD	N 1214	300	2.0	24.7	133	554	1.6	45.6	101	200	2.9	16.5	189	240	1.4	19.8	88
AS THE WORLD TURNS	C 1740	359	2.4	20.6	111	673	1.9	38.7	86	160	2.3	9.2	105	415	2.3	23.9	107
CAPITOL	C 1016	203	1.4	20.0	108	375	1.1	36.9	82	*85	1.2	8.4	96	214	1.2	21.1	94
CBS MORN. NEWS 1	C 1203	216	1.5	18.0	97	519	1.5	43.1	96	166	2.4	13.8	158	257	1.5	21.4	96
CBS MORN. NEWS 2	C 773	142	1.0	18.4	99	267	0.7	34.5	77	116	1.7	15.0	172	140	0.8	18.1	81
DAYS OF OUR LIVES	N 1629	346	2.4	21.2	115	765	2.1	47.0	104	248	3.6	15.2	175	351	2.0	21.5	96
FACTS OF LIFE - DAYTIME	N 961	*107	0.7	11.1	60	443	1.2	46.1	102	*60	0.9	6.2	72	226	1.3	23.5	105
FAMILY FEUD	A 1390	201	1.4	14.5	78	471	1.3	33.9	75	99	1.4	7.1	82	263	1.5	18.9	85
GENERAL HOSPITAL	A 1463	350	2.4	23.9	129	622	1.7	42.5	94	144	2.1	9.8	113	333	1.9	22.8	102
GOOD MORNING, AMERICA-730A	A 1705	236	1.6	13.8	75	677	1.9	39.7	88	195	2.8	11.4	131	357	2.0	20.9	94
GOOD MORNING, AMERICA-830A	A 889	136	0.9	15.3	83	311	0.9	35.0	78	96	1.4	10.8	124	174	1.0	19.6	88
GUIDING LIGHT	C 1754	356	2.4	20.3	110	663	1.9	37.8	84	196	2.8	11.2	128	373	2.1	21.3	95
ONE LIFE TO LIVE	A 1100	299	2.0	27.2	147	468	1.3	42.5	95	*72	1.0	6.5	75	250	1.4	22.7	102
PRESS YOUR LUCK	C 1222	263	1.8	21.5	116	501	1.4	41.0	91	*109	1.6	8.9	102	354	2.0	29.0	130
PRICE IS RIGHT 1	C 2692	495	3.4	18.4	99	1096	3.1	40.7	90	235	3.4	8.7	100	621	3.5	23.1	103
PRICE IS RIGHT 2	C 2764	536	3.7	19.4	105	1121	3.1	40.6	90	252	3.6	9.1	105	607	3.4	22.0	98
RYAN'S HOPE	A 880	*188	1.3	21.4	115	389	1.1	44.2	98								

AILMENTS - HAD IN THE LAST 12 MONTHS
(MALES)

	TOTAL U.S. '000	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX
TOTAL MALES	79263	14680	100.0	18.5	100	35677	100.0	45.0	100	6910	100.0	8.7	100	17707	100.0	22.3	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	4477	30.5	18.4	99	10254	28.7	42.2	94	2213	32.0	9.1	104	5172	29.2	21.3	95
NETWORK AFFILIATES - LATE	17197	3073	20.9	17.9	96	7548	21.2	43.9	98	1636	23.7	9.5	109	3958	22.4	23.0	103
INDEPENDENTS - LATE	2887	532	3.6	18.4	99	1255	3.5	43.5	97	273	4.0	9.5	108	669	3.8	23.2	104
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11301	2331	15.9	20.6	111	5153	14.4	45.6	101	958	13.9	8.5	97	2516	14.2	22.3	100
ABC MONDAY NIGHT MOVIE	A 4379	822	5.6	18.8	101	1884	5.3	43.0	96	429	6.2	9.8	112	899	5.1	20.5	92
ABC SUNDAY NIGHT MOVIE	A 9910	1883	12.8	19.0	103	4565	12.8	46.1	102	826	12.0	8.3	96	2333	13.2	23.5	105
ABC WORLD NEWS TONIGHT	A 6212	981	6.7	15.8	85	2525	7.1	40.6	90	507	7.3	8.2	94	1232	7.0	19.8	88
AFTERMASH	C 4575	743	5.1	16.2	88	1719	4.8	37.6	83	425	6.2	9.3	107	819	4.6	17.9	80
ALICE	C 6777	1144	7.8	16.9	91	2851	8.0	42.1	93	627	9.1	9.3	106	1462	8.3	21.6	97
AMERICAN PARADE	C 4868	1006	6.9	20.7	112	2111	5.9	43.4	96	511	7.4	10.5	120	1018	5.7	20.9	94
BENSON	A 7593	1219	8.3	16.1	87	3152	8.8	41.5	92	752	10.9	9.9	114	1711	9.7	22.5	101
BLUE THUNDER	A 6036	1073	7.3	17.8	96	2714	7.6	45.0	100	415	6.0	6.9	79	1343	7.6	22.2	100
CAGNEY & LACEY	C 7698	1451	9.9	18.8	102	3499	9.8	45.5	101	600	8.7	7.8	89	1831	10.3	23.8	106
CBS EVENING NEWS-DEAN	C 4066	752	5.1	18.5	100	1664	4.7	40.9	91	427	6.2	10.5	120	842	4.8	20.7	93
CBS EVENING NEWS-RATHER	C 8092	1580	10.8	19.5	105	3420	9.6	42.3	94	671	9.7	8.3	95	1602	9.0	19.8	89
CBS SAT. NEWS-SCHIEFFER	C 4795	1014	6.9	21.1	114	2021	5.7	42.1	94	525	7.6	10.9	126	921	5.2	19.2	86
CBS SATURDAY NIGHT MOVIE	C 6034	1014	6.9	16.8	91	2783	7.8	46.1	102	498	7.2	8.3	95	1367	7.7	22.7	101
CBS WEDNESDAY NIGHT MOVIE	C 4993	1038	7.1	20.8	112	2313	6.5	46.3	103	380	5.5	7.6	87	1102	6.2	22.1	99
CHEERS	N 6976	1419	9.7	20.3	110	3332	9.3	47.8	106	673	9.7	9.6	111	1780	10.1	25.5	114
DALLAS	C 13575	2720	18.5	20.0	108	5947	16.7	43.8	97	1460	21.1	10.8	123	2915	16.5	21.5	96
DIFF'RENT STROKES	N 3684	748	5.1	20.3	110	1593	4.5	43.2	96	369	5.3	10.0	115	851	4.8	23.1	103
DOUBLE TROUBLE	N 4462	796	5.4	17.8	96	2100	5.9	47.1	105	491	7.1	11.0	126	881	5.0	19.7	88
DUCK FACTORY	N 4810	1034	7.0	21.5	116	2276	6.4	47.3	105	484	7.0	10.1	115	1121	6.3	23.3	104
DUKES OF HAZZARD	C 5951	1149	7.8	19.3	104	2742	7.7	46.1	102	475	6.9	8.0	92	1332	7.5	22.4	100
DYNASTY	A 11325	2198	15.0	19.4	105	4735	13.3	41.8	93	942	13.6	8.3	95	2568	14.5	22.7	102
FACTS OF LIFE	N 4512	791	5.4	17.5	95	2137	6.0	47.4	105	597	8.6	13.2	152	963	5.4	21.3	96
FALCON CREST	C 9215	1746	11.9	18.9	102	3789	10.6	41.1	91	1021	14.8	11.1	127	2125	12.0	23.1	103
FALL GUY	A 8604	1459	9.9	17.0	92	3825	10.7	44.5	99	684	9.9	7.9	91	1907	10.8	22.2	99
FAMILY TIES	N 4179	801	5.5	19.2	103	1785	5.0	42.7	95	373	5.4	8.9	102	1046	5.9	25.0	112
FANTASY ISLAND	A 4781	851	5.8	17.8	96	1994	5.6	41.7	93	435	6.3	9.1	104	1039	5.9	21.7	97
FOULUPS, BLEEPs & BLUNDERS	A 6697	1178	8.0	17.6	95	2856	8.0	42.6	95	651	9.4	9.7	112	1556	8.8	23.2	104
FOUR SEASONS	C 3873	677	4.6	17.5	94	1403	3.9	36.2	80	344	5.0	8.9	102	711	4.0	18.4	82
GIMME A BREAK	N 4310	763	5.2	17.7	96	1865	5.2	43.3	96	458	6.6	10.6	122	1017	5.7	23.6	106
HART TO HART	A 5751	1125	7.7	19.6	106	2320	6.5	40.3	90	519	7.5	9.0	104	1183	6.7	20.6	92
HILL STREET BLUES	N 8568	1399	9.5	16.3	88	3916	11.0	45.7	102	710	10.3	8.3	95	2031	11.5	23.7	106
HOTEL	A 8801	1616	11.0	18.4	99	3555	10.0	40.4	90	827	12.0	9.4	108	1822	10.3	20.7	93
JEFFERSONS	C 6978	1171	8.0	16.8	91	2769	7.8	39.7	88	674	9.8	9.7	111	1423	8.0	20.4	91
JENNIFER SLEPT HERE	N 3021	574	3.9	19.0	103	1378	3.9	45.6	101	317	4.6	10.5	120	656	3.7	21.7	97
KATE & ALLIE	C 6811	1429	9.7	21.0	113	3242	9.1	47.6	106	583	8.4	8.6	98	1615	9.1	23.7	106
KNIGHT RIDER	N 5256	922	6.3	17.5	95	2411	6.8	45.9	102	376	5.4	7.2	82	1263	7.1	24.0	108
LOVE BOAT	A 7174	1251	8.5	17.4	94	2961	8.3	41.3	92	661	9.6	9.2	106	1457	8.2	20.3	91
MAGNUM PI	C 10438	2039	13.9	19.5	105	4763	13.4	45.6	101	831	12.0	8.0	91	2272	12.8	21.8	97
MAMA'S FAMILY	N 3488	543	3.7	15.6	84	1412	4.0	40.5	90	359	5.2	10.3	118	737	4.2	21.1	95
MASTER, THE	N 4127	728	5.0	17.6	95	1923	5.4	46.6	104	379	5.5	9.2	105	1070	6.0	25.9	116
MATT HOUSTON	A 5978	1020	6.9	17.1	92	2697	7.6	45.1	100	405	5.9	6.8	78	1283	7.2	21.5	96
NBC MONDAY NIGHT MOVIE	N 10446	1946	13.3	18.6	101	5035	14.1	48.2	107	979	14.2	9.4	108	2445	13.8	23.4	105
NBC NIGHTLY NEWS	N 5571	995	6.8	17.9	96	2500	7.0	44.9	100	631	9.1	11.3	130	1283	7.2	23.0	103
NBC NIGHTLY NEWS-SAT	N 3675	625	4.3	17.0	92	1548	4.3	42.1	94	349	5.1	9.5	109	820	4.6	22.3	100
NBC NIGHTLY NEWS-SUN	N 2905	473	3.2	16.3	88	1177	3.3	40.5	90	250	3.6	8.6	99	447	2.5	15.4	69
NBC SUNDAY NIGHT MOVIE	N 8352	1548	10.5	18.5	100	3767	10.6	45.1	100	596	8.6	7.1	82	1708	9.6	20.5	92
NEWMART	C 6864	1312	8.9	19.1	103	3308	9.3	48.2	107	631	9.1	9.2	105	1723	9.7	25.1	112
ONE DAY AT A TIME	C 3866	666	4.5	17.2	93	1598	4.5	41.3	92	335	4.8	8.7	99	976	5.5	25.2	113
PEOPLE ARE FUNNY	N 3956	640	4.4	16.2	87	1721	4.8	43.5	97	352	5.1	8.9	102	889	5.0	22.5	101
REAL PEOPLE	N 6305	1243	8.5	19.7	106	2636	7.4	41.8	93	748	10.8	11.9	136	1383	7.8	21.9	98
REMINGTON STEELE	N 5884	1146	7.8	19.5	105	2756	7.7	46.8	104	455	6.6	7.7	89	1344	7.6	22.8	102
RIPLEY'S BELIEVE IT - NOT	A 5706	982	6.7	17.2	93	2498	7.0	43.8	97	461	6.7	8.1	93	1226	6.9	21.5	96
RIPTIDE	N 6202	1311	8.9	21.1	114	2943	8.2	47.5	105	522	7.6	8.4	97	1457	8.2	23.5	105
SCARECROW & MRS. KING	C 6513	1325	9.0	20.3	110	3102	8.7	47.6	106	591	8.6	9.1	104	1497	8.5	23.0	103
SIMON & SIMON	C 8593	1649	11.2	19.2	104	3780	10.6	44.0	98	652	9.4	7.6	87	1908	10.8	22.2	99
60 MINUTES	C 13342	2194	14.9	16.4	89	5386	15.1	40.4	90	1250	18.1	9.4	107	2608	14.7	19.5	88
ST. ELSEWHERE	N 6029	1118	7.6	18.5	100	2878	8.1	47.7	106	587	8.5	9.7	112	1418	8.0	23.5	105
THREE'S COMPANY	A 8565	1458	9.9	17.0	92	3760	10.5	43.9	98	832	12.0	9.7	111	1956	11.0	22.8	102
T.J. HOOKER	A 7400	1305	8.9	17.6	95	3126											

	TOTAL U.S. '000	DIARRHEA				FEVER				GROIN IRRITATION				HAYFEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	9418	100.0	11.9	100	9905	100.0	12.5	100	2042	100.0	2.6	100	6050	100.0	7.6	100
HOUSEHOLD HEADS	66405	8321	88.4	12.5	105	7892	79.7	11.9	95	1477	72.3	2.2	86	4942	81.7	7.4	98
18 - 24	13945	1418	15.1	10.2	86	2231	22.5	16.0	128	*462	22.6	3.3	129	1072	17.7	7.7	101
25 - 34	19334	3043	32.3	15.7	132	3207	32.4	16.6	133	772	37.8	4.0	155	1734	28.7	9.0	118
35 - 44	14196	1754	18.6	12.4	104	1976	19.9	13.9	111	*309	15.1	2.2	84	1273	21.0	9.0	117
45 - 54	10896	1317	14.0	12.1	102	1283	13.0	11.8	94	*232	11.4	2.1	85	952	15.7	8.7	114
55 - 64	10378	1124	11.9	10.8	91	713	7.2	6.9	55	*161	7.9	1.6	60	460	7.6	4.4	58
65 OR OLDER	10514	763	8.1	7.3	61	495	5.0	4.7	38	*108	5.3	1.0	40	559	9.2	5.3	70
18 - 34	33279	4461	47.4	13.4	113	5438	54.9	16.3	131	1233	60.4	3.7	144	2806	46.4	8.4	110
18 - 49	52904	6767	71.9	12.8	108	7997	80.7	15.1	121	1671	81.8	3.2	123	4532	74.9	8.6	112
25 - 54	44426	6114	64.9	13.8	116	6465	65.3	14.6	116	1313	64.3	3.0	115	3959	65.4	8.9	117
35 - 49	19625	2306	24.5	11.8	99	2559	25.8	13.0	104	*438	21.4	2.2	87	1726	28.5	8.8	115
50 OR OLDER	26359	2652	28.2	10.1	85	1908	19.3	7.2	58	*371	18.2	1.4	55	1519	25.1	5.8	75
GRADUATED COLLEGE	15982	2454	26.1	15.4	129	2199	22.2	13.8	110	601	29.4	3.8	146	1664	27.5	10.4	136
ATTENDED COLLEGE	13629	1745	18.5	12.8	108	1802	18.2	13.2	106	*545	26.7	4.0	155	1182	19.5	8.7	114
GRADUATED HIGH SCHOOL	28591	3398	36.1	11.9	100	3429	34.6	12.0	96	552	27.0	1.9	75	2137	35.3	7.5	98
DID NOT GRADUATE HIGH SCHOOL	21061	1821	19.3	8.6	73	2476	25.0	11.8	94	*344	16.8	1.6	63	1068	17.7	5.1	66
EMPLOYED FULL-TIME	52316	6696	71.1	12.8	108	7055	71.2	13.5	108	1483	72.6	2.8	110	4414	73.0	8.4	111
EMPLOYED PART-TIME	4113	*528	5.6	12.8	108	*522	5.3	12.7	102	*554	2.6	1.3	51	*314	5.2	7.6	100
NOT EMPLOYED	22834	2194	23.3	9.6	81	2327	23.5	10.2	82	*505	24.7	2.2	86	1322	21.9	5.8	76
PROFESSIONAL/MANAGER	15034	2101	22.3	14.0	118	1944	19.6	12.9	103	546	26.7	3.6	141	1491	24.6	9.9	130
TECH/CLERICAL/SALES	11255	1605	17.0	14.3	120	1563	15.8	13.9	111	*482	23.6	4.3	166	1131	18.7	10.0	132
PRECISION/CRAFT	11607	1388	14.7	12.0	101	1791	18.1	15.4	123	*182	8.9	1.6	61	856	14.1	7.4	97
OTHER EMPLOYED	18534	2130	22.6	11.5	97	2281	23.0	12.3	98	*327	16.0	1.8	68	1251	20.7	6.7	88
SINGLE	19562	2052	21.8	10.5	88	2656	26.8	13.6	109	*663	32.5	3.4	132	1593	26.3	8.1	107
MARRIED	51896	6860	72.8	13.2	111	6525	65.9	12.6	101	1225	60.0	2.4	92	3934	65.0	7.6	99
DIVORCED/SEPARATED/WIDOWED	7804	506	5.4	6.5	55	724	7.3	9.3	74	*155	7.6	2.0	77	524	8.7	6.7	88
PARENTS	25372	3715	39.4	14.6	123	4313	43.5	17.0	136	678	33.2	2.7	104	2065	34.1	8.1	107
WHITE	69658	8606	91.4	12.4	104	8784	88.7	12.6	101	1726	84.5	2.5	96	5473	90.5	7.9	103
BLACK	7909	696	7.4	8.8	74	845	8.5	10.7	85	*208	10.2	2.6	102	467	7.7	5.9	77
OTHER	1696	*116	1.2	6.8	58	*276	2.8	16.3	130	*108	5.3	6.4	247	*111	1.8	6.5	86
NORTHEAST-CENSUS	17202	2027	21.5	11.8	99	2067	20.9	12.0	96	*276	13.5	1.6	62	1018	16.8	5.9	78
NORTH CENTRAL	20461	2529	26.9	12.4	104	2366	23.9	11.6	93	723	35.4	3.5	137	1177	19.5	5.8	75
SOUTH	26695	3026	32.1	11.3	95	3519	35.5	13.2	105	543	26.6	2.0	79	2409	39.8	9.0	118
WEST	14906	1837	19.5	12.3	104	1953	19.7	13.1	105	*500	24.5	3.4	130	1447	23.9	9.7	127
NORTHEAST-MKTG.	17962	2014	21.4	11.2	94	2019	20.4	11.2	90	*327	16.0	1.8	71	1286	21.3	7.2	94
EAST CENTRAL	11741	1553	16.5	13.2	111	1349	13.6	11.5	92	*339	16.6	2.9	112	574	9.5	4.9	64
WEST CENTRAL	13518	1643	17.4	12.2	102	1516	15.3	11.2	90	*443	21.7	3.3	121	888	14.7	6.6	86
SOUTH	23168	2632	27.9	11.4	96	3236	32.7	14.0	112	*469	23.0	2.0	79	2061	34.1	8.9	117
PACIFIC	12874	1577	16.7	12.2	103	1785	18.0	13.9	111	*464	22.7	3.6	140	1242	20.5	9.6	126
COUNTY SIZE A	32596	3492	37.1	10.7	90	3595	36.3	11.0	88	985	48.2	3.0	117	2540	42.0	7.8	102
COUNTY SIZE B	23814	3167	33.6	13.3	112	3283	33.1	13.8	110	647	31.7	2.7	105	1862	30.8	7.8	102
COUNTY SIZE C	12663	1443	15.3	11.4	96	1435	14.5	11.3	91	*204	10.0	1.6	63	1009	16.7	8.0	104
COUNTY SIZE D	10190	1317	14.0	12.9	109	1592	16.1	15.6	125	*207	10.1	2.0	79	640	10.6	6.3	82
METRO CENTRAL CITY	23190	2562	27.2	11.0	93	3002	30.3	12.9	104	775	38.0	3.3	130	1821	30.1	7.9	103
METRO SUBURBAN	36920	4489	47.7	12.2	102	4195	42.4	11.4	91	934	45.7	2.5	98	2844	47.0	7.7	101
NON METRO	19152	2367	25.1	12.4	104	2707	27.3	14.1	113	*333	16.3	1.7	67	1385	22.9	7.2	95
TOP 5 ADI'S	18703	2246	23.8	12.0	101	2196	22.2	11.7	94	*546	26.7	2.9	113	1453	24.0	7.8	102
TOP 10 ADI'S	26158	2848	30.2	10.9	92	2981	30.1	11.4	91	826	40.5	3.2	123	2276	37.6	8.7	114
TOP 20 ADI'S	36612	4286	45.5	11.7	99	4272	43.1	11.7	93	1068	52.3	2.9	113	2939	48.6	8.0	105
MSHLD INC. \$50,000 OR MORE	9326	1001	10.6	10.7	90	1097	11.1	11.8	94	*388	19.0	4.2	161	880	14.5	9.4	124
\$40,000 OR MORE	18002	2050	21.8	11.4	96	2110	21.3	11.7	94	611	29.9	3.4	132	1567	25.9	8.7	114
\$30,000 OR MORE	31361	3757	39.9	12.0	101	4033	40.7	12.9	103	1070	52.4	3.4	132	2665	44.0	8.5	111
\$25,000 OR MORE	39858	4806	51.0	12.1	101	5164	52.1	13.0	104	1319	64.6	3.3	128	3425	56.6	8.6	113
\$20,000 - \$24,999	8664	1133	12.0	13.1	110	1061	10.7	12.2	98	*242	11.9	2.8	108	721	11.9	8.3	109
\$15,000 - \$19,999	7964	1024	10.9	12.9	108	1049	10.6	13.2	105	*179	8.8	2.2	87	*372	6.1	4.7	61
\$10,000 - \$14,999	11093	1138	12.1	10.3	86	1257	12.7	11.3	91	*156	7.6	1.4	55	870	14.4	7.8	103
UNDER \$10,000	11683	1317	14.0	11.3	95	1373	13.9	11.8	94	*146	7.1	1.2	49	662	10.9	5.7	74
HOUSEHOLD OF 1 PERSON	7453	774	8.2	10.4	87	712	7.2	9.6	76	*189	9.3	2.5	98	583	9.6	7.8	102
2 PEOPLE	24757	2953	31.4	11.9	100	1983	20.0	8.0	64	473	23.2	1.9	74	1656	27.4	6.7	88
3 OR 4 PEOPLE	32682	4102	43.6	12.6	106	4615	46.6	14.1	113	856	41.9	2.6	102	2949	48.7	9.0	118
5 OR MORE PEOPLE	14370	1589	16.9	11.1	93	2595	26.2	18.1	145	*525	25.7	3.7	142	863	14.3	6.0	79
NO CHILD IN MSHLD	46768	5268	55.9	11.3	95	4430	44.7	9.5	76	1156	56.6	2.5	96	3468	57.3	7.4	97
CHILD(REN) UNDER 2 YRS	4799	679	7.2	14.1	119	993	10.0	20.7	166	*116	5.7	2.4	94	*428	7.1	8.9	117
2 - 5 YEARS	11125	1813	19.3	16.3	137	2439	24.6	21.9	175	*299	14.6	2.7	104	811	13.4	7.3	96
6 - 11 YEARS	14193	2041	21.7	14.4	121	2568	25.9	18.1	145	*422	20.7	3.0	115	1137	18.8	8.0	105
12 - 17 YEARS	17402	1764	18.7	10.1	85	2262	22.8	13.0	104	*499	24.4	2.9	111	1329	22.0	7.6	100
RESIDENCE OWNED	56398	6523	69.3	11.6	97	6743	68.1	12.0	96	1505	73.7	2.7	104	4267	70.5	7.6	99
VALUE: \$50,000 OR MORE	34811	4012	42.6	11.5	97	4015	40.5	11.5	92	1091	53.4	3.1	122	2714	44.9	7.8	102
VALUE: UNDER \$50,000	21587	2512	26.7	11.6	98	2728	27.5	12.6	101	*415	20.3	1.9	75	1553	25.7	7.2	94

			TOTAL U.S. '000	DIARRHEA				FEVER				GROIN IRRITATION				HAYFEVER			
				A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL MALES			79263	9418	100.0	11.9	100	9905	100.0	12.5	100	2042	100.0	2.6	100	6050	100.0	7.6	100
MAGAZINES	QUINTILE 1	16033	2339	24.8	14.6	123	2414	24.4	15.1	120	*563	27.6	3.5	136	1347	22.3	8.4	110	
	QUINTILE 2	15354	1827	19.4	11.9	100	2190	22.1	14.3	114	*486	23.8	3.2	123	1338	22.1	8.7	114	
	QUINTILE 3	15888	1959	20.8	12.3	104	1783	18.0	11.2	90	*446	21.8	2.8	109	1196	19.8	7.5	99	
	QUINTILE 4	17310	1989	21.1	11.5	97	1935	19.5	11.2	89	*261	12.8	1.5	59	1308	21.6	7.6	99	
	QUINTILE 5	14677	1306	13.9	8.9	75	1582	16.0	10.8	86	*286	14.0	1.9	76	861	14.2	5.9	77	
NEWSPAPERS	QUINTILE 1	15277	1887	20.0	12.4	104	1716	17.3	11.2	90	*535	26.2	3.5	136	1186	19.6	7.8	102	
	QUINTILE 2	22745	3020	32.1	13.3	112	2683	27.1	11.8	94	635	31.1	2.8	108	1740	28.8	7.7	100	
	QUINTILE 3	10692	1243	13.2	11.6	98	1234	12.5	11.5	92	*202	9.9	1.9	73	871	14.4	8.1	107	
	QUINTILE 4	11646	1225	13.0	10.5	89	1552	15.7	13.3	107	*249	12.2	2.1	83	843	13.9	7.2	99	
	QUINTILE 5	18903	2043	21.7	10.8	91	2720	27.5	14.4	115	*421	20.6	2.2	86	1411	23.3	7.5	98	
OUTDOOR	QUINTILE 1	16620	2005	21.3	12.1	102	2241	22.6	13.5	108	*538	26.3	3.2	126	1483	24.5	8.9	117	
	QUINTILE 2	16377	2361	25.1	14.4	121	2185	22.1	13.3	107	*447	21.9	2.7	106	1425	23.6	8.7	114	
	QUINTILE 3	15995	1792	19.0	11.2	94	1950	19.7	12.2	98	*233	11.4	1.5	57	1139	18.8	7.1	93	
	QUINTILE 4	15592	1757	18.7	11.3	95	1769	17.9	11.3	91	*433	21.2	2.8	108	1035	17.1	6.6	87	
	QUINTILE 5	14679	1503	16.0	10.2	86	1760	17.8	12.0	96	*392	19.2	2.7	104	969	16.0	6.6	86	
RADIO-DRIVE TIME	QUINTILE 1	15746	1952	20.7	12.4	104	1761	17.8	11.2	89	*426	20.9	2.7	105	1178	19.5	7.5	98	
	QUINTILE 2	15067	1648	17.5	10.9	92	1808	18.3	12.0	96	*437	21.4	2.9	113	1182	19.5	7.8	103	
	QUINTILE 3	15631	1983	21.1	12.7	107	2287	23.1	14.6	117	*500	24.5	3.2	124	1251	20.7	8.0	105	
	QUINTILE 4	16245	1954	20.7	12.0	101	2177	22.0	13.4	107	*406	19.9	2.5	97	1318	21.8	8.1	106	
	QUINTILE 5	16573	1882	20.0	11.4	96	1872	18.9	11.3	90	*272	13.3	1.6	64	1122	18.5	6.8	89	
RADIO-MID- DAY	TERCILE 1	21788	2657	28.2	12.2	103	2592	26.2	11.9	95	561	27.5	2.6	100	1596	26.4	7.3	96	
	TERCILE 2	21151	2463	26.2	11.6	98	2729	27.6	12.9	103	558	27.3	2.6	102	1487	24.6	7.0	92	
	TERCILE 3	36323	4299	45.6	11.8	100	4584	46.3	12.6	101	923	45.2	2.5	99	2967	49.0	8.2	107	
	QUINTILE 1	15977	1918	20.4	12.0	101	1869	18.9	11.7	94	*450	22.0	2.8	109	1161	19.2	7.3	95	
	QUINTILE 2	15923	1915	20.3	12.0	101	2017	20.4	12.7	101	647	31.7	4.1	158	1032	17.1	6.5	85	
RADIO-TOTAL	QUINTILE 3	14980	1725	18.3	11.5	97	1821	18.4	12.2	97	*188	9.2	1.3	49	1352	22.3	9.0	118	
	QUINTILE 4	17123	2226	23.6	13.0	109	2598	26.2	15.2	121	*495	24.2	2.9	112	1543	25.5	9.0	118	
	QUINTILE 5	15260	1633	17.3	10.7	90	1601	16.2	10.5	84	*263	12.9	1.7	67	962	15.9	6.3	83	
	QUINTILE 1	15674	1810	19.2	11.5	97	1878	19.0	12.0	96	*299	14.6	1.9	74	1124	18.6	7.2	94	
	QUINTILE 2	15944	1973	20.9	12.4	104	1817	18.3	11.4	91	*358	17.5	2.2	87	1162	19.2	7.3	95	
TV-PRIME TIME	QUINTILE 3	16037	1776	18.9	11.1	93	2104	21.2	13.1	105	621	30.4	3.9	150	1318	21.8	8.2	108	
	QUINTILE 4	15412	2026	21.5	13.1	111	2128	21.5	13.8	110	*296	14.5	1.9	75	1214	20.1	7.9	103	
	QUINTILE 5	16194	1834	19.5	11.3	95	1978	20.0	12.2	98	*468	22.9	2.9	112	1232	20.4	7.6	100	
	TERCILE 1	19156	2133	22.6	11.1	94	2309	23.3	12.1	96	*520	25.5	2.7	105	1342	22.2	7.0	92	
	TERCILE 2	19343	2333	24.8	12.1	102	2028	20.5	10.5	84	*378	18.5	2.0	76	1405	23.2	7.3	95	
TV-TOTAL	TERCILE 3	40764	4953	52.6	12.2	102	5568	56.2	13.7	109	1144	56.0	2.8	109	3303	54.6	8.1	106	
	QUINTILE 1	15844	1848	19.6	11.7	98	1827	18.4	11.5	92	*363	17.8	2.3	89	1170	19.3	7.4	97	
	QUINTILE 2	15767	1653	17.6	10.5	88	1806	18.2	11.5	92	*521	25.5	3.3	128	1029	17.0	6.5	86	
	QUINTILE 3	15775	2177	23.1	13.8	116	1804	18.2	11.4	92	*275	13.5	1.7	68	1267	20.9	8.0	105	
	QUINTILE 4	15903	1846	19.6	11.6	98	2015	20.3	12.7	101	*527	25.8	3.3	129	1230	20.3	7.7	101	
QUINTILE 5	15974	1895	20.1	11.9	100	2454	24.8	15.4	123	*356	17.4	2.2	87	1356	22.4	8.5	111		
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		21225	2919	31.0	13.8	116	2717	27.4	12.8	102	767	37.6	3.6	140	1704	28.2	8.0	105	
		17728	2177	23.1	12.3	103	2790	28.2	15.7	126	*479	23.5	2.7	105	1489	24.6	8.4	110	
		22987	2698	28.6	11.7	99	2289	23.1	10.0	80	*489	23.9	2.1	83	1637	27.1	7.1	93	
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		16244	2206	23.4	13.6	114	2462	24.9	15.2	121	*482	23.6	3.0	115	1405	23.2	8.6	113	
		24016	2975	31.6	12.4	104	3105	31.3	12.9	103	752	36.8	3.1	122	1911	31.6	8.0	104	
		26020	3074	32.6	11.8	99	2964	29.9	11.4	91	608	29.8	2.3	91	2132	35.2	8.2	107	
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		16918	2206	23.4	13.0	110	2522	25.5	14.9	119	730	35.7	4.3	167	1075	17.8	6.4	83	
		23456	3118	33.1	13.3	112	3172	32.0	13.5	108	540	26.4	2.3	89	2242	37.1	9.6	125	
		23900	2581	27.4	10.8	91	2463	24.9	10.3	82	512	25.1	2.1	83	1785	29.5	7.5	98	
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15791	2110	22.4	13.4	112	2013	20.3	12.7	102	*545	26.7	3.5	134	1278	21.1	8.1	106	
		25476	3415	36.3	13.4	113	3709	37.4	14.6	117	786	38.5	3.1	120	2131	35.2	8.4	110	
		25744	2739	29.1	10.6	90	2643	26.7	10.3	82	470	23.0	1.8	71	1617	26.7	6.3	82	
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		17628	2360	25.1	13.4	113	2362	23.8	13.4	107	570	27.9	3.2	126	1517	25.1	8.6	113	
		26414	3193	33.9	12.1	102	2701	27.3	10.2	82	708	34.7	2.7	104	1864	30.8	7.1	92	
		23059	2780	29.5	12.1	101	3078	31.1	13.3	107	*492	24.1	2.1	83	1938	32.0	8.4	110	
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17996	2437	25.9	13.5	114	2101	21.2	11.7	93	721	35.3	4.0	156	1317	21.8	7.3	96	
		26269	3228	34.3	12.3	103	2962	29.9	11.3	90	507	24.8	1.9	75	2251	37.2	8.6	112	
		21342	2221	23.6	10.4	88	2834	28.6	13.3	106	*423	20.7	2.0	77	1524	25.2	7.1	94	
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17359	1994	21.2	11.5	97	1720	17.4	9.9	79	602	29.5	3.5	135	1338	22.1	7.7	101	
		26889	3589	38.1	13.3	112	3284	33.2	12.2	98	708	34.7	2.6	102	2225	36.8	8.3	108	
		21698	2562	27.2	11.8	99	2940	29.7	13.5	108	*439	21.5	2.0	79	1439	23.8	6.6	87	
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		16456	2035	21.6	12.4	104	2041	20.6	12.4	99	*486	23.8	3.0	115	1383	22.9	8.4	110	
		25870	3321	35.3	12.8	108	3555	35.9	13.7	110	588	28.8	2.3	88	2267	37.5	8.8	115	
		23943	2648	28.1	11.1	93	2801												

AILMENTS - MAD IN THE LAST 12 MONTHS
(MALES)

	TOTAL U.S. '000	DIARRHEA				FEVER				GROIN IRRITATION				HAYFEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	9418	100.0	11.9	100	9905	100.0	12.5	100	2042	100.0	2.6	100	6050	100.0	7.6	100
ATLANTIC MONTHLY	452	**63	0.7	13.9	117	**65	0.7	14.4	115	**6	0.3	1.3	52	**32	0.5	7.1	93
BARRON'S	1058	**144	1.5	13.6	115	**63	0.6	6.0	48	**64	3.1	6.0	235	**121	2.0	11.4	150
BETTER HOMES & GARDENS	4773	689	7.3	14.4	121	532	5.4	11.1	89	**76	3.7	1.6	67	396	6.5	8.3	109
BON APPETIT	1037	**120	1.3	11.6	97	**125	1.3	12.1	96	**10	0.5	1.0	37	**122	2.0	11.8	154
BUSINESS WEEK	3193	412	4.4	12.9	109	318	3.2	10.0	80	**85	4.2	2.7	103	357	5.9	11.2	146
CAR AND DRIVER	2705	388	4.1	14.3	121	406	4.1	15.0	120	**80	3.9	3.0	115	**269	4.4	9.9	130
CBS MAGAZINE NETWORK (GROSS)	5678	723	7.7	12.7	107	912	9.2	16.1	129	**291	14.3	5.1	199	637	10.5	11.2	147
CHANGING TIMES	1847	*214	2.3	11.6	98	**228	2.3	12.3	99	**65	3.2	3.5	137	**101	1.7	5.5	72
COLONIAL HOMES	492	**91	1.0	18.5	156	**60	0.6	12.2	98	**1	0.0	0.2	8	**36	0.6	7.3	96
CONDE NAST MAG. PKG. (GROSS)	2066	*274	2.9	13.3	112	267	2.7	12.9	103	**146	7.1	7.1	274	**258	4.3	12.5	164
CONSUMERS DIGEST	1719	*238	2.5	13.8	117	*171	1.7	9.9	80	**32	1.6	1.9	72	**148	2.4	8.6	113
COSMOPOLITAN	1762	*206	2.2	11.7	98	*214	2.2	12.1	97	**74	3.6	4.2	163	**222	3.7	12.6	165
COUNTRY LIVING	1110	*173	1.8	15.6	131	*169	1.7	15.2	122	**18	0.9	1.6	63	**111	1.8	10.0	131
CUISINE	660	*130	1.4	19.7	166	**72	0.7	10.9	87	**2	0.1	0.3	12	**108	1.8	16.4	214
CYCLE WORLD	1924	*249	2.6	12.9	109	322	3.3	16.7	134	**44	2.2	2.3	89	**205	3.4	10.7	140
DCI:CREATIVE IDEAS FOR LIV	437	**70	0.7	16.0	135	**53	0.5	12.1	97	**20	1.0	4.6	178	**38	0.6	8.7	114
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	383	4.1	15.4	129	401	4.0	16.1	129	**39	1.9	1.6	61	336	5.6	13.5	177
DISCOVER	1279	*179	1.9	14.0	118	*212	2.1	16.6	133	**64	3.1	5.0	194	**175	2.9	13.7	179
EBONY	2898	315	3.3	10.9	91	335	3.4	11.6	93	**103	5.0	3.6	138	**192	3.2	6.6	87
ESQUIRE	1384	*227	2.4	16.4	138	*215	2.2	15.5	124	**71	3.5	5.1	199	**91	1.5	6.6	86
ESSENCE	850	**124	1.3	14.6	123	**14	1.5	16.9	136	**16	0.8	1.9	73	**71	1.2	8.4	109
FAMILY CIRCLE	2430	342	3.6	14.1	118	291	2.9	12.0	96	**75	3.7	3.1	120	**336	5.6	13.8	181
THE FAMILY HANDYMAN	2356	293	3.1	12.4	105	335	3.4	14.2	114	**51	2.5	2.2	84	**117	1.9	5.0	65
FAMILY WEEKLY	11533	1437	15.3	12.5	105	1601	16.2	13.9	111	*225	11.0	2.0	76	965	16.0	8.4	110
FIELD & STREAM	7444	931	9.9	12.5	105	984	9.9	13.2	106	*218	10.7	2.9	114	521	8.6	7.0	92
FOOD & WINE	416	**45	0.5	10.8	91	**52	0.5	12.5	100	**4	0.2	1.0	37	**57	0.9	13.7	180
FORBES	1865	256	2.7	13.7	116	*197	2.0	10.6	85	**37	1.8	2.0	77	*202	3.3	10.8	142
FORTUNE	1849	238	2.5	12.9	108	*200	2.0	10.8	87	**56	2.7	3.0	118	202	3.3	10.9	143
GENTLEMEN'S QUARTERLY	2284	263	2.8	11.5	97	352	3.6	15.4	123	**78	3.8	3.4	133	*206	3.4	9.0	118
GLAMOUR	538	**79	0.8	14.7	124	**45	0.5	8.4	67	**54	2.6	10.0	390	**110	1.8	20.4	268
GOLF DIGEST	1649	202	2.1	12.2	103	*188	1.9	11.4	91	**34	1.7	2.1	80	*117	1.9	7.1	93
GOLF DIGEST/TENNIS (GROSS)	2294	285	3.0	12.4	105	310	3.1	13.5	108	**61	3.0	2.7	103	*169	2.8	7.4	97
GOLF MAGAZINE	1577	*180	1.9	11.4	96	*220	2.2	14.0	112	**54	2.6	3.4	133	**55	0.9	3.5	46
GOLF MAGAZINE/SKI (GROSS)	2487	268	2.8	10.8	91	404	4.1	16.2	130	**117	5.7	4.7	183	*147	2.4	5.9	77
GOOD HOUSEKEEPING	2569	363	3.9	14.1	119	307	3.1	12.0	96	**35	1.7	1.4	53	274	4.5	10.7	140
HARPER'S BAZAAR	431	**31	0.3	7.2	61	**44	0.4	10.2	82	**46	2.3	10.7	414	**50	0.8	11.6	152
HEALTH	788	*151	1.6	19.2	161	**105	1.1	13.3	107	**81	4.0	10.3	399	**110	1.8	14.0	183
HEARST MAG CORP. BUY (GROSS)	18781	2799	29.7	14.9	125	2493	25.2	13.3	106	596	29.2	3.2	123	1686	27.9	9.0	118
HEARST MAN POWER (GROSS)	9169	1489	15.8	16.2	137	1230	12.4	13.4	107	310	15.2	3.4	131	733	12.1	8.0	105
HEARST WOMAN POWER (GROSS)	5452	739	7.8	13.6	114	680	6.9	12.5	100	**115	5.6	2.1	82	577	9.5	10.6	139
HOUSE BEAUTIFUL	1020	**132	1.4	12.9	109	**151	1.5	14.8	118	**33	1.6	3.2	126	**89	1.5	8.7	114
INC.	993	*114	1.2	11.5	97	*119	1.2	12.0	96	**11	0.5	1.1	43	*127	2.1	12.8	168
JET	2808	*251	2.7	8.9	75	305	3.1	10.9	87	**91	4.5	3.2	126	*157	2.6	5.6	73
LADIES' HOME JOURNAL	1868	*298	3.2	16.0	134	*171	1.7	9.2	73	**30	1.5	1.6	62	*216	3.6	11.6	151
LHJ FAMILY GRP COMBO(GROSS)	3582	602	6.4	16.8	141	374	3.8	10.4	84	*150	7.3	4.2	163	374	6.2	10.4	137
LIFE	4817	706	7.5	14.7	123	583	5.9	12.1	97	*241	11.8	5.0	194	383	6.3	8.0	104
L.A. TIMES HOME MAGAZINE	1465	275	2.9	18.8	158	*209	2.1	14.3	114	**129	6.3	8.8	342	*87	1.4	5.9	78
MADEMOISELLE	460	**24	0.3	5.2	44	**50	0.5	10.9	87	**43	2.1	9.3	363	**67	1.1	14.6	191
MC CALL'S	1764	*211	2.2	12.0	101	*209	2.1	11.8	95	**51	2.5	2.9	112	*125	2.1	7.1	93
MC CALL'S/WRK MOTHER (GROSS)	2062	*257	2.7	12.5	105	*239	2.4	11.6	93	**51	2.5	2.5	96	*178	2.9	8.6	113
MECHANIX ILLUSTRATED	3625	488	5.2	13.5	113	489	4.9	13.5	108	**84	4.1	2.3	90	365	6.0	10.1	132
METROPOLITAN HOME	495	**81	0.9	16.4	138	**81	0.8	16.4	131	**3	0.1	0.6	24	**62	1.0	12.5	164
MONEY	3017	484	5.1	16.0	135	372	3.8	12.3	99	**90	4.4	3.0	116	280	4.6	9.3	122
MOTHER EARTH NEWS	1203	*179	1.9	14.9	125	*199	2.0	16.5	132	**54	2.6	4.5	174	**127	2.1	10.6	138
MS.	*257	**41	0.4	16.0	134	**51	0.5	19.8	159	**4	0.2	1.6	60	**68	1.1	26.5	347
NATIONAL ENQUIRER	6921	791	8.4	11.4	96	1021	10.3	14.8	118	*179	8.8	2.6	100	464	7.7	6.7	88
NATIONAL GEOGRAPHIC	11626	1614	17.1	13.9	117	1631	16.5	14.0	112	352	17.2	3.0	118	1131	18.7	9.7	127
NATIONAL SUNDAY MAGAZINE PKG	49424	6153	65.3	12.4	105	5967	60.2	12.1	97	1402	68.7	2.8	110	3907	64.6	7.9	104
NATURAL HISTORY	753	**56	0.6	7.4	63	**83	0.8	11.0	88	**13	0.6	1.7	67	**124	2.0	16.5	216
NEW WOMAN	*296	**27	0.3	9.1	77	*50	0.5	16.9	135	**10	0.5	3.4	131	**79	1.3	26.7	350
NEW YORK INCLUDING CUE	541	**40	0.4	7.4	62	**40	0.4	7.4	59	**7	0.3	1.3	50	**53	0.9	9.8	128
THE NEW YORKER	1078	*187	2.0	17.3	146	*155	1.6	14.4	115	**26	1.3	2.4	94	*84	1.4	7.8	102
NEWSWEEK	9602	1301	13.8	13.5	114	1231	12.4	12.8	103	232	11.4	2.4	94	930	15.4	9.7	127
THE N.Y. TIMES DAILY EDITION	1376	*86	0.9	6.3	53	*119	1.2	8.6	69	**26	1.3	1.9	73	*74	1.2	5.4	70
THE N.Y. TIMES MAGAZINE	2110	210	2.2	10.0	84	245	2.5	11.6	93	**63	3.1	3.0	116	179	3.0	8.5	111
OWN	1927	*247	2.6	12.8	108	*238	2.4	12.4	99	**105	5.1	5.4	212	*228	3.8	11.8	155
ON CABLE	911	**100	1.1	11.0	92	*82	0.8	9.0	72	**66	3.2	7.2	281	**38	0.6	4.2	55
1001 HOME IDEAS	927	*152	1.6	16.4	138	*98	1.0	10.6	85	*39	1.9	4.2	163	**48	0.8	5.2	68
ORGANIC GARDENING	1430	**144	1.5	10.1	85	*155	1.6	10.8	87	**25	1.2	1.7	68	**165	2.7	11.5	151
OUTDOOR LIFE	4064	511	5.4	12.6	106	706	7.1	17.4	139	**117	5.7	2.9	112	308	5.1	7.6	99
PARADE MAGAZINE	24538	3206	34.0	13.1	110	3063	30.9	12.5	100	711	34.8	2.9	112	2068	34.2	8.4	110

	TOTAL U.S. '000	DIARRHEA				FEVER				GROIN IRRITATION				HAYFEVER			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL MALES	79263	9418	100.0	11.9	100	9905	100.0	12.5	100	2042	100.0	2.6	100	6050	100.0	7.6	100
PARENTS	1126	241	2.6	21.4	180	*241	2.4	21.4	171	**108	5.3	9.6	372	**123	2.0	10.9	143
PENTHOUSE	4157	694	7.4	16.7	141	785	7.9	18.9	151	**153	7.5	3.7	143	363	6.0	8.7	114
PEOPLE	7591	1034	11.0	13.6	115	1181	11.9	15.6	124	351	17.2	4.6	179	753	12.4	9.9	130
PLAYBOY	8379	1222	13.0	14.6	123	1434	14.5	17.1	137	*240	11.8	2.9	111	773	12.8	9.2	121
POPULAR HOT RODDING	2110	*245	2.6	11.6	98	295	3.0	14.0	112	**77	3.8	3.6	142	*198	3.3	9.4	123
POPULAR MECHANICS	4850	883	9.4	18.2	153	707	7.1	14.6	117	*145	7.1	3.0	116	308	5.1	6.4	83
POPULAR SCIENCE	3397	541	5.7	15.9	134	435	4.4	12.8	102	**113	5.5	3.3	129	356	5.9	10.5	137
PREVENTION	1720	248	2.6	14.4	121	*179	1.8	10.4	83	**44	2.2	2.6	99	**151	2.5	8.8	115
PSYCHOLOGY TODAY	1344	*248	2.6	18.5	155	*192	1.9	14.3	114	**87	4.3	6.5	251	*173	2.9	12.9	169
READER'S DIGEST	16016	2231	23.7	13.9	117	1839	18.6	11.5	92	538	26.3	3.4	130	1387	22.9	8.7	113
REDBOOK	1121	**170	1.8	15.2	128	**159	1.6	14.2	114	**6	0.3	0.5	21	**81	1.3	7.2	95
ROAD & TRACK	2161	296	3.1	13.7	115	*314	3.2	14.5	116	**166	8.1	7.7	298	*224	3.7	10.4	136
ROLLING STONE	1948	340	3.6	17.5	147	343	3.5	17.6	141	**160	7.8	8.2	319	*244	4.0	12.5	164
RUNNER'S WORLD	899	*158	1.7	17.6	148	**121	1.2	13.5	108	**88	4.3	9.8	380	*75	1.2	8.3	109
SATURDAY EVENING POST	841	**109	1.2	13.0	109	*74	0.7	8.8	70	**29	1.4	3.4	134	**54	0.9	6.4	84
SCIENCE 84	841	**107	1.1	12.7	107	**130	1.3	15.5	124	**19	0.9	2.3	88	**100	1.7	11.9	156
SCIENCE DIGEST	1194	*191	2.0	16.0	135	**123	1.2	10.3	82	**41	2.0	3.4	133	**184	3.0	15.4	202
SCIENTIFIC AMERICAN	1379	*155	1.6	11.2	95	*195	2.0	14.1	113	**15	0.7	1.1	42	*116	1.9	8.4	110
SELF	436	*76	0.8	17.4	147	**77	0.8	17.7	141	**21	1.0	4.8	187	**22	0.4	5.0	66
SEVENTEEN	614	**110	1.2	17.9	151	**136	1.4	22.1	177	**38	1.9	6.2	240	**84	1.4	13.7	179
SKI	910	**88	0.9	9.7	81	*184	1.9	20.2	162	**62	3.0	6.8	264	*92	1.5	10.1	132
SMITHSONIAN	2937	392	4.2	13.3	112	419	4.2	14.3	114	**69	3.4	2.3	91	359	5.9	12.2	160
SOAP OPERA DIGEST	545	**42	0.4	7.7	65	**93	0.9	17.1	137	**14	0.7	2.6	100	**74	1.2	13.6	178
SOUTHERN LIVING	2054	312	3.3	15.2	128	348	3.5	16.9	136	**19	0.9	0.9	36	*298	4.9	14.5	190
SPORT	2799	382	4.1	13.6	115	436	4.4	15.6	125	**145	7.1	5.2	201	*267	4.4	9.5	125
THE SPORTING NEWS	1938	319	3.4	16.5	139	350	3.5	18.1	145	**88	4.3	4.5	176	*215	3.6	11.1	145
SPORTS AFFIELD	3125	415	4.4	13.3	112	400	4.0	12.8	102	**124	6.1	4.0	154	*241	4.0	7.7	101
SPORTS ILLUSTRATED	11159	1480	15.7	13.3	112	1585	16.0	14.2	114	442	21.6	4.0	154	744	12.3	6.7	87
STAR	4095	469	5.0	11.5	96	533	5.4	13.0	104	**62	3.0	1.5	59	*223	3.7	5.4	71
SUNDAY	25169	3054	32.4	12.1	102	2914	29.4	11.6	93	722	35.4	2.9	111	1788	29.6	7.1	93
SUNSET	1294	*211	2.2	16.3	137	**201	2.0	15.5	124	**45	2.2	3.5	135	*303	5.0	23.4	307
TV GUIDE	18508	2358	25.0	12.7	107	2592	26.2	14.0	112	589	28.8	3.2	124	1374	22.7	7.4	97
TENNIS	645	**83	0.9	12.9	108	**122	1.2	18.9	151	**27	1.3	4.2	162	**52	0.9	8.1	106
TIME	12124	1645	17.5	13.6	114	1653	16.7	13.6	109	356	17.4	2.9	114	1120	18.5	9.2	121
TOWN & COUNTRY	493	*72	0.8	14.6	123	**64	0.6	13.0	104	**47	2.3	9.5	370	*38	0.6	7.7	101
TRAVEL & LEISURE	1122	*137	1.5	12.2	103	**109	1.1	9.7	78	**52	2.5	4.6	180	**72	1.2	6.4	84
TRUE STORY	690	**127	1.3	18.4	155	**95	1.0	13.8	110	*33	0.1	0.4	17	**115	1.9	16.7	218
U.S. NEWS & WORLD REPORT	6571	920	9.8	14.0	118	854	8.6	13.0	104	*240	11.8	3.7	142	634	10.5	9.6	126
USA TODAY	3120	458	4.9	14.7	124	475	4.8	15.2	122	*90	4.4	2.9	112	*186	3.1	6.0	78
US	1315	*198	2.1	15.1	127	*213	2.2	16.2	130	**10	0.5	0.8	30	**99	1.6	7.5	99
VOGUE	632	**95	1.0	15.0	127	**95	1.0	15.0	120	**28	1.4	4.4	172	**59	1.0	9.3	122
WALL STREET JOURNAL	4247	524	5.6	12.3	104	481	4.9	11.3	91	*99	4.8	2.3	90	503	8.3	11.8	155
WEIGHT WATCHERS	398	**54	0.6	13.6	114	*36	0.4	9.0	72	**13	0.6	3.3	127	*33	0.5	8.3	109
WOMAN'S DAY	1139	*174	1.8	15.3	129	**86	0.9	7.6	60	**12	0.6	1.1	41	**113	1.9	9.9	130
WORKING MOTHER	*298	**46	0.5	15.4	130	*30	0.3	10.1	81	**0	0.0	0.0	0	**53	0.9	17.8	233
WORKING WOMAN	327	**53	0.6	16.2	136	*21	0.2	6.4	51	**1	0.0	0.3	12	*42	0.7	12.8	168
WORLD TENNIS	397	**65	0.7	16.4	138	**88	0.9	22.2	177	**18	0.9	4.5	176	*38	0.6	9.6	125
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1295	13.8	13.4	113	1550	15.6	16.1	129	355	17.4	3.7	143	900	14.9	9.3	122
BLAIR INSERTS	43762	5409	57.4	12.4	104	5048	51.0	11.5	92	1303	63.8	3.0	116	3471	57.4	7.9	104
DAILY NEWSPAPERS																	
READ ANY	52459	6435	68.3	12.3	103	6168	62.3	11.8	94	1392	68.2	2.7	103	3953	65.3	7.5	99
READ ONE	41891	5106	54.2	12.2	103	4965	50.1	11.9	95	985	48.2	2.4	91	3121	51.6	7.5	98
READ TWO OR MORE	10568	1330	14.1	12.6	106	1203	12.1	11.4	91	407	19.9	3.9	149	833	13.8	7.9	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	6549	69.5	12.6	106	6250	63.1	12.0	96	1445	70.8	2.8	108	4065	67.2	7.8	103
READ ONE	44561	5596	59.4	12.6	106	5375	54.3	12.1	97	1136	55.6	2.5	99	3508	58.0	7.9	103
READ TWO OR MORE	7368	952	10.1	12.9	109	875	8.8	11.9	95	*308	15.1	4.2	162	557	9.2	7.6	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.55				31.52				29.05				32.68			
30 DAY REACH	71522	8637	91.7	12.1	102	9030	91.2	12.6	101	1861	91.1	2.6	101	5500	90.9	7.7	101
50 SHWG - 30 DAY AV FREQ	15.55	15.99				16.68				15.04				17.06			
30 DAY REACH	68168	8250	87.6	12.1	102	8528	86.1	12.5	100	1786	87.5	2.6	102	5270	87.1	7.7	101
25 SHWG - 30 DAY AV FREQ	8.43	8.51				8.92				8.30				9.03			
30 DAY REACH	62898	7722	82.0	12.3	103	7951	80.3	12.6	101	1606	78.6	2.6	99	4991	82.5	7.9	104
CABLE TV: HOME WIRED	31664	4144	44.0	13.1	110	4016	40.5	12.7	101	831	40.7	2.6	102	2502	41.4	7.9	104
HOME NOT WIRED	47599	5275	56.0	11.1	93	5888	59.4	12.4	99	1211	59.3	2.5	99	3549	58.7	7.5	98
HAVE PAY CABLE	17139	2457	26.1	14.3	121	2528	25.5	14.7	118	*471	23.1	2.7	107	1328	22.0	7.7	102

	TOTAL U.S. '000	DIARRHEA				FEVER				GROIN IRRITATION				HAYFEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	9418	100.0	11.9	100	9905	100.0	12.5	100	2042	100.0	2.6	100	6050	100.0	7.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	5847	62.1	12.3	103	6127	61.9	12.9	103	1272	62.3	2.7	104	3773	62.4	7.9	104
10:00 AM - 3:00 PM	29926	3638	38.6	12.2	102	3755	37.9	12.5	100	774	37.9	2.6	100	2183	36.1	7.3	96
3:00 PM - 7:00 PM	37666	4675	49.6	12.4	104	5145	51.9	13.7	109	1127	55.2	3.0	116	2999	49.6	8.0	104
7:00 PM - MIDNIGHT	18909	2365	25.1	12.5	105	2466	24.9	13.0	104	628	30.8	3.3	129	1334	22.0	7.1	92
MIDNIGHT - 6:00 AM	11822	1285	13.6	10.9	91	1394	14.1	11.8	94	291	14.3	2.5	96	946	15.6	8.0	105
6:00 AM - MIDNIGHT	63254	7865	83.5	12.4	105	8272	83.5	13.1	105	1690	82.8	2.7	104	4907	81.1	7.8	102
ENTIRE DAY	64057	7912	84.0	12.4	104	8324	84.0	13.0	104	1695	83.0	2.6	103	4977	82.3	7.8	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	2071	22.0	12.5	105	2344	23.7	14.1	113	511	25.0	3.1	120	1170	19.3	7.0	92
ALL NEWS	3542	454	4.8	12.8	108	447	4.5	12.6	101	**73	3.6	2.1	80	302	5.0	8.5	112
ADR/PROGRESSIVE	7465	963	10.2	12.9	109	1169	11.8	15.7	125	*313	15.3	4.2	163	464	7.7	6.2	81
BEAUTIFUL MUSIC	5061	638	6.8	12.6	106	525	5.3	10.4	83	*154	7.5	3.0	118	464	7.7	9.2	120
BLACK	1914	*248	2.6	13.0	109	*331	3.3	17.3	138	**59	2.9	3.1	120	*138	2.3	7.2	94
CLASSICAL	2304	299	3.2	13.0	109	270	2.7	11.7	94	**80	3.9	3.5	135	242	4.0	10.5	138
CHR/ROCK	10663	1502	15.9	14.1	119	1452	14.7	13.6	109	294	14.4	2.8	107	1017	16.8	9.5	125
COUNTRY	13919	1699	18.0	12.2	103	1828	18.5	13.1	105	297	14.5	2.1	83	1175	19.4	8.4	111
GOLDEN OLDIES	2040	*241	2.6	11.8	99	*263	2.7	12.9	103	**47	2.3	2.3	89	*176	2.9	8.6	113
MOR/NOSTALGIA	5105	674	7.2	13.2	111	564	5.7	11.0	88	**82	4.0	1.6	62	336	5.6	6.6	86
NEWS/TALK	4764	628	6.7	13.2	111	520	5.2	10.9	87	**147	7.2	3.1	120	439	7.3	9.2	121
RELIGIOUS	2164	*194	2.1	9.0	75	*151	1.5	7.0	56	**69	3.4	3.2	124	*158	2.6	7.3	96
SOFT ROCK	623	**70	0.7	11.2	95	*100	0.7	11.2	90	**11	0.5	1.8	69	**24	0.4	3.9	50
URBAN CONTEMPORARY	1331	**64	0.7	4.8	40	**101	1.0	7.6	61	**8	0.4	0.6	23	**89	1.5	6.7	88
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	443	4.7	13.9	117	527	5.3	16.5	132	**85	4.2	2.7	104	*307	5.1	9.6	126
ABC DIRECTION	2724	350	3.7	12.8	108	402	4.1	14.8	118	**47	2.3	1.7	67	*187	3.1	6.9	90
ABC ENTERTAINMENT	5256	662	7.0	12.6	106	766	7.7	14.6	117	**99	4.8	1.9	73	314	5.2	6.0	78
ABC FM	2263	*204	2.2	9.0	76	372	3.8	16.4	132	**53	2.6	2.3	91	**169	2.8	7.5	98
ABC INFORMATION	5618	797	8.5	14.2	119	552	5.6	9.8	79	*183	9.0	3.3	126	473	7.8	8.4	110
ABC ROCK	2887	341	3.6	11.9	100	406	4.1	14.2	114	**202	9.9	7.1	274	*172	2.8	6.0	79
CBS	5953	679	7.2	11.4	96	616	6.2	10.3	83	*139	6.8	2.3	91	447	7.4	7.5	98
MUTUAL	4979	592	6.3	11.9	100	528	5.3	10.6	85	*168	8.2	3.4	131	597	9.9	12.0	157
NBC	7279	866	9.2	11.9	100	788	8.0	10.8	87	*200	9.8	2.7	107	452	7.5	6.2	81
RADIO RADIO	2385	298	3.2	12.5	105	287	2.9	12.0	96	**99	4.8	4.1	161	*195	3.2	8.2	107
RKO ONE	2583	385	4.1	14.9	125	381	3.8	14.8	118	**63	3.1	2.4	95	*203	3.4	7.9	103
RKO TWO	3674	484	5.1	13.2	111	516	5.2	14.0	112	**140	6.9	3.8	148	331	5.5	9.0	118
THE SOURCE	3514	402	4.3	11.4	96	530	5.4	15.1	121	**85	4.2	2.4	94	*231	3.8	6.6	86
NON-WIRED: BLAIR	9864	1173	12.5	11.9	100	1232	12.4	12.5	100	315	15.4	3.2	124	884	14.6	9.0	117
INTERNET	13522	1811	19.2	13.4	113	1917	19.4	14.2	113	367	18.0	2.7	105	994	16.4	7.4	96
KATZ RADIO GROUP	19321	2192	23.3	11.3	95	2444	24.7	12.6	101	472	23.1	2.4	95	1537	25.4	8.0	104
SUPERNET	10739	1515	16.1	14.1	119	1501	15.2	14.0	112	390	19.1	3.6	141	655	10.8	6.1	80
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	573	6.1	11.2	94	602	6.1	11.8	94	135	6.6	2.6	103	288	4.8	5.6	74
MKDAY 9:00 AM - 1:00 PM	5383	562	6.0	10.4	88	565	5.7	10.5	84	120	5.9	2.2	87	371	6.1	6.9	90
MKDAY 1:00 PM - 4:30 PM	4449	653	6.9	10.1	85	725	7.3	11.2	90	132	6.5	2.0	79	480	7.9	7.4	97
MKDAY 4:30 PM - 7:30 PM	19661	2279	24.2	11.6	98	2237	22.6	11.4	91	472	23.1	2.4	93	1372	22.7	7.0	91
MKDAY 7:30 PM - 8:00 PM	27579	3204	34.0	11.6	98	3074	31.0	11.1	89	667	32.7	2.4	94	1986	32.8	7.2	94
MKDAY 11:00 PM - 11:30 PM	22964	2771	29.4	12.1	102	2738	27.6	11.9	95	513	25.1	2.2	87	1744	28.8	7.6	99
MKDAY 11:30 PM - 1:00 AM	8158	952	10.1	11.7	98	861	8.7	10.6	84	228	11.2	2.8	108	610	10.1	7.5	98
M-SAT 8-11 PM-SUN 7-11 PM	30140	3547	37.7	11.8	99	3665	37.0	12.2	97	711	34.8	2.4	92	2253	37.2	7.5	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	161	1.7	7.9	66	230	2.3	11.2	90	**72	3.5	3.5	136	153	2.5	7.5	98
ANOTHER WORLD	N 1214	*96	1.0	7.9	67	120	1.2	9.9	79	**36	1.8	3.0	115	*109	1.8	9.0	118
AS THE WORLD TURNS	C 1740	187	2.0	10.7	90	*174	1.8	10.0	80	**47	2.3	2.7	105	*71	1.2	4.1	53
CAPITOL	C 1016	*77	0.8	7.6	64	*128	1.3	12.6	101	**2	0.1	0.2	8	*50	0.8	4.9	64
CBS MORN. NEWS 1	C 1203	*129	1.4	10.7	90	*149	1.5	12.4	99	**24	1.2	2.0	77	*75	1.2	6.2	82
CBS MORN. NEWS 2	C 773	*58	0.6	7.5	63	*70	0.7	9.1	72	**11	0.5	1.4	55	**44	0.7	5.7	75
DAYS OF OUR LIVES	N 1629	203	2.2	12.5	105	246	2.5	15.1	121	**44	2.2	2.7	105	147	2.4	9.0	118
FACTS OF LIFE - DAYTIME	N 961	*80	0.8	8.3	70	*120	1.2	12.5	100	**4	0.2	0.4	16	*119	2.0	12.4	162
FAMILY FEUD	A 1390	*129	1.4	9.3	78	132	1.3	9.5	76	**36	1.8	2.6	101	*111	1.8	8.0	105
GENERAL HOSPITAL	A 1463	*91	1.0	6.2	52	152	1.5	10.4	83	**20	1.0	1.4	53	118	2.0	8.1	106
GOOD MORNING, AMERICA-730	A 1705	168	1.8	9.9	83	197	2.0	11.6	92	**22	1.1	1.3	50	*83	1.4	4.9	64
GOOD MORNING, AMERICA-830	A 589	70	0.7	7.9	66	*66	0.7	7.4	59	**14	0.7	1.6	61	*49	0.8	5.5	72
GUIDING LIGHT	C 1754	174	1.8	9.9	83	185	1.9	10.5	84	**19	0.9	1.1	42	104	1.7	5.9	78
ONE LIFE TO LIVE	A 1100	*89	0.9	8.1	68	*113	1.1	10.3	82	**7	0.3	0.6	25	*63	1.0	5.7	75
PRESS YOUR LUCK	C 1222	178	1.9	14.6	123	154	1.6	12.6	101	**16	0.8	1.3	51	*106	1.8	8.7	114
PRICE IS RIGHT 1	C 2692	260	2.8	9.7	81	268	2.7	10.0	80	**61	3.0	2.3	88	171	2.8	6.4	83
PRICE IS RIGHT 2	C 2764	276	2.9	10.0	84	275	2.8	9.9	80	**61	3.0	2.2	86	150	2.5	5.4	71
RYAN'S HOPE	A 880	*92	1.0	10.5	88	*105	1.1	11.9	95	**32	1.6	3.6	141	*78	1.3	8.9	116
SALE OF THE CENTURY	N 926	*130	1.4	14.0	118	*138	1.4	14.9	119	**8	0.4						

AILMENTS - HAD IN THE LAST 12 MONTHS
(MALES)

	TOTAL U.S. '000	A '000	B %	C ACROSS % INDX	D	A '000	B %	C ACROSS % INDX	D	A '000	B %	C ACROSS % INDX	D	A '000	B %	C ACROSS % INDX	D
TOTAL MALES	79263	9418	100.0	11.9	100	9905	100.0	12.5	100	2042	100.0	2.6	100	6050	100.0	7.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	2920	31.0	12.0	101	2655	26.8	10.9	87	632	31.0	2.6	101	1690	27.9	6.9	91
NETWORK AFFILIATES - LATE	17197	2069	22.0	12.0	101	2004	20.2	11.7	93	408	20.0	2.4	92	1299	21.5	7.6	99
INDEPENDENTS - LATE	2887	394	4.2	13.6	115	342	3.5	11.8	95	*73	3.6	2.5	98	231	3.8	8.0	105
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11301	1347	14.3	11.9	100	1526	15.4	13.5	108	*253	12.4	2.2	87	797	13.2	7.1	92
ABC MONDAY NIGHT MOVIE	A 4379	521	5.5	11.9	100	418	4.2	9.5	76	**99	4.8	2.3	88	321	5.3	7.3	96
ABC SUNDAY NIGHT MOVIE	A 9910	1162	12.3	11.7	99	1286	13.0	13.0	104	253	12.4	2.6	99	787	13.0	7.9	104
ABC WORLD NEWS TONIGHT	A 6212	737	7.8	11.9	100	643	6.5	10.4	83	229	11.2	3.7	143	426	7.0	6.9	90
AFTERMASH	C 4575	505	5.4	11.0	93	379	3.8	8.3	66	**111	5.4	2.4	94	*327	5.4	7.1	94
ALICE	C 6777	707	7.5	10.4	88	738	7.5	10.9	87	**162	7.9	2.4	93	423	7.0	6.2	82
AMERICAN PARADE	C 4868	647	6.9	13.3	112	516	5.2	10.6	85	*148	7.2	3.0	118	355	5.9	7.3	96
BENSON	A 7593	784	8.3	10.3	87	727	7.3	9.6	77	*209	10.2	2.8	107	565	9.3	7.4	97
BLUE THUNDER	A 6036	765	8.1	12.7	107	719	7.3	11.9	95	**141	6.9	2.3	91	429	7.1	7.1	93
CAGNEY & LACEY	C 7698	1013	10.8	13.2	111	888	9.0	11.5	92	*133	6.5	1.7	67	458	7.6	5.9	78
CBS EVENING NEWS-DEAN	C 4066	355	3.8	8.7	73	356	3.6	8.8	70	**105	5.1	2.6	100	314	5.2	7.7	101
CBS EVENING NEWS-RATHER	C 8092	956	10.2	11.8	99	814	8.2	10.1	80	122	6.0	1.5	59	592	9.8	7.3	96
CBS SAT. NEWS-SCHIEFFER	C 4795	499	5.3	10.4	88	482	4.9	10.1	80	*41	2.0	0.9	33	325	5.4	6.8	89
CBS SATURDAY NIGHT MOVIE	C 6034	660	7.0	10.9	92	643	6.5	10.7	85	*129	6.3	2.1	83	395	6.5	6.5	86
CBS WEDNESDAY NIGHT MOVIE	C 4993	572	6.1	11.5	96	616	6.2	12.3	99	*118	5.8	2.4	92	204	3.4	4.1	54
CHEERS	M 6976	943	10.0	13.5	114	879	8.9	12.6	101	237	11.6	3.4	132	560	9.3	8.0	105
DALLAS	C 13575	1442	15.3	10.6	89	1720	17.4	12.7	101	*231	11.3	1.7	66	1161	19.2	8.6	112
DIFF'RENT STROKES	N 3684	472	5.0	12.8	108	454	4.6	12.3	99	**92	4.5	2.5	97	*221	3.7	6.0	79
DOUBLE TROUBLE	N 4462	521	5.5	11.7	98	623	6.3	14.0	112	**97	4.8	2.2	84	526	8.7	11.8	154
DUCK FACTORY	N 4810	667	7.1	13.9	117	540	5.5	11.2	90	**118	5.8	2.5	95	454	7.5	9.4	124
DUKES OF HAZZARD	N 5951	658	7.0	11.1	93	788	8.0	13.2	106	**127	6.2	2.1	83	336	5.6	5.6	74
DYNASTY	A 11325	1251	13.3	11.0	93	1451	14.6	12.8	103	*209	10.2	1.8	72	752	12.4	6.6	87
FACTS OF LIFE	N 4512	525	5.6	11.6	98	521	5.3	11.5	92	**80	3.9	1.8	69	433	7.2	9.6	126
FALCON CREST	C 9215	903	9.6	9.8	82	1051	10.6	11.4	91	*204	10.0	2.2	86	741	12.2	8.0	105
FALL GUY	A 8604	1051	11.2	12.2	103	1165	11.8	13.5	108	*164	8.0	1.9	74	591	9.8	6.9	90
FAMILY TIES	N 4179	460	4.9	11.0	93	554	5.6	13.3	106	**63	3.1	1.5	59	218	3.6	5.2	68
FANTASY ISLAND	A 4781	503	5.3	10.5	89	547	5.5	11.4	92	**95	4.7	2.0	77	251	4.1	5.2	69
FOULUPS, BLEEPs & BLUNDERS	A 6697	703	7.5	10.5	88	776	7.8	11.6	93	*169	8.3	2.5	98	471	7.8	7.0	92
FOUR SEASONS	C 3873	419	4.4	10.8	91	*307	3.1	7.9	63	**106	5.2	2.7	106	*270	4.5	7.0	91
GIMME A BREAK	N 4310	496	5.3	11.5	97	574	5.8	13.3	107	**50	2.4	1.2	45	243	4.0	5.6	74
HART TO HART	A 5751	558	5.9	9.7	82	651	6.6	11.3	91	*99	4.8	1.7	67	344	5.7	6.0	78
HILL STREET BLUES	N 8568	1119	11.9	13.1	110	947	9.6	11.1	88	*242	11.9	2.8	110	688	11.4	8.0	105
HOTEL	A 8801	961	10.2	10.9	92	1027	10.4	11.7	93	*127	6.2	1.4	56	546	9.0	6.2	81
JEFFERSONS	C 6978	653	6.9	9.4	79	668	6.7	9.6	77	*193	9.5	2.8	107	359	5.9	5.1	67
JENNIFER SLEPT HERE	N 3021	363	3.9	12.0	101	368	3.7	12.2	97	**60	2.9	2.0	77	*176	2.9	5.8	76
KATE & ALLIE	C 6811	883	9.4	13.0	109	895	9.0	13.1	105	*137	6.7	2.0	78	484	8.0	7.1	93
KNIGHT RIDER	N 5256	623	6.6	11.9	100	745	7.5	14.2	113	**100	4.9	1.9	74	408	6.7	7.8	102
LOVE BOAT	A 7174	709	7.5	9.9	83	703	7.1	9.8	78	**83	4.1	1.2	45	396	6.5	5.5	72
MAGNUM PI	C 10438	1208	12.8	11.6	97	1131	11.4	10.8	87	307	15.0	2.9	114	623	10.3	6.0	78
MAMA'S FAMILY	N 3488	425	4.5	12.2	103	302	3.0	8.7	69	**87	4.3	2.5	97	253	4.2	7.3	95
MASTER, THE	N 4127	497	5.3	12.0	101	623	6.3	15.1	121	**116	5.7	2.8	109	295	4.9	7.1	94
MATT HOUSTON	A 5978	675	7.2	11.3	95	741	7.5	12.4	99	*173	8.5	2.9	112	385	6.4	6.4	84
NBC MONDAY NIGHT MOVIE	N 10446	1286	13.7	12.3	104	1457	14.7	13.9	112	327	16.0	3.1	122	856	14.1	8.2	107
NBC NIGHTLY NEWS	N 5571	668	7.1	12.0	101	606	6.1	10.9	87	143	7.0	2.6	100	305	5.0	5.5	72
NBC NIGHTLY NEWS-SAT	N 3675	420	4.5	11.4	96	401	4.0	10.9	87	**77	3.8	2.1	81	258	4.3	7.0	92
NBC NIGHTLY NEWS-SUN	N 2905	345	3.7	11.9	100	273	2.8	9.4	75	**44	2.2	1.5	59	*191	3.2	6.6	86
NBC SUNDAY NIGHT MOVIE	N 8352	947	10.1	11.3	95	987	10.0	11.8	95	*278	13.6	3.3	129	567	9.4	6.8	89
NEWHART	C 6864	926	9.8	13.5	114	791	8.0	11.5	92	*118	5.8	1.7	67	428	7.1	6.2	82
ONE DAY AT A TIME	C 3866	519	5.5	13.4	113	460	4.6	11.9	95	*160	7.8	4.1	161	271	4.5	7.0	92
PEOPLE ARE FUNNY	N 3956	472	5.0	11.9	100	408	4.1	10.3	83	**107	5.2	2.7	105	322	5.3	8.1	107
REAL PEOPLE	N 6305	649	6.9	10.3	87	685	6.9	10.9	87	*161	7.9	2.6	99	521	8.6	8.3	108
REMINGTON STEELE	N 5884	828	8.8	14.1	118	776	7.8	13.2	106	*144	7.1	2.4	95	402	6.6	6.8	90
RIPLY'S BELIEVE IT - NOT	A 5706	700	7.4	12.3	103	591	6.0	10.4	83	*131	6.4	2.3	89	506	8.4	8.9	116
RIPTIDE	N 6202	800	8.5	12.9	109	904	9.1	14.6	117	**134	6.6	2.2	84	361	6.0	5.8	76
SCARECROW & MRS. KING	C 6513	828	8.8	12.7	107	701	7.1	10.8	86	*170	8.3	2.6	101	442	7.3	6.8	89
SIMON & SIMON	C 8593	897	9.5	10.4	88	1020	10.3	11.9	95	*159	7.8	1.9	72	515	8.5	6.0	79
60 MINUTES	C 13342	1537	16.3	11.5	97	1231	12.4	9.2	74	362	17.7	2.7	105	1004	16.6	7.5	99
ST. ELSEWHERE	N 6029	815	8.7	13.5	114	731	7.4	12.1	97	*132	6.5	2.2	85	590	9.8	9.8	128
THREE'S COMPANY	A 8565	988	10.5	11.5	97	1052	10.6	12.3	98	*188	9.2	2.2	85	760	12.6	8.9	116
T.J. HOOKER	A 7400	837	8.9	11.3	95	912	9.2	12.3	99	*120	5.9	1.6	63	416	6.9	5.6	74
TONIGHT SHOW	N 2433	322	3.4	13.2	111	254	2.6	10.4	84	92	4.5	3.8	147	204	3.4	8.4	110
TRAPPER JOHN, M.D.	C 5958	751	8.0	12.6	106	633	6.4	10.6	85	**100	4.9	1.7	65	410	6.8	6.9	90
TV BLOOPERS & PRAC. JOKES	N 9086	1121	11.9	12.3	104												

	TOTAL U.S. '000	OTHER ALLERGY				HEADACHE				HEARTBURN				HEMORRHOIDS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	4578	100.0	5.8	100	40875	100.0	51.6	100	12165	100.0	15.3	100	6921	100.0	8.7	100
HOUSEHOLD HEADS	66405	3596	78.5	5.4	94	34757	85.0	52.3	101	10445	85.9	15.7	102	6263	90.5	9.4	108
18 - 24	13945	1009	22.0	7.2	125	7076	17.3	50.7	98	1937	15.9	13.9	91	665	9.6	4.8	55
25 - 34	19334	1328	29.0	6.9	119	11247	27.5	58.2	113	3036	25.0	15.7	102	1876	27.1	9.7	111
35 - 44	14196	724	15.8	5.1	88	8241	20.2	58.1	113	2147	17.6	15.1	99	1502	21.7	10.6	121
45 - 54	10896	590	12.9	5.4	94	5765	14.1	52.9	103	1924	15.8	17.7	115	1032	14.9	9.5	108
55 - 64	10378	425	9.3	4.1	71	4857	11.9	46.8	91	1795	14.8	17.3	113	810	11.7	7.8	89
65 OR OLDER	10514	501	10.9	4.8	83	3689	9.0	35.1	68	1326	10.9	12.6	82	1036	15.0	9.9	113
18 - 34	33279	2337	51.0	7.0	122	18324	44.8	55.1	107	4973	40.9	14.9	97	2541	36.7	7.6	87
18 - 49	52904	3354	73.3	6.3	110	29587	72.4	55.9	108	8058	66.2	15.2	99	4559	65.9	8.6	99
25 - 54	44426	2643	57.7	5.9	103	25253	61.8	56.8	110	7107	58.4	16.0	104	4410	63.7	9.9	114
35 - 49	19625	1017	22.2	5.2	90	11264	27.6	57.4	111	3086	25.4	15.7	102	2018	29.2	10.3	118
50 OR OLDER	26359	1224	26.7	4.6	80	11288	27.6	42.8	83	4107	33.8	15.6	102	2363	34.1	9.0	103
GRADUATED COLLEGE	15982	1206	26.3	7.5	131	9015	22.1	56.4	109	2399	19.7	15.0	98	1671	24.1	10.5	120
ATTENDED COLLEGE	13629	935	20.4	6.9	119	7789	19.1	57.2	111	2193	18.0	16.1	105	1194	17.3	8.8	100
GRADUATED HIGH SCHOOL	28591	1521	33.2	5.3	92	14766	36.1	51.6	100	4697	38.6	16.4	107	2446	35.3	8.6	98
DID NOT GRADUATE HIGH SCHOOL	21061	915	20.0	4.3	75	9306	22.8	44.2	86	2877	23.6	13.7	89	1610	23.3	7.6	88
EMPLOYED FULL-TIME	52316	3162	69.1	6.0	105	29055	71.1	55.5	108	8538	70.2	16.3	106	4959	71.7	9.5	109
EMPLOYED PART-TIME	4113	187	4.1	4.5	79	2175	5.3	52.9	103	5501	4.1	12.2	79	1175	2.5	4.3	49
NOT EMPLOYED	22834	1229	26.8	5.4	93	9645	23.6	42.2	82	3127	25.7	13.7	89	1787	25.8	7.8	90
PROFESSIONAL/MANAGER	15034	998	21.8	6.6	115	8871	21.7	59.0	114	2094	17.2	13.9	91	1657	23.9	11.0	126
TECH/CLERICAL/SALES	11255	546	11.9	4.9	84	6216	15.2	55.2	107	1847	15.2	16.4	107	1114	16.1	9.9	113
PRECISION/CRAFT	11607	712	15.6	6.1	106	6206	15.2	53.5	104	2253	18.5	19.4	126	939	13.6	8.1	93
OTHER EMPLOYED	18534	1093	23.9	5.9	102	9937	24.3	53.6	104	2845	23.4	15.4	100	1424	20.6	7.7	88
SINGLE	19562	1413	30.9	7.2	125	9464	23.2	48.4	94	2473	20.3	12.6	82	910	13.1	4.7	53
MARRIED	51896	2820	61.6	5.4	94	27808	68.0	53.6	104	8664	71.2	16.7	109	5359	77.4	10.3	118
DIVORCED/SEPARATED/WIDOWED	7804	345	7.5	4.4	77	3604	8.8	46.2	90	1028	8.5	13.2	86	652	9.4	8.4	96
PARENTS	25372	1502	32.8	5.9	102	15142	37.0	59.7	116	4073	33.5	16.1	105	2803	40.5	11.0	127
WHITE	69658	3865	84.4	5.5	96	36884	90.2	53.0	103	11244	92.4	16.1	105	6355	91.8	9.1	104
BLACK	7909	617	13.5	7.8	135	3170	7.8	40.1	78	781	6.4	9.9	64	516	7.5	6.5	75
OTHER	1696	99	2.1	5.6	97	821	2.0	48.4	94	141	1.2	8.3	54	551	0.7	3.0	34
NORTHEAST-CENSUS	17202	777	17.0	4.5	78	8690	21.3	50.5	98	2611	21.5	15.2	99	1264	18.3	7.3	84
NORTH CENTRAL	20461	1172	25.6	5.7	99	11324	27.7	55.3	107	3117	25.6	15.2	99	1867	27.0	9.1	105
SOUTH	26695	1801	39.3	6.7	117	13147	32.2	49.2	96	4301	35.4	16.1	105	2628	38.0	9.8	113
WEST	14906	828	18.1	5.6	96	7714	18.9	51.8	100	2137	17.6	14.3	93	1163	16.8	7.8	89
NORTHEAST-MKTG.	17962	856	18.7	4.8	83	8582	21.0	47.8	93	2553	21.0	14.2	93	1360	19.7	7.6	87
EAST CENTRAL	11741	681	14.9	5.8	100	6683	16.3	56.9	110	2101	17.3	17.9	117	1013	14.6	8.6	99
WEST CENTRAL	13518	702	15.3	5.2	90	7325	17.9	54.2	105	1912	15.7	14.1	92	1284	18.6	9.5	109
SOUTH	23168	1590	34.7	6.9	119	11545	28.2	49.8	97	3853	31.7	16.6	108	2260	32.7	9.8	112
PACIFIC	12874	749	16.4	5.8	101	6740	16.5	52.4	102	1746	14.4	13.6	88	1005	14.5	7.8	89
COUNTY SIZE A	32596	1687	36.9	5.2	90	16095	39.4	49.4	96	4620	38.0	14.2	92	2802	40.5	8.6	98
COUNTY SIZE B	23814	1496	32.7	6.3	109	12802	31.3	53.8	104	3902	32.1	16.4	107	2140	30.9	9.0	103
COUNTY SIZE C	12663	732	16.0	5.8	100	6465	15.8	51.1	99	2123	17.5	16.8	109	1043	15.1	8.2	94
COUNTY SIZE D	10190	663	14.5	5.6	113	5513	13.5	54.1	105	1520	12.5	14.9	97	936	13.5	9.2	105
METRO CENTRAL CITY	23190	1257	27.5	5.4	94	10999	26.9	47.4	92	3166	26.0	13.7	89	1804	26.1	7.8	89
METRO SUBURBAN	36920	2113	46.2	5.7	99	19710	48.2	53.4	104	6180	50.8	16.7	109	3414	49.3	9.2	106
NON METRO	19152	1208	26.4	6.3	109	10167	24.9	53.1	103	2820	23.2	14.7	96	1703	24.6	8.9	102
TOP 5 ADI'S	18703	1147	25.1	6.1	106	9017	22.1	48.2	93	2507	20.6	13.4	87	1467	21.2	7.8	90
TOP 10 ADI'S	26158	1474	32.2	5.6	98	12549	30.7	48.0	93	3671	30.2	14.0	91	2086	30.1	8.0	91
TOP 20 ADI'S	36612	1901	41.5	5.2	90	18184	44.5	49.7	96	5219	42.9	14.3	93	2994	43.3	8.2	94
HSHLD INC. \$50,000 OR MORE	9326	529	11.6	5.7	98	5018	12.3	53.8	104	1330	10.9	14.3	93	832	12.0	8.9	102
\$40,000 OR MORE	18002	1079	23.6	6.0	104	9493	23.2	52.7	102	2494	20.5	13.9	90	1522	22.0	8.5	97
\$30,000 OR MORE	31361	2049	44.8	6.5	113	16871	41.3	53.8	104	4790	39.4	15.3	100	2827	40.8	9.0	103
\$25,000 OR MORE	39858	2420	52.9	6.1	105	21670	53.0	54.4	105	6053	49.8	15.2	99	3587	51.8	9.0	103
\$20,000 - \$24,999	8664	505	11.0	5.8	101	4607	11.3	53.2	103	1608	13.2	18.6	121	753	10.9	8.7	100
\$15,000 - \$19,999	7964	447	9.8	5.6	97	4172	10.2	52.4	102	1372	11.3	17.2	112	488	7.1	6.1	70
\$10,000 - \$14,999	11093	519	11.3	4.7	81	5155	12.6	46.5	90	1629	13.4	14.7	96	1183	17.1	10.7	122
UNDER \$10,000	11683	687	15.0	5.9	102	5272	12.9	45.1	88	1504	12.4	12.9	84	909	13.1	7.8	89
HOUSEHOLD OF 1 PERSON	7453	388	8.5	5.2	90	3293	8.1	44.2	86	1110	9.1	14.9	97	572	8.3	7.7	88
2 PEOPLE	24757	1489	32.5	6.0	104	12176	29.8	49.2	95	4039	33.2	16.3	106	2299	33.2	9.3	106
3 OR 4 PEOPLE	32682	1895	41.4	5.8	100	17556	43.0	53.7	104	4916	40.4	15.0	98	2963	42.8	9.1	104
5 OR MORE PEOPLE	14370	805	17.6	5.6	97	7851	19.2	54.6	106	2100	17.3	14.6	95	1087	15.7	7.6	87
NO CHILD IN HSHLD	46768	2672	58.4	5.7	99	22213	54.3	47.5	92	7296	60.0	15.6	102	3651	52.8	7.8	89
CHILD(REN) UNDER 2 YRS	4799	320	7.0	6.7	115	3119	7.6	65.0	126	771	6.3	16.1	105	609	8.8	12.7	145
2 - 5 YEARS	11125	692	15.1	6.2	108	6795	16.6	61.1	118	1734	14.3	15.6	102	1130	16.3	10.2	116
6 - 11 YEARS	14193	976	21.3	6.9	119	8527	20.9	60.1	117	2204	18.1	15.5	101	1369	19.8	9.6	110
12 - 17 YEARS	17402	852	18.6	4.9	85	9325	22.8	53.6	104	2417	19.9	13.9	90	1563	22.6	9.0	103
RESIDENCE OWNED	56398	3025	66.1	5.4	93	29081	71.1	51.6	100	8936	73.5	15.8	103	5139	74.3	9.1	104
VALUE: \$50,000 OR MORE	34811	1760	38.4	5.1	88	18143	44.4	52.1	101	5341	43.9	15.3	100	3217	46.5	9.2	106
VALUE: UNDER \$50,000	21587	1265	27.6	5.9	101	10938	26.8	50.7	98	3596	29.6	16.7	109	1922	27.8	8.9	102

AILMENTS - HAD IN THE LAST 12 MONTHS
(MALES)

		TOTAL U.S. '000	OTHER ALLERGY				HEADACHE				HEARTBURN				HEMORRHOIDS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	4578	100.0	5.8	100	40875	100.0	51.6	100	12165	100.0	15.3	100	6921	100.0	8.7	100
MAGAZINES	QUINTILE 1	16033	1015	22.2	6.3	110	9183	22.5	57.3	111	2675	22.0	16.7	109	1465	21.2	9.1	105
	QUINTILE 2	15354	930	20.3	6.1	105	8333	20.4	54.3	105	2410	19.8	15.7	102	1520	22.0	9.9	113
	QUINTILE 3	15888	1077	23.5	6.8	117	7831	19.2	49.3	96	2367	19.5	14.9	97	1248	18.0	7.9	90
	QUINTILE 4	17310	994	21.7	5.7	99	8498	20.8	49.1	95	2562	21.1	14.8	96	1559	22.5	9.0	103
	QUINTILE 5	14477	562	12.3	3.8	66	7030	17.2	47.9	93	2152	17.7	14.7	96	1129	16.3	7.7	88
NEWSPAPERS	QUINTILE 1	15277	883	19.3	5.8	100	7892	19.3	51.7	100	2347	19.3	15.4	100	1451	21.0	9.5	109
	QUINTILE 2	22745	1154	25.2	5.1	88	11404	27.9	50.1	97	3757	30.9	16.5	108	2040	29.5	9.0	103
	QUINTILE 3	10692	689	15.1	6.4	112	5699	13.9	53.3	103	1668	13.7	15.6	102	901	13.0	8.4	97
	QUINTILE 4	11646	841	18.4	7.2	125	6148	15.0	52.8	102	1696	13.9	14.6	95	949	13.7	8.1	93
	QUINTILE 5	18903	1011	22.1	5.3	93	9732	23.8	51.5	100	2698	22.2	14.3	93	1580	22.8	8.4	96
OUTDOOR	QUINTILE 1	16620	912	19.9	5.5	95	9183	22.5	55.3	107	2709	22.3	16.3	106	1622	23.4	9.8	112
	QUINTILE 2	16377	1207	26.4	7.4	128	9116	22.3	55.7	108	2669	21.9	16.3	106	1577	22.8	9.6	110
	QUINTILE 3	15995	935	20.4	5.8	101	7785	19.0	48.7	94	2395	19.7	15.0	98	1226	17.7	7.7	88
	QUINTILE 4	15592	831	18.2	5.3	92	7903	19.3	50.7	98	2276	18.7	14.6	95	1278	18.5	8.2	94
	QUINTILE 5	14679	694	15.2	4.7	82	6888	16.9	46.9	91	2116	17.4	14.4	94	1219	17.6	8.3	95
RADIO-DRIVE TIME	QUINTILE 1	15746	1072	23.4	6.8	118	8392	20.5	53.3	103	2517	20.7	16.0	104	1392	20.1	8.8	101
	QUINTILE 2	15067	787	17.2	5.2	90	7675	18.8	50.9	99	2351	19.3	15.6	102	1452	21.0	9.6	110
	QUINTILE 3	15631	860	18.8	5.5	95	8368	20.5	53.5	104	2438	20.0	15.6	102	1424	20.6	9.1	104
	QUINTILE 4	16245	969	21.2	6.0	103	8503	20.8	52.3	101	2251	18.5	13.9	90	1412	20.4	8.7	100
	QUINTILE 5	16573	891	19.5	5.4	93	7937	19.4	47.9	93	2609	21.4	15.7	103	1242	17.9	7.5	86
RADIO-MID- DAY	TERCILE 1	21788	1261	27.5	5.8	100	11528	28.2	52.9	103	3723	30.6	17.1	111	2103	30.4	9.7	111
	TERCILE 2	21151	1207	26.4	5.7	99	10946	26.8	51.8	100	3249	26.7	15.4	100	1681	24.3	7.9	91
	TERCILE 3	36323	2109	46.1	5.8	101	18401	45.0	50.7	98	5193	42.7	14.3	93	3137	45.3	8.6	99
RADIO-TOTAL	QUINTILE 1	15977	982	21.5	6.1	106	8484	20.8	53.1	103	2606	21.4	16.3	106	1465	21.2	9.2	105
	QUINTILE 2	15923	1025	22.4	6.4	111	8305	20.3	52.2	101	2530	20.8	15.9	104	1438	20.8	9.0	103
	QUINTILE 3	14980	726	15.9	4.8	84	7732	18.9	51.6	100	2184	18.0	14.6	95	1238	17.9	8.3	95
	QUINTILE 4	17123	1025	22.4	6.0	104	9005	22.0	52.6	102	2723	22.4	15.9	104	1524	22.0	8.9	102
	QUINTILE 5	15260	819	17.9	5.4	93	7350	18.0	48.2	93	2123	17.5	13.9	91	1256	18.1	8.2	94
TV-PRIME TIME	QUINTILE 1	15674	839	18.3	5.4	93	7792	19.1	49.7	96	2333	19.2	14.9	97	1243	18.0	7.9	91
	QUINTILE 2	15944	908	19.8	5.7	99	8517	20.8	53.4	104	2414	19.8	15.1	99	1484	21.4	9.3	107
	QUINTILE 3	16037	975	21.3	6.1	105	8828	21.6	55.0	107	2764	22.7	17.2	112	1537	22.2	9.6	110
	QUINTILE 4	15412	812	17.7	5.3	91	7831	19.2	50.8	99	2505	20.6	16.3	106	1561	22.6	10.1	116
	QUINTILE 5	16194	1042	22.8	6.4	111	7906	19.3	48.8	95	2150	17.7	13.3	87	1096	15.8	6.8	78
TV-DAYTIME	TERCILE 1	19156	948	20.7	4.9	86	9602	23.5	50.1	97	2871	23.6	15.0	98	1763	25.5	9.2	105
	TERCILE 2	19343	1179	25.8	6.1	106	10033	24.5	51.9	101	3043	25.0	15.7	103	1590	23.0	8.2	94
	TERCILE 3	40764	2451	53.5	6.0	104	21241	52.0	52.1	101	6251	51.4	15.3	100	3568	51.6	8.8	100
TV-TOTAL	QUINTILE 1	15844	708	15.5	4.5	77	7912	19.4	49.9	97	2323	19.1	14.7	96	1419	20.5	9.0	103
	QUINTILE 2	15767	1092	23.9	6.9	120	7852	19.2	49.8	97	2527	20.8	16.0	104	1319	19.1	8.4	96
	QUINTILE 3	15775	887	19.4	5.6	97	8168	20.0	51.8	100	2330	19.2	14.8	96	1441	20.8	9.1	105
	QUINTILE 4	15903	894	19.5	5.6	97	8695	21.3	54.7	106	2925	24.0	18.4	120	1496	21.6	9.4	108
	QUINTILE 5	15974	996	21.8	6.2	108	8249	20.2	51.6	100	2060	16.9	12.9	84	1246	18.0	7.8	89
MAGAZINES-NEWSPAPERS: DUAL		21225	1246	27.2	5.9	102	11337	27.7	53.4	104	3545	29.1	16.7	109	1951	28.2	9.2	105
MAGAZINE IMPERATIVE		17728	1310	28.6	7.4	128	10157	24.8	57.3	111	2613	21.5	14.7	96	1495	21.6	8.4	97
NEWSPAPER IMPERATIVE		22987	1198	26.2	5.2	90	11028	27.0	48.0	93	3526	29.0	15.3	100	1984	28.7	8.6	99
MAGAZINES-OUTDOOR: DUAL		16244	1102	24.1	6.8	117	9645	23.6	59.4	115	2572	21.1	15.8	103	1560	22.5	9.6	110
MAGAZINE IMPERATIVE		24016	1414	30.9	5.9	102	12120	29.7	50.5	98	3718	30.6	15.5	101	1997	28.9	8.3	95
OUTDOOR IMPERATIVE		26020	1545	33.7	5.9	103	12972	31.7	49.9	97	4039	33.2	15.5	101	2284	33.0	8.8	101
MAGAZINES-RADIO: DUAL		16918	1119	24.4	6.6	115	9277	22.7	54.8	106	2782	22.9	16.4	107	1526	22.0	9.0	103
MAGAZINE IMPERATIVE		23456	1337	29.2	5.7	99	12584	30.8	53.6	104	3639	29.9	15.5	101	2202	31.8	9.4	108
RADIO IMPERATIVE		23900	1354	29.6	5.7	98	11964	29.3	50.1	97	3635	29.9	15.2	99	1997	28.9	8.4	96
MAGAZINES-TELEVISION: DUAL		15791	910	19.9	5.8	100	8495	20.8	53.8	104	2538	20.9	16.1	105	1507	21.8	9.5	109
MAGAZINE IMPERATIVE		25476	1696	37.0	6.7	115	14031	34.3	55.1	107	4047	33.3	15.9	104	2321	33.5	9.1	104
TELEVISION IMPERATIVE		25744	1422	31.1	5.5	96	12113	29.6	47.1	91	3750	30.8	14.6	95	2093	30.2	8.1	93
NEWSPAPERS-OUTDOOR: DUAL		17628	1042	22.8	5.9	102	9776	23.9	55.5	108	3004	24.7	17.0	111	1694	24.5	9.6	110
NEWSPAPER IMPERATIVE		26414	1369	29.9	5.2	90	12546	30.7	47.5	92	3997	32.9	15.1	99	2297	33.2	8.7	100
OUTDOOR IMPERATIVE		23059	1522	33.2	6.6	114	12323	30.1	53.4	104	3453	28.4	15.0	98	2005	29.0	8.7	100
NEWSPAPERS-RADIO: DUAL		17996	1098	24.0	6.1	106	9595	23.5	53.3	103	3169	26.1	17.6	115	1667	24.1	9.3	106
NEWSPAPER IMPERATIVE		26269	1347	29.4	5.1	89	13114	32.1	49.9	97	3928	32.3	15.0	97	2340	33.8	8.9	102
RADIO IMPERATIVE		21342	1374	30.0	6.4	111	11165	27.3	52.3	101	2959	24.3	13.9	90	1815	26.2	8.5	97
NEWSPAPERS-TELEVISION: DUAL		17359	978	21.4	5.6	98	8772	21.5	50.5	98	2779	22.8	16.0	104	1681	24.3	9.7	111
NEWSPAPER IMPERATIVE		26889	1443	31.5	5.4	93	13894	34.0	51.7	100	4365	35.9	16.2	106	2265	32.7	8.4	96
TELEVISION IMPERATIVE		21698	1268	27.7	5.8	101	10972	26.8	50.6	98	3232	26.6	14.9	97	1766	25.5	8.1	93
OUTDOOR-RADIO: DUAL		16456	1150	25.1	7.0	121	9083	22.2	55.2	107	2554	21.0	15.5	101	1606	23.2	9.8	112
OUTDOOR IMPERATIVE		25870	1509	33.0	5.8	101	13454	32.9	52.0	101	3996	32.8	15.4	101	2247	32.5	8.7	99
RADIO IMPERATIVE		23943	1248</															

	TOTAL U.S. '000	OTHER ALLERGY				HEADACHE				HEARTBURN				HEMORRHOIDS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	4578	100.0	5.8	100	40875	100.0	51.6	100	12165	100.0	15.3	100	6921	100.0	8.7	100
ATLANTIC MONTHLY	452	**67	1.5	14.8	257	262	0.6	58.0	112	**39	0.3	8.6	56	**82	1.2	18.1	208
BARRON'S	1058	**123	2.7	11.6	201	518	1.3	49.0	95	*200	1.6	18.9	123	**123	1.8	11.6	133
BETTER HOMES & GARDENS	4773	374	8.2	7.8	136	2632	6.4	55.1	107	560	7.1	18.0	117	524	7.6	11.0	126
BON APPETIT	1037	**99	2.2	9.5	165	482	1.2	46.5	90	*146	1.2	14.1	92	*118	1.7	11.4	130
BUSINESS WEEK	3193	339	7.4	10.6	184	1743	4.3	54.6	106	395	3.2	12.4	81	295	4.3	9.2	106
CAR AND DRIVER	2705	*232	5.1	8.6	148	1489	3.6	55.0	107	367	3.0	13.6	88	*174	2.5	6.4	74
CBS MAGAZINE NETWORK (GROSS)	5678	691	15.1	12.2	211	3226	7.9	56.8	110	806	6.6	14.2	92	471	6.8	8.3	95
CHANGING TIMES	1847	**174	3.8	9.4	163	1056	2.6	57.2	111	293	2.4	15.9	103	*172	2.5	9.3	107
COLONIAL HOMES	492	**77	1.7	15.7	271	228	0.6	46.3	90	**53	0.4	10.8	70	**29	0.4	5.9	68
CONDE NAST MAG. PKG. (GROSS)	2066	*409	8.9	19.8	343	1179	2.9	57.1	111	*306	2.5	14.8	97	*145	2.1	7.0	80
CONSUMERS DIGEST	1719	**192	4.2	11.2	193	1011	2.5	58.8	114	276	2.3	16.1	105	*141	2.0	8.2	94
COSMOPOLITAN	1762	*276	6.0	15.7	271	1066	2.6	60.5	117	385	3.2	21.9	142	*130	1.9	7.4	84
COUNTRY LIVING	1110	**104	2.3	9.4	162	591	1.4	53.2	103	*193	1.6	17.4	113	*107	1.5	9.6	110
CUISINE	660	**120	2.6	18.2	315	317	0.8	48.0	93	*139	1.1	21.1	137	**80	1.2	12.1	139
CYCLE WORLD	1924	*242	5.3	12.6	218	1068	2.6	55.5	108	391	3.2	20.3	132	*158	2.3	8.2	94
DCI:CREATIVE IDEAS FOR LIV	437	**66	1.4	15.1	261	232	0.6	53.1	103	**70	0.6	16.0	104	**48	0.7	11.0	126
DCI:CREAT. IDEA/SO.LIV(GROSS)	2491	*297	6.5	11.9	206	1324	3.2	53.2	103	449	3.7	18.0	117	*237	3.4	9.5	109
DISCOVER	1279	**115	2.5	9.0	156	727	1.8	56.8	110	*183	1.5	14.3	93	**86	1.2	6.7	77
EBONY	2898	*298	6.5	10.3	178	1141	2.8	39.4	76	255	2.1	8.8	57	*198	2.9	6.8	78
ESQUIRE	1384	**168	3.7	12.1	210	768	1.9	55.5	108	259	2.1	18.7	122	*208	3.0	15.0	172
ESSENCE	850	**127	2.8	14.9	259	321	0.8	37.8	73	**75	0.6	8.8	57	**75	1.1	8.8	101
FAMILY CIRCLE	2430	*223	4.9	9.2	159	1378	3.4	56.7	110	443	3.6	18.2	119	*225	3.3	9.3	106
THE FAMILY HANDYMAN	2356	**100	2.2	4.2	73	1439	3.5	61.1	118	431	3.5	18.3	119	271	3.9	11.5	132
WEEKLY	11533	690	15.1	6.0	104	6069	14.8	52.6	102	2036	16.7	17.7	115	1267	18.3	11.0	126
FIELD & STREAM	7444	400	8.7	5.4	93	4274	10.5	57.4	111	1344	11.0	18.1	118	670	9.7	9.0	103
FOOD & WINE	416	**79	1.7	19.0	329	*193	0.5	46.4	90	**74	0.6	17.8	116	**45	0.7	10.8	124
FORBES	1865	*181	4.0	9.7	168	988	2.4	53.0	103	274	2.3	14.7	96	*184	2.7	9.9	113
FORTUNE	1849	*172	3.8	9.3	161	1073	2.6	58.0	113	287	2.4	15.5	101	*233	3.4	12.6	144
GENTLEMEN'S QUARTERLY	2284	*232	5.1	10.2	176	1163	2.8	50.9	99	276	2.3	12.1	79	*152	2.2	6.7	76
GLAMOUR	538	**117	2.6	21.7	377	351	0.9	65.2	127	**112	0.9	20.8	136	**50	0.7	9.3	106
GOLF DIGEST	1649	**135	2.9	8.2	142	893	2.2	54.2	105	298	2.4	18.1	118	*139	2.0	8.4	97
GOLF DIGEST/TENNIS (GROSS)	2294	*207	4.5	9.0	156	1293	3.2	56.4	109	353	2.9	15.4	100	190	2.7	8.3	95
GOLF MAGAZINE	1577	**124	2.7	7.9	136	946	2.3	60.0	116	251	2.1	15.9	104	*117	1.7	7.4	85
GOLF MAGAZINE/SKI (GROSS)	2487	*255	5.6	10.3	178	1521	3.7	61.2	119	335	2.8	13.5	88	*194	2.8	7.8	89
GOOD HOUSEKEEPING	2569	*250	5.5	9.7	168	1552	3.8	60.4	117	458	3.8	17.8	116	261	3.8	10.2	116
HARPER'S BAZAAR	431	**77	1.7	17.9	309	*233	0.6	54.1	105	**30	0.2	7.0	45	**22	0.3	5.1	58
HEALTH	788	**113	2.5	14.3	248	404	1.0	51.3	99	**123	1.0	15.6	102	**85	1.2	10.8	124
HEARST MAG CORP. BUY (GROSS)	18781	1857	40.6	9.9	171	10362	25.4	55.2	107	3030	24.9	16.1	105	1759	25.4	9.4	107
HEARST MAN POWER (GROSS)	9169	679	14.8	7.4	128	4960	12.1	54.1	105	1407	11.6	15.3	100	836	12.1	9.1	104
HEARST WOMAN POWER (GROSS)	5452	670	14.6	12.3	213	3197	7.8	58.6	114	1007	8.3	18.5	120	477	6.9	8.7	100
HOUSE BEAUTIFUL	1020	**97	2.1	9.5	165	514	1.3	50.4	98	*175	1.4	17.2	112	*160	2.3	15.7	180
INC.	993	**108	2.4	10.9	188	512	1.3	51.6	100	**170	1.4	17.1	112	**124	1.8	12.5	143
JET	2808	*292	6.4	10.4	180	1129	2.8	40.2	78	297	2.4	10.6	69	*200	2.9	7.1	82
LADIES' HOME JOURNAL	1868	**171	3.7	9.2	158	1008	2.5	54.0	105	293	2.4	15.7	102	*233	3.4	12.5	143
LHJ FAMILY GRP COMBO(GROSS)	3582	430	9.4	12.0	208	1900	4.6	53.0	103	527	4.3	14.7	95	411	5.9	11.5	131
LIFE	4817	359	7.8	7.5	129	2366	5.8	49.1	95	632	5.2	13.1	85	358	5.2	7.4	85
L.A. TIMES HOME MAGAZINE	1465	**94	2.1	6.4	111	843	2.1	57.5	112	198	1.6	13.5	88	**99	1.4	6.8	77
MADENOISELLE	460	**110	2.4	23.9	414	*279	0.7	60.7	118	**94	0.8	20.4	133	**28	0.4	6.1	70
MC CALL'S	1764	**119	2.6	6.7	117	935	2.3	53.0	103	308	2.5	17.5	114	*162	2.3	9.2	105
MC CALL'S/WRK MOTHER (GROSS)	2062	*201	4.4	9.7	169	1105	2.7	53.6	104	388	3.2	18.8	123	*201	2.9	9.7	112
MECHANIX ILLUSTRATED	3625	*244	5.3	6.7	117	1907	4.7	52.6	102	605	5.0	16.7	109	438	6.3	12.1	138
METROPOLITAN HOME	495	**58	1.3	11.7	203	259	0.6	52.3	101	**83	0.7	16.8	109	**61	0.9	12.3	141
MONEY	3017	*219	4.8	7.3	126	1687	4.1	55.9	108	428	3.5	14.2	92	324	4.7	10.7	123
MOTHER EARTH NEWS	1203	**168	3.7	14.0	242	745	1.8	61.9	120	*203	1.7	16.9	110	**124	1.8	10.3	118
MS.	*257	**106	2.3	41.2	714	*160	0.4	62.3	121	**46	0.4	17.9	117	**34	0.5	13.2	152
NATIONAL ENQUIRER	6921	479	10.5	6.9	120	3463	8.5	50.0	97	1144	9.4	16.5	108	662	9.6	9.6	110
NATIONAL GEOGRAPHIC	11626	706	15.4	6.1	105	6440	15.8	55.4	107	1796	14.8	15.4	101	1063	15.4	9.1	105
NATIONAL SUNDAY MAGAZINE PKG	49424	2848	62.2	5.8	100	25740	63.0	52.1	101	7847	64.5	15.9	103	4615	66.7	9.3	107
NATURAL HISTORY	753	**101	2.2	13.4	232	358	0.9	47.5	92	**135	1.1	17.9	117	**39	0.6	5.2	59
NEW WOMAN	*296	**132	2.9	44.6	772	**173	0.4	58.4	113	**79	0.6	26.7	174	**33	0.5	11.1	128
NEW YORK INCLUDING CUE	541	**80	1.7	14.8	256	243	0.6	44.9	87	**66	0.5	12.2	79	**33	0.5	6.1	70
THE NEW YORKER	1078	**96	2.1	8.9	154	597	1.5	55.4	107	*167	1.4	15.5	101	*125	1.8	11.6	133
NEWSWEEK	9602	738	16.1	7.7	133	5193	12.7	54.1	105	1470	12.1	15.3	100	1005	14.5	10.5	120
THE N.Y. TIMES DAILY EDITION	1376	**52	1.1	3.8	65	685	1.7	49.8	97	205	1.7	14.9	97	*92	1.3	6.7	77
THE N.Y. TIMES MAGAZINE	2110	*132	2.9	6.3	108	1132	2.8	53.6	104	258	2.1	12.2	80	*151	2.2	7.2	82
OMNI	1927	**189	4.1	9.8	170	1173	2.9	60.9	118	*258	2.1	13.4	87	*173	2.5	9.0	103
ON CABLE	911	**64	1.4	7.0	122	405	1.0	44.5	86	**78	0.6	8.6	56	**101	1.5	11.1	127
1001 HOME IDEAS	927	**146	3.2	15.7	273	488	1.2	52.6	102	*111	0.9	12.0	78	**93	1.3	10.0	115
ORGANIC GARDENING	1430	**151	3.3	10.6	183	785	1.9	54.9	106	288	2.4	20.1	131	**110	1.6	7.7	88
OUTDOOR LIFE	4064	*247	5.4	6.1	105	2304	5.6	56.7	110	620	5.1	15.3	99	455	6.6	11.2	128
PARADE MAGAZINE	24538	1506	32.9	6.1	106	12384	30.3	50.5	98	4110	33.8	16.7	109	2253	32.6	9.2	105

	TOTAL U.S. '000	OTHER ALLERGY				HEADACHE				HEARTBURN				HEMORRHOIDS			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	4578	100.0	5.8	100	40875	100.0	51.6	100	12165	100.0	15.3	100	6921	100.0	8.7	100
PARENTS	1126	**110	2.4	9.8	169	677	1.7	60.1	117	*235	1.9	20.9	136	**116	1.7	10.3	118
PENTHOUSE	4157	360	7.9	8.7	150	2508	6.1	60.3	117	824	6.8	19.8	129	415	6.0	10.0	114
PEOPLE	7591	531	11.6	7.0	121	4059	9.9	53.5	104	1304	10.7	17.2	112	724	10.5	9.5	109
PLAYBOY	8379	578	12.6	6.9	119	4958	12.1	59.2	115	1620	13.3	19.3	126	1012	14.6	12.1	138
POPULAR HOT RODDING	2110	**192	4.2	9.1	158	1209	3.0	57.3	111	460	3.8	21.8	142	*172	2.5	8.2	93
POPULAR MECHANICS	4850	*250	5.5	5.2	89	2718	6.6	56.0	109	811	6.7	16.7	109	467	6.7	9.6	110
POPULAR SCIENCE	3397	*226	4.9	6.7	115	1812	4.4	53.3	103	628	5.2	18.5	120	408	5.9	12.0	138
PREVENTION	1720	*165	3.6	9.6	166	909	2.2	52.8	102	237	1.9	13.8	90	*222	3.2	12.9	148
PSYCHOLOGY TODAY	1344	**132	2.9	9.8	170	772	1.9	57.4	111	*128	1.1	9.5	62	*153	2.2	11.4	130
READER'S DIGEST	16016	1114	24.3	7.0	120	8429	20.6	52.6	102	2554	21.0	15.9	104	1581	22.8	9.9	113
REDBOOK	1121	**143	3.1	12.8	221	580	1.4	51.7	100	*164	1.3	14.6	95	**87	1.3	7.8	89
ROAD & TRACK	2161	*201	4.4	9.3	161	1342	3.3	62.1	120	*249	2.0	11.5	75	*175	2.5	8.1	93
ROLLING STONE	1948	**124	2.7	6.4	110	1177	2.9	60.4	117	*226	1.9	11.6	76	*152	2.2	7.8	89
RUNNER'S WORLD	899	**109	2.4	12.1	210	516	1.3	57.4	111	**88	0.7	9.8	64	**110	1.6	12.2	140
SATURDAY EVENING POST	841	**65	1.4	7.7	134	435	1.1	51.7	100	*142	1.2	16.9	110	**90	1.3	10.7	123
SCIENCE 84	841	**111	2.4	13.2	229	406	1.0	48.3	94	*157	1.3	18.7	122	**60	0.9	7.1	82
SCIENCE DIGEST	1194	**156	3.4	13.1	226	579	1.4	48.5	94	*178	1.5	14.9	97	**92	1.3	7.7	88
SCIENTIFIC AMERICAN	1379	**88	1.9	6.4	110	732	1.8	53.1	103	*155	1.3	11.2	73	**75	1.1	5.4	62
SELF	436	**85	1.9	19.5	338	*201	0.5	46.1	89	*177	0.6	17.7	115	*34	0.5	7.8	89
SEVENTEEN	614	**108	2.4	17.6	305	*379	0.9	61.7	120	**130	1.1	21.2	138	**72	1.0	11.7	134
SKI	910	**131	2.9	14.4	249	575	1.4	63.2	123	**84	0.7	9.2	60	**77	1.1	8.5	97
SMITHSONIAN	2937	*202	4.4	6.9	119	1540	3.8	52.4	102	475	3.9	16.2	105	251	3.6	8.5	98
SOAP OPERA DIGEST	545	**84	1.8	15.4	267	292	0.7	53.6	104	**79	0.6	14.5	94	*34	0.5	6.2	71
SOUTHERN LIVING	2054	*231	5.0	11.2	195	1092	2.7	53.2	103	380	3.1	18.5	121	*188	2.7	9.2	105
SPOUT	2799	*205	4.5	7.3	127	1557	3.8	55.6	108	524	4.3	18.7	122	327	4.7	11.7	134
THE SPORTING NEWS	1938	**166	3.6	8.6	148	1090	2.7	56.2	109	354	2.9	18.3	119	*205	3.0	10.6	121
SPORTS AFIELD	3125	*273	6.0	8.7	151	1664	4.1	53.2	103	419	3.4	13.4	87	277	4.0	8.9	102
SPORTS ILLUSTRATED	11159	583	12.7	5.2	90	6167	15.1	55.3	107	1678	13.8	15.0	98	1056	15.3	9.5	108
STAR	4095	349	7.6	8.5	148	2046	5.0	50.0	97	668	5.5	16.3	106	310	4.5	7.6	87
SUNDAY	25169	1342	29.3	5.3	92	12849	31.4	51.1	99	3633	29.9	14.4	94	2266	32.7	9.0	103
SUNSET	1294	**130	2.8	10.0	174	710	1.7	54.9	106	*233	1.9	18.0	117	**136	2.0	10.5	120
TV GUIDE	18508	1465	32.0	7.9	137	9846	24.1	53.2	103	3186	26.2	17.2	112	1537	22.2	8.3	95
TENNIS	645	**72	1.6	11.2	193	400	1.0	62.0	120	*55	0.5	8.5	56	*51	0.7	7.9	91
TIME	12124	889	19.4	7.3	127	6616	16.2	54.6	106	1861	15.3	15.3	100	1077	15.6	8.9	102
TOWN & COUNTRY	493	**58	1.3	11.8	204	288	0.7	58.4	113	**58	0.5	11.8	77	**33	0.5	6.7	77
TRAVEL & LEISURE	1122	**92	2.0	8.2	142	525	1.3	46.8	91	*239	2.0	21.3	139	**76	1.1	6.8	78
TRUE STORY	690	**90	2.0	13.0	226	398	1.0	57.7	112	**148	1.2	21.4	140	**75	1.1	10.9	124
U.S. NEWS & WORLD REPORT	6571	551	12.0	8.4	145	3417	8.4	52.0	101	898	7.4	13.7	89	661	9.6	10.1	115
USA TODAY	3120	*165	3.6	5.3	92	1828	4.5	58.6	114	499	4.1	16.0	104	336	4.9	10.8	123
US	1315	**136	3.0	10.3	179	805	2.0	61.2	119	*184	1.5	14.0	91	*129	1.9	9.8	112
VOGUE	632	**97	2.1	15.3	266	349	0.9	55.2	107	**23	0.2	3.6	24	**33	0.5	5.2	60
HALL STREET JOURNAL	4247	236	5.2	5.6	96	2392	5.9	56.3	109	701	5.8	16.5	108	375	5.4	8.8	101
HEIGHT WATCHERS	398	**23	0.5	5.8	100	*193	0.5	48.5	94	*70	0.6	17.6	115	*43	0.6	10.8	124
WOMAN'S DAY	1139	**151	3.3	13.3	230	559	1.4	49.1	95	*179	1.5	15.7	102	*100	1.4	8.8	101
WORKING MOTHER	*298	**82	1.8	27.5	476	*169	0.4	56.7	110	*80	0.7	26.8	175	*39	0.6	13.1	150
WORKING WOMAN	327	**62	1.4	19.0	328	*125	0.3	38.2	74	**51	0.4	15.6	102	**44	0.6	13.5	154
WORLD TENNIS	397	**60	1.3	15.1	262	*215	0.5	54.2	105	**28	0.2	7.1	46	**32	0.5	8.1	92
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1024	22.4	10.6	184	5230	12.8	54.3	105	1256	10.3	13.0	85	815	11.8	8.5	97
BLAIR INSERTS	43762	2458	53.7	5.6	97	22785	55.7	52.1	101	6820	56.1	15.6	102	3920	56.6	9.0	103
DAILY NEWSPAPERS																	
READ ANY	52459	2907	63.5	5.5	96	26574	65.0	50.7	98	8201	67.4	15.6	102	4628	66.9	8.8	101
READ ONE	41891	2374	51.9	5.7	98	21145	51.7	50.5	98	6534	53.7	15.6	102	3626	52.4	8.7	99
READ TWO OR MORE	10568	533	11.6	5.0	87	5428	13.3	51.4	100	1666	13.7	15.8	103	1002	14.5	9.5	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	3036	66.3	5.8	101	27026	66.1	52.0	101	8142	66.9	15.7	102	4668	67.4	9.0	103
READ ONE	44561	2558	55.9	5.7	99	23222	56.8	52.1	101	7040	57.9	15.8	103	3819	55.2	8.6	98
READ TWO OR MORE	7368	478	10.4	6.5	112	3804	9.3	51.6	100	1102	9.1	15.0	97	849	12.3	11.5	132
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	29.63	29.48				31.33				30.93				31.18			
30 DAY REACH	71522	4211	92.0	5.9	102	37350	91.4	52.2	101	11019	90.6	15.4	100	6294	90.9	8.8	101
50 SHMG - 30 DAY AV FREQ	15.55	15.35				16.40				16.29				16.53			
30 DAY REACH	68168	4047	88.4	5.9	103	35712	87.4	52.4	102	10455	85.9	15.3	100	5932	85.7	8.7	100
25 SHMG - 30 DAY AV FREQ	8.43	8.25				8.84				8.81				8.83			
30 DAY REACH	62898	3774	82.4	6.0	104	33118	81.0	52.7	102	9689	79.6	15.4	100	5565	80.4	8.8	101
CABLE TV: HOME WIRED	31664	1901	41.5	6.0	104	17017	41.6	53.7	104	5284	43.4	16.7	109	3141	45.4	9.9	114
HOME NOT WIRED	47599	2677	58.5	5.6	97	23859	58.4	50.1	97	6882	56.6	14.5	94	3781	54.6	7.9	91
HAVE PAY CABLE	17139	1058	23.1	6.2	107	9766	23.9	57.0	110	3133	25.8	18.3	119	1857	26.8	10.8	124

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AILMENTS - HAD IN THE LAST 12 MONTHS
(MALES)

	TOTAL U.S. '000	OTHER ALLERGY				HEADACHE				HEARTBURN				HEMORRHOIDS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	4578	100.0	5.8	100	40875	100.0	51.6	100	12165	100.0	15.3	100	6921	100.0	8.7	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	1352	29.5	5.6	96	12023	29.4	49.4	96	3643	29.9	15.0	98	2086	30.1	8.6	98
NETWORK AFFILIATES - LATE	17197	941	20.6	5.5	95	8876	21.7	51.6	100	2723	22.4	15.8	103	1467	21.2	8.5	98
INDEPENDENTS - LATE	2887	110	2.4	3.8	66	1417	3.5	49.1	95	400	3.3	13.9	90	205	3.0	7.1	81
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	N 11301	629	13.7	5.6	96	5783	14.1	51.2	99	1761	14.5	15.6	102	1022	14.8	9.0	104
ABC MONDAY NIGHT MOVIE	A 4379	206	4.5	4.7	81	2200	5.4	50.2	97	681	5.6	15.6	101	371	5.4	8.5	97
ABC SUNDAY NIGHT MOVIE	A 9910	504	11.0	5.1	88	5216	12.8	52.6	102	1626	13.4	16.4	107	851	12.3	8.6	98
ABC WORLD NEWS TONIGHT	A 6212	346	7.6	5.6	96	3051	7.5	49.1	95	863	7.1	13.9	91	611	8.8	9.8	113
AFTERMASH	C 4575	*199	4.3	4.3	75	2234	5.5	48.8	95	695	5.7	15.2	99	349	5.0	7.6	87
ALICE	C 6777	442	9.7	6.5	113	3349	8.2	49.4	96	851	7.0	12.6	82	526	7.6	7.8	89
AMERICAN PARADE	C 4868	266	5.8	5.5	95	2482	6.1	51.0	99	766	6.3	15.7	103	537	7.8	11.0	126
BENSON	A 7593	353	7.7	4.6	80	3557	8.7	46.8	91	1005	8.3	13.2	86	655	9.5	8.6	99
BLUE THUNDER	A 6036	313	6.8	5.2	90	3115	7.6	51.6	100	934	7.7	15.5	101	590	8.5	9.8	112
CAGNEY & LACEY	C 7698	320	7.0	4.2	72	4209	10.3	54.7	106	1187	9.8	15.4	100	737	10.6	9.6	110
CBS EVENING NEWS-DEAN	C 4066	*163	3.6	4.0	69	1842	4.5	45.3	88	629	5.2	15.5	101	341	4.9	8.4	96
CBS EVENING NEWS-RATHER	C 8092	427	9.3	5.3	91	3932	9.6	48.6	94	1203	9.9	14.9	97	667	9.6	8.2	94
CBS SAT. NEWS-SCHIEFFER	C 4795	211	4.6	4.4	76	2181	5.3	45.5	88	765	6.3	16.0	104	490	7.1	10.2	117
CBS SATURDAY NIGHT MOVIE	C 6034	263	5.7	4.4	75	3201	7.8	53.0	103	920	7.6	15.2	99	430	6.2	7.1	82
CBS WEDNESDAY NIGHT MOVIE	C 4993	176	3.8	3.5	61	2509	6.1	50.3	97	748	6.1	15.0	98	425	6.1	8.5	97
CHEELS	N 6976	388	8.5	5.6	96	3787	9.3	54.3	105	1024	8.4	14.7	96	742	10.7	10.6	122
DALLAS	C 13575	763	16.7	5.6	97	6836	16.7	50.4	98	2416	19.9	17.8	116	1178	17.0	8.7	99
DIFF'RENT STROKES	N 3684	263	5.7	7.1	124	1906	4.7	51.7	100	536	4.4	14.5	95	437	6.3	11.9	136
DOUBLE TROUBLE	N 4462	310	6.8	6.9	120	2232	5.5	50.0	97	626	5.1	14.0	91	379	5.5	8.5	97
DUCK FACTORY	N 4810	245	5.4	5.1	88	2601	6.4	54.1	105	723	5.9	15.0	98	553	8.0	11.5	132
DUKES OF HAZZARD	C 5951	359	7.8	6.0	104	3189	7.8	53.6	104	979	8.0	16.5	107	430	6.2	7.2	83
DYNASTY	A 11325	500	10.9	4.4	76	5610	13.7	49.5	96	1719	14.1	15.2	99	926	13.4	8.2	94
FACTS OF LIFE	N 4512	295	6.4	6.5	113	2080	5.1	46.1	89	557	4.6	12.3	80	366	5.3	8.1	93
FALCON CREST	C 9215	493	10.8	5.3	93	4640	11.4	50.4	98	1682	13.8	18.3	119	816	11.8	8.9	101
FALL GUY	A 8604	346	7.6	4.0	70	4138	10.1	48.1	93	1207	9.9	14.0	91	695	10.0	8.1	93
FAMILY TIES	N 4179	*202	4.4	4.8	84	1925	4.7	46.1	89	496	4.1	11.9	77	411	5.9	9.8	113
FANTASY ISLAND	A 4781	262	5.7	5.5	95	2562	6.3	53.6	104	866	7.1	18.1	118	418	6.0	8.7	100
FOULUPS, BLEEP & BLUNDERS	A 6697	336	7.3	5.0	87	3346	8.2	50.0	97	1064	8.7	15.9	104	529	7.6	7.9	90
FOUR SEASONS	C 3873	*155	3.4	4.0	69	1906	4.7	49.2	95	603	5.0	15.6	101	*302	4.4	7.8	89
GIMME A BREAK	N 4310	*211	4.6	4.9	85	1915	4.7	44.4	86	539	4.4	12.5	81	462	6.7	10.7	123
HART TO HART	A 5751	298	6.5	5.2	90	2753	6.7	47.9	93	896	7.4	15.6	102	540	7.8	9.4	108
HILL STREET BLUES	N 8568	534	11.7	6.2	108	4597	11.2	53.7	104	1334	11.0	15.6	101	819	11.8	9.6	109
HOTEL	A 8801	438	9.6	5.0	86	4286	10.5	48.7	94	1250	10.3	14.2	93	731	10.6	8.3	95
JEFFERSONS	C 6978	407	8.9	5.8	101	3292	8.1	47.2	91	925	7.6	13.3	86	475	6.9	6.8	78
JENNIFER SLEPT HERE	N 3021	*234	5.1	7.7	134	1528	3.7	50.6	98	525	4.3	17.4	113	359	5.2	11.9	136
KATE & ALLIE	C 6811	288	6.3	4.2	73	3625	8.9	53.2	103	1094	9.0	16.1	105	695	10.0	10.2	117
KNIGHT RIDER	N 5256	308	6.7	5.9	101	2674	6.5	50.9	99	801	6.6	15.2	99	468	6.8	8.9	102
LOVE BOAT	A 7174	336	7.3	4.7	81	3607	8.8	50.3	97	1049	8.6	14.6	95	532	7.7	7.4	85
MAGNUM PI	C 10438	691	15.1	6.6	115	5573	13.6	53.4	104	1616	13.3	15.5	101	1025	14.8	9.8	112
MAMA'S FAMILY	N 3488	241	5.3	6.9	120	1719	4.2	49.3	96	593	4.9	17.0	111	404	5.8	11.6	133
MASTER, THE	N 4127	221	4.8	5.4	93	2272	5.6	55.1	107	659	5.4	16.0	104	363	5.2	8.8	101
MATT HOUSTON	A 5978	314	6.9	5.3	91	3153	7.7	52.7	102	912	7.5	15.3	99	507	7.3	8.5	97
NBC MONDAY NIGHT MOVIE	N 10446	636	13.9	6.1	105	5720	14.0	54.8	106	1645	13.5	15.7	103	898	13.0	8.6	98
NBC NIGHTLY NEWS	N 5571	355	7.8	6.4	110	2711	6.6	48.7	94	899	7.4	16.1	105	590	8.5	10.6	121
NBC NIGHTLY NEWS-SAT	N 3675	*145	3.2	3.9	68	1784	4.4	48.5	94	543	4.5	14.8	96	343	5.0	9.3	107
NBC NIGHTLY NEWS-SUN	N 2905	*114	2.5	3.9	68	1412	3.5	48.6	94	431	3.5	14.8	97	287	4.1	9.9	113
NBC SUNDAY NIGHT MOVIE	N 8352	522	11.4	6.3	108	4838	11.8	57.9	112	1394	11.5	16.7	109	731	10.6	8.8	100
NEWHART	C 6864	322	7.0	4.7	81	3793	9.3	55.3	107	1093	9.0	15.9	104	757	10.9	11.0	126
ONE DAY AT A TIME	C 3866	*224	4.9	5.8	100	2011	4.9	52.0	101	633	5.2	16.4	107	343	5.0	8.9	102
PEOPLE ARE FUNNY	N 3956	254	5.5	6.4	111	2035	5.0	51.4	100	628	5.2	15.9	103	427	6.2	10.8	124
REAL PEOPLE	N 6305	405	8.8	6.4	111	3062	7.5	48.6	94	921	7.6	14.6	95	517	7.5	8.2	94
REMINGTON STEELE	N 5884	350	7.6	5.9	103	3202	7.8	54.4	106	999	8.2	17.0	111	475	6.9	8.1	92
RIPLY'S BELIEVE IT - NOT	A 5706	430	9.4	7.5	130	2912	7.1	51.0	99	958	7.9	16.8	109	626	9.0	11.0	126
RIPTIDE	N 6202	328	7.2	5.3	92	3217	7.9	51.9	101	1091	9.0	17.6	115	551	8.0	8.9	102
SCARECROW & MRS. KING	C 6513	410	9.0	6.3	109	3529	8.6	54.2	105	1112	9.1	17.1	111	681	9.8	10.5	120
SIMON & SIMON	C 8593	533	11.6	6.2	107	4710	11.5	54.8	106	1346	11.1	15.7	102	660	9.5	7.7	88
60 MINUTES	C 13342	653	14.3	4.9	85	6654	16.3	49.9	97	1883	15.5	14.1	92	1154	16.7	8.6	99
ST. ELSEWHERE	N 6029	410	9.0	6.8	118	3207	7.8	53.2	103	827	6.8	13.7	89	663	9.6	11.0	126
THREE'S COMPANY	A 8565	441	9.6	5.1	89	4213	10.3	49.2	95	1206	9.9	14.1	92	768	11.1	9.0	103
T.J. HOOKER	A 7400	410	9.0	5.5	96	3765	9.2	50.9	99	1130	9.3	15.3	99	615			

	TOTAL U.S. '000	INDIGESTION OR UPSET STOMACH				MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	18307	100.0	23.1	100	12183	100.0	15.4	100	5124	100.0	6.5	100	2550	100.0	3.2	100
HOUSEHOLD HEADS	66405	15836	86.5	23.8	103	10207	83.8	15.4	100	4241	82.8	6.4	99	2159	84.7	3.3	101
18 - 24	13945	2762	15.1	19.8	86	2132	17.5	15.3	99	884	17.3	6.3	98	*537	21.1	3.9	120
25 - 34	19334	4989	27.3	25.8	112	3286	27.0	17.0	111	1339	26.1	6.9	107	806	31.6	4.2	130
35 - 44	14196	3765	20.6	26.5	115	2395	19.7	16.9	110	940	18.3	6.6	102	*524	20.5	3.7	115
45 - 54	10896	2528	13.8	23.2	100	1742	14.3	16.0	104	603	11.8	5.5	86	*373	14.6	3.4	106
55 - 64	10378	2260	12.3	21.8	94	1418	11.6	13.7	89	605	11.8	5.8	90	*210	8.2	2.0	63
65 OR OLDER	10514	2002	10.9	19.0	82	1212	9.9	11.5	75	754	14.7	7.2	111	*100	3.9	1.0	30
18 - 34	33279	7751	42.3	23.3	101	5418	44.5	16.3	106	2224	43.4	6.7	103	1343	52.7	4.0	125
18 - 49	52904	12808	70.0	24.2	105	8617	70.7	16.3	106	3405	66.5	6.4	100	2160	84.7	4.1	127
25 - 54	44426	11282	61.6	25.4	110	7422	60.9	16.7	109	2882	56.2	6.5	100	1704	66.8	3.8	119
35 - 49	19625	5057	27.6	25.8	112	3200	26.3	16.3	106	1181	23.0	6.0	93	817	32.0	4.2	129
50 OR OLDER	26359	5499	30.0	20.9	90	3566	29.3	13.5	88	1720	33.6	6.5	101	389	15.3	1.5	46
GRADUATED COLLEGE	15982	4056	22.2	25.4	110	2715	22.3	17.0	111	1071	20.9	6.7	104	538	21.1	3.4	105
ATTENDED COLLEGE	13629	3428	18.7	25.2	109	2152	17.7	15.8	103	694	13.5	5.1	79	645	25.3	4.7	147
GRADUATED HIGH SCHOOL	28591	6760	36.9	23.6	102	4614	37.9	16.1	105	2136	41.7	7.5	116	1065	41.8	3.7	116
DID NOT GRADUATE HIGH SCHOOL	21061	4062	22.2	19.3	84	2702	22.2	12.8	83	1224	23.9	5.8	90	*302	11.8	1.4	45
EMPLOYED FULL-TIME	52316	12628	69.0	24.1	105	8509	69.8	16.3	106	3378	65.9	6.5	100	2022	79.3	3.9	120
EMPLOYED PART-TIME	4113	1134	6.2	27.6	119	580	4.8	14.1	92	*296	5.8	7.2	111	*157	6.2	3.8	119
NOT EMPLOYED	22834	4544	24.8	19.9	86	3095	25.4	13.6	88	1450	28.3	6.4	98	*371	14.5	1.6	51
PROFESSIONAL/MANAGER	15034	3819	20.9	25.4	110	2454	20.1	16.3	106	976	19.0	6.5	100	582	22.8	3.9	120
TECH/CLERICAL/SALES	11255	2823	15.4	25.1	109	2092	17.2	18.6	121	735	14.3	6.5	101	*464	18.2	4.1	128
PRECISION/CRAFT	11607	2828	15.4	24.4	105	1688	13.9	14.5	95	940	18.3	8.1	125	*563	22.1	4.9	151
OTHER EMPLOYED	18534	4293	23.5	23.2	100	2854	23.4	15.4	100	1023	20.0	5.5	85	570	22.4	3.1	96
SINGLE	19562	3874	21.2	19.8	86	3032	24.9	15.5	101	1251	24.4	6.4	99	703	27.6	3.6	112
MARRIED	51896	12627	69.0	24.3	105	8199	67.3	15.8	103	3465	67.6	6.7	103	1712	67.1	3.3	103
DIVORCED/SEPARATED/WIDOWED	7804	1805	9.9	23.1	100	952	7.8	12.2	79	409	8.0	5.2	81	*135	5.3	1.7	54
PARENTS	25372	6623	36.2	26.1	113	4437	36.4	17.5	114	1736	33.9	6.8	106	1114	43.7	4.4	136
WHITE	69658	16939	92.5	24.3	105	10997	90.3	15.8	103	4602	89.8	6.6	102	2428	95.2	3.5	108
BLACK	7909	1129	6.2	14.3	62	943	7.7	11.9	78	*458	8.9	5.8	90	*88	3.5	1.1	35
OTHER	1696	*239	1.3	14.1	61	*243	2.0	14.3	93	*64	1.2	3.8	58	*34	1.3	2.0	62
NORTHEAST-CENSUS	17202	3792	20.7	22.0	95	2403	19.7	14.0	91	1020	19.9	5.9	92	536	21.0	3.1	97
NORTH CENTRAL	20461	4750	25.9	23.2	101	3301	27.1	16.1	105	1392	27.2	6.8	105	599	23.5	2.9	91
SOUTH	26695	6391	34.9	23.9	104	3894	32.0	14.6	95	1851	36.1	6.9	107	1111	43.6	4.2	129
WEST	14906	3374	18.4	22.6	98	2586	21.2	17.3	113	861	16.8	5.8	89	*304	11.9	2.0	63
NORTHEAST-MKTG.	17962	3731	20.4	20.8	90	2366	19.4	13.2	86	1082	21.1	6.0	93	585	22.9	3.3	101
EAST CENTRAL	11741	2594	14.2	22.1	96	1929	15.8	16.4	107	869	17.0	7.4	114	526	20.6	4.5	139
WEST CENTRAL	13518	3195	17.5	23.6	102	2258	18.5	16.7	109	940	18.3	7.0	108	*210	8.2	1.6	48
SOUTH	23168	5901	32.2	25.5	110	3465	28.4	15.0	97	1617	31.6	7.0	108	927	36.4	4.0	124
PACIFIC	12874	2886	15.8	22.4	97	2165	17.8	16.8	109	616	12.0	4.8	74	*302	11.8	2.3	73
COUNTY SIZE A	32596	6808	37.2	20.9	90	4661	38.3	14.3	93	2046	39.9	6.3	97	832	32.6	2.6	79
COUNTY SIZE B	23814	6078	33.2	25.5	111	3676	30.2	15.4	100	1395	27.2	5.9	91	836	32.8	3.5	109
COUNTY SIZE C	12663	3032	16.6	23.9	104	2035	16.7	16.1	105	877	17.1	6.9	107	*562	22.0	4.4	138
COUNTY SIZE D	10190	2389	13.0	23.4	102	1812	14.9	17.8	116	806	15.7	7.9	122	*319	12.5	3.1	97
METRO CENTRAL CITY	23190	4782	26.1	20.6	89	3548	29.1	15.3	100	1411	27.5	6.1	94	*555	21.8	2.4	74
METRO SUBURBAN	36920	9066	49.5	24.6	106	5436	44.6	14.7	96	2360	46.1	6.4	99	1353	53.1	3.7	114
NON METRO	19152	4458	24.4	23.3	101	3199	26.3	16.7	109	1354	26.4	7.1	109	*641	25.1	3.3	104
TOP 5 ADI'S	18703	3992	21.8	21.3	92	2820	23.1	15.1	98	1291	25.2	6.9	107	*514	20.2	2.7	85
TOP 10 ADI'S	26158	5427	29.6	20.7	90	3658	30.0	14.0	91	1587	31.0	6.1	94	737	28.9	2.8	88
TOP 20 ADI'S	36612	7947	43.4	21.7	94	5248	43.1	14.3	93	2345	45.8	6.4	99	1053	41.3	2.9	89
HSHLD INC. \$50,000 OR MORE	9326	2074	11.3	22.2	96	1398	11.5	15.0	98	*476	9.3	5.1	79	*417	16.4	4.5	139
\$40,000 OR MORE	18002	4116	22.5	22.9	99	2740	22.5	15.2	99	866	16.9	4.8	74	692	27.1	3.8	119
\$30,000 OR MORE	31361	7451	40.7	23.8	103	5007	41.1	16.0	104	1904	37.2	6.1	94	1311	51.4	4.2	130
\$25,000 OR MORE	39858	9298	50.8	23.3	101	6564	53.9	16.5	107	2499	48.8	6.3	97	1585	62.2	4.0	124
\$20,000 - \$24,999	8664	2440	13.3	28.2	122	1376	11.3	15.9	103	*647	12.6	7.5	116	*296	11.6	3.4	106
\$15,000 - \$19,999	7964	1930	10.5	24.2	105	1166	9.6	14.6	95	*355	6.9	4.5	69	*177	6.9	2.2	69
\$10,000 - \$14,999	11093	2149	11.7	19.4	84	1402	11.5	12.6	82	776	15.1	7.0	108	*330	12.9	3.0	92
UNDER \$10,000	11683	2490	13.6	21.3	92	1676	13.8	14.3	93	848	16.5	7.3	112	*163	6.4	1.4	43
HOUSEHOLD OF 1 PERSON	7453	1514	8.3	20.3	88	1004	8.2	13.5	88	519	10.1	7.0	108	*96	3.8	1.3	40
2 PEOPLE	24757	5935	32.4	24.0	104	3655	30.0	14.8	96	1599	31.2	6.5	100	647	25.4	2.6	81
3 OR 4 PEOPLE	32682	7778	42.5	23.8	103	5330	43.7	16.3	106	2153	42.0	6.6	102	1348	52.9	4.1	128
5 OR MORE PEOPLE	14370	3080	16.8	21.4	93	2195	18.0	15.3	99	853	16.6	5.9	92	*458	18.0	3.2	99
NO CHILD IN HSHLD	46768	10403	56.8	22.2	96	6843	56.2	14.6	95	3011	58.8	6.4	100	1120	43.9	2.4	74
CHILD(REN) UNDER 2 YRS	4799	1183	6.5	24.7	107	855	7.0	17.8	116	*320	6.2	6.7	103	*200	7.8	4.2	130
2 - 5 YEARS	11125	2989	16.3	26.9	116	1882	15.4	16.9	110	633	12.4	5.7	88	*480	18.8	4.3	134
6 - 11 YEARS	14193	3553	19.4	25.0	108	2242	18.4	15.8	103	942	18.4	6.6	103	674	26.4	4.7	148
12 - 17 YEARS	17402	4001	21.9	23.0	100	2706	22.2	15.5	101	1177	23.0	6.8	105	713	28.0	4.1	127
RESIDENCE OWNED	56398	13350	72.9	23.7	102	8756	71.9	15.5	101	3412	66.6	6.0	94	2037	79.9	3.6	112
VALUE: \$50,000 OR MORE	34811	8284	45.3	23.8	103	5549	45.5	15.9	104	1933	37.7	5.6	86	1248	48.9	3.6	111
VALUE: UNDER \$50,000	21587	5066	27.7	23.5	102	3207	26.3	14.9	97	1479	28.9	6.9	106	790	31.0	3.7	114

			INDIGESTION OR UPSET												POISON IVY, OAK											
			STOMACH						MUSCLE ACHE						NERVOUS TENSION						OR SUMAC					
			TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX							
TOTAL MALES			79263	18307	100.0	23.1	100	12183	100.0	15.4	100	5124	100.0	6.5	100	2550	100.0	3.2	100							
MAGAZINES	QUINTILE 1	16033	4431	24.2	27.6	120	3072	25.2	19.2	125	1299	25.4	8.1	125	700	27.5	4.4	136								
	QUINTILE 2	15354	3656	20.0	23.8	103	2756	22.6	17.9	117	1063	20.7	6.9	107	580	22.7	3.8	117								
	QUINTILE 3	15888	3636	19.9	22.9	99	2124	17.4	13.4	87	1018	19.9	6.4	99	*363	14.2	2.3	71								
	QUINTILE 4	17310	3708	20.3	21.4	93	2319	19.0	13.4	87	845	16.5	4.9	76	*500	19.6	2.9	90								
	QUINTILE 5	14677	2875	15.7	19.6	85	1912	15.7	13.0	85	899	17.5	6.1	95	*408	16.0	2.8	86								
NEWSPAPERS	QUINTILE 1	15277	3651	19.9	23.9	103	2305	18.9	15.1	98	994	19.4	6.5	101	*473	18.5	3.1	96								
	QUINTILE 2	22745	5590	30.5	24.6	106	3555	29.2	15.6	102	1436	28.0	6.3	98	647	25.4	2.8	88								
	QUINTILE 3	10692	2419	13.2	22.6	98	1732	14.2	16.2	105	726	14.2	6.8	105	*358	14.0	3.3	104								
	QUINTILE 4	11646	2464	13.5	21.2	92	1622	13.3	13.9	91	734	14.3	6.3	97	*592	23.2	5.1	158								
	QUINTILE 5	18903	4183	22.8	22.1	96	2970	24.4	15.7	102	1234	24.1	6.5	101	*480	18.8	2.5	79								
OUTDOOR	QUINTILE 1	16620	3995	21.8	24.0	104	2803	23.0	16.9	110	1025	20.0	6.2	95	601	23.6	3.6	112								
	QUINTILE 2	16377	3853	21.0	23.5	102	2718	22.3	16.6	108	1189	23.2	7.3	112	590	23.1	3.6	112								
	QUINTILE 3	15995	3658	20.0	22.9	99	2450	20.1	15.3	100	1074	21.0	6.7	104	*349	13.7	2.2	68								
	QUINTILE 4	15592	3556	19.4	22.8	99	2238	18.4	14.4	93	954	18.6	6.1	95	673	26.4	4.3	134								
	QUINTILE 5	14679	3245	17.7	22.1	96	1975	16.2	13.5	88	882	17.2	6.0	93	*337	13.2	2.3	71								
RADIO-DRIVE TIME	QUINTILE 1	15746	3863	21.1	24.5	106	2553	21.0	16.2	105	1093	21.3	6.9	107	601	23.6	3.8	119								
	QUINTILE 2	15067	3320	18.1	22.0	95	2461	20.2	16.3	106	733	14.3	4.9	75	491	19.3	3.3	101								
	QUINTILE 3	15631	3969	21.7	25.4	110	2324	19.1	14.9	97	984	19.2	6.3	97	*447	17.5	2.9	89								
	QUINTILE 4	16245	3539	19.3	21.8	94	2588	21.2	15.9	104	1209	23.6	7.4	115	*486	19.1	3.0	93								
	QUINTILE 5	16573	3616	19.8	21.8	94	2258	18.5	13.6	89	1106	21.6	6.7	103	*525	20.6	3.2	98								
RADIO-MID- DAY	TERCILE 1	21788	5553	30.3	25.5	110	3380	27.7	15.5	101	1549	30.2	7.1	110	853	33.5	3.9	122								
	TERCILE 2	21151	4707	25.7	22.3	96	3102	25.5	14.7	95	1467	28.6	6.9	107	607	23.8	2.9	89								
	TERCILE 3	36323	8046	44.0	22.2	96	5701	46.8	15.7	102	2108	41.1	5.8	90	1090	42.7	3.0	93								
RADIO-TOTAL	QUINTILE 1	15977	4009	21.9	25.1	109	2520	20.7	15.8	103	1012	19.8	6.3	98	*565	22.2	3.5	110								
	QUINTILE 2	15923	3740	20.4	23.5	102	2525	20.7	15.9	103	1112	21.7	7.0	108	*503	19.7	3.2	98								
	QUINTILE 3	14980	3219	17.6	21.5	93	2302	18.9	15.4	100	881	17.2	5.9	91	543	21.3	3.6	113								
	QUINTILE 4	17123	4144	22.6	24.2	105	2687	22.1	15.7	102	1125	22.0	6.6	102	*580	22.7	3.4	105								
	QUINTILE 5	15260	3195	17.5	20.9	91	2149	17.6	14.1	92	995	19.4	6.5	101	*359	14.1	2.4	73								
TV-PRIME TIME	QUINTILE 1	15674	3643	19.9	23.2	101	2413	19.8	15.4	100	964	18.8	6.2	95	*432	16.9	2.8	86								
	QUINTILE 2	15944	3810	20.8	23.9	103	2388	19.6	15.0	97	1017	19.8	6.4	99	*449	17.6	2.8	88								
	QUINTILE 3	16037	3737	20.4	23.3	101	2838	23.3	17.7	115	1082	21.1	6.7	104	616	24.2	3.8	119								
	QUINTILE 4	15412	3491	19.1	22.7	98	2535	20.8	16.4	107	1065	20.8	6.9	107	577	22.6	3.7	116								
	QUINTILE 5	16194	3626	19.8	22.4	97	2010	16.5	12.4	81	997	19.5	6.2	95	*475	18.6	2.9	91								
TV-DAYTIME	TERCILE 1	19156	4423	24.2	23.1	100	3004	24.7	15.7	102	1344	26.2	7.0	109	*559	21.9	2.9	91								
	TERCILE 2	19343	4491	24.5	23.2	101	2618	21.5	13.5	88	1334	26.0	6.9	107	504	19.8	2.6	81								
	TERCILE 3	40764	9393	51.3	23.0	100	6562	53.9	16.1	105	2446	47.7	6.0	93	1487	58.3	3.6	113								
TV-TOTAL	QUINTILE 1	15844	3756	20.5	23.7	103	2528	20.8	16.0	104	1219	23.8	7.7	119	*373	14.6	2.4	73								
	QUINTILE 2	15767	3623	19.8	23.0	99	2344	19.2	14.9	97	988	19.3	6.3	97	*511	20.0	3.2	101								
	QUINTILE 3	15775	3465	18.9	22.0	95	2129	17.5	13.5	88	1060	20.7	6.7	104	*439	17.2	2.8	87								
	QUINTILE 4	15903	3687	20.1	23.2	100	2665	21.9	16.8	109	969	18.9	6.1	94	585	22.9	3.7	114								
	QUINTILE 5	15974	3776	20.6	23.6	102	2517	20.7	15.8	103	888	17.3	5.6	86	641	25.1	4.0	125								
MAGAZINES-NEWSPAPERS: DUAL			21225	5509	30.1	26.0	112	3902	32.0	18.4	120	1472	28.7	6.9	107	774	30.4	3.6	113							
MAGAZINE IMPERATIVE			17728	4248	23.2	24.0	104	3097	25.4	17.5	114	1384	27.0	7.8	121	687	26.9	3.9	120							
NEWSPAPER IMPERATIVE			22987	5093	27.8	22.2	96	2828	23.2	12.3	80	1304	25.4	5.7	88	578	22.7	2.5	78							
MAGAZINES-OUTDOOR: DUAL			16244	3922	21.4	24.1	105	3076	25.2	18.9	123	1183	23.1	7.3	113	652	25.6	4.0	125							
MAGAZINE IMPERATIVE			24016	6034	33.0	25.1	109	3940	32.3	16.4	107	1694	33.1	7.1	109	824	32.3	3.4	107							
OUTDOOR IMPERATIVE			26020	5674	31.0	21.8	94	3752	30.8	14.4	94	1599	31.2	6.1	95	763	29.9	2.9	91							
MAGAZINES-RADIO: DUAL			16918	4412	24.1	26.1	113	3095	25.4	18.3	119	1120	21.9	6.6	102	668	26.2	3.9	123							
MAGAZINE IMPERATIVE			23456	5651	30.9	24.1	104	3895	32.0	16.6	108	1795	35.0	7.7	118	855	33.5	3.6	113							
RADIO IMPERATIVE			23900	5139	28.1	21.5	93	3236	26.6	13.5	88	1510	29.5	6.3	98	670	26.3	2.8	87							
MAGAZINES-TELEVISION: DUAL			15791	3945	21.5	25.0	108	2672	21.9	16.9	110	1158	22.6	7.3	113	*496	19.5	3.1	98							
MAGAZINE IMPERATIVE			25476	6322	34.5	24.8	107	4410	36.2	17.3	113	1735	33.9	6.8	105	992	38.9	3.9	121							
TELEVISION IMPERATIVE			25744	5461	29.8	21.2	92	3355	27.5	13.0	85	1616	31.5	6.3	97	644	25.3	2.5	78							
NEWSPAPERS-OUTDOOR: DUAL			17628	4406	24.1	25.0	108	3021	24.8	17.1	111	1201	23.4	6.8	105	605	23.7	3.4	107							
NEWSPAPER IMPERATIVE			26414	6177	33.7	23.4	101	3707	30.4	14.0	91	1624	31.7	6.1	95	719	28.2	2.7	85							
OUTDOOR IMPERATIVE			23059	5041	27.5	21.9	95	3586	29.4	15.6	101	1558	30.4	6.8	105	799	31.3	3.5	108							
NEWSPAPERS-RADIO: DUAL			17996	4654	25.4	25.9	112	2804	23.0	15.6	101	1167	22.8	6.5	100	578	22.7	3.2	100							
NEWSPAPER IMPERATIVE			26269	6034	33.0	23.0	99	4078	33.5	15.5	101	1780	34.7	6.8	105	772	30.3	2.9	91							
RADIO IMPERATIVE			21342	4705	25.7	22.0	95	3387	27.8	15.9	103	1367	26.7	6.4	99	803	31.5	3.8	117							
NEWSPAPERS-TELEVISION: DUAL			17359	4281	23.4	24.7	107	2819	23.1	16.2	106	1296	25.3	7.5	115	504	19.8	2.9	90							
NEWSPAPER IMPERATIVE			26889	6380	34.9	23.7	103	4180	34.3	15.5	101	1613	31.5	6.0	93	838	32.9	3.1	97							
TELEVISION IMPERATIVE			21698	4799	26.2	22.1	96	3146	25.8	14.5	94	1522	29.7	7.0	109	*628	24.6	2.9	90							
OUTDOOR-RADIO: DUAL			16456	3969	21.7	24.1	104	2742	22.5	16.7	108	1169	22.8	7.1	110	586	23.0	3.6	111							
OUTDOOR IMPERATIVE			25870	5999	32.8	23.2	100	4085	33.5	15.8	103	1660	32.4	6.4	99	821	32.2	2.2	99							
RADIO IMPERATIVE			23943	5607	30.6	23.4	101	3497	28.7	14.6	95	1487	29.0	6.2	96	741	29.1	3.1	96							
OUTDOOR-TELEVISION: DUAL			15918	382																						

	TOTAL U.S. '000	INDIGESTION OR UPSET STOMACH				MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	18307	100.0	23.1	100	12183	100.0	15.4	100	5124	100.0	6.5	100	2550	100.0	3.2	100
ATLANTIC MONTHLY	452	**63	0.3	13.9	60	**77	0.6	17.0	111	**37	0.7	8.2	127	**6	0.2	1.3	41
BARRON'S	1058	260	1.4	24.6	106	**163	1.3	15.4	100	**141	2.8	13.3	206	**33	1.3	3.1	97
BETTER HOMES & GARDENS	4773	1237	6.8	25.9	112	888	7.3	18.6	121	282	5.5	5.9	91	*213	8.4	4.5	139
BON APPETIT	1037	282	1.5	27.2	118	*173	1.4	16.7	109	**54	1.1	5.2	81	**30	1.2	2.9	90
BUSINESS WEEK	3193	863	4.7	27.0	117	600	4.9	18.8	122	341	6.7	10.7	165	*164	6.4	5.1	160
CAR AND DRIVER	2705	826	4.5	30.5	132	548	4.5	20.3	132	*233	4.5	8.6	133	**114	4.5	4.2	131
CBS MAGAZINE NETWORK (GROSS)	5678	1407	7.7	24.8	107	1155	9.5	20.3	132	391	7.6	6.9	107	*288	11.3	5.1	158
CHANGING TIMES	1847	543	3.0	29.4	127	368	3.0	19.9	130	*268	5.2	14.5	224	**85	3.3	4.6	143
COLONIAL HOMES	492	*124	0.7	25.2	109	**79	0.6	16.1	104	*222	0.4	4.5	69	**9	0.4	1.8	57
CONDE NAST MAG. PKG. (GROSS)	2066	405	2.2	19.6	85	*479	3.9	23.2	151	*205	4.0	9.9	153	**125	4.9	6.1	188
CONSUMERS DIGEST	1719	392	2.1	22.8	99	*200	1.6	11.6	76	**98	1.9	5.7	88	**90	3.5	5.2	163
COSMOPOLITAN	1762	449	2.5	25.5	110	*344	2.8	19.5	127	**137	2.7	7.8	120	**93	3.6	5.3	164
COUNTRY LIVING	1110	313	1.7	28.2	122	*152	1.2	13.7	89	**54	1.1	4.9	75	**77	3.0	6.9	216
CUISINE	660	*192	1.0	29.1	126	*112	0.9	17.0	110	**31	0.6	4.7	73	**28	1.1	4.2	132
CYCLE WORLD	1924	481	2.6	25.0	108	415	3.4	21.6	140	**164	3.2	8.5	132	**122	4.8	6.3	197
DCI:CREATIVE IDEAS FOR LIV	437	**131	0.7	30.0	130	**106	0.9	24.3	158	**30	0.6	6.9	106	**3	0.1	0.7	21
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	790	4.3	31.7	137	450	3.7	18.1	118	*209	4.1	8.4	130	*161	6.3	6.5	201
DISCOVER	1279	294	1.6	23.0	100	251	2.1	19.6	128	**67	1.3	5.2	81	**67	2.6	5.2	163
EBONY	2898	367	2.0	12.7	55	415	3.4	14.3	93	*170	3.3	5.9	91	*330	1.2	1.0	32
ESQUIRE	1384	352	1.9	25.4	110	279	2.3	20.2	131	*144	2.8	10.4	161	*226	1.0	1.9	58
ESSENCE	850	**94	0.5	11.1	48	*161	1.3	18.9	123	**67	1.3	7.9	122	**2	0.1	0.2	7
FAMILY CIRCLE	2430	624	3.4	25.7	111	352	2.9	14.5	94	*262	5.1	10.8	167	**116	4.5	4.8	148
THE FAMILY HANDYMAN	2356	669	3.7	28.4	123	413	3.4	17.5	114	*155	3.0	6.6	102	**119	4.7	5.1	157
FAMILY WEEKLY	11533	3018	16.5	26.2	113	1913	15.7	16.6	108	856	16.7	7.4	115	402	15.8	3.5	108
FIELD & STREAM	7444	2116	11.6	28.4	123	1317	10.8	17.7	115	492	9.6	6.6	102	372	14.6	5.0	155
FOOD & WINE	416	**69	0.4	16.6	72	**39	0.3	9.4	61	**9	0.2	2.2	33	**24	0.9	5.8	179
FORBES	1865	440	2.4	23.6	102	331	2.7	17.7	115	*200	3.9	10.7	166	**80	3.1	4.3	133
FORTUNE	1849	500	2.7	27.0	117	383	3.1	20.7	135	*200	3.9	10.8	167	**64	2.5	3.5	108
GENTLEMEN'S QUARTERLY	2284	492	2.7	21.5	93	525	4.3	23.0	150	*266	5.2	11.6	180	**61	2.4	2.7	83
GLAMOUR	538	**134	0.7	24.9	108	**111	0.9	20.6	134	**69	1.3	12.8	198	**55	2.2	10.2	318
GOLF DIGEST	1649	441	2.4	26.7	116	304	2.5	18.4	120	**87	1.7	5.3	82	**43	1.7	2.6	81
GOLF DIGEST/TENNIS (GROSS)	2294	587	3.2	25.6	111	395	3.2	17.2	112	*153	3.0	6.7	103	**69	2.7	3.0	93
GOLF MAGAZINE	1577	464	2.5	29.4	127	233	1.9	14.8	96	**67	1.3	4.2	66	**54	2.1	3.4	106
GOLF MAGAZINE/SKI (GROSS)	2487	720	3.9	29.0	125	413	3.4	16.6	108	*98	1.9	3.9	61	**93	3.6	3.7	116
GOOD HOUSEKEEPING	2569	700	3.8	27.2	118	411	3.4	16.0	104	*204	4.0	7.9	123	**134	5.3	5.2	162
HARPER'S BAZAAR	431	**100	0.5	23.2	100	**123	1.0	28.5	186	**26	0.5	6.0	93	**11	0.4	2.6	79
HEALTH	788	*227	1.2	28.8	125	*143	1.2	18.1	118	**114	2.2	14.5	224	**23	0.9	2.9	91
HEARST MAG CORP. BUY (GROSS)	18781	4920	26.9	26.2	113	3498	28.7	18.6	121	1511	29.5	8.0	124	884	34.7	4.7	146
HEARST MAN POWER (GROSS)	9169	2482	13.6	27.1	117	1782	14.6	19.4	126	750	14.6	8.2	127	452	17.7	4.9	153
HEARST WOMAN POWER (GROSS)	5452	1405	7.7	25.8	112	969	8.0	17.8	116	433	8.5	7.9	123	*253	9.9	4.6	144
HOUSE BEAUTIFUL	1020	*260	1.4	25.5	110	*191	1.6	18.7	122	**114	2.2	11.2	173	**53	2.1	5.2	162
INC.	993	*246	1.3	24.8	107	*231	1.9	23.3	151	**156	3.0	15.7	243	**38	1.5	3.8	119
JET	2808	446	2.4	15.9	69	364	3.0	13.0	84	*130	2.5	4.6	72	**32	1.3	1.1	35
LADIES' HOME JOURNAL	1868	478	2.6	25.6	111	319	2.6	17.1	111	*127	2.5	6.8	105	**45	1.8	2.4	75
LHJ FAMILY GRP COMBO(GROSS)	3582	943	5.2	26.3	114	678	5.6	18.9	123	367	7.2	10.2	158	**106	4.2	3.0	92
LIFE	4817	1015	5.5	21.1	91	905	7.4	18.8	122	307	6.0	6.4	99	*163	6.4	3.4	105
L.A. TIMES HOME MAGAZINE	1465	*445	2.4	30.4	132	306	2.5	20.9	136	*117	2.3	8.0	124	**16	0.6	1.1	34
MADMOISELLE	460	**88	0.5	19.1	83	**141	1.2	30.7	199	**65	1.3	14.1	219	**51	2.0	11.1	345
MC CALL'S	1764	456	2.5	25.9	112	325	2.7	18.4	120	*151	2.9	8.6	132	**64	2.5	3.6	113
MC CALL'S/HRK MOTHER (GROSS)	2062	507	2.8	24.6	106	415	3.4	20.1	131	*200	3.9	9.7	150	**64	2.5	3.1	96
MECHANIX ILLUSTRATED	3625	971	5.3	26.8	116	668	5.5	18.4	120	*205	4.0	5.7	87	*166	6.5	4.6	142
METROPOLITAN HOME	495	**90	0.5	18.2	79	**78	0.6	15.8	103	**21	0.4	4.2	66	**10	0.4	2.0	63
MONEY	3017	922	5.0	30.6	132	530	4.4	17.6	114	294	5.7	9.7	151	*136	5.3	4.5	140
MOTHER EARTH NEWS	1203	484	2.6	40.2	174	*228	1.9	19.0	123	**142	2.8	11.8	183	**141	5.5	11.7	364
MS.	*257	**99	0.5	38.5	167	**77	0.6	30.0	195	**59	1.2	23.0	355	**44	1.7	17.1	532
NATIONAL ENQUIRER	6921	1647	9.0	23.8	103	1064	8.7	15.4	100	589	11.5	8.5	132	*186	7.3	2.7	84
NATIONAL GEOGRAPHIC	11626	3309	18.1	28.5	123	2039	16.7	17.5	114	801	15.6	6.9	107	561	22.0	4.8	150
NATIONAL SUNDAY MAGAZINE PKG	49424	12063	65.9	24.4	106	7611	62.5	15.4	100	3178	62.0	6.4	99	1602	62.8	3.2	101
NATURAL HISTORY	753	*169	0.9	22.4	97	*158	1.3	21.0	137	**116	2.3	15.4	238	**71	2.8	9.4	293
NEW WOMAN	*296	**105	0.6	35.5	154	**39	0.3	13.2	86	**68	1.3	23.0	355	**57	2.2	19.3	599
NEW YORK INCLUDING CUE	541	*127	0.7	23.5	102	**46	0.4	8.5	55	**44	0.9	8.1	126	**47	1.8	8.7	270
THE NEW YORKER	1078	241	1.3	22.4	97	*192	1.6	17.8	116	*111	2.2	10.3	159	**35	1.4	3.2	101
NEWSWEEK	9602	2357	12.9	24.5	106	1508	12.4	15.7	102	549	10.7	5.7	88	401	15.7	4.2	130
THE N.Y. TIMES DAILY EDITION	1376	288	1.6	20.9	91	168	1.4	12.2	79	*115	2.2	8.4	129	**35	1.4	2.5	79
THE N.Y. TIMES MAGAZINE	2110	465	2.5	22.0	95	287	2.4	13.6	88	*142	2.8	6.7	104	**51	2.0	2.4	75
OMNI	1927	626	3.4	32.5	141	381	3.1	19.8	129	*150	2.9	7.8	120	**69	2.7	3.6	111
ON CABLE	911	*135	0.7	14.8	64	*76	0.6	8.3	54	*118	0.4	2.0	31	**12	0.5	1.3	41
1001 HOME IDEAS	927	*238	1.3	25.7	111	*216	1.8	23.3	152	**126	2.5	13.6	210	**38	1.5	4.1	127
ORGANIC GARDENING	1430	446	2.4	31.2	135	238	2.0	16.6	108	*143	2.8	10.0	155	**128	5.0	9.0	278
OUTDOOR LIFE	4064	1205	6.6	29.7	128	793	6.5	19.5	127	284	5.5	7.0	108	*203	8.0	5.0	155
PARADE MAGAZINE	24538	5979	32.7	24.4	105	3606	29.6	14.7	96	1484	29.0	6.0	94	795	31.2	3.2	101

	TOTAL U.S. '000	INDIGESTION OR UPSET STOMACH				MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	18307	100.0	23.1	100	12183	100.0	15.4	100	5124	100.0	6.5	100	2550	100.0	3.2	100
PARENTS	1126	333	1.8	29.6	128	*241	2.0	21.4	139	**88	1.7	7.8	121	**46	1.8	4.1	127
PENTHOUSE	4157	1212	6.6	29.2	126	730	6.0	17.6	114	*254	5.0	6.1	95	*227	8.9	5.5	170
PEOPLE	7591	2060	11.3	27.1	117	1379	11.3	18.2	118	678	13.2	8.9	138	239	9.4	3.1	98
PLAYBOY	8379	2263	12.4	27.0	117	1647	13.5	19.7	128	655	12.8	7.8	121	420	16.5	5.0	156
POPULAR HOT RODDING	2110	606	3.3	28.7	124	383	3.1	18.2	118	*241	4.7	11.4	177	**104	4.1	4.9	153
POPULAR MECHANICS	4850	1398	7.6	28.8	125	946	7.8	19.5	127	396	7.7	8.2	126	*186	7.3	3.8	119
POPULAR SCIENCE	3397	912	5.0	26.8	116	768	6.3	22.6	147	*290	5.7	8.5	132	**103	4.0	3.0	94
PREVENTION	1720	394	2.2	22.9	99	207	1.7	12.0	78	**110	2.1	6.4	99	**39	1.5	2.3	70
PSYCHOLOGY TODAY	1344	317	1.7	23.6	102	*241	2.0	17.9	117	**111	2.2	8.3	128	**37	1.5	2.8	86
READER'S DIGEST	16016	3903	21.3	24.4	106	2678	22.0	16.7	109	1273	24.8	7.9	123	452	17.7	2.8	88
REDBOOK	1121	*256	1.4	22.8	99	*214	1.8	19.1	124	**93	1.8	8.3	128	**26	1.0	2.3	72
ROAD & TRACK	2161	557	3.0	25.8	112	470	3.9	21.7	142	**132	2.6	6.1	94	**113	4.4	5.2	163
ROLLING STONE	1948	572	3.1	29.4	127	442	3.6	22.7	148	*228	4.4	11.7	181	**117	4.6	6.0	187
RUNNER'S WORLD	899	*359	2.0	39.9	173	*181	1.5	20.1	131	**78	1.5	8.7	134	**62	2.4	6.9	214
SATURDAY EVENING POST	841	*208	1.1	24.7	107	*104	0.9	12.4	80	**64	1.2	7.6	118	**22	0.9	2.6	81
SCIENCE 84	841	*199	1.1	23.7	102	*260	2.1	30.9	201	**50	1.0	5.9	92	**40	1.6	4.8	148
SCIENCE DIGEST	1194	329	1.8	27.6	119	313	2.6	26.2	171	*100	2.0	8.4	130	**78	3.1	6.5	203
SCIENTIFIC AMERICAN	1379	258	1.4	18.7	81	*223	1.8	16.2	105	**60	1.2	4.4	67	**84	3.3	6.1	189
SELF	436	**62	0.3	14.2	62	**127	1.0	29.1	190	**46	0.9	10.6	163	**15	0.6	3.4	107
SEVENTEEN	614	*250	1.4	40.7	176	**118	1.0	19.2	125	**103	2.0	16.8	259	**52	2.0	8.5	263
SKI	910	256	1.4	28.1	122	*180	1.5	19.8	129	**31	0.6	3.4	53	**38	1.5	4.2	130
SMITHSONIAN	2937	685	3.7	23.3	101	553	4.5	18.8	123	285	5.6	9.7	150	*165	6.5	5.6	175
SOAP OPERA DIGEST	545	**113	0.6	20.7	90	**89	0.7	16.3	106	**35	0.7	6.4	99	**4	0.2	0.7	23
SOUTHERN LIVING	2054	659	3.6	32.1	139	344	2.8	16.7	109	**179	3.5	8.7	135	*158	6.2	7.7	239
SPORT	2799	649	3.5	23.2	100	572	4.7	20.4	133	*213	4.2	7.6	118	**76	3.0	2.7	84
THE SPORTING NEWS	1938	499	2.7	25.7	111	400	3.3	20.6	134	*192	3.7	9.9	153	**58	2.3	3.0	93
SPORTS AFIELD	3125	755	4.1	24.2	105	523	4.3	16.7	109	*255	5.0	8.2	126	*188	7.4	6.0	187
SPORTS ILLUSTRATED	11159	2599	14.2	23.3	101	1951	16.0	17.5	114	792	15.5	7.1	110	326	12.8	2.9	91
STAR	4095	916	5.0	22.4	97	492	4.0	12.0	78	379	7.4	9.3	143	**126	4.9	3.1	96
SUNDAY	25169	5532	30.2	22.0	95	3498	28.7	13.9	90	1481	28.9	5.9	91	685	26.9	2.7	85
SUNSET	1294	356	1.9	27.5	119	*150	1.2	11.6	75	**68	1.3	5.3	81	**81	3.2	6.3	195
TV GUIDE	18508	4591	25.1	24.8	107	2933	24.1	15.8	103	1313	25.6	7.1	110	579	22.7	3.1	97
TENNIS	645	**147	0.8	22.8	99	**91	0.7	14.1	92	**67	1.3	10.4	161	**26	1.0	4.0	125
TIME	12124	3318	18.1	27.4	118	1969	16.2	16.2	106	878	17.1	7.2	112	427	16.7	3.5	109
TOWN & COUNTRY	493	*130	0.7	26.4	114	**103	0.8	20.9	136	**59	1.2	12.0	185	**4	0.2	0.8	25
TRAVEL & LEISURE	1122	292	1.6	26.0	113	*233	1.9	20.8	135	*186	3.6	16.6	256	**40	1.6	3.6	111
TRUE STORY	690	**192	1.0	27.8	120	**158	1.3	22.9	149	**57	1.1	8.3	128	**19	0.7	2.8	86
U.S. NEWS & WORLD REPORT	6571	1789	9.8	27.2	118	1140	9.4	17.3	113	633	12.4	9.6	149	300	11.8	4.6	142
USA TODAY	3120	854	4.7	27.4	119	513	4.2	16.4	107	*224	4.4	7.2	111	**90	3.5	2.9	90
US	1315	365	2.0	27.8	120	*222	1.8	16.9	110	**202	3.9	15.4	238	**31	1.2	2.4	73
VOGUE	632	**121	0.7	19.1	83	**100	0.8	15.8	103	**25	0.5	4.0	61	**5	0.2	0.8	25
WALL STREET JOURNAL	4247	1087	5.9	25.6	111	638	5.2	15.0	98	298	5.8	7.0	109	*176	6.9	4.1	129
WEIGHT WATCHERS	398	**134	0.7	33.7	146	**67	0.5	16.8	110	**26	0.5	6.5	101	**18	0.7	4.5	141
WOMAN'S DAY	1139	316	1.7	27.7	120	*219	1.8	19.2	125	**40	0.8	3.5	54	**27	1.1	2.4	74
WORKING MOTHER	*298	**52	0.3	17.4	76	**91	0.7	30.5	199	**49	1.0	16.4	254	**0	0.0	0.0	0
WORKING WOMAN	327	**59	0.3	18.0	78	**69	0.6	21.1	137	**36	0.7	11.0	170	**8	0.3	2.4	76
WORLD TENNIS	397	**61	0.3	15.4	67	**84	0.7	21.2	138	**31	0.6	7.8	121	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2399	13.1	24.9	108	1941	15.9	20.1	131	780	15.2	8.1	125	326	12.8	3.4	105
BLAIR INSERTS	43762	10372	56.7	23.7	103	6605	54.2	15.1	98	2721	53.1	6.2	96	1404	55.1	3.2	100
DAILY NEWSPAPERS																	
READ ANY	52459	12323	67.3	23.5	102	7878	64.7	15.0	98	3329	65.0	6.3	98	1614	63.3	3.1	96
READ ONE	41891	9726	53.1	23.2	101	6402	52.5	15.3	99	2673	52.2	6.4	99	1283	50.3	3.1	95
READ TWO OR MORE	10568	2597	14.2	24.6	106	1475	12.1	14.0	91	656	12.8	6.2	96	330	12.9	3.1	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	12476	68.1	24.0	104	8084	66.4	15.6	101	3371	65.8	6.5	100	1740	68.2	3.4	104
READ ONE	44561	10753	58.7	24.1	104	6901	56.6	15.5	101	2879	56.2	6.5	100	1537	60.3	3.4	107
READ TWO OR MORE	7368	1723	9.4	23.4	101	1183	9.7	16.1	104	493	9.6	6.7	104	*203	8.0	2.8	86
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.83				31.28				30.24				36.98			
30 DAY REACH	71522	16767	91.6	23.4	102	11023	90.5	15.4	100	4655	90.8	6.5	101	2329	91.3	3.3	101
50 SHWG - 30 DAY AV FREQ	15.55	16.15				16.31				15.77				19.03			
30 DAY REACH	68168	15996	87.4	23.5	102	10560	86.7	15.5	101	4464	87.1	6.5	101	2267	88.9	3.3	103
25 SHWG - 30 DAY AV FREQ	8.43	8.79				8.77				8.62				10.13			
30 DAY REACH	62898	14687	80.2	23.4	101	9847	80.8	15.7	102	4104	80.1	6.5	101	2134	83.7	3.4	105
CABLE TV: HOME WIRED	31664	8149	44.5	25.7	111	4984	40.9	15.7	102	2315	45.2	7.3	113	1077	42.2	3.4	106
HOME NOT WIRED	47599	10158	55.5	21.3	92	7199	59.1	15.1	98	2809	54.8	5.9	91	1472	57.7	3.1	96
HAVE PAY CABLE	17139	4616	25.2	26.9	117	2996	24.6	17.5	114	1209	23.6	7.1	109	644	25.3	3.8	117

	TOTAL U.S. '000	INDIGESTION OR UPSET STOMACH				MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	18307	100.0	23.1	100	12183	100.0	15.4	100	5124	100.0	6.5	100	2550	100.0	3.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	11303	61.7	23.7	103	7636	62.7	16.0	104	2918	56.9	6.1	95	1650	64.7	3.5	108
10:00 AM - 3:00 PM	29926	7267	39.7	24.3	105	4641	38.1	15.5	101	2144	41.8	7.2	111	1051	41.2	3.5	109
3:00 PM - 7:00 PM	37666	9110	49.8	24.2	105	6105	50.1	16.2	105	2371	46.3	6.3	97	1275	50.0	3.4	105
7:00 PM - MIDNIGHT	18909	4458	24.4	23.6	102	2898	23.8	15.3	100	1124	21.9	5.9	92	643	25.2	3.4	106
MIDNIGHT - 6:00 AM	11822	2912	15.9	24.6	107	1826	15.0	15.4	100	615	12.0	5.2	80	461	18.1	3.9	121
6:00 AM - MIDNIGHT	63254	15065	82.3	23.8	103	10014	82.2	15.8	103	4060	79.2	6.4	99	2151	84.4	3.4	106
ENTIRE DAY	64057	15257	83.3	23.8	103	10127	83.1	15.8	103	4127	80.5	6.4	100	2183	85.6	3.4	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	4199	22.9	25.3	110	2775	22.8	16.7	109	945	18.4	5.7	88	504	19.8	3.0	94
ALL NEWS	3542	778	4.2	22.0	95	500	4.1	14.1	92	238	4.6	6.7	104	**107	4.2	3.0	94
AOR/PROGRESSIVE	7465	1604	8.8	21.5	93	1209	9.9	16.2	105	445	8.7	6.0	92	286	11.2	3.8	119
BEAUTIFUL MUSIC	5061	1247	6.8	24.6	107	731	6.0	14.4	94	290	5.7	5.7	89	*151	5.9	3.0	93
BLACK	1914	444	2.4	23.2	100	338	2.8	17.7	115	*164	3.2	8.6	133	**114	4.5	6.0	185
CLASSICAL	2304	673	3.7	29.2	126	356	2.9	15.5	101	*115	2.2	5.0	77	**96	3.8	4.2	130
CHR/ROCK	10663	2741	15.0	25.7	111	1701	14.0	16.0	104	889	13.6	6.6	101	475	18.6	4.5	138
COUNTRY	13919	3505	19.1	25.2	109	2466	20.2	17.7	115	1019	19.9	7.3	113	461	18.1	3.3	103
GOLDEN OLDIES	2040	530	2.9	26.0	112	376	3.1	18.4	120	*132	2.6	6.5	100	**93	3.6	4.6	142
MOR/NOSTALGIA	5105	1244	6.8	24.4	106	813	6.7	15.9	104	319	6.2	6.2	97	**71	2.8	1.4	43
NEWS/TALK	4764	1248	6.8	26.2	113	757	6.2	15.9	103	316	6.2	6.6	103	**110	4.3	2.3	72
RELIGIOUS	2164	397	2.2	18.3	79	*242	2.0	11.2	73	**99	1.9	4.6	71	**69	2.7	3.2	99
SOFT ROCK	623	**129	0.7	20.7	90	**89	0.7	14.3	93	**36	0.7	5.8	89	**13	0.5	2.1	65
URBAN CONTEMPORARY	1331	*208	1.1	15.6	68	*113	0.9	8.5	55	**108	2.1	8.1	126	**26	1.0	2.0	61
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	805	4.4	25.3	109	544	4.5	17.1	111	*215	4.2	6.7	104	*169	6.6	5.3	165
ABC DIRECTION	2724	743	4.1	27.3	118	451	3.7	16.6	108	*178	3.5	6.5	101	**96	3.8	3.5	110
ABC ENTERTAINMENT	5256	1227	6.7	23.3	101	788	6.5	15.0	98	393	7.7	7.5	116	*128	5.0	2.4	76
ABC FM	2263	420	2.3	18.6	80	433	3.6	19.1	124	**104	2.0	4.6	71	**100	3.9	4.4	137
ABC INFORMATION	5618	1530	8.4	27.2	118	977	8.0	17.4	113	371	7.2	6.6	102	**115	4.5	2.0	64
ABC ROCK	2857	579	3.2	20.3	88	377	3.1	13.2	86	*202	3.9	7.1	109	**94	3.7	3.3	102
CBS	5953	1441	7.9	24.2	105	814	6.7	13.7	89	354	6.9	5.9	92	*121	4.7	2.0	63
MUTUAL	4979	1140	6.2	22.9	99	760	6.2	15.3	99	327	6.4	6.6	102	*150	5.9	3.0	94
NBC	7279	1749	9.6	24.0	104	1234	10.1	17.0	110	479	9.3	6.6	102	*197	7.7	2.7	84
RADIORADIO	2389	580	3.2	24.3	105	424	3.5	17.7	115	*176	3.4	7.4	114	*772	2.8	3.0	94
RKO ONE	2583	750	4.1	29.0	126	419	3.4	16.2	106	*198	3.9	7.7	119	**84	3.3	3.3	101
RKO TWO	3674	899	4.9	24.5	106	707	5.8	19.2	125	*249	4.9	6.8	105	*162	6.4	4.4	137
THE SOURCE	3514	795	4.3	22.6	98	563	4.6	16.0	104	*153	3.0	4.4	67	*174	6.8	5.0	154
NON-WIRED : BLAIR	9864	2432	13.3	24.7	107	1333	10.9	13.5	88	506	9.9	5.1	79	299	11.7	3.0	94
INTERNET	13522	3296	18.0	24.4	106	2214	18.2	16.4	107	861	16.8	6.4	98	531	20.8	3.9	122
KATZ RADIO GROUP	19321	4640	25.3	24.0	104	3095	25.4	16.0	104	1118	21.8	5.8	90	594	23.3	3.1	96
SUPERNET	10739	2611	14.3	24.3	105	1842	15.1	17.2	112	848	16.5	7.9	122	311	12.2	2.9	90
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	1250	6.8	24.5	106	789	6.5	15.5	101	384	7.5	7.5	116	105	4.1	2.1	64
WKDAY 9:00 AM - 1:00 PM	5383	1213	6.6	22.5	98	746	6.1	13.9	90	372	7.3	6.9	107	132	5.2	2.5	76
WKDAY 1:00 PM - 4:30 PM	6469	1432	7.8	22.1	96	948	7.8	14.7	95	*392	7.7	6.1	94	132	5.2	2.0	63
WKDAY 4:30 PM - 7:30 PM	19661	4452	24.3	22.6	98	2899	23.8	14.7	96	1269	24.8	6.5	100	522	20.5	2.7	83
WKDAY 7:30 PM - 8:00 PM	27579	6153	33.6	22.3	97	4051	33.3	14.7	96	1830	35.7	6.6	103	802	31.5	2.9	90
WKDAY 11:00 PM - 11:30 PM	22964	5254	28.7	22.9	99	3706	30.4	16.1	105	1615	31.5	7.0	109	655	25.7	2.9	89
WKDAY 11:30 PM - 1:00 AM	8158	1794	9.8	22.0	95	1264	10.4	15.5	101	574	11.2	7.0	109	257	10.1	3.2	98
M-SAT 8-11 PM-SUN 7-11 PM	30140	7010	38.3	23.3	101	4719	38.7	15.7	102	1948	38.0	6.5	100	917	36.0	3.0	95
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	455	2.5	22.2	96	339	2.8	16.6	108	*78	1.5	3.8	59	**34	1.3	1.7	52
ANOTHER WORLD	N 1214	231	1.3	19.0	82	171	1.4	14.1	92	*88	1.7	7.2	112	**17	0.7	1.4	44
AS THE WORLD TURNS	C 1740	434	2.4	24.9	108	201	1.6	11.6	75	*79	1.5	4.5	70	**15	0.6	0.9	27
CAPITOL	C 1016	265	1.4	26.1	113	*81	0.7	8.0	52	**44	0.9	4.3	67	**10	0.4	1.0	31
CBS MORN. NEWS 1	C 1203	278	1.5	23.1	100	143	1.2	11.9	77	*105	2.0	8.7	135	**21	0.8	1.7	54
CBS MORN. NEWS 2	C 773	152	0.8	19.7	85	*73	0.6	9.4	61	**67	1.3	8.7	134	**17	0.7	2.2	68
DAYS OF OUR LIVES	N 1629	413	2.3	25.4	110	250	2.1	15.3	100	*109	2.1	6.7	104	*66	2.6	4.1	126
FACTS OF LIFE - DAYTIME	N 961	198	1.1	20.6	89	114	0.9	11.9	77	*87	1.7	9.1	140	**28	1.1	2.9	91
FAMILY FEUD	A 1390	252	1.4	18.1	78	210	1.7	15.1	98	*91	1.8	6.5	101	**14	0.5	1.0	31
GENERAL HOSPITAL	A 1463	285	1.6	19.5	84	230	1.9	15.7	102	*61	1.2	4.2	64	**30	1.2	2.1	64
GOOD MORNING, AMERICA-730 A	A 1705	384	2.1	22.5	98	226	1.9	13.3	86	119	2.3	7.0	108	**43	1.7	2.5	78
GOOD MORNING, AMERICA-830 A	A 889	198	1.1	22.3	96	108	0.9	12.1	79	*50	1.2	6.7	104	**23	0.9	2.6	80
GUIDING LIGHT	C 1754	463	2.5	26.4	114	160	1.3	9.1	59	*121	2.4	6.9	107	**12	0.5	0.7	21
ONE LIFE TO LIVE	A 1100	209	1.1	19.0	82	212	1.7	19.3	125	**33	0.6	3.0	46	**30	1.2	2.7	85
PRESS YOUR LUCK	C 1222	261	1.4	21.4	92	183	1.5	15.0	97	*111	2.2	9.1	141	**39	1.5	3.2	99
PRICE IS RIGHT 1	C 2692	636	3.5	23.6	102	420	3.4	15.6	102	156	3.0	5.8	90	*84	3.3	3.1	97
PRICE IS RIGHT 2	C 2764	658	3.6	23.8	103	445	3.7	16.1	105	181	3.5	6.5	101	*88	3.5	3.2	99
RYAN'S HOPE	A 880	164	0.9	18.6	81	*113	0.9	12.8	84								

	TOTAL U.S. '000	INDIGESTION OR UPSET STOMACH				MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	18307	100.0	23.1	100	12183	100.0	15.4	100	5124	100.0	6.5	100	2550	100.0	3.2	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	5551	30.3	22.8	99	3444	28.3	14.2	92	1566	30.6	6.4	100	650	25.5	2.7	83
NETWORK AFFILIATES - LATE	17197	3954	21.6	23.0	100	2795	22.9	16.3	106	1199	23.4	7.0	108	495	19.4	2.9	89
INDEPENDENTS - LATE	2887	662	3.6	22.9	99	446	3.7	15.4	101	247	4.8	8.6	132	*44	1.7	1.5	47
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	11301	2637	14.4	23.3	101	1820	14.9	16.1	105	708	13.8	6.3	97	428	16.8	3.8	118
ABC MONDAY NIGHT MOVIE	A 4379	1163	6.4	26.6	115	604	5.0	13.8	90	287	5.6	6.6	101	*108	4.2	2.5	77
ABC SUNDAY NIGHT MOVIE	A 9910	2419	13.2	24.4	106	1564	12.8	15.8	103	677	13.2	6.8	106	370	14.5	3.7	116
ABC WORLD NEWS TONIGHT	A 6212	1451	7.9	23.4	101	874	7.2	14.1	92	402	7.8	6.5	100	185	7.3	3.0	93
AFTERMASH	C 4575	999	5.5	21.8	95	692	5.7	15.1	98	*195	3.8	4.3	66	*154	6.0	3.4	105
ALICE	C 6777	1494	8.2	22.0	95	1103	9.1	16.3	106	384	7.5	5.7	88	*161	6.3	2.4	74
AMERICAN PARADE	C 4868	1211	6.6	24.9	108	733	6.0	15.1	98	414	8.1	8.5	132	*89	3.5	1.8	57
BENSON	A 7593	1730	9.4	22.8	99	1124	9.2	14.8	96	406	7.9	5.3	83	*189	7.4	2.5	77
BLUE THUNDER	A 6036	1387	7.6	23.0	99	961	7.9	15.9	104	353	6.9	5.8	90	*167	6.5	2.8	86
CAGNEY & LACEY	C 7698	1657	9.1	21.5	93	1155	9.5	15.0	98	470	9.2	6.1	94	*199	7.8	2.6	80
CBS EVENING NEWS-DEAN	C 4066	941	5.1	23.1	100	540	4.4	13.3	86	286	5.6	7.0	109	*84	3.3	2.1	64
CBS EVENING NEWS-RATHER	C 8092	1835	10.0	22.7	98	1082	8.9	13.4	87	522	10.2	6.5	100	155	6.1	1.9	60
CBS SAT. NEWS-SCHIEFFER	C 4795	1171	6.4	24.4	106	682	5.6	14.2	93	358	7.0	7.5	115	*54	2.1	1.1	35
CBS SATURDAY NIGHT MOVIE	C 6034	1486	8.1	24.6	107	962	7.9	15.9	104	398	7.8	6.6	102	*197	7.7	3.3	101
CBS WEDNESDAY NIGHT MOVIE	C 4993	1172	6.4	23.5	102	814	6.7	16.3	106	267	5.2	5.3	83	*91	3.6	1.8	57
CHEERS	N 6976	1680	9.2	24.1	104	1226	10.1	17.6	114	459	9.0	6.6	102	252	9.9	3.6	112
DALLAS	C 13575	3239	17.7	23.9	103	2005	16.5	14.8	96	902	17.6	6.6	103	364	14.3	2.7	83
DIFF'RENT STROKES	N 3684	980	5.4	26.6	115	521	4.3	14.1	92	*235	4.6	6.4	99	*73	2.9	2.0	62
DOUBLE TROUBLE	N 4462	927	5.1	20.8	90	799	6.6	17.9	117	295	5.8	6.6	102	*177	6.9	4.0	123
DUCK FACTORY	N 4810	1139	6.2	23.7	103	857	7.0	17.8	116	337	6.6	7.0	108	*211	8.3	4.4	136
DUKES OF HAZZARD	C 5951	1360	7.4	22.9	99	879	7.2	14.8	96	263	5.1	4.4	68	*178	7.0	3.0	93
DYNASTY	A 11325	2634	14.4	23.3	101	1665	13.7	14.7	96	610	11.9	5.4	83	364	14.3	3.2	100
FACTS OF LIFE	N 4512	937	5.1	20.8	90	796	6.5	17.6	115	306	6.0	6.8	105	*138	5.4	3.1	95
FALCON CREST	C 9215	2228	12.2	24.2	105	1255	10.3	13.6	89	749	14.6	8.1	126	*186	7.3	2.0	63
FALL GUY	A 8604	1997	10.9	23.2	100	1215	10.0	14.1	92	473	9.2	5.5	85	274	10.7	3.2	99
FAMILY TIES	N 4179	880	4.8	21.1	91	555	4.6	13.3	86	*258	5.0	6.2	96	*79	3.1	1.9	59
FANTASY ISLAND	A 4781	1145	6.3	23.9	104	750	6.2	15.7	102	296	5.8	6.2	96	*127	5.0	2.7	83
FOULUPS, BLEEPs & BLUNDERS	A 6697	1529	8.4	22.8	99	912	7.5	13.6	89	379	7.4	5.7	88	*243	9.5	3.6	113
FOUR SEASONS	C 3873	885	4.8	22.9	99	589	4.8	15.2	99	*185	3.6	4.8	74	*113	4.4	2.9	91
GIMME A BREAK	N 4310	931	5.1	21.6	94	630	5.2	14.6	95	295	5.8	6.8	106	*84	3.3	1.9	61
HART TO HART	A 5751	1165	6.4	20.3	88	841	6.9	14.6	95	350	6.8	6.1	94	*109	4.3	1.9	59
HILL STREET BLUES	N 8568	1893	10.3	22.1	96	1350	11.1	15.8	103	527	10.3	6.2	95	249	9.8	2.9	90
HOTEL	A 8801	1903	10.4	21.6	94	1248	10.2	14.2	92	430	8.4	4.9	76	*204	8.0	2.3	72
JEFFERSONS	C 6978	1441	7.9	20.7	89	998	8.2	14.3	93	414	8.1	5.9	92	*175	6.9	2.5	78
JENNIFER SLEPT HERE	N 3021	818	4.5	27.1	117	496	4.1	16.4	107	*244	4.8	8.1	125	*61	2.4	2.0	63
KATE & ALLIE	C 6811	1503	8.2	22.1	96	1015	8.3	14.9	97	357	7.0	5.2	81	*171	6.7	2.5	78
KNIGHT RIDER	N 5256	1306	7.1	24.8	108	873	7.2	16.6	108	312	6.1	5.9	92	*93	3.6	1.8	55
LOVE BOAT	A 7174	1560	8.5	21.7	94	936	7.7	13.0	85	391	7.6	5.5	84	*167	6.5	2.3	72
MAGNUM PI	C 10438	2532	13.8	24.3	105	1624	13.3	15.6	101	641	12.5	6.1	95	311	12.2	3.0	93
MAMA'S FAMILY	N 3488	878	4.8	25.2	109	487	4.0	14.0	91	269	5.2	7.7	119	*106	4.2	3.0	94
MASTER, THE	N 4127	939	5.1	22.8	99	681	5.6	16.5	107	258	5.0	6.3	97	*138	5.4	3.3	104
MATT HOUSTON	A 5978	1236	6.8	20.7	90	961	7.9	16.1	105	301	5.9	5.0	78	*241	9.5	4.0	125
NBC MONDAY NIGHT MOVIE	N 10446	2555	14.0	24.5	106	1844	15.1	17.7	115	614	12.0	5.9	91	390	15.3	3.7	116
NBC NIGHTLY NEWS	N 5571	1276	7.0	22.9	99	857	7.0	15.4	100	436	8.5	7.8	121	*119	4.7	2.1	66
NBC NIGHTLY NEWS-SAT	N 3675	849	4.6	23.1	100	442	3.6	12.0	78	*248	4.8	6.7	104	*59	2.3	1.6	50
NBC NIGHTLY NEWS-SUN	N 2905	649	3.5	22.3	97	313	2.6	10.8	70	*199	3.9	6.9	106	*72	2.8	2.5	77
NBC SUNDAY NIGHT MOVIE	N 8352	1889	10.3	22.6	98	1529	12.6	18.3	119	440	8.6	5.3	81	*301	11.8	3.6	112
NEWMART	C 6864	1563	8.5	22.8	99	996	8.2	14.5	94	430	8.4	6.3	97	*129	5.1	1.9	58
ONE DAY AT A TIME	C 3866	903	4.9	23.4	101	656	5.4	17.0	110	*223	4.4	5.8	89	*85	3.3	2.2	68
PEOPLE ARE FUNNY	N 3956	961	5.2	24.3	105	581	4.8	14.7	96	313	6.1	7.9	122	*82	3.2	2.1	64
REAL PEOPLE	N 6305	1341	7.3	21.3	92	937	7.7	14.9	97	453	8.8	7.2	111	*215	8.4	3.4	106
REMINGTON STEELE	N 5884	1346	7.4	22.9	99	925	7.6	15.7	102	311	6.1	5.3	82	*212	8.3	3.6	112
RIPLEY'S BELIEVE IT - NOT	A 5706	1338	7.3	23.4	102	830	6.8	14.5	95	325	6.3	5.7	88	*135	5.3	2.4	74
RIPTIDE	N 6202	1363	7.4	22.0	95	1085	8.9	17.5	114	492	9.6	7.9	123	273	10.7	4.4	137
SCARECROW & MRS. KING	C 6513	1616	8.8	24.8	107	1090	8.9	16.7	109	430	8.4	6.6	102	203	8.0	3.1	97
SIMON & SIMON	C 8593	2030	11.1	23.6	102	1348	11.1	15.7	102	469	9.2	5.5	84	220	8.6	2.6	80
60 MINUTES	C 13342	2953	16.1	22.1	96	1889	15.5	14.2	92	851	16.6	6.4	99	340	13.3	2.5	79
ST. ELSEWHERE	N 6029	1457	8.0	24.2	105	1037	8.5	17.2	112	379	7.4	6.3	97	*223	8.7	3.7	115
THREE'S COMPANY	A 8565	1822	10.0	21.3	92	1146	9.4	13.4	87	476	9.3	5.6	86	*177	6.9	2.1	64
T.J. HOOKER	A 7400	1693	9.2	22.9	99	1073	8.8	14.5	94	502	9.8	6.8	105	*266	10.4	3.6	112
TONIGHT SHOW	N 2433	593	3.2	24.4	106	475	3.9	19.5	127	223	4.4	9.2	142	83	3.3	3.4	106
TRAPPER JOHN, M.D.	C 5958	1388	7.6	23.3	101	1084	8.9	18.2	118	367	7.2	6.2	95	*157	6.2	2.6	82
TV BLOOPERS & PRAC. JOKES	N 9086	2152	11.8	23.7	103	1574	12.9	17.3	113	570	11.1	6.3	97	343	13.5	3.8	117
20/20	A 8306	1993	10.9	24.0	104	1352	11.1	16.3	106	537	10.5	6.5	100	*275	10.8	3.3	103
WEBSTER	A 6788	1559	8.5	23.0	99	919	7.5	13.5	88	369	7.2	5.4	84	*188	7.4	2.8	86
WORLD NEWS - SUN	A 2036	578	3.2	28.4	123	312	2.6	15.3	100	*161	3.1	7.9	122	*53	2.1	2.6	81
YELLOW ROSE	N 3174	809	4.4	25.5	110	461	3.8	14.5	94	272	5.3	8.6	133	*121	4.7	3.8	118
TV VIEWING SPORTS EVENTS																	
BASEBALL	16307	3898	21.3	23.9	103	2789	22.9	17.1	111	1157	22.6	7.1	110	490	19.2	3.0	93
BASKETBALL - COLLEGE GAMES	10054	2440	13.3	24.3	105	2062	16.9	20.5	133	695	13.6	6.9	107	*377	14.8	3.7	1

	TOTAL U.S. '000	POST-NASAL DRIP				RECTAL ITCH				SINUS CONGESTION				SINUS HEADACHE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	5736	100.0	7.2	100	2842	100.0	3.6	100	12258	100.0	15.5	100	10589	100.0	13.4	100
HOUSEHOLD HEADS	66405	4977	86.8	7.5	104	2481	87.3	3.7	104	10296	83.8	15.5	100	9207	86.9	13.9	104
18 - 24	13945	880	15.3	6.3	87	**281	9.9	2.0	56	2130	17.3	15.3	99	1717	16.2	12.3	92
25 - 34	19334	1659	28.9	6.8	119	706	24.8	3.7	102	3758	30.6	19.4	125	2898	27.4	15.0	112
35 - 44	14196	1206	21.0	8.5	117	579	20.4	4.1	114	2569	20.9	18.1	117	2543	24.0	17.9	134
45 - 54	10896	813	14.2	7.5	103	546	19.2	5.0	140	1657	13.5	15.2	98	1576	14.9	14.5	108
55 - 64	10378	592	10.3	5.7	79	*292	10.3	2.8	78	1174	9.6	11.3	73	1071	10.1	10.3	77
65 OR OLDER	10514	586	10.2	5.6	77	439	15.4	4.2	116	1000	8.1	9.5	61	785	7.4	7.5	56
18 - 34	33279	2539	44.3	7.6	105	987	34.7	3.0	83	5888	47.9	17.7	114	4614	43.6	13.9	104
18 - 49	52904	3970	69.2	7.5	104	1796	63.2	3.4	95	9203	74.9	17.4	112	7904	74.6	14.9	112
25 - 54	44426	3678	64.1	8.3	114	1830	64.4	4.1	115	7984	65.0	18.0	116	7016	66.3	15.8	118
35 - 49	19625	1432	25.0	7.3	101	809	28.5	4.1	115	3315	27.0	16.9	109	3290	31.1	16.8	125
50 OR OLDER	26359	1766	30.8	6.7	93	1046	36.8	4.0	111	3085	25.1	11.7	75	2685	25.4	10.2	76
GRADUATED COLLEGE	15982	1803	31.4	11.3	156	897	31.6	5.6	157	2820	22.9	17.6	114	2310	21.8	14.5	108
ATTENDED COLLEGE	13629	946	16.5	6.9	96	*508	17.9	3.7	104	2519	20.5	18.5	119	2003	18.9	14.7	110
GRADUATED HIGH SCHOOL	28591	1832	31.9	6.4	89	781	27.5	2.7	76	4395	35.8	15.4	99	3936	37.2	13.8	103
DID NOT GRADUATE HIGH SCHOOL	21061	1155	20.1	5.5	76	656	23.1	3.1	87	2554	20.8	12.1	78	2341	22.1	11.1	81
EMPLOYED FULL-TIME	52316	4280	74.6	8.2	113	1951	68.6	3.7	104	9054	73.7	17.3	112	7808	73.7	14.9	112
EMPLOYED PART-TIME	4113	*342	6.0	8.3	115	**112	3.9	2.7	76	624	5.1	15.2	98	*439	4.1	10.7	80
NOT EMPLOYED	22834	1114	19.4	4.9	67	779	27.4	3.4	95	2609	21.2	11.4	74	2343	22.1	10.3	77
PROFESSIONAL/MANAGER	15034	1592	27.8	10.6	146	834	29.3	5.5	155	2643	21.5	17.6	113	2216	20.9	14.7	110
TECH/CLERICAL/SALES	11255	970	16.9	8.6	119	*466	16.4	4.1	115	2034	16.6	18.1	117	1474	13.9	13.1	98
PRECISION/CRAFT	11607	798	13.9	6.9	95	*307	10.8	2.6	74	2042	16.6	17.6	113	1771	16.7	15.3	114
OTHER EMPLOYED	18534	1263	22.0	6.8	94	456	16.0	2.5	69	2961	24.1	16.0	103	2785	26.3	15.0	112
SINGLE	19562	1140	19.9	5.8	81	*429	15.1	2.2	61	3103	25.3	15.9	102	2157	20.4	11.0	83
MARRIED	51896	4068	70.9	7.8	108	2076	73.0	4.0	112	8293	67.5	16.0	103	7555	71.3	14.6	109
DIVORCED/SEPARATED/WIDOWED	7804	528	9.2	6.8	93	*337	11.9	4.3	120	892	7.3	11.4	74	877	8.3	11.2	84
PARENTS	25372	2145	37.4	8.5	117	1003	35.3	4.0	110	4639	37.8	18.3	118	4404	41.6	17.4	130
WHITE	69658	5299	92.4	7.6	105	2576	90.6	3.7	103	11094	90.3	15.9	103	9606	90.7	13.8	103
BLACK	7909	*400	7.0	5.1	70	**221	7.8	2.8	78	976	7.9	12.3	80	842	8.0	10.6	80
OTHER	1696	**37	0.6	2.2	30	**45	1.6	2.7	74	**217	1.8	12.8	83	**142	1.3	8.4	63
NORTHEAST-CENSUS	17202	1279	22.3	7.4	103	552	19.4	3.2	89	2473	20.1	14.4	93	1790	16.9	10.4	78
NORTH CENTRAL	20461	1712	29.8	8.4	116	755	26.6	3.7	103	3130	25.5	15.3	99	3075	29.0	15.0	112
SOUTH	26695	1705	29.7	6.4	88	914	32.2	3.4	95	4367	35.5	16.4	106	4167	39.4	15.6	117
WEST	14906	1040	18.1	7.0	96	621	21.9	4.2	116	2318	18.9	15.6	100	1557	14.7	10.4	78
NORTHEAST-MKTG.	17962	1268	22.1	7.1	98	590	20.8	3.3	92	2321	18.9	12.9	83	1742	16.5	9.7	73
EAST CENTRAL	11741	1021	17.8	8.7	120	*382	13.4	3.3	91	2103	17.1	17.9	116	1785	16.9	15.2	114
WEST CENTRAL	13518	1151	20.1	8.5	118	515	18.1	3.8	106	2096	17.1	15.5	100	1924	18.2	14.2	107
SOUTH	23168	1442	25.1	6.2	86	791	27.8	3.4	95	3886	31.6	16.8	108	3829	36.2	16.5	124
PACIFIC	12874	854	14.9	6.6	92	*564	19.8	4.4	122	1882	15.3	14.6	94	1309	12.4	10.2	76
COUNTY SIZE A	32596	2212	38.6	6.8	94	1089	38.3	3.3	93	4529	36.9	13.9	90	3355	31.7	10.3	77
COUNTY SIZE B	23814	1863	32.5	7.8	108	927	32.6	3.9	109	3817	31.1	16.0	103	3440	32.5	14.4	108
COUNTY SIZE C	12663	761	13.3	6.0	83	*448	15.8	3.5	99	2240	18.2	17.7	114	1902	18.0	15.0	112
COUNTY SIZE D	10190	901	15.7	8.8	122	*378	13.3	3.7	103	1702	13.9	16.7	108	1892	17.9	18.6	139
METRO CENTRAL CITY	23190	1662	29.0	7.2	99	832	29.3	3.6	100	3366	27.4	14.5	94	2580	24.4	11.1	83
METRO SUBURBAN	36920	2585	45.1	7.0	97	1309	46.1	3.5	99	5751	46.8	15.6	100	4903	46.3	13.3	99
NON METRO	19152	1489	26.0	7.8	107	701	24.7	3.7	102	3171	25.8	16.6	107	3106	29.3	16.2	121
TOP 5 ADI'S	18703	1304	22.7	7.0	96	638	22.4	3.4	95	2237	18.2	12.0	77	1777	16.8	9.5	71
TOP 10 ADI'S	26158	1743	30.4	6.7	92	836	29.4	3.2	89	3283	26.7	12.6	81	2555	24.1	9.8	73
TOP 20 ADI'S	36612	2502	43.6	6.8	94	1302	45.8	3.6	99	5203	42.3	14.2	92	3883	36.7	10.6	79
HSHLD INC. \$50,000 OR MORE	9326	746	13.0	8.0	111	*349	12.3	3.7	104	1277	10.4	13.7	88	989	9.3	10.6	79
\$40,000 OR MORE	18002	1592	27.8	8.8	122	676	23.8	3.8	105	2629	21.4	14.6	94	2162	20.4	12.0	90
\$30,000 OR MORE	31361	2656	46.3	8.5	117	1145	40.3	3.7	102	5300	43.1	16.9	109	4405	41.6	14.0	105
\$25,000 OR MORE	39858	3411	59.5	8.6	118	1425	50.1	3.6	100	6817	55.5	17.1	110	5703	53.9	14.3	107
\$20,000 - \$24,999	8664	595	10.4	6.9	95	*367	12.9	4.2	118	1351	11.0	15.6	101	1224	11.6	14.1	106
\$15,000 - \$19,999	7964	522	9.1	6.6	91	*279	9.8	3.5	98	1308	10.6	16.4	106	1003	9.5	12.6	94
\$10,000 - \$14,999	11093	605	10.5	5.5	75	*397	14.0	3.6	100	1416	11.5	12.8	82	1270	12.0	11.4	86
UNDER \$10,000	11683	604	10.5	5.2	71	*374	13.2	3.2	89	1396	11.4	11.9	77	1388	13.1	11.9	89
HOUSEHOLD OF 1 PERSON	7453	560	9.8	7.5	104	*310	10.9	4.2	116	895	7.3	12.0	77	879	8.3	11.8	88
2 PEOPLE	24757	1590	27.7	6.4	89	954	33.6	3.9	107	3821	31.1	15.4	100	2812	26.6	11.4	85
3 OR 4 PEOPLE	32682	2510	43.8	7.7	106	1117	39.3	3.4	95	5265	42.8	16.1	104	4688	44.3	14.3	107
5 OR MORE PEOPLE	14370	1076	18.8	7.5	103	*460	16.2	3.2	89	2306	18.8	16.0	104	2211	20.9	15.4	115
NO CHILD IN HSHLD	46768	3160	55.1	6.8	93	1635	57.5	3.5	98	6814	55.5	14.6	94	5359	50.6	11.5	86
CHILD(REN) UNDER 2 YRS	4799	*491	8.6	10.2	141	**216	7.6	4.5	126	797	6.5	16.6	107	755	7.1	15.7	118
2 - 5 YEARS	11125	916	16.0	8.2	114	*487	17.1	4.4	122	1750	14.2	15.7	101	1785	16.9	16.0	120
6 - 11 YEARS	14193	1159	20.2	8.2	113	506	17.8	3.6	99	2712	22.1	19.1	123	2572	24.3	18.1	136
12 - 17 YEARS	17402	1182	20.6	6.8	94	572	20.1	3.3	92	2862	23.3	16.4	106	2668	25.2	15.3	115
RESIDENCE OWNED	56398	4234	73.8	7.5	104	1996	70.2	3.5	99	8893	72.4	15.8	102	7669	72.4	13.6	102
VALUE: \$50,000 OR MORE	34811	2689	46.9	7.7	107	1274	44.8	3.7	102	5433	44.2	15.6	101	4313	40.7	12.4	93
VALUE: UNDER \$50,000	21587	1545	26.9	7.2	99	722	25.4	3.3	93	3460	28.2	16.0	103	3356	31.7	15.5	116

		TOTAL U.S. '000	POST-NASAL DRIP				RECTAL ITCH				SINUS CONGESTION				SINUS HEADACHE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	5736	100.0	7.2	100	2842	100.0	3.6	100	12288	100.0	15.5	100	10589	100.0	13.4	100
MAGAZINES	QUINTILE 1	16033	1620	28.2	10.1	140	492	17.3	3.1	86	2876	23.4	17.9	116	2783	26.3	17.4	130
	QUINTILE 2	15354	1319	23.0	8.6	119	850	29.9	5.5	154	2792	22.7	18.2	117	2355	22.2	15.3	115
	QUINTILE 3	15888	891	15.5	5.6	77	*460	16.2	2.9	81	2407	19.6	15.1	98	1941	18.3	12.2	91
	QUINTILE 4	17310	1131	19.7	6.5	90	670	23.6	3.9	108	2601	21.2	15.0	97	2184	20.6	12.6	94
	QUINTILE 5	14677	775	13.5	5.3	73	*369	13.0	2.5	70	1613	13.1	11.0	71	1327	12.5	9.0	68
NEWSPAPERS	QUINTILE 1	15277	1306	22.8	8.5	118	702	24.7	4.6	128	2429	19.8	15.9	103	1959	18.5	12.8	96
	QUINTILE 2	22745	1888	32.9	8.3	115	812	28.6	3.6	100	3706	30.2	16.3	105	3172	30.0	13.9	104
	QUINTILE 3	10692	703	12.3	6.6	91	*463	16.3	4.3	121	1861	15.1	17.4	112	1558	14.7	14.6	109
	QUINTILE 4	11646	603	10.5	5.2	72	*369	13.0	3.2	88	1820	14.8	15.6	101	1501	14.2	12.9	96
	QUINTILE 5	18903	1236	21.5	6.5	90	*496	17.5	2.6	73	2473	20.1	13.1	84	2399	22.7	12.7	95
OUTDOOR	QUINTILE 1	16620	1220	21.3	7.3	101	620	21.8	3.7	104	3185	25.9	19.2	124	2372	22.4	14.3	107
	QUINTILE 2	16377	1466	25.6	9.0	124	602	21.2	3.7	103	2701	22.0	16.5	106	2308	21.8	14.1	105
	QUINTILE 3	15995	1193	20.8	7.5	103	535	18.8	3.3	93	2343	19.1	14.6	94	2146	20.3	13.4	100
	QUINTILE 4	15592	967	16.9	6.2	86	*480	16.9	3.1	86	2160	17.6	13.9	89	2035	19.2	13.1	98
	QUINTILE 5	14679	891	15.5	6.1	84	604	21.3	4.1	115	1899	15.5	12.9	83	1729	16.3	11.8	88
RADIO-DRIVE TIME	QUINTILE 1	15746	1325	23.1	8.4	116	534	18.8	3.4	95	2670	21.7	17.0	109	2312	21.8	14.7	110
	QUINTILE 2	15067	1138	19.8	7.6	104	505	17.8	3.4	93	2090	17.0	13.9	89	2058	19.4	13.7	102
	QUINTILE 3	15631	1097	19.1	7.0	97	592	20.8	3.8	106	2499	20.3	16.0	103	1991	18.8	12.7	95
	QUINTILE 4	16245	1171	20.4	7.2	100	606	21.3	3.7	104	2750	22.4	16.9	109	2379	22.5	14.6	110
	QUINTILE 5	16573	1006	17.5	6.1	84	605	21.3	3.7	102	2280	18.6	13.8	89	1849	17.5	11.2	84
RADIO-MID- DAY	TERCILE 1	21788	1629	28.4	7.5	103	765	26.9	3.5	98	3491	28.4	16.0	103	3276	30.9	15.0	113
	TERCILE 2	21151	1519	26.5	7.2	99	709	24.9	3.4	93	3151	25.6	14.9	96	2467	23.3	11.7	87
	TERCILE 3	36323	2588	45.1	7.1	98	1367	48.1	3.8	105	5645	45.9	15.5	100	4846	45.8	13.3	100
RADIO-TOTAL	QUINTILE 1	15977	1211	21.1	7.6	105	527	18.5	3.3	92	2590	21.1	16.2	105	2258	21.3	14.1	106
	QUINTILE 2	15923	1288	22.5	8.1	112	625	22.0	3.9	109	2292	18.7	14.4	93	2081	19.7	13.1	98
	QUINTILE 3	14980	1004	17.5	6.7	93	415	14.6	2.8	77	2290	18.6	15.3	99	2077	19.6	13.9	104
	QUINTILE 4	17123	1356	23.6	7.9	109	722	25.4	4.2	118	2977	24.2	17.4	112	2386	22.5	13.9	104
	QUINTILE 5	15260	877	15.3	5.7	79	553	19.5	3.6	101	2138	17.4	14.0	90	1787	16.9	11.7	88
TV-PRIME TIME	QUINTILE 1	15674	1082	18.9	6.9	95	537	18.9	3.4	96	2233	18.2	14.2	92	2063	19.5	13.2	99
	QUINTILE 2	15944	1023	17.8	6.4	89	*479	16.9	3.0	84	2369	19.3	14.9	96	1913	18.1	12.0	90
	QUINTILE 3	16037	1379	24.0	8.6	119	758	26.7	4.7	132	2878	23.4	17.9	116	2467	23.3	15.4	115
	QUINTILE 4	15412	1323	23.1	8.6	119	605	21.3	3.9	109	2262	18.4	14.7	95	2008	19.0	13.0	98
	QUINTILE 5	16194	930	16.2	5.7	79	463	16.3	2.9	80	2546	20.7	15.7	101	2138	20.2	13.2	99
TV-DAYTIME	TERCILE 1	19156	1321	23.0	6.9	95	754	26.5	3.9	110	2882	23.5	15.0	97	2444	23.1	12.8	96
	TERCILE 2	19343	1380	24.1	7.1	99	563	19.8	2.9	81	2832	23.0	14.6	94	2485	23.5	12.8	96
	TERCILE 3	40764	3036	52.9	7.4	103	1525	53.7	3.7	104	6573	53.5	16.1	104	5661	53.5	13.9	104
TV-TOTAL	QUINTILE 1	15844	1081	18.8	6.8	94	729	25.7	4.6	128	2441	19.9	15.4	99	2038	19.2	12.9	96
	QUINTILE 2	15767	995	17.3	6.3	87	526	18.5	3.3	93	2138	17.4	13.6	87	1933	18.3	12.3	92
	QUINTILE 3	15775	1244	21.7	7.9	109	*406	14.3	2.6	72	2586	21.0	16.4	106	2195	20.7	13.9	104
	QUINTILE 4	15903	1297	22.6	8.2	113	560	19.7	3.5	98	2668	21.7	16.8	108	2282	21.6	14.3	107
	QUINTILE 5	15974	1119	19.5	7.0	97	621	21.9	3.9	108	2454	20.0	15.4	99	2141	20.2	13.4	100
MAGAZINES-NEWSPAPERS: DUAL		21225	2009	35.0	9.5	131	906	31.9	4.3	119	3679	29.9	17.3	112	3334	31.5	15.7	118
MAGAZINE IMPERATIVE		17728	1303	22.7	7.3	102	614	21.6	3.5	97	3092	25.2	17.4	113	2766	26.1	15.6	117
NEWSPAPER IMPERATIVE		22987	1508	26.3	6.6	91	875	30.8	3.8	106	3421	27.8	14.9	96	2635	24.9	11.5	86
MAGAZINES-OUTDOOR: DUAL		16244	1507	26.3	9.3	128	582	20.5	3.6	100	3268	26.6	20.1	130	2685	25.4	16.5	124
MAGAZINE IMPERATIVE		24016	1866	32.5	7.8	107	1021	35.9	4.3	119	3593	29.2	15.0	97	3570	33.7	14.9	111
OUTDOOR IMPERATIVE		26020	1641	28.6	6.3	87	883	31.1	3.4	95	3716	30.2	14.3	92	3014	28.5	11.6	87
MAGAZINES-RADIO: DUAL		16918	1451	25.3	8.6	119	698	24.6	4.1	115	2904	23.6	17.2	111	2802	26.5	16.6	124
MAGAZINE IMPERATIVE		23456	1932	33.7	8.2	114	910	32.0	3.9	108	4146	33.7	17.7	114	3455	32.6	14.7	110
RADIO IMPERATIVE		23900	1512	26.4	6.3	87	669	23.5	2.8	78	3322	27.0	13.9	90	2663	25.1	11.1	83
MAGAZINES-TELEVISION: DUAL		15791	1294	22.6	8.2	113	582	20.5	3.7	103	2609	21.2	16.5	107	2465	23.3	15.6	117
MAGAZINE IMPERATIVE		25476	2194	38.2	8.6	119	1017	35.8	4.0	111	4564	37.1	17.9	116	3984	37.6	15.6	117
TELEVISION IMPERATIVE		25744	1533	26.7	6.0	82	908	31.9	3.5	98	3375	27.5	13.1	85	2745	25.9	10.7	80
NEWSPAPERS-OUTDOOR: DUAL		17628	1578	27.5	9.0	124	740	26.0	4.2	117	3336	27.1	18.9	122	2676	25.3	15.2	114
NEWSPAPER IMPERATIVE		26414	1958	34.1	7.4	102	992	34.9	3.8	105	3725	30.3	14.1	91	3377	31.9	12.8	96
OUTDOOR IMPERATIVE		23059	1512	26.4	6.6	91	696	24.5	3.0	84	3679	29.9	16.0	103	3073	29.0	13.3	100
NEWSPAPERS-RADIO: DUAL		17996	1704	29.7	9.5	131	781	27.5	4.3	121	3021	24.6	16.8	108	2484	23.5	13.8	103
NEWSPAPER IMPERATIVE		26269	1970	34.3	7.5	104	1065	37.5	4.1	113	4348	35.4	16.6	107	3646	34.4	13.9	104
RADIO IMPERATIVE		21342	1190	20.7	5.6	77	515	18.1	2.4	67	3012	24.5	14.1	91	2891	27.3	13.5	101
NEWSPAPERS-TELEVISION: DUAL		17359	1355	23.6	7.8	108	683	24.0	3.9	110	2810	22.9	16.2	104	2248	21.2	13.0	97
NEWSPAPER IMPERATIVE		26889	2237	39.0	8.3	115	1102	38.8	4.1	114	4485	36.5	16.7	108	3894	36.8	14.5	108
TELEVISION IMPERATIVE		21698	1310	22.8	6.0	83	759	26.7	3.5	98	3053	24.8	14.1	91	2797	26.4	12.9	96
OUTDOOR-RADIO: DUAL		16456	1431	24.9	8.7	120	594	20.9	3.6	101	2803	22.8	17.0	110	2361	22.3	14.3	107
OUTDOOR IMPERATIVE		25870	1939	33.8	7.5	104	906	31.9	3.5	98	4490	36.5	17.4	112	3501	33.1	13.5	101
RADIO IMPERATIVE		23943	1625	28.3	6.8	94	797	28.0	3.3	93	3275	26.7	13.7	88	3101	29.3	13.0	97
OUTDOOR-TELEVISION: DUAL		15918	1143	19.9	7.2	99	599											

	TOTAL U.S. '000	POST-NASAL DRIP				RECTAL ITCH				SINUS CONGESTION				SINUS HEADACHE			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL MALES	79263	5736	100.0	7.2	100	2842	100.0	3.6	100	12288	100.0	15.5	100	10589	100.0	13.4	100
ATLANTIC MONTHLY	452	**61	1.1	13.5	186	**4	0.1	0.9	25	**47	0.4	10.4	67	**28	0.3	6.2	46
BARRON'S	1058	*97	1.7	9.2	127	**24	0.8	2.3	63	*138	1.1	13.0	84	**92	0.9	8.7	65
BETTER HOMES & GARDENS	4773	510	8.9	10.7	148	*213	7.5	4.5	124	913	7.4	19.1	123	885	8.4	18.5	139
BON APPETIT	1037	**71	1.2	6.8	95	**32	1.1	3.1	86	*171	1.4	16.5	106	*147	1.4	14.2	106
BUSINESS WEEK	3193	308	5.4	9.6	133	**88	3.1	2.8	77	556	4.5	17.4	112	496	4.7	15.5	116
CAR AND DRIVER	2705	*226	3.9	8.4	115	**38	1.3	1.4	39	542	4.4	20.0	129	462	4.4	17.1	128
CBS MAGAZINE NETWORK (GROSS)	5678	391	6.8	6.9	95	*132	4.6	2.3	65	1048	8.5	18.5	119	907	8.6	16.0	120
CHANGING TIMES	1847	*200	3.5	10.8	150	**110	3.9	6.0	166	*266	2.2	14.4	93	313	3.0	16.9	127
COLONIAL HOMES	492	**66	1.2	13.4	185	**3	0.1	0.6	17	**84	0.7	17.1	110	**91	0.9	18.5	138
CONDE NAST MAG. PKG. (GROSS)	2066	*158	2.8	7.6	106	**21	0.7	1.0	28	444	3.6	21.5	139	394	3.7	19.1	143
CONSUMERS DIGEST	1719	*170	3.0	9.9	137	**74	2.6	4.3	120	*258	2.1	15.0	97	272	2.6	15.8	118
COSMOPOLITAN	1762	*197	3.4	11.2	154	**54	1.9	3.1	85	304	2.5	17.3	111	275	2.6	15.6	117
COUNTRY LIVING	1110	**64	1.1	5.8	80	**38	1.3	3.4	95	*195	1.6	17.6	113	*204	1.9	18.4	138
CUISINE	660	**87	1.5	13.2	182	**35	1.2	5.3	148	*168	1.4	25.5	164	*135	1.3	20.5	153
CYCLE WORLD	1924	*202	3.5	10.5	145	**48	1.7	2.5	70	374	3.0	19.4	125	372	3.5	19.3	145
DCI:CREATIVE IDEAS FOR LIV	437	**33	0.6	7.6	104	**28	1.0	6.4	179	**77	0.6	17.6	114	**87	0.8	19.9	149
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	*216	3.8	8.7	120	**113	4.0	4.5	127	497	4.0	20.0	129	452	4.3	18.1	136
DISCOVER	1279	*110	1.9	8.6	119	**26	0.9	2.0	57	*172	1.4	13.4	87	*171	1.6	13.4	100
EBONY	2898	*157	2.7	5.4	75	**76	2.7	2.6	73	374	3.0	12.9	83	307	2.9	10.6	79
ESQUIRE	1384	**99	1.7	7.2	99	**36	1.3	2.6	73	*214	1.7	15.5	100	*254	2.4	18.4	137
ESSENCE	850	**61	1.1	7.2	99	**14	0.5	1.6	46	*144	1.2	16.9	109	**113	1.1	13.3	100
FAMILY CIRCLE	2430	*296	5.2	12.2	168	**119	4.2	4.9	137	476	3.9	19.6	126	426	4.0	17.5	131
THE FAMILY HANDYMAN	2356	*206	3.6	8.7	121	**100	3.5	4.2	118	356	2.9	15.1	97	443	4.2	18.8	141
FAMILY WEEKLY	11533	1071	18.7	9.3	128	498	17.5	4.3	120	1996	16.2	17.3	112	1635	15.4	14.2	106
FIELD & STREAM	7444	582	10.1	7.8	108	*237	8.3	3.2	89	1410	11.5	18.9	122	1444	13.6	19.4	145
FOOD & WINE	416	**55	1.0	13.2	183	**8	0.3	1.9	54	**51	0.4	12.3	79	**63	0.6	15.1	113
FORBES	1865	162	2.8	8.7	120	**90	3.2	4.8	135	251	2.0	13.5	87	257	2.4	13.8	103
FORTUNE	1849	*175	3.1	9.5	131	**71	2.5	3.8	107	277	2.3	15.0	97	290	2.7	15.7	117
GENTLEMEN'S QUARTERLY	2284	*185	3.2	8.1	112	**33	1.2	1.4	40	513	4.2	22.5	145	315	3.0	13.8	103
GLAMOUR	538	**44	0.8	8.2	113	**9	0.3	1.7	47	**126	1.0	23.4	151	**123	1.2	22.9	171
GOLF DIGEST	1649	*138	2.4	8.4	116	**98	3.4	5.9	166	212	1.7	12.9	83	*136	1.3	8.2	62
GOLF DIGEST/TENNIS (GROSS)	2294	*175	3.1	7.6	105	*117	4.1	5.1	142	264	2.1	11.5	74	161	1.5	7.0	53
GOLF MAGAZINE	1577	*147	2.6	9.3	129	**42	1.5	2.7	74	289	2.4	18.3	118	*192	1.8	12.2	91
GOLF MAGAZINE/SKI (GROSS)	2487	*211	3.7	8.5	117	**92	3.2	3.7	103	429	3.5	17.2	111	282	2.7	11.3	85
GOOD HOUSEKEEPING	2569	*187	3.3	7.3	101	*128	4.5	5.0	139	411	3.3	16.0	103	398	3.8	15.5	116
HARPER'S BAZAAR	431	**26	0.5	6.0	83	**1	0.0	0.2	6	**118	1.0	27.4	177	**53	0.5	12.3	92
HEALTH	788	**120	2.1	15.2	210	**46	1.6	5.8	163	*148	1.2	18.8	121	*131	1.2	16.6	124
HEARST MAG CORP. BUY (GROSS)	18781	1685	29.4	9.0	124	700	24.6	3.7	104	3245	26.4	17.3	111	3146	29.7	16.8	125
HEARST MAN POWER (GROSS)	9169	889	15.5	9.7	134	337	11.9	3.7	103	1590	12.9	17.3	112	1682	15.9	18.3	137
HEARST WOMAN POWER (GROSS)	5452	454	7.9	8.3	115	*243	8.6	4.5	124	924	7.5	16.9	109	814	7.7	14.9	112
HOUSE BEAUTIFUL	1020	**90	1.6	8.8	122	**30	1.1	2.9	82	*161	1.3	15.8	102	**157	1.5	15.4	115
INC.	993	**93	1.6	9.4	129	**29	1.0	2.9	81	*128	1.0	12.9	83	**88	0.8	8.9	66
JET	2808	*187	3.3	6.7	92	**69	2.4	2.5	69	366	3.0	13.0	84	276	2.6	9.8	74
LADIES' HOME JOURNAL	1868	*180	3.1	9.6	133	**68	2.4	3.6	102	*259	2.1	13.9	89	*245	2.3	13.1	98
LHJ FAMILY GRP COMBO(GROSS)	3582	376	6.6	10.5	145	*148	5.2	4.1	115	518	4.2	14.5	93	499	4.7	13.9	104
LIFE	4817	375	6.5	7.6	108	*152	5.3	3.2	88	906	7.4	18.8	121	779	7.4	16.2	121
L.A. TIMES HOME MAGAZINE	1465	*91	1.6	6.2	86	**77	2.7	5.3	147	206	1.7	14.1	91	*124	1.2	8.5	63
MADEMOISELLE	460	**18	0.3	3.9	54	**0	0.0	0.0	0	**101	0.8	22.0	142	**97	0.9	21.1	158
MC CALL'S	1764	*169	2.9	9.6	132	**75	2.6	4.3	119	340	2.8	19.3	124	309	2.9	17.5	131
MC CALL'S/WRK MOTHER (GROSS)	2062	*232	4.0	11.3	155	**79	2.8	3.8	107	400	3.3	19.4	125	374	3.5	18.1	136
MECHANIX ILLUSTRATED	3625	350	6.1	9.7	133	**105	3.7	2.9	81	545	4.4	15.0	97	572	5.4	15.8	118
METROPOLITAN HOME	495	**56	1.0	11.3	156	**21	0.7	4.2	118	**70	0.6	14.1	91	**91	0.9	18.4	138
MONEY	3017	257	4.5	8.5	118	**73	2.6	2.4	67	642	5.2	21.3	137	491	4.6	16.3	122
MOTHER EARTH NEWS	1203	**112	2.0	9.3	129	**33	1.2	2.7	77	304	2.5	25.3	163	*291	2.7	24.2	181
MS.	*257	**55	1.0	21.4	296	**25	0.9	9.7	271	**19	0.2	7.4	48	**98	0.9	38.1	285
NATIONAL ENQUIRER	6921	557	9.7	8.0	111	261	9.2	3.8	105	1147	9.3	16.6	107	1253	11.8	18.1	136
NATIONAL GEOGRAPHIC	11626	1095	19.1	9.4	130	433	15.2	3.7	104	1951	15.9	16.8	108	1703	16.1	14.6	110
NATIONAL SUNDAY MAGAZINE PKG	49424	3927	68.5	7.9	110	1875	66.0	3.8	106	8020	65.3	16.2	105	6781	64.0	13.7	103
NATURAL HISTORY	753	*34	0.6	4.5	62	**6	0.2	0.8	22	*113	0.9	15.0	97	**102	1.0	13.5	101
NEW WOMAN	*296	**32	0.6	10.8	149	**0	0.0	0.0	0	**54	0.4	18.2	118	**84	0.8	28.4	212
NEW YORK INCLUDING CUE	541	**21	0.4	3.9	54	**6	0.2	1.1	31	**70	0.6	12.9	83	**76	0.7	14.0	105
THE NEW YORKER	1078	**72	1.3	6.7	92	**68	2.4	6.3	176	*127	1.0	11.8	76	*131	1.2	12.2	91
NEWSWEEK	9602	987	17.2	10.3	142	326	11.5	3.4	95	1513	12.3	15.8	102	1479	14.0	15.4	115
THE N.Y. TIMES DAILY EDITION	1376	*107	1.9	7.8	107	**36	1.3	2.6	73	*149	1.2	10.8	70	*92	0.9	6.7	50
THE N.Y. TIMES MAGAZINE	2110	162	2.8	7.7	106	*54	1.9	2.6	71	273	2.2	12.9	83	154	1.5	7.3	55
OWNI	1927	*171	3.0	8.9	123	**53	1.9	2.8	77	345	2.8	17.9	115	337	3.2	17.5	131
ON CABLE	911	**17	0.3	1.9	26	**21	0.7	2.3	64	*73	0.6	8.0	52	*96	0.9	10.5	79
1001 HOME IDEAS	927	**76	1.3	8.2	113	**34	1.2	3.7	102	*112	0.9	12.1	78	*122	1.2	13.2	99
ORGANIC GARDENING	1430	**117	2.0	8.2	113	**42	1.5	2.9	82	*227	1.8	15.9	102	343	3.2	24.0	180
OUTDOOR LIFE	4064	333	5.8	8.2	113	**139	4.9	3.4	95	784	6.4	19.3	124	831	7.8	20.4	153
PARADE MAGAZINE	24538	2042	35.6	8.3	115	936	32.9	3.8	106	3892	31.7	15.9	102	3384	32.0	13.8	103

	TOTAL U.S. '000	POST-NASAL DRIP				RECTAL ITCH				SINUS CONGESTION				SINUS HEADACHE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	5736	100.0	7.2	100	2842	100.0	3.6	100	12288	100.0	15.5	100	10589	100.0	13.4	100
PARENTS	1126	*142	2.5	12.6	174	**68	2.4	6.0	168	292	2.4	25.9	167	*213	2.0	18.9	142
PENTHOUSE	4157	365	6.4	8.8	121	*182	6.4	4.4	122	767	6.2	18.5	119	760	7.2	18.3	137
PEOPLE	7591	699	12.2	9.2	127	328	11.5	4.3	121	1378	11.2	18.2	117	1133	10.7	14.9	112
PLAYBOY	8379	667	11.6	8.0	110	305	10.7	3.6	102	1478	12.0	17.6	114	1286	12.1	15.3	115
POPULAR HOT RODDING	2110	**124	2.2	5.9	81	**48	1.7	2.3	63	342	2.8	16.2	105	339	3.2	16.1	120
POPULAR MECHANICS	4850	502	8.8	10.4	143	*177	6.2	3.6	102	859	7.0	17.7	114	823	7.8	17.0	127
POPULAR SCIENCE	3397	404	7.0	11.9	164	**185	6.5	5.4	152	629	5.1	18.5	119	569	5.4	16.8	125
PREVENTION	1720	*149	2.6	8.7	120	**100	3.5	5.8	162	338	2.8	19.7	127	*261	2.5	15.2	114
PSYCHOLOGY TODAY	1344	*170	3.0	12.6	175	**38	1.3	2.8	79	*245	2.0	18.2	118	*239	2.3	17.8	133
READER'S DIGEST	16016	1476	25.7	9.2	127	670	23.6	4.2	117	2699	22.0	16.9	109	2430	22.9	15.2	114
REDBOOK	1121	**71	1.2	6.3	88	**62	2.2	5.5	154	*209	1.7	18.6	120	*141	1.3	12.6	94
ROAD & TRACK	2161	**125	2.2	5.8	80	**45	1.6	2.1	58	422	3.4	19.5	126	358	3.4	16.6	124
ROLLING STONE	1948	**151	2.6	7.8	107	**96	3.4	4.9	137	441	3.6	22.6	146	348	3.3	17.9	134
RUNNER'S WORLD	899	**105	1.8	11.7	161	**42	1.5	4.7	130	**182	1.5	20.2	131	**138	1.3	15.4	115
SATURDAY EVENING POST	841	**73	1.3	8.7	120	**36	1.3	4.3	119	*167	1.4	19.9	128	*136	1.3	16.2	121
SCIENCE 84	841	**105	1.8	12.5	173	**82	2.9	9.8	272	*151	1.2	18.0	116	*188	1.8	22.4	167
SCIENCE DIGEST	1194	**128	2.2	10.7	148	**30	1.1	2.5	70	*159	1.3	13.3	86	*256	2.4	21.4	160
SCIENTIFIC AMERICAN	1379	*129	2.2	9.4	129	**48	1.7	3.5	97	*184	1.5	13.3	86	*186	1.8	13.5	101
SELF	436	**45	0.8	10.3	143	**7	0.2	1.6	45	**60	0.5	13.8	89	**59	0.6	13.5	101
SEVENTEEN	614	**68	1.2	11.1	153	**0	0.0	0.0	0	*177	1.4	28.8	186	*171	1.6	27.9	208
SKI	910	**64	1.1	7.0	97	**50	1.8	5.5	153	*140	1.1	15.4	99	**90	0.8	9.9	74
SMITHSONIAN	2937	255	4.4	8.7	120	*90	3.2	3.1	85	559	4.5	19.0	123	425	4.0	14.5	108
SOAP OPERA DIGEST	545	**42	0.7	7.7	106	**7	0.2	1.3	36	*108	0.9	19.8	128	*100	0.9	18.3	137
SOUTHERN LIVING	2054	*183	3.2	8.9	123	**86	3.0	4.2	117	420	3.4	20.4	132	366	3.5	17.8	133
SPORT	2799	*246	4.3	8.8	121	**107	3.8	3.8	107	407	3.3	14.5	94	414	3.9	14.8	111
THE SPORTING NEWS	1938	*222	3.9	11.5	158	**32	1.1	1.7	46	314	2.6	16.2	105	325	3.1	16.8	126
SPORTS AFIELD	3125	*260	4.5	8.3	115	**130	4.6	4.2	116	572	4.7	18.3	118	603	5.7	19.3	144
SPORTS ILLUSTRATED	11159	1085	18.9	9.7	134	387	13.6	3.5	97	2018	16.4	18.1	117	1737	16.4	15.6	117
STAR	4095	330	5.8	8.1	111	**120	4.2	2.9	82	618	5.0	15.1	97	622	5.9	15.2	114
SUNDAY	25169	1902	33.2	7.6	104	990	34.8	3.9	110	3769	30.7	15.0	97	3188	30.1	12.7	95
SUNSET	1294	**159	2.8	12.3	170	**123	4.3	9.5	265	**157	1.3	12.1	78	**188	1.8	14.5	109
TV GUIDE	18508	1403	24.5	7.6	105	625	22.0	3.4	94	3219	26.2	17.4	112	2786	26.3	15.1	113
TENNIS	645	**37	0.6	5.7	79	**19	0.7	2.9	82	**51	0.4	7.9	51	**25	0.2	3.9	29
TIME	12124	1133	19.8	9.3	129	418	14.7	3.4	96	1934	15.7	16.0	103	1561	14.7	12.9	96
TOWN & COUNTRY	493	**62	1.1	12.6	174	**34	1.2	6.9	192	**73	0.6	14.8	96	**61	0.6	12.4	93
TRAVEL & LEISURE	1122	**83	1.4	7.4	102	**38	1.3	3.4	94	*211	1.7	18.8	121	*127	1.2	11.3	85
TRUE STORY	690	**44	0.8	6.4	88	**31	1.1	4.5	125	**196	1.6	28.4	183	**190	1.8	27.5	206
U.S. NEWS & WORLD REPORT	6571	595	10.4	9.1	125	*240	8.4	3.7	102	1058	8.6	16.1	104	996	9.4	15.2	113
USA TODAY	3120	203	3.5	6.5	90	*146	5.1	4.7	131	500	4.1	16.0	103	331	3.1	10.6	79
US	1315	**171	3.0	13.0	180	**23	0.8	1.7	49	283	2.3	21.5	139	*177	1.7	13.5	101
VOGUE	632	**51	0.9	8.1	112	**5	0.2	0.8	22	**158	1.3	25.0	161	**116	1.1	18.4	137
WALL STREET JOURNAL	4247	370	6.5	8.7	120	*126	4.4	3.0	83	590	4.8	13.9	90	595	5.6	14.0	105
WEIGHT WATCHERS	398	**49	0.9	12.3	170	**11	0.4	2.8	77	**58	0.5	14.6	94	**59	0.6	14.8	111
WOMAN'S DAY	1139	**138	2.4	12.1	167	**36	1.3	3.2	88	*203	1.7	17.8	115	*166	1.6	14.6	109
WORKING MOTHER	*298	**62	1.1	20.8	287	**4	0.1	1.3	37	**60	0.5	20.1	130	**65	0.6	21.8	163
WORKING WOMAN	327	**41	0.7	12.5	173	**23	0.8	7.0	196	**38	0.3	11.6	75	**47	0.4	14.4	108
WORLD TENNIS	397	**30	0.5	7.6	104	**26	0.9	6.5	183	**54	0.4	13.6	88	**33	0.3	8.3	62
ZIFF-DAVIS MAG WETNK (GROSS)	9635	857	14.9	8.9	123	*182	6.4	1.9	53	1749	14.2	18.2	117	1514	14.3	15.7	118
BLAIR INSERTS	43762	3358	58.5	7.7	106	1702	59.9	3.9	108	6906	56.2	15.8	102	5994	56.6	13.7	103
DAILY NEWSPAPERS																	
READ ANY	52459	3999	69.7	7.6	105	2010	70.7	3.8	107	8492	69.1	16.2	104	7024	66.3	13.4	100
READ ONE	41891	3204	55.9	7.6	106	1461	51.4	3.5	97	6823	55.5	16.3	105	5649	53.3	13.5	101
READ TWO OR MORE	10568	796	13.9	7.5	104	548	19.3	5.2	145	1669	13.6	15.8	102	1374	13.0	13.0	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	4050	70.6	7.8	108	1969	69.3	3.8	106	8467	68.9	16.3	105	7088	66.9	13.6	102
READ ONE	44561	3371	58.8	7.6	105	1556	54.8	3.5	97	7370	60.0	16.5	107	6223	58.8	14.0	105
READ TWO OR MORE	7368	679	11.8	9.2	127	414	14.6	5.6	157	1097	8.9	14.9	96	865	8.2	11.7	88
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	32.23				30.88				34.26				30.17			
30 DAY REACH	71522	5265	91.8	7.4	102	2466	86.8	3.4	96	11210	91.2	15.7	101	9698	91.6	13.6	101
50 SHWG - 30 DAY AV FREQ	15.55	16.71				16.47				17.84				15.87			
30 DAY REACH	68168	5071	88.4	7.4	103	2309	81.2	3.4	94	10754	87.5	15.8	102	9213	87.0	13.5	101
25 SHWG - 30 DAY AV FREQ	8.43	9.12				8.87				9.63				8.52			
30 DAY REACH	62898	4651	81.1	7.4	102	2133	75.1	3.4	95	10003	81.4	15.9	103	8570	80.9	13.6	102
CABLE TV: HOME WIRED	31664	2545	44.4	8.0	111	1315	46.3	4.2	116	5364	43.7	16.9	109	4984	47.1	15.7	118
HOME NOT WIRED	47599	3191	55.6	6.7	93	1526	53.7	3.2	89	6924	56.3	14.5	94	5605	52.9	11.8	88
HAVE PAY CABLE	17139	1466	25.6	8.6	118	668	23.5	3.9	109	3284	26.7	19.2	124	2960	28.0	17.3	129

AILMENTS - HAD IN THE LAST 12 MONTHS
(MALES)

	TOTAL U.S. '000	POST-NASAL DRIP				RECTAL ITCH				SINUS CONGESTION				SINUS HEADACHE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	5736	100.0	7.2	100	2842	100.0	3.6	100	12288	100.0	15.5	100	10589	100.0	13.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	3677	64.1	7.7	107	1701	59.9	3.6	100	7728	62.9	16.2	105	6816	64.4	14.3	107
10:00 AM - 3:00 PM	29926	2229	38.9	7.4	103	1065	37.5	3.6	99	4745	38.6	15.9	102	4201	39.7	14.0	105
3:00 PM - 7:00 PM	37666	3076	53.6	8.2	113	1401	49.3	3.7	104	6329	51.5	16.8	108	5558	52.5	14.8	110
7:00 PM - MIDNIGHT	18909	1532	26.7	8.1	112	676	23.8	3.6	100	3037	24.7	16.1	104	2401	22.7	12.7	95
MIDNIGHT - 6:00 AM	11822	891	15.5	7.5	104	393	13.8	3.3	93	1955	15.9	16.5	107	1594	15.1	13.5	101
6:00 AM - MIDNIGHT	63254	4773	83.2	7.5	104	2321	81.7	3.7	102	10121	82.4	16.0	103	8875	83.8	14.0	105
ENTIRE DAY	64057	4853	84.6	7.6	105	2355	82.9	3.7	103	10230	83.3	16.0	103	8950	84.5	14.0	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16598	1200	20.9	7.2	100	589	20.7	3.5	99	2720	22.1	16.4	106	2511	23.7	15.1	113
ALL NEWS	3542	252	4.4	7.1	98	*126	4.4	3.6	99	443	3.6	12.5	81	325	3.1	9.2	69
AOR/PROGRESSIVE	7465	633	11.0	8.5	117	*215	7.6	2.9	80	1430	11.6	19.2	124	1038	9.8	13.9	104
BEAUTIFUL MUSIC	5061	384	6.7	7.6	105	*262	9.2	5.2	144	825	6.7	16.3	105	752	7.1	14.9	111
BLACK	1914	*105	1.8	5.5	76	*117	4.1	6.1	170	301	2.4	15.7	101	356	3.4	18.6	139
CLASSICAL	2304	*185	3.2	8.0	111	*133	4.7	5.8	161	290	2.4	12.6	81	214	2.0	9.3	70
CHR/ROCK	10663	842	14.7	7.9	109	278	9.8	2.6	73	1720	14.0	16.1	104	1664	15.7	15.6	117
COUNTRY	13919	1060	18.5	7.6	105	465	16.4	3.3	93	2581	21.0	18.5	120	2266	21.4	16.3	122
GOLDEN OLDIES	2040	*203	3.5	10.0	138	*178	2.7	3.8	107	344	2.8	16.9	109	240	2.3	11.8	88
MOR/NOSTALGIA	5105	436	7.6	8.5	118	*154	5.4	3.0	84	699	5.7	13.7	88	677	6.4	13.3	99
NEWS/TALK	4764	413	7.2	8.7	120	266	9.4	5.6	156	778	6.3	16.3	105	588	5.6	12.3	92
RELIGIOUS	2164	*127	2.2	5.9	81	*147	1.7	2.2	61	321	2.6	14.8	96	330	3.1	15.2	114
SOFT ROCK	623	*105	1.0	9.5	131	*123	0.8	3.7	103	*106	0.9	17.0	110	*175	0.7	12.0	90
URBAN CONTEMPORARY	1331	*105	1.8	7.9	109	*19	0.7	1.4	40	*195	1.6	14.7	95	*133	1.3	10.0	75
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	*259	4.5	8.1	112	*107	3.8	3.4	94	529	4.3	16.6	107	452	4.3	14.2	106
ABC DIRECTION	2724	219	3.8	8.0	111	*170	6.0	6.2	174	425	3.5	15.6	101	403	3.8	14.8	111
ABC ENTERTAINMENT	5256	421	7.3	8.0	111	*172	6.1	3.3	91	753	6.1	14.3	92	590	5.6	11.2	84
ABC FM	2263	*197	3.4	8.7	120	*332	1.1	1.4	39	385	3.1	17.0	110	425	4.0	18.8	141
ABC INFORMATION	5618	580	10.1	10.3	143	*242	8.5	4.3	120	1056	8.6	18.8	121	918	8.7	16.3	122
ABC ROCK	2857	*303	5.3	10.6	147	*117	4.1	4.1	114	497	4.0	17.4	112	325	3.1	11.4	85
CBS	5953	507	8.8	8.5	118	186	6.5	3.1	87	916	7.5	15.4	99	882	8.3	14.8	111
MUTUAL	4979	342	6.0	6.9	95	*192	6.8	3.9	108	832	6.8	16.7	108	794	7.5	15.9	119
NBC	7279	496	8.6	6.8	94	250	8.8	3.4	96	1029	8.4	14.1	91	1019	9.6	14.0	105
RADIORADIO	2389	*134	2.3	5.6	78	*57	2.0	2.4	67	379	3.1	15.9	102	334	3.2	14.0	105
RKO ONE	2583	*251	4.4	9.7	134	*60	2.1	2.3	65	437	3.6	16.9	109	415	3.9	16.1	120
RKO TWO	3674	300	5.2	8.2	113	*165	5.8	4.5	125	601	4.9	16.4	106	446	4.2	12.1	91
THE SOURCE	3514	*179	3.1	5.1	70	*54	1.9	1.5	43	548	4.5	15.6	101	472	4.5	13.4	101
NON-WIRED : BLAIR	9864	736	12.8	7.5	103	449	15.8	4.6	127	1581	12.9	16.0	103	1469	13.9	14.9	111
INTERNET	13522	1206	21.0	8.9	123	493	17.3	3.6	102	2245	18.3	16.6	107	1757	16.6	13.0	97
KATZ RADIO GROUP	19321	1250	21.8	6.5	89	617	21.7	3.2	89	2926	23.8	15.1	98	2499	23.6	12.9	97
SUPERNET	10739	914	15.9	8.5	118	438	15.4	4.1	114	1766	14.4	16.4	106	1671	15.8	15.6	116
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	341	5.9	6.7	92	220	7.7	4.3	120	835	6.8	16.4	105	671	6.3	13.1	98
WKDAY 9:00 AM - 1:00 PM	5383	314	5.5	5.8	81	213	7.5	4.0	110	872	7.1	16.2	104	695	6.6	12.9	97
WKDAY 1:00 PM - 4:30 PM	6469	386	6.7	6.0	82	259	9.1	4.0	112	867	7.1	13.4	86	856	8.1	13.2	99
WKDAY 4:30 PM - 7:30 PM	19661	1336	23.3	6.8	94	785	27.6	4.0	111	2905	23.6	14.8	95	2469	23.3	12.6	94
WKDAY 7:30 PM - 8:00 PM	27579	1962	34.2	7.1	98	1080	38.0	3.9	109	4094	33.3	14.8	96	3451	32.6	12.5	94
WKDAY 11:00 PM - 11:30 PM	22964	1673	29.2	7.3	101	709	24.9	3.1	86	3502	28.5	15.2	98	3173	30.0	13.8	103
WKDAY 11:30 PM - 1:00 AM	8158	561	9.8	6.9	95	263	9.3	3.2	90	1257	10.2	15.4	99	1114	10.5	13.7	102
M-SAT 8-11 PM+SUN 7-11 PM	30140	2171	37.8	7.2	100	1076	37.9	3.6	100	4583	37.3	15.2	98	3994	37.7	13.3	99
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	*117	2.0	5.7	79	*68	2.4	3.3	93	290	2.4	14.2	91	277	2.6	13.5	101
ANOTHER WORLD	N 1214	*54	0.9	4.4	61	*111	3.9	9.1	255	221	1.8	18.2	117	199	1.9	16.4	123
AS THE WORLD TURNS	C 1740	*84	1.5	4.8	67	*65	2.3	3.7	104	258	2.1	14.8	96	227	2.1	13.0	98
CAPITOL	C 1016	*36	0.7	3.7	52	*50	1.8	4.9	137	*114	0.9	11.2	72	*156	1.5	15.4	115
CBS MORN. NEWS 1	C 1203	*39	0.7	3.2	45	*30	1.1	2.5	70	200	1.6	16.6	107	143	1.4	11.9	89
CBS MORN. NEWS 2	C 773	*35	0.6	4.5	63	*34	1.2	4.4	123	128	1.0	16.6	107	*118	1.1	15.3	114
DAYS OF OUR LIVES	N 1629	*75	1.3	4.6	64	*154	5.4	9.5	264	264	2.1	16.2	105	262	2.5	16.1	120
FACTS OF LIFE - DAYTIME	N 961	*59	1.0	6.1	85	*33	1.2	3.4	96	192	1.6	20.0	129	*128	1.2	13.3	100
FAMILY FEUD	A 1390	*96	1.7	6.9	95	*16	0.6	1.2	32	193	1.6	13.9	90	110	1.0	7.9	59
GENERAL HOSPITAL	A 1463	*107	1.9	7.3	101	*62	2.2	4.2	118	150	1.2	10.3	66	175	1.7	12.0	90
GOOD MORNING, AMERICA-730A	A 1705	79	1.4	4.6	64	*109	3.8	6.4	178	237	1.9	13.9	90	183	1.7	10.7	80
GOOD MORNING, AMERICA-830A	A 889	*40	0.7	4.5	62	*50	1.8	5.6	157	105	0.9	11.8	76	90	0.8	10.1	76
GUIDING LIGHT	C 1754	*97	1.7	5.5	76	*81	2.9	4.6	129	214	1.7	12.2	79	215	2.0	12.3	92
ONE LIFE TO LIVE	A 1100	*119	0.3	1.7	24	*14	0.5	1.3	35	*91	0.7	8.3	53	129	1.2	11.7	88
PRESS YOUR LUCK	C 1222	*102	1.8	8.3	115	*77	2.7	6.3	176	202	1.6	16.5	107	246	2.3	20.1	151
PRICE IS RIGHT 1	C 2692	156	2.7	5.8	80	*79	2.8	2.9	82	462	3.8	17.2	111	408	3.9	15.2	113
PRICE IS RIGHT 2	C 2764	141	2.5	5.1	70	*89	3.1	3.2	90	504	4.1	18.2	118	418	3.9	15.1	113
RYAN'S HOPE	A 880	*24	0.4	2.7	38	*14	0.5	1.6	44	*117	1.0	13.3	86	*106	1.0	12.0	90
SALE OF THE CENTURY	N 926	*63	1.1	6.8	94	*32	1.1	3.5	96	182	1.5	19.7	127	137	1.3	14.8	111
SEARCH FOR TOMORROW	N 359	*15	0.3	4.2	58	*22	0.8	6.1	171	*73	0.6	20.3	131	*32	0.3	8.9	67
TODAY SHOW 1	N 1890	169	2.9	8.9	124	*112	3.9	5.9	165	384	3.1	20.3	131	300	2.8	15.9	119
TODAY SHOW 2	N 1344	*75	1.3	5.6	77	*62	2.2	4.6	129	216	1.8	16.1	104	174	1.6	12.9	97
\$25,000 PYRAMID	C 1462	*78	1.4	5.3	74	*111	3.9	7.6	212	315	2.6	21.5	139	271	2.6	18.5	139
WHEEL OF FORTUNE	N 1497	*92	1.6	6.1	85	*53	1.9	3.5	99	224	1.8	15.0	97	191	1.8	12.8	96
WHEEL AND THE RESTLESS	C 1954	*83	1.4	4.2	59	*89	3.1	4.6	127	287	2.3	14.7	95	302	2.9	15.5	116

AILMENTS - HAD IN THE LAST 12 MONTHS
(MALES)

	TOTAL U.S. '000	POST-NASAL DRIP				RECTAL ITCH				SINUS CONGESTION				SINUS HEADACHE			
		A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	5736	100.0	7.2	100	2842	100.0	3.6	100	12288	100.0	15.5	100	10589	100.0	13.4	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	1561	27.2	6.4	89	976	34.3	4.0	112	3650	29.7	15.0	97	3190	30.1	13.1	98
NETWORK AFFILIATES - LATE	17197	1279	22.3	7.4	103	492	17.3	2.9	80	2641	21.5	15.4	99	2375	22.4	13.8	103
INDEPENDENTS - LATE	2887	175	3.1	6.1	84	106	3.7	3.7	102	349	2.8	12.1	78	251	2.4	8.7	65
TV EVENING WTKM 6 PM - 2 AM																	
A TEAM	N 11301	883	15.4	7.8	108	411	14.5	3.6	101	1713	13.9	15.2	98	1640	15.5	14.5	109
ABC MONDAY NIGHT MOVIE	A 4379	334	5.8	7.6	105	*173	6.1	4.0	110	650	5.4	15.1	97	608	5.7	13.9	104
ABC SUNDAY NIGHT MOVIE	A 9910	667	11.6	6.7	93	310	10.9	3.1	87	1663	13.5	16.8	108	1443	13.6	14.6	109
ABC WORLD NEWS TONIGHT	A 6212	444	7.7	7.1	99	298	10.5	4.8	134	1035	8.4	16.7	107	795	7.5	12.8	96
AFTERMASH	C 4575	*289	5.0	6.3	87	*148	5.2	3.2	90	659	5.4	14.4	93	566	5.3	12.4	93
ALICE	C 6777	430	7.5	6.3	88	238	8.4	3.5	98	977	8.0	14.4	93	780	7.4	11.5	86
AMERICAN PARADE	C 4868	378	6.6	7.8	107	243	8.6	5.0	139	790	6.4	16.2	105	689	6.5	14.2	106
BENSON	A 7593	423	7.4	5.6	77	340	12.0	4.5	125	1116	9.1	14.7	95	992	9.4	13.1	98
BLUE THUNDER	A 6036	435	7.6	7.2	100	209	7.4	3.5	97	1110	9.0	18.4	119	816	7.7	13.5	101
CAGNEY & LACEY	C 7698	459	8.0	6.0	82	241	8.5	3.1	87	1092	8.9	14.2	92	919	8.7	11.9	89
CBS EVENING NEWS-DEAN	C 4066	285	5.0	7.0	97	*157	5.5	3.9	108	645	5.2	15.9	102	401	3.8	9.9	74
CBS EVENING NEWS-RATHER	C 8092	600	10.5	7.4	102	271	9.5	3.3	93	1092	8.9	13.5	87	873	8.2	10.8	81
CBS SAT. NEWS-SCHIEFFER	C 4795	336	5.9	7.0	97	200	7.0	4.2	116	612	5.0	12.8	82	466	4.4	9.7	73
CBS SATURDAY NIGHT MOVIE	C 6034	400	7.0	6.6	92	164	5.8	2.7	76	898	7.3	14.9	96	770	7.3	12.8	96
CBS WEDNESDAY NIGHT MOVIE	C 4993	268	4.7	5.4	74	162	5.7	3.2	90	629	5.1	12.6	81	603	5.7	12.1	90
CHEERS	N 6976	591	10.3	8.5	117	313	11.0	4.5	125	1090	8.9	15.6	101	938	8.9	13.4	101
DALLAS	C 13575	1057	18.4	7.8	108	460	16.2	3.4	95	1817	14.8	13.4	86	1806	17.1	13.3	100
DIFF'RENT STROKES	N 3684	294	5.1	8.0	110	*161	5.7	4.4	122	599	4.9	16.3	105	545	5.1	14.8	111
DOUBLE TROUBLE	N 4462	335	5.8	7.5	104	*195	6.9	4.4	122	648	5.3	14.5	94	566	5.3	12.7	95
DUCK FACTORY	N 4810	528	9.2	11.0	152	*233	8.2	4.8	135	735	6.0	15.3	99	623	5.9	13.0	97
DUKES OF HAZZARD	C 5951	361	6.3	6.1	84	*175	6.2	2.9	82	945	7.7	15.9	102	861	8.1	14.5	108
DYNASTY	A 11325	758	13.2	6.7	92	283	10.0	2.5	70	1751	14.2	15.5	100	1572	14.8	13.9	104
FACTS OF LIFE	N 4512	309	5.4	6.8	95	*227	8.0	5.0	140	718	5.8	15.9	103	611	5.8	13.5	101
FALCON CREST	C 9215	756	13.2	8.2	113	*268	9.4	2.9	81	1284	10.4	13.9	90	1309	12.4	14.2	106
FALL GUY	A 8604	563	9.8	6.5	90	302	10.6	3.5	98	1389	11.3	16.1	104	1171	11.1	13.6	102
FAMILY TIES	N 4179	249	4.3	6.0	82	*188	6.6	4.5	125	538	4.4	12.9	83	433	4.1	10.4	78
FANTASY ISLAND	A 4781	295	5.1	6.2	85	210	7.4	4.4	123	704	5.7	14.7	95	695	6.6	14.5	109
FOULUPS, BLEEPES & BLUNDERS	A 6697	471	8.2	7.0	97	*276	9.7	4.1	115	1061	8.6	15.8	102	886	8.4	13.2	99
FOUR SEASONS	C 3873	*235	4.1	6.1	84	*122	4.3	3.2	88	579	4.7	14.9	96	490	4.6	12.7	95
GI'MME A BREAK	N 4310	238	4.1	5.5	76	*195	6.9	4.5	126	664	5.4	15.4	99	560	5.3	13.0	97
HART TO HART	A 5751	332	5.8	5.8	80	*176	6.2	3.1	85	813	6.6	14.1	91	767	7.2	13.3	100
HILL STREET BLUES	N 8568	836	14.6	9.8	135	325	11.4	3.8	106	1313	10.7	15.3	99	1027	9.7	12.0	90
HOTEL	A 8801	593	10.3	6.7	93	257	9.0	2.9	81	1291	10.5	14.7	95	1163	11.0	13.2	99
JEFFERSONS	C 6978	422	7.4	6.0	84	261	9.2	3.7	104	910	7.4	13.0	84	713	6.7	10.2	76
JENNIFER SLEPT HERE	N 3021	283	4.9	9.4	129	*147	5.2	4.9	136	547	4.5	18.1	117	474	4.5	15.7	117
KATE & ALLIE	C 6811	581	10.1	8.5	118	247	8.7	3.6	101	1043	8.5	15.3	99	884	8.3	13.0	97
KNIGHT RIDER	N 5256	356	6.2	6.8	94	*205	7.2	3.9	109	867	7.1	16.5	106	798	7.5	15.2	114
LOVE BOAT	A 7174	377	6.6	5.3	73	301	10.6	4.2	117	892	7.3	12.4	80	977	9.2	13.6	102
MAGNUM PI	C 10438	750	13.1	7.2	99	448	15.8	4.3	120	1644	13.4	15.8	102	1562	14.8	15.0	112
MAMA'S FAMILY	N 3488	*237	4.1	6.8	94	*136	4.8	3.9	109	526	4.3	15.1	97	486	4.6	13.9	104
MASTER, THE	N 4127	364	6.3	8.8	122	*218	7.7	5.3	147	645	5.2	15.6	101	546	5.2	13.2	99
MATT HOUSTON	A 5978	470	8.2	7.9	109	*161	5.7	2.7	75	908	7.4	15.2	98	712	6.7	11.9	89
NBC MONDAY NIGHT MOVIE	N 10446	893	15.6	8.5	118	487	17.1	4.7	130	1767	14.4	16.9	109	1412	13.3	13.5	101
NBC NIGHTLY NEWS	N 5571	374	6.5	6.7	93	284	10.0	5.1	142	791	6.4	14.2	92	709	6.7	12.7	95
NBC NIGHTLY NEWS-SAT	N 3675	221	3.9	6.0	83	*187	6.6	5.1	142	474	3.9	12.9	83	373	3.5	10.1	76
NBC NIGHTLY NEWS-SUN	N 2905	*149	2.6	5.1	71	*155	5.5	5.3	149	308	2.5	10.6	68	288	2.7	9.9	74
NBC SUNDAY NIGHT MOVIE	N 8352	609	10.6	7.3	101	*285	10.0	3.4	95	1503	12.2	18.0	116	1221	11.5	14.6	109
NEWHART	C 6864	585	10.2	8.5	118	238	8.4	3.5	97	1007	8.2	14.7	95	847	8.0	12.3	92
ONE DAY AT A TIME	C 3866	260	4.5	6.7	93	*107	3.8	2.8	77	599	4.9	15.5	100	540	5.1	14.0	105
PEOPLE ARE FUNNY	N 3956	237	4.1	6.0	83	*124	4.4	3.1	87	535	4.4	13.5	87	483	4.6	12.2	91
REAL PEOPLE	N 6305	412	7.2	6.5	90	*304	10.7	4.8	134	931	7.6	14.8	95	877	8.3	13.9	104
REMINGTON STEELE	N 5884	410	7.1	7.0	96	*214	7.5	3.6	101	811	6.6	13.8	89	850	8.0	14.4	108
RIPLY'S BELIEVE IT - NOT	A 5706	385	6.7	6.7	93	261	9.2	4.6	128	802	6.5	14.1	91	706	6.7	12.4	93
RIPTIDE	N 6202	467	8.1	7.5	104	*205	7.2	3.3	92	1029	8.4	16.6	107	791	7.5	12.8	95
SCARECROW & MRS. KING	C 6513	513	8.9	7.9	109	278	9.8	4.3	119	1177	9.6	18.1	117	986	9.3	15.1	113
SIMON & SIMON	C 8593	591	10.3	6.9	95	317	11.2	3.7	103	1416	11.5	16.5	106	1238	11.7	14.4	108
60 MINUTES	C 13342	818	14.3	6.1	85	538	18.9	4.0	112	2008	16.3	15.1	97	1459	13.8	10.9	82
ST. ELSEWHERE	N 6029	611	10.7	10.1	140	231	8.1	3.8	107	1001	8.1	16.6	107	920	8.7	15.3	114
THREE'S COMPANY	A 8565	440	7.7	5.1	71	357	12.6	4.2	116	1214	9.9	14.2	91	1061	10.0	12.4	93
T.J. HOOKER	A 7400	453	7.9	6.1	85	268	9.4	3.6	101	1085	8.8	14.7	95	938	8.9	12.7	95
TONIGHT SHOW	N 2433	232	4.0	9.5	132	70	2.5	2.9	80	468	3.8	19.2	124	405	3.8	16.6	125
TRAPPER JOHN, M.D.	C 5958	459	8.0	7.7	106	*200	7.0	3.4	94	994	8.1	16.7	108	806	7.6	13.5	101
TV BLOOPERS & PRAC. JOKES	N 9086	640	11.2	7.0	97	429	15.1	4.7	132	1521	12.4	16.7	108	1509	14.3	16.6	124
20/20	A 8306	646	11.3	7.8	107	251	8.8	3.0	84	1278	10.4	15.4	99	1163	11.0	14.0	105
WEBSTER	A 6788	380	6.6	5.6	77	286	10.1	4.2	118	1023	8.3	15.1	97	909	8.6	13.4	100
WORLD NEWS - SUN	A 2036	*136	2.4	6.7	92	*98	3.4	4.8	134	313	2.5	15.1	99	336	3.2	16.5	124
YELLOW ROSE	N 3174	320	5.6	10.1	139	*91	3.2	2.9	80	504	4.1	15.9	102	464	4.4	14.6	109
TV VIEWING SPORTS EVENTS																	
BASEBALL	16307	1235	21.5	7.6	105	548	19.3	3.4	94	2496	20.3	15.3	99	2281	21.5	14.0	105
BASKETBALL - COLLEGE GAMES	10054	818	14.3	8.1	112	545	19.2	5.4	151	2096	17.1	20.8	134	1782	16.8	17.7	133
BASKETBALL - PRO GAMES	8248	593	10.3	7.2	99	*348	12.2	4.2	118	1366	11.1	16.6	107	1138	10.7	13.8	

AILMENTS - HAD IN THE LAST 12 MONTHS
(MALES)

	TOTAL U.S. '000	SLEEPLESSNESS				SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	5156	100.0	6.5	100	19170	100.0	24.2	100	8010	100.0	10.1	100	5875	100.0	7.4	100
HOUSEHOLD HEADS	66405	4302	83.4	6.5	100	15897	82.9	23.9	99	6592	82.3	9.9	98	4790	81.5	7.2	97
18 - 24	13945	1090	21.1	7.8	120	3954	20.6	28.4	117	1712	21.4	12.3	121	1172	19.9	8.4	113
25 - 34	19334	1413	27.4	7.3	112	5615	29.3	29.0	120	2227	27.8	11.5	114	1887	32.1	9.8	132
35 - 44	14196	995	19.3	7.0	108	4035	21.0	28.4	118	1506	18.8	10.6	105	1219	20.7	8.6	116
45 - 54	10896	691	13.4	6.3	97	2502	13.1	23.0	95	1220	15.2	11.2	111	682	11.6	6.3	84
55 - 64	10378	**451	8.7	4.3	67	1649	8.6	15.9	66	543	6.8	5.2	52	489	8.3	4.7	64
65 OR OLDER	10514	517	10.0	4.9	76	1416	7.4	13.5	56	633	10.0	7.6	76	*426	7.3	4.1	55
18 - 34	33279	2502	48.5	7.5	116	9569	49.9	28.8	119	3938	49.2	11.8	117	3059	52.1	9.2	124
18 - 49	52904	3719	72.1	7.0	108	14822	77.3	28.0	116	6013	75.1	11.4	112	4649	79.1	8.8	119
25 - 54	44426	3098	60.1	7.0	107	12152	63.4	27.4	113	4953	61.8	11.1	110	3788	64.5	8.5	115
35 - 49	19625	1217	23.6	6.2	95	5253	27.4	26.8	111	2074	25.9	10.6	105	1590	27.1	8.1	109
50 OR OLDER	26359	1437	27.9	5.5	84	4348	22.7	16.5	68	1998	24.9	7.6	75	1226	20.9	4.7	63
GRADUATED COLLEGE	15982	1198	23.2	7.5	115	4298	22.4	26.9	111	1410	17.6	8.8	87	821	14.0	5.1	69
ATTENDED COLLEGE	13629	1006	19.5	7.4	113	4040	21.1	29.6	123	1685	21.0	12.4	122	1056	18.0	7.7	105
GRADUATED HIGH SCHOOL	28591	1838	35.6	6.4	99	6823	35.6	23.9	99	3168	39.6	11.1	110	2178	37.1	7.6	103
DID NOT GRADUATE HIGH SCHOOL	21061	1114	21.6	5.3	81	4009	20.9	19.0	79	1748	21.8	8.3	82	1820	31.0	8.6	117
EMPLOYED FULL-TIME	52316	3451	66.9	6.6	101	13695	71.4	26.2	108	5468	68.3	10.5	103	4083	69.5	7.8	105
EMPLOYED PART-TIME	4113	*326	6.3	7.9	122	972	5.1	23.6	98	*549	6.9	13.3	132	**227	3.9	5.5	74
NOT EMPLOYED	22834	1379	26.7	6.0	93	4503	23.5	19.7	82	1994	24.9	8.7	86	1565	26.6	6.9	92
PROFESSIONAL/MANAGER	15034	1075	20.8	7.2	110	3821	19.9	25.4	105	1438	18.0	9.6	95	872	14.8	5.8	78
TECH/CLERICAL/SALES	11255	693	13.4	6.2	95	2922	15.2	26.0	107	1267	15.8	11.3	111	869	14.8	7.7	104
PRECISION/CRAFT	11607	830	16.1	7.2	110	3244	16.9	27.9	116	1172	14.6	10.1	100	972	16.5	8.4	113
OTHER EMPLOYED	18534	1180	22.9	6.4	98	4681	24.4	25.3	104	2140	26.7	11.5	114	1597	27.2	8.6	116
SINGLE	19562	1416	27.5	7.2	111	4899	25.6	25.0	104	2145	26.8	11.0	109	1546	26.3	7.9	107
MARRIED	51896	3224	62.5	6.2	96	12707	66.3	24.5	101	5043	63.0	9.7	96	3832	65.2	7.4	100
DIVORCED/SEPARATED/WIDOWED	7804	516	10.0	6.6	102	1564	8.2	20.0	83	823	10.3	10.5	104	497	8.5	6.4	86
PARENTS	25372	1666	32.3	6.6	101	7514	39.2	29.6	122	2705	33.8	10.7	105	2398	40.8	9.5	128
WHITE	69658	4642	90.0	6.7	102	17503	91.3	25.1	104	7234	90.3	10.4	103	4838	82.3	6.9	94
BLACK	7909	*386	7.5	4.9	75	1349	7.0	17.1	71	678	8.5	8.6	85	1012	17.2	12.8	173
OTHER	1696	**128	2.5	7.5	116	*319	1.7	18.8	78	**98	1.2	5.8	57	**25	0.4	1.5	20
NORTHEAST-CENSUS	17202	1103	21.4	6.4	99	4259	22.2	24.8	102	1673	20.9	9.7	96	1234	21.0	7.2	97
NORTH CENTRAL	20461	1193	23.1	5.8	90	5035	26.3	24.6	102	2071	25.9	10.1	100	1316	22.4	6.4	87
SOUTH	26695	1806	35.0	6.8	104	5962	31.1	22.3	92	2916	36.4	10.9	108	2242	38.2	8.4	113
WEST	14906	1054	20.4	7.1	109	3914	20.4	26.3	109	1351	16.9	9.1	90	1084	18.5	7.3	98
NORTHEAST-MKTG.	17962	1069	20.7	6.0	91	4147	21.6	23.1	95	1727	21.6	9.6	95	1149	19.6	6.4	86
EAST CENTRAL	11741	795	15.4	6.8	104	2819	14.7	24.0	99	1228	15.3	10.5	103	930	15.8	7.9	107
WEST CENTRAL	13518	786	15.2	5.8	89	3529	18.4	26.1	108	1319	16.5	9.8	97	939	16.0	6.9	94
SOUTH	23168	1624	31.5	7.0	108	5513	28.8	23.8	98	2630	32.8	11.4	112	2008	34.2	8.7	117
PACIFIC	12874	882	17.1	6.9	105	3162	16.5	24.6	102	1107	13.8	8.6	85	850	14.5	6.6	89
COUNTY SIZE A	32536	1980	38.4	6.1	93	7691	40.1	23.6	98	3101	38.7	9.5	94	2269	38.6	7.0	94
COUNTY SIZE B	23814	1571	30.5	6.6	101	5927	30.9	24.9	103	2323	29.0	9.8	97	1711	29.1	7.2	97
COUNTY SIZE C	12663	848	16.4	6.7	103	2831	14.8	22.4	92	1273	15.9	10.1	99	999	17.0	7.9	106
COUNTY SIZE D	10190	758	14.7	7.4	114	2721	14.2	26.7	110	1313	16.4	12.9	128	896	15.3	8.8	119
METRO CENTRAL CITY	23190	1502	29.1	6.5	100	5488	28.6	23.7	98	2104	26.3	9.1	90	1476	25.1	6.4	86
METRO SUBURBAN	36920	2252	43.7	6.1	94	8933	46.6	24.2	100	3615	45.1	9.8	97	2631	44.8	7.1	96
NON METRO	19152	1402	27.2	7.3	113	4750	24.8	24.8	103	2291	28.6	12.0	118	1768	30.1	9.2	125
TOP 5 ADI'S	18703	1149	22.3	6.1	94	4729	24.7	25.3	105	1697	21.2	9.1	90	1135	19.3	6.1	82
TOP 10 ADI'S	26158	1577	30.6	6.0	93	6264	32.7	23.9	99	2572	32.1	9.8	97	1817	30.9	6.9	94
TOP 20 ADI'S	36612	2304	44.7	6.3	97	8791	45.9	24.0	99	3612	45.1	9.9	98	2499	42.5	6.8	92
HSGLD INC. \$50,000 OR MORE	9326	635	12.3	6.8	105	2138	11.2	22.9	95	577	7.2	6.2	61	*450	7.7	4.8	65
\$40,000 OR MORE	18002	1141	22.1	6.3	97	4433	23.1	24.6	102	1406	17.6	7.8	77	919	15.6	5.1	69
\$30,000 OR MORE	31361	2077	40.3	6.6	102	8137	42.4	25.9	107	2938	36.7	9.4	93	1860	31.7	5.9	80
\$25,000 OR MORE	39858	2636	51.1	6.6	102	10370	54.1	26.0	108	3821	47.7	9.6	95	2414	41.1	6.1	82
\$20,000 - \$24,999	8664	633	12.3	7.3	112	2186	11.4	25.2	104	1027	12.8	11.9	117	651	11.1	7.5	101
\$15,000 - \$19,999	7964	*451	8.7	5.7	87	2115	11.0	26.6	110	858	10.7	10.8	107	623	10.6	7.8	106
\$10,000 - \$14,999	11093	659	12.8	5.9	91	2416	12.6	21.8	90	876	10.9	7.9	78	1024	17.4	9.2	125
UNDER \$10,000	11683	777	15.1	6.7	102	2083	10.9	17.8	74	1429	17.8	12.2	121	1163	19.8	10.0	134
HOUSEHOLD OF 1 PERSON	7453	573	11.1	7.7	118	1603	8.4	21.5	89	756	9.4	10.1	100	498	8.5	6.7	90
2 PEOPLE	24757	1641	31.8	6.6	102	4897	25.5	19.8	82	2383	29.8	9.6	95	1619	27.6	6.5	88
3 OR 4 PEOPLE	32682	2100	40.7	6.4	99	8677	45.3	26.5	110	3225	40.3	9.9	98	2337	39.8	7.2	96
5 OR MORE PEOPLE	14370	841	16.3	5.9	90	3994	20.8	27.8	115	1647	20.6	11.5	113	1421	24.2	9.9	133
NO CHILD IN HSHLD	46768	3166	61.4	6.8	104	9781	51.0	20.9	86	4520	56.4	9.7	96	2665	45.4	5.7	77
CHILD(REN) UNDER 2 YRS	4799	**213	4.1	4.4	68	1694	8.8	35.3	146	554	6.9	11.5	114	653	11.1	13.6	184
2 - 5 YEARS	11125	659	12.8	5.9	91	3756	19.6	33.8	140	1170	14.6	10.5	104	1198	20.4	10.8	145
6 - 11 YEARS	14193	782	15.2	5.5	85	4296	22.4	30.3	125	1522	19.0	10.7	106	1480	25.2	10.4	141
12 - 17 YEARS	17402	1101	21.4	6.3	97	4459	23.3	25.6	106	1836	22.9	10.6	104	1535	26.1	8.8	119
RESIDENCE OWNED	56398	3453	67.0	6.1	94	13425	70.0	23.8	98	5393	67.3	9.6	95	3725	63.4	6.6	89
VALUE: \$50,000 OR MORE	34811	2064	40.0	5.9	91	8340	43.5	24.0	99	2891	36.1	8.3	82	1894	32.2	5.4	73
VALUE: UNDER \$50,000	21587	1389	26.9	6.4	99	5085	26.5	23.6	97	2503	31.2	11.6	115	1831	31.2	8.5	114

			TOTAL U.S. '000	SLEEPLESSNESS				SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL MALES			79263	5156	100.0	6.5	100	19170	100.0	24.2	100	8010	100.0	10.1	100	5875	100.0	7.4	100
MAGAZINES	QUINTILE 1	16033	1173	22.8	7.3	112	4332	22.6	27.0	112	1744	21.8	10.9	108	1412	24.0	8.8	119	
	QUINTILE 2	15354	1095	21.2	7.1	110	4146	21.6	27.0	112	1663	20.8	10.8	107	1065	18.1	6.9	94	
	QUINTILE 3	15888	1001	19.4	6.3	97	3888	20.3	24.5	101	1620	20.2	10.2	101	1215	20.7	7.6	103	
	QUINTILE 4	17310	1141	22.1	6.6	101	3913	20.4	22.6	93	1567	19.6	9.1	90	1147	19.5	6.6	89	
	QUINTILE 5	14677	746	14.5	5.1	78	2891	15.1	19.7	81	1416	17.7	9.6	95	1036	17.6	7.1	95	
NEWSPAPERS	QUINTILE 1	15277	1020	19.8	6.7	103	3629	18.9	23.8	98	1282	16.0	8.4	83	918	15.6	6.0	81	
	QUINTILE 2	22745	1464	28.4	6.4	99	5516	28.8	24.3	100	2191	27.4	9.6	95	1512	25.7	6.6	90	
	QUINTILE 3	10692	669	13.0	6.3	96	2822	14.7	26.4	109	1340	16.7	12.5	124	1041	17.7	9.7	131	
	QUINTILE 4	11646	680	13.2	5.8	90	2911	15.2	25.0	103	997	12.4	8.6	85	618	10.5	5.3	72	
	QUINTILE 5	18903	1323	25.7	7.0	108	4293	22.4	22.7	94	2200	27.5	11.6	115	1787	30.4	9.5	128	
OUTDOOR	QUINTILE 1	16620	1067	20.7	6.4	99	4530	23.6	27.3	113	1496	18.7	9.0	89	1343	22.9	8.1	109	
	QUINTILE 2	16377	1059	20.5	6.5	99	4414	23.0	27.0	111	1973	24.6	12.0	119	1362	23.2	8.3	112	
	QUINTILE 3	15995	1092	21.2	6.8	105	3569	18.6	22.3	92	1638	20.4	10.2	101	1120	19.1	7.0	94	
	QUINTILE 4	15592	1005	19.5	6.4	99	3663	19.1	23.5	97	1615	20.2	10.4	102	1005	17.1	6.4	87	
	QUINTILE 5	14679	933	18.1	6.4	98	2995	15.6	20.4	84	1289	16.1	8.8	87	1046	17.8	7.1	96	
RADIO-DRIVE TIME	QUINTILE 1	15746	951	18.4	6.0	93	4124	21.5	26.2	108	1825	22.8	11.6	115	1468	25.0	9.3	126	
	QUINTILE 2	15067	892	17.3	5.9	91	3776	19.7	25.1	104	1447	18.1	9.6	95	1063	18.1	7.1	95	
	QUINTILE 3	15631	1128	21.9	7.2	111	3755	19.6	24.0	99	1361	17.0	8.7	86	1151	19.6	7.4	99	
	QUINTILE 4	16245	1236	24.0	7.6	117	3845	20.1	23.7	98	1772	22.1	10.9	108	1356	23.1	8.3	113	
	QUINTILE 5	16573	949	18.4	5.7	88	3671	19.1	22.2	92	1606	20.0	9.7	96	837	14.2	5.1	68	
RADIO-MID- DAY	TERCILE 1	21788	1325	25.7	6.1	93	5293	27.6	24.3	100	2398	29.9	11.0	109	1761	30.0	8.1	109	
	TERCILE 2	21151	1387	26.9	6.6	101	5250	27.4	24.8	103	1991	24.9	9.4	93	1478	25.2	7.0	94	
	TERCILE 3	36323	2444	47.4	6.7	103	8627	45.0	23.8	98	3622	45.2	10.0	99	2636	44.9	7.3	98	
RADIO-TOTAL	QUINTILE 1	15977	950	18.4	5.9	91	4222	22.0	26.4	109	1754	21.9	11.0	109	1456	24.8	9.1	123	
	QUINTILE 2	15923	1206	23.4	7.6	116	3800	19.8	23.9	99	1606	20.0	10.1	100	1129	19.2	7.1	96	
	QUINTILE 3	14980	749	14.5	5.0	77	3704	19.3	24.7	102	1307	16.3	8.7	86	960	16.3	6.4	86	
	QUINTILE 4	17123	1289	25.0	7.5	116	4238	22.1	24.8	102	1878	23.4	11.0	109	1549	26.4	9.0	122	
	QUINTILE 5	15260	961	18.6	6.3	97	3208	16.7	21.0	87	1466	18.3	9.6	95	780	13.3	5.1	69	
TV-PRIME TIME	QUINTILE 1	15674	918	17.8	5.9	90	3640	19.0	23.2	96	1493	18.6	9.5	94	1152	19.6	7.3	99	
	QUINTILE 2	15944	988	19.2	6.2	95	3657	19.1	22.9	95	1760	22.0	11.0	109	1316	22.4	8.3	111	
	QUINTILE 3	16037	1235	24.0	7.7	118	4421	23.1	27.6	114	1587	19.8	9.9	98	1263	21.5	7.9	106	
	QUINTILE 4	15412	924	17.9	6.0	92	3816	19.9	24.8	102	1526	19.1	9.9	98	1189	20.2	7.7	104	
	QUINTILE 5	16194	1091	21.2	6.7	104	3636	19.0	22.5	93	1643	20.5	10.1	100	955	16.3	5.9	80	
TV-DAYTIME	TERCILE 1	19156	1298	25.2	6.8	104	4052	21.1	21.2	87	2032	25.4	10.6	105	1546	26.3	8.1	109	
	TERCILE 2	19343	1373	26.6	7.1	109	4512	23.5	23.3	96	2284	28.5	11.8	117	1414	24.1	7.3	99	
	TERCILE 3	40764	2485	48.2	6.1	94	10607	55.3	26.0	108	3694	46.1	9.1	90	2916	49.6	7.2	97	
TV-TOTAL	QUINTILE 1	15844	1130	21.9	7.1	110	3529	18.4	22.3	92	1831	22.9	11.6	114	1379	23.5	8.7	117	
	QUINTILE 2	15767	1044	20.2	6.6	102	3461	18.1	22.0	91	1468	18.3	9.3	92	1044	17.8	6.6	89	
	QUINTILE 3	15775	817	15.8	5.2	80	3625	18.9	23.0	95	1545	19.3	9.8	97	1096	18.7	6.9	94	
	QUINTILE 4	15903	1140	22.1	7.2	110	4344	22.7	27.3	113	1630	20.3	10.2	101	1108	18.9	7.0	94	
	QUINTILE 5	15974	1025	19.9	6.4	99	4212	22.0	26.4	109	1537	19.2	9.6	95	1248	21.2	7.8	105	
MAGAZINES-NEWSPAPERS: DUAL			21225	1542	29.9	7.3	112	5511	28.7	26.0	107	2125	26.5	10.0	99	1330	22.6	6.3	85
MAGAZINE IMPERATIVE			17728	1246	24.2	7.0	108	4967	25.9	28.0	116	2156	26.9	12.2	120	1721	29.3	9.7	131
NEWSPAPER IMPERATIVE			22987	1353	26.2	5.9	90	5144	26.8	22.4	93	2047	25.6	8.9	88	1586	27.0	6.9	93
MAGAZINES-OUTDOOR: DUAL			16244	1033	20.0	6.4	98	4631	24.2	28.5	118	1729	21.6	10.6	105	1431	24.4	8.8	119
MAGAZINE IMPERATIVE			24016	1758	34.1	7.3	113	5828	30.4	24.3	100	2543	31.7	10.6	105	1616	27.5	6.7	91
OUTDOOR IMPERATIVE			26020	1645	31.9	6.3	97	6309	32.9	24.2	100	2557	31.9	9.8	97	1963	33.4	7.5	102
MAGAZINES-RADIO: DUAL			16918	1311	25.4	7.7	119	4740	24.7	28.0	116	1710	21.3	10.1	100	1346	22.9	8.0	107
MAGAZINE IMPERATIVE			23456	1583	30.7	6.7	104	5934	31.0	25.3	105	2513	31.4	10.7	106	1733	29.5	7.4	100
RADIO IMPERATIVE			23900	1254	24.3	5.2	81	5472	28.5	22.9	95	2367	29.6	9.9	98	1862	31.7	7.8	105
MAGAZINES-TELEVISION: DUAL			15791	1084	21.0	6.9	106	3846	20.1	24.4	101	1697	21.2	10.7	106	1388	23.6	8.8	119
MAGAZINE IMPERATIVE			25476	1816	35.2	7.1	110	7105	37.1	27.9	115	2762	34.5	10.8	107	1855	31.6	7.3	98
TELEVISION IMPERATIVE			25744	1550	30.1	6.0	93	5227	27.3	20.3	84	2380	29.7	9.2	91	1702	29.0	6.6	89
NEWSPAPERS-OUTDOOR: DUAL			17628	1109	21.5	6.3	97	4827	25.2	27.4	113	1818	22.7	10.3	102	1228	20.9	7.0	94
NEWSPAPER IMPERATIVE			26414	1757	34.1	6.7	102	5828	30.4	22.1	91	2456	30.7	9.3	92	1721	29.3	6.5	88
OUTDOOR IMPERATIVE			23059	1455	28.2	6.3	97	5911	30.8	25.6	106	2412	30.1	10.5	104	2013	34.3	8.7	118
NEWSPAPERS-RADIO: DUAL			17996	1313	25.5	7.3	112	4688	24.5	26.1	108	1811	22.6	10.1	100	1198	20.4	6.7	90
NEWSPAPER IMPERATIVE			26269	1644	31.9	6.3	96	6168	32.2	23.5	97	2527	31.5	9.6	95	1757	29.9	6.7	90
RADIO IMPERATIVE			21342	1218	23.6	5.7	88	5280	27.5	24.7	102	2293	28.6	10.7	106	2038	34.7	9.5	129
NEWSPAPERS-TELEVISION: DUAL			17359	1097	21.3	6.3	97	3736	19.5	21.5	89	1794	22.4	10.3	102	1174	20.0	6.8	91
NEWSPAPER IMPERATIVE			26889	1771	34.3	6.6	101	7115	37.1	26.5	109	2472	30.9	9.2	91	1797	30.6	6.7	90
TELEVISION IMPERATIVE			21698	1490	28.9	6.9	106	5054	26.4	23.3	96	2378	29.7	11.0	108	1849	31.5	8.5	115
OUTDOOR-RADIO: DUAL			16456	1099	21.3	6.7	103	4618	24.1	28.1	116	1778	22.2	10.8	107	1285	21.9	7.8	105
OUTDOOR IMPERATIVE			25870	1649	32.0	6.4	98	6296	32.8	24.3	101	2559	31.9	9.9	98	1881	32.0	7.3	98
RADIO IMPERATIVE			23943	1497	29.0	6.3	96	5408	28.2	22.6	93</								

	TOTAL U.S. '000	SLEEPLESSNESS				SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	5156	100.0	6.5	100	19170	100.0	24.2	100	8010	100.0	10.1	100	5875	100.0	7.4	100
ATLANTIC MONTHLY	452	**30	0.6	6.6	102	**58	0.3	12.8	53	**62	0.8	13.7	136	**23	0.4	5.1	69
BARRON'S	1058	**61	1.2	5.8	89	212	1.1	20.0	83	**76	0.9	7.2	71	**49	0.8	4.6	62
BETTER HOMES & GARDENS	4773	266	5.2	5.6	86	1110	5.8	23.3	96	436	5.4	9.1	90	303	5.2	6.3	86
BON APPETIT	1037	**53	1.0	5.1	79	254	1.3	24.5	101	**79	1.0	7.6	75	**61	1.0	5.9	79
BUSINESS WEEK	3193	219	4.2	6.9	105	991	5.2	31.0	128	347	4.3	10.9	108	*262	4.5	8.2	111
CAR AND DRIVER	2705	*215	4.2	7.9	122	805	4.2	29.8	123	312	3.9	11.5	114	*182	3.1	6.7	91
CBS MAGAZINE NETWORK (GROSS)	5678	444	8.6	7.8	120	1583	8.3	27.9	115	593	7.4	10.4	103	588	10.0	10.4	140
CHANGING TIMES	1847	*173	3.4	9.4	144	426	2.2	23.1	95	*249	3.1	13.5	133	**109	1.9	5.9	80
COLONIAL HOMES	492	*118	0.3	3.7	56	*121	0.6	24.6	102	*225	0.3	5.1	50	*339	0.7	7.9	107
CONDE NAST MAG. PKG. (GROSS)	2066	**155	3.0	7.5	115	609	3.2	29.5	122	*157	2.0	7.6	75	*171	2.9	8.3	112
CONSUMERS DIGEST	1719	**76	1.5	4.4	68	311	1.6	18.1	75	**96	1.2	5.6	65	*140	2.4	8.1	110
COSMOPOLITAN	1762	**123	2.4	7.0	107	477	2.5	27.1	112	*119	1.5	6.8	67	*141	2.4	8.0	108
COUNTRY LIVING	1110	**78	1.5	7.0	108	300	1.6	27.0	112	*111	1.4	10.0	99	**73	1.2	6.6	89
CUISINE	660	**40	0.8	6.1	93	*147	0.8	22.3	92	*243	0.5	6.5	64	*238	0.6	5.8	78
CYCLE WORLD	1924	*167	3.2	8.7	133	642	3.3	33.4	138	*214	2.7	11.1	110	*245	4.2	12.7	172
DCI:CREATIVE IDEAS FOR LIV	437	**30	0.6	6.9	106	*107	0.6	24.5	101	**67	0.8	15.3	152	**33	0.6	7.6	102
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	*145	2.8	5.8	89	642	3.3	25.8	107	277	3.5	11.1	110	**115	2.0	4.6	62
DISCOVER	1279	*130	2.5	10.2	156	353	1.8	27.6	114	*151	1.9	11.8	117	**64	1.1	5.0	68
EBONY	2898	*112	2.2	3.9	59	479	2.5	16.5	68	239	3.0	8.2	82	315	5.4	10.9	147
ESQUIRE	1384	*89	1.7	6.4	99	278	1.5	20.1	83	*112	1.4	8.1	80	*147	2.5	10.6	143
ESSENCE	850	**33	0.6	3.9	60	*150	0.8	17.6	73	**93	1.2	10.9	108	**108	1.8	12.7	171
FAMILY CIRCLE	2430	*192	3.7	7.9	121	620	3.2	25.5	105	*227	2.8	9.3	92	*144	2.5	5.9	80
THE FAMILY HANDYMAN	2356	*179	3.5	7.6	117	619	3.2	26.3	109	*174	2.2	7.4	73	*151	2.6	6.4	86
FAMILY WEEKLY	11533	839	16.3	7.3	112	2806	14.6	24.3	101	1387	17.3	12.0	119	894	15.2	7.8	105
FIELD & STREAM	7444	472	9.2	6.3	97	2128	11.1	28.6	118	876	10.9	11.8	116	581	9.9	7.8	105
FOOD & WINE	416	**15	0.3	3.6	55	**71	0.4	17.1	71	**22	0.3	5.3	52	**39	0.7	9.4	126
FORBES	1865	**88	1.7	4.7	73	582	3.0	31.2	129	*194	2.4	10.4	103	*124	2.1	6.6	90
FORTUNE	1849	*122	2.4	6.6	101	550	2.9	29.7	123	*238	3.0	12.9	127	*148	2.5	8.0	108
GENTLEMEN'S QUARTERLY	2284	*207	4.0	9.1	139	606	3.2	26.5	110	*242	3.0	10.6	105	*259	4.4	11.3	153
GLAMOUR	538	**49	1.0	9.1	140	*147	0.8	27.3	113	**42	0.5	7.8	77	*257	1.0	10.6	143
GOLF DIGEST	1649	**108	2.1	6.5	101	422	2.2	25.6	106	*181	2.3	11.0	109	**96	1.6	5.8	79
GOLF DIGEST/TENNIS (GROSS)	2294	*195	3.8	8.5	131	527	2.7	23.0	95	*225	2.8	9.8	97	*134	2.3	5.8	79
GOLF MAGAZINE	1577	**119	2.3	7.5	116	479	2.5	30.4	126	*179	2.2	11.4	112	**79	1.3	5.0	68
GOLF MAGAZINE/SKI (GROSS)	2487	*246	4.8	9.9	152	734	3.8	29.5	122	246	3.1	9.9	98	*144	2.5	5.8	78
GOOD HOUSEKEEPING	2569	*146	2.8	5.7	87	738	3.8	28.7	119	259	3.2	10.1	100	*179	3.0	7.0	94
HARPER'S BAZAAR	431	**60	1.2	13.9	214	*139	0.7	32.3	133	**33	0.4	7.7	76	**40	0.7	9.3	125
HEALTH	788	**60	1.2	7.6	117	*160	0.8	20.3	84	*144	1.8	18.3	181	**69	1.2	8.8	118
HEARST MAG CORP. BUY (GROSS)	18781	1121	21.7	6.0	92	5074	26.5	27.0	112	1834	22.9	9.8	97	1420	24.2	7.6	102
HEARST MAN POWER (GROSS)	9169	550	10.7	6.0	92	2497	13.0	27.2	113	972	12.1	10.6	105	701	11.9	7.6	103
HEARST WOMAN POWER (GROSS)	5452	317	6.1	5.8	89	1454	7.6	26.7	110	487	6.1	8.9	88	443	7.5	8.1	110
HOUSE BEAUTIFUL	1020	**14	0.3	1.4	21	269	1.4	26.4	109	**89	1.1	8.7	86	**64	1.1	6.3	85
INC.	993	**36	0.7	3.6	56	271	1.4	27.3	113	**76	0.9	7.7	76	**65	1.1	6.5	88
JET	2808	*95	1.8	3.4	52	532	2.8	18.9	78	232	2.9	8.3	82	392	6.7	14.0	188
LADIES' HOME JOURNAL	1868	**90	1.7	4.8	74	429	2.2	23.0	95	**76	0.9	4.1	40	**115	2.0	6.2	83
LHJ FAMILY GRP COMBO(GROSS)	3582	*168	3.3	4.7	72	743	3.9	20.7	86	367	4.6	10.2	101	*265	4.5	7.4	100
LIFE	4817	367	7.1	7.6	117	1167	6.1	24.2	100	417	5.2	8.7	86	372	6.3	7.7	104
L.A. TIMES HOME MAGAZINE	1465	*171	3.3	11.7	179	419	2.2	28.6	118	*112	1.4	7.6	76	*104	1.8	7.1	96
MADEMOISELLE	460	**51	1.0	11.1	170	**230	1.2	50.0	207	*227	0.3	5.9	58	**31	0.5	6.7	91
MC CALL'S	1764	*175	3.4	9.9	153	460	2.4	26.1	108	*208	2.6	11.8	117	*139	2.4	7.9	106
MC CALL'S/WRK MOTHER (GROSS)	2062	*189	3.7	9.2	141	514	2.7	24.9	103	*258	3.2	12.5	124	*184	3.1	8.9	120
MECHANIX ILLUSTRATED	3625	*254	4.9	7.0	108	856	4.5	23.6	98	327	4.1	9.0	89	*196	3.3	5.4	73
METROPOLITAN HOME	495	**9	0.2	1.8	28	*124	0.6	25.1	104	**32	0.4	6.5	64	**28	0.5	5.7	76
MONEY	3017	*186	3.6	6.2	95	829	4.3	27.5	114	363	4.5	12.0	119	*270	4.6	8.9	121
MOTHER EARTH NEWS	1203	**75	1.5	6.2	96	378	2.0	31.4	130	*149	1.9	12.4	123	*446	0.8	3.8	52
MS.	*257	*19	0.4	7.4	114	*110	0.6	42.8	177	*117	0.2	6.6	65	**23	0.4	8.9	121
NATIONAL ENQUIRER	6921	515	10.0	7.4	114	1532	8.0	22.1	92	789	9.9	11.4	113	639	10.9	9.2	125
NATIONAL GEOGRAPHIC	11626	706	13.7	6.1	93	2861	14.9	24.6	102	1015	12.7	8.7	86	683	11.6	5.9	79
NATIONAL SUNDAY MAGAZINE PKG	49424	3164	61.4	6.4	98	12063	62.9	24.4	101	4972	62.1	10.1	100	3309	56.3	6.7	90
NATURAL HISTORY	753	**50	1.0	6.6	102	*197	1.0	26.2	108	*87	1.1	11.6	114	**51	0.9	6.8	91
NEW WOMAN	*296	**8	0.2	2.7	42	*136	0.7	45.9	190	*225	0.3	8.4	84	**26	0.4	8.8	119
NEW YORK INCLUDING CUE	541	**18	0.3	3.3	51	*174	0.9	32.2	133	**46	0.6	8.5	84	**50	0.9	9.2	125
THE NEW YORKER	1078	**75	1.5	7.0	107	236	1.2	21.9	91	*92	1.1	8.5	84	*21	0.4	1.9	26
NEWSWEEK	9602	553	10.7	5.8	89	2511	13.1	26.2	108	887	11.1	9.2	91	688	11.7	7.2	97
THE N.Y. TIMES DAILY EDITION	1376	*88	1.7	6.4	98	364	1.9	26.5	109	*81	1.0	5.9	58	*93	1.6	6.8	91
THE N.Y. TIMES MAGAZINE	2110	*134	2.6	6.4	98	560	2.9	26.5	110	*143	1.8	6.8	67	*175	3.0	8.3	112
OMNI	1927	*125	2.4	6.5	100	472	2.5	24.5	101	*160	2.0	8.3	82	*113	1.9	5.9	79
ON CABLE	911	**29	0.6	3.2	49	216	1.1	23.7	98	*81	1.0	8.9	88	**52	0.9	5.7	77
1001 HOME IDEAS	927	*119	0.4	2.0	32	*154	0.8	16.6	69	*147	1.8	15.9	157	*82	1.4	8.7	118
ORGANIC GARDENING	1430	**97	1.9	6.8	104	377	2.0	26.4	109	*155	1.9	10.8	107	*449	0.8	3.4	46
OUTDOOR LIFE	4064	*236	4.6	5.8	89	1348	7.0	33.2	137	395	4.9	9.7	96	319	5.4	7.8	106
PARADE MAGAZINE	24538	1581	30.7	6.4	99	6021	31.4	24.5	101	2302	28.7	9.4	93	1607	27.4	6.5	88

	TOTAL U.S. '000	SLEEPLESSNESS				SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL MALES	79263	5156	100.0	6.5	100	19170	100.0	24.2	100	8010	100.0	10.1	100	5875	100.0	7.4	100
PARENTS	1126	**51	1.0	4.5	70	370	1.9	32.9	136	**104	1.3	9.2	91	*127	2.2	11.3	152
PENTHOUSE	4157	331	6.4	8.0	122	1191	6.2	28.7	118	613	7.7	14.7	146	479	8.2	11.5	155
PEOPLE	7591	610	11.8	8.0	124	2087	10.9	27.5	114	837	10.4	11.0	109	626	10.7	8.2	111
PLAYBOY	8379	708	13.7	8.4	130	2372	12.4	28.3	117	1109	13.8	13.2	131	974	16.6	11.6	157
POPULAR HOT RODDING	2110	*246	4.8	11.7	179	748	3.9	35.5	147	*293	3.7	13.9	137	*274	3.9	10.8	145
POPULAR MECHANICS	4850	302	5.9	6.2	96	1216	6.3	25.1	104	577	7.2	11.9	118	383	6.5	7.9	107
POPULAR SCIENCE	3397	*254	4.9	7.5	115	884	4.6	26.0	108	*01	5.0	11.8	117	*184	3.1	5.4	73
PREVENTION	1720	**99	1.9	5.8	88	461	2.4	26.8	111	*247	3.1	14.4	142	*113	1.9	6.6	89
PSYCHOLOGY TODAY	1344	**84	1.6	6.3	96	365	1.9	27.2	112	*144	1.8	10.7	106	**121	2.1	9.0	121
READER'S DIGEST	16016	984	19.1	6.1	94	3652	19.1	22.8	94	1439	18.0	9.0	89	953	16.2	6.0	80
REDBOOK	1121	**48	0.9	4.3	66	*239	1.2	21.3	88	**109	1.4	9.7	96	**124	2.1	11.1	149
ROAD & TRACK	2161	**190	3.7	8.8	135	609	3.2	28.2	117	*219	2.7	10.1	100	*206	3.5	9.5	129
ROLLING STONE	1948	*227	4.4	11.7	179	556	2.9	28.5	118	*315	3.9	16.2	160	*171	2.9	8.8	118
RUNNER'S WORLD	899	**72	1.4	8.0	123	*216	1.1	24.0	99	**83	1.0	9.2	91	**88	1.5	9.8	132
SATURDAY EVENING POST	841	**86	1.7	10.2	157	*198	1.0	23.5	97	**66	0.8	7.8	78	**74	1.3	8.8	119
SCIENCE 84	841	**51	1.0	6.1	93	*200	1.0	23.8	98	**64	0.8	7.6	75	**11	0.2	1.3	18
SCIENCE DIGEST	1194	**86	1.7	7.2	111	299	1.6	25.0	104	**107	1.3	9.0	89	**40	0.7	3.4	45
SCIENTIFIC AMERICAN	1379	**50	1.0	3.6	56	416	2.2	30.2	125	**73	0.9	5.3	52	**125	2.1	9.1	122
SELF	436	**17	0.3	3.9	60	**70	0.4	16.1	66	**42	0.5	9.6	95	**47	0.8	10.8	145
SEVENTEEN	614	**29	0.6	4.7	73	**150	0.8	24.4	101	**78	1.0	12.7	126	**72	1.2	11.7	158
SKI	910	**127	2.5	14.0	215	255	1.3	28.0	116	**67	0.8	7.4	73	**65	1.1	7.1	96
SMITHSONIAN	2937	220	4.3	7.5	115	768	4.0	26.1	108	307	3.8	10.5	103	*255	4.3	8.7	117
SOAP OPERA DIGEST	545	**14	0.3	2.6	39	*162	0.8	29.7	123	**48	0.6	8.8	87	**78	1.3	14.3	193
SOUTHERN LIVING	2054	*115	2.2	5.6	86	535	2.8	26.0	108	*210	2.6	10.2	101	**82	1.4	4.0	54
SPORT	2799	*228	4.4	8.1	125	671	3.5	24.0	99	311	3.9	11.1	110	*268	4.6	9.6	129
THE SPORTING NEWS	1938	*160	3.1	8.3	127	520	2.7	26.8	111	*257	3.2	13.3	131	*215	3.7	11.1	150
SPORTS AFIELD	3125	*162	3.1	5.2	80	983	5.1	31.5	130	288	3.6	9.2	91	*279	4.7	8.9	120
SPORTS ILLUSTRATED	11159	733	14.2	6.6	101	2967	15.5	26.6	110	1094	13.7	9.8	97	916	15.6	8.2	111
STAR	4095	*225	4.4	5.5	84	908	4.7	22.2	92	376	4.7	9.2	91	312	5.3	7.6	103
SUNDAY	25169	1452	28.2	5.8	89	5847	30.5	23.2	96	2553	31.9	10.1	100	1504	25.6	6.0	81
SUNSET	1294	**76	1.5	5.9	90	*305	1.6	23.6	97	**84	1.0	6.5	64	**24	0.4	1.9	25
TV GUIDE	18508	1420	27.5	7.7	118	5034	26.3	27.2	112	1937	24.2	10.5	104	1560	26.6	8.4	114
TENNIS	645	**88	1.7	13.6	210	**105	0.5	16.3	67	**44	0.5	6.8	68	**38	0.6	5.9	79
TIME	12124	836	16.2	6.9	106	3109	16.2	25.6	106	1123	14.0	9.3	92	777	13.2	6.4	86
TOWN & COUNTRY	493	**52	1.0	10.5	162	*139	0.7	28.2	117	**55	0.7	11.2	110	**34	0.6	6.9	93
TRAVEL & LEISURE	1122	**99	1.9	8.8	136	282	1.5	25.1	104	*157	2.0	14.0	138	**83	1.4	7.4	100
TRUE STORY	690	**103	2.0	14.9	229	**193	1.0	28.0	116	**63	0.8	9.1	90	**91	1.5	13.2	178
U.S. NEWS & WORLD REPORT	6571	548	10.6	8.3	128	1640	8.6	25.0	103	740	9.2	11.3	111	470	8.0	7.2	97
USA TODAY	3120	246	4.8	7.9	121	850	4.4	27.2	113	294	3.7	9.4	93	206	3.5	6.6	89
US	1315	**58	1.1	4.4	68	395	2.1	30.0	124	**155	1.9	11.8	117	**90	1.5	6.8	92
VOGUE	632	**39	0.8	6.2	95	*162	0.8	25.6	106	**46	0.6	7.3	72	**35	0.6	5.5	75
HALL STREET JOURNAL	4247	258	5.0	6.1	93	1220	6.4	28.7	119	347	4.3	8.2	81	213	3.6	5.0	68
WEIGHT WATCHERS	398	**40	0.8	10.1	155	**132	0.7	33.2	137	**18	0.2	4.5	45	**23	0.4	5.8	78
WOMAN'S DAY	1139	**68	1.3	6.0	92	247	1.3	21.7	90	**93	1.2	8.2	81	**80	1.4	7.0	95
WORKING MOTHER	*298	**14	0.3	4.7	72	**55	0.3	18.5	76	**50	0.6	16.8	166	**45	0.8	15.1	204
WORKING WOMAN	327	**19	0.4	5.8	89	**30	0.2	9.2	38	**29	0.4	8.9	88	**34	0.6	10.4	140
WORLD TENNIS	397	**20	0.4	5.0	77	**113	0.6	28.5	118	**22	0.3	5.5	55	**28	0.5	7.1	95
ZIFF-DAVIS MAG NETWK (GROSS)	9635	683	13.2	7.1	109	2641	13.8	27.4	113	1084	13.5	11.3	111	786	13.4	8.2	110
BLAIR INSERTS	43762	2725	52.9	6.2	96	10711	55.9	24.5	101	4228	52.8	9.7	96	2849	48.5	6.5	88
DAILY NEWSPAPERS																	
READ ANY	52459	3316	64.3	6.3	97	12726	66.4	24.3	100	4832	60.3	9.2	91	3476	59.2	6.6	89
READ ONE	41891	2671	51.8	6.4	98	10125	52.8	24.2	100	3937	49.2	9.4	93	2817	47.9	6.7	91
READ TWO OR MORE	10568	645	12.5	6.1	94	2601	13.6	24.6	102	895	11.2	8.5	84	659	11.2	6.2	84
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	3342	64.8	6.4	99	12765	66.6	24.6	102	5247	65.5	10.1	100	3571	60.8	6.9	93
READ ONE	44561	2772	53.8	6.2	96	11013	57.4	24.7	102	4584	57.2	10.3	102	3093	52.6	6.9	94
READ TWO OR MORE	7368	571	11.1	7.7	119	1751	9.1	23.8	98	663	8.3	9.0	89	478	8.1	6.5	88
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.62				32.32				29.15				30.29			
30 DAY REACH	71522	4543	88.1	6.4	98	17634	92.0	24.7	102	7262	90.7	10.2	100	5327	90.7	7.4	100
50 SHWG - 30 DAY AV FREQ	15.55	15.36				16.93				15.14				15.95			
30 DAY REACH	68168	4375	84.9	6.4	99	16857	87.9	24.7	102	6966	87.0	10.2	101	5050	86.0	7.4	100
25 SHWG - 30 DAY AV FREQ	8.43	8.27				9.15				8.23				8.50			
30 DAY REACH	62898	4076	79.1	6.5	100	15589	81.3	24.8	102	6415	80.1	10.2	101	4735	80.6	7.5	102
CABLE TV: HOME WIRED	31664	2363	45.8	7.5	115	8089	42.2	25.5	106	3423	42.7	10.8	107	2448	41.7	7.7	104
HOME NOT WIRED	47599	2793	54.2	5.9	90	11081	57.8	23.3	96	4587	57.3	9.6	95	3427	58.3	7.2	97
HAVE PAY CABLE	17139	1362	26.4	7.9	122	4591	23.9	26.8	111	1985	24.8	11.6	115	1402	23.9	8.2	110

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	TOTAL U.S. '000	SLEEPLESSNESS				SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	5156	100.0	6.5	100	19170	100.0	24.2	100	8010	100.0	10.1	100	5875	100.0	7.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	1598	31.0	6.6	101	5426	28.3	22.3	92	2249	28.1	9.2	92	1536	26.1	6.3	85
NETWORK AFFILIATES - LATE	17197	1100	21.3	6.4	98	4110	21.4	23.9	99	1790	22.3	10.4	103	1407	23.9	8.2	110
INDEPENDENTS - LATE	2887	186	3.6	6.4	99	678	3.5	23.5	97	282	3.5	9.8	97	216	3.7	7.5	101
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 11301	845	16.4	7.5	115	2671	13.9	23.6	98	1253	15.6	11.1	110	1060	18.0	9.4	127
ABC MONDAY NIGHT MOVIE	A 4379	254	4.9	5.8	89	1066	5.6	24.3	101	435	5.4	9.9	98	386	6.6	8.8	119
ABC SUNDAY NIGHT MOVIE	A 9910	582	11.3	5.9	90	2449	12.8	24.7	102	1001	12.5	10.1	100	819	13.9	8.3	111
ABC WORLD NEWS TONIGHT	A 6212	486	9.4	7.8	120	1473	7.7	23.7	98	619	7.7	10.0	99	383	6.5	6.2	83
AFTERMASH	C 4575	*241	4.7	5.3	81	1096	5.7	24.0	99	286	3.6	6.3	62	*279	4.7	6.1	82
ALICE	C 6777	433	8.4	6.4	98	1445	7.5	21.3	88	738	9.2	10.9	108	515	8.8	7.6	103
AMERICAN PARADE	C 4868	379	7.4	7.8	120	1085	5.7	22.3	92	505	6.3	10.4	103	239	4.1	4.9	66
BENSON	A 7593	514	10.0	6.8	104	1662	8.7	21.9	91	661	8.3	8.7	86	609	10.4	8.0	108
BLUE THUNDER	A 6036	456	8.8	7.6	116	1413	7.4	23.4	97	698	8.7	11.6	114	517	8.8	8.6	116
CAGNEY & LACEY	C 7698	434	8.4	5.6	87	1887	9.8	24.5	101	732	9.1	9.5	94	618	10.5	8.0	108
CBS EVENING NEWS-DEAN	C 4066	277	5.4	6.8	105	820	4.3	20.2	83	323	4.0	7.9	79	*138	2.3	3.4	46
CBS EVENING NEWS-RATHER	C 8092	460	8.9	5.7	87	1713	8.9	21.2	88	614	7.7	7.6	75	411	7.0	5.1	69
CBS SAT. NEWS-SCHIEFFER	C 4795	338	6.6	7.0	108	1019	5.3	21.3	88	415	5.2	8.7	86	253	4.3	5.3	71
CBS SATURDAY NIGHT MOVIE	C 6034	373	7.2	6.2	95	1392	7.3	23.1	95	558	7.0	9.2	92	493	8.4	8.2	110
CBS WEDNESDAY NIGHT MOVIE	C 4993	298	5.8	6.0	92	1192	6.2	23.9	99	547	6.8	11.0	108	354	6.0	7.1	96
CHEERS	N 6976	601	11.7	8.6	132	2139	11.2	30.7	127	707	8.8	10.1	100	635	10.8	9.1	123
DALLAS	C 13575	738	14.3	5.4	84	3233	16.9	23.8	98	1304	16.3	9.6	95	1045	17.8	7.7	104
DIFF'RENT STROKES	N 3684	*257	5.0	7.0	107	950	5.0	25.8	107	456	5.7	12.4	122	395	6.7	10.7	145
DOUBLE TROUBLE	N 4462	307	6.0	6.9	106	1075	5.6	24.1	100	454	5.7	10.2	101	312	5.3	7.0	94
DUCK FACTORY	N 4810	380	7.4	7.9	121	1429	7.5	29.7	123	552	6.9	11.5	114	482	8.2	10.0	135
DUKES OF HAZZARD	C 5951	318	6.2	5.3	82	1418	7.4	23.8	99	513	6.4	8.6	85	482	8.2	8.1	109
DYNASTY	A 11325	566	11.0	5.0	77	2659	13.9	23.5	97	1002	12.5	8.8	88	953	16.2	8.4	114
FACTS OF LIFE	N 4512	312	6.1	6.9	106	1121	5.8	24.8	103	514	6.4	11.4	113	304	5.2	6.7	91
FALCON CREST	C 9215	509	9.9	5.5	85	2200	11.5	23.9	99	958	12.0	10.4	103	580	9.9	6.3	85
FALL GUY	A 8604	602	11.7	7.0	108	2080	10.9	24.2	100	905	11.3	10.5	104	705	12.0	8.2	111
FAMILY TIES	N 4179	316	6.1	7.6	116	982	5.1	23.5	97	332	4.1	7.9	79	328	5.6	7.8	106
FANTASY ISLAND	A 4781	311	6.0	6.5	100	1070	5.6	22.4	93	425	5.3	8.9	88	326	5.5	6.8	92
FOULUPS, BLEEPES & BLUNDERS	A 6697	308	6.0	4.6	71	1661	8.7	24.8	103	612	7.6	9.1	90	482	8.2	7.2	97
FOUR SEASONS	C 3873	*226	4.4	5.8	90	881	4.6	22.7	94	*216	2.7	5.6	55	*266	4.5	6.9	93
GIMME A BREAK	N 4310	352	6.8	8.2	126	985	5.1	22.9	94	406	5.1	9.4	93	407	6.9	9.4	127
HART TO HART	A 5751	293	5.7	5.1	78	1188	6.2	20.7	85	506	6.3	8.8	87	376	6.4	6.5	88
HILL STREET BLUES	N 8568	580	11.2	6.8	104	2233	11.6	26.1	108	730	9.1	8.5	84	602	10.2	7.0	95
HOTEL	A 8801	423	8.2	4.8	74	1869	9.7	21.2	88	691	8.6	7.9	78	662	11.3	7.5	101
JEFFERSONS	C 6978	446	8.7	6.4	98	1373	7.2	19.7	81	725	9.1	10.4	103	511	8.7	7.3	99
JENNIFER SLEPT HERE	N 3021	*218	4.2	7.2	111	762	4.0	25.2	104	471	5.9	15.6	154	305	5.2	10.1	136
KATE & ALLIE	C 6811	428	8.3	6.3	97	1713	8.9	25.2	104	699	8.7	10.3	102	569	9.7	8.4	113
KNIGHT RIDER	N 5256	367	7.1	7.0	107	1298	6.8	24.7	102	476	5.9	9.1	90	400	6.8	7.6	103
LOVE BOAT	A 7174	445	8.6	6.2	95	1584	8.3	22.1	91	489	6.1	6.8	67	424	7.2	5.9	80
MAGNUM PI	C 10438	625	12.1	6.0	92	2534	13.2	24.3	100	986	12.3	9.4	93	886	15.1	8.5	115
MAMA'S FAMILY	N 3488	*178	3.5	5.1	78	814	4.2	23.3	96	341	4.3	9.8	97	*222	3.8	6.4	86
MASTER, THE	N 4127	301	5.8	7.3	112	978	5.1	23.7	98	469	5.9	11.4	112	257	4.4	6.2	84
MATT HOUSTON	A 5978	369	7.2	6.2	95	1382	7.2	23.1	96	551	6.9	9.2	91	567	9.7	9.5	128
NBC MONDAY NIGHT MOVIE	N 10466	588	11.4	5.6	87	2728	14.2	26.1	108	1060	13.2	10.1	100	832	14.2	8.0	107
NBC NIGHTLY NEWS	N 5571	325	6.3	5.8	90	1249	6.5	22.4	93	576	7.2	10.3	102	387	6.6	6.9	94
NBC NIGHTLY NEWS-SAT	N 3675	*204	4.0	5.6	85	770	4.0	21.0	87	278	3.5	7.6	75	*260	4.4	7.1	95
NBC NIGHTLY NEWS-SUN	N 2905	*130	2.5	4.5	69	542	2.8	18.7	77	278	3.5	9.6	95	*195	3.3	6.7	91
NBC SUNDAY NIGHT MOVIE	N 8352	494	9.6	5.9	91	2267	11.8	27.1	112	998	12.5	11.9	118	808	13.8	9.7	131
NEWHART	C 8664	499	9.7	7.3	112	1667	8.7	24.3	100	703	8.8	10.2	101	639	10.9	9.3	126
ONE DAY AT A TIME	C 3866	*254	4.9	6.6	101	917	4.8	23.7	98	382	4.8	9.9	98	363	6.2	9.4	127
PEOPLE ARE FUNNY	N 3956	244	4.7	6.2	95	1046	5.5	26.4	109	454	5.7	11.5	114	304	5.2	7.7	104
REAL PEOPLE	N 6305	330	6.4	5.2	80	1386	7.2	22.0	91	583	7.3	9.2	92	344	5.9	5.5	74
REMINGTON STEELE	N 5884	320	6.2	5.4	84	1474	7.7	25.1	104	589	7.4	10.0	99	536	9.1	9.1	123
RIPLEY'S BELIEVE IT - NOT	A 5706	432	8.4	7.6	116	1251	6.5	21.9	91	549	6.9	9.6	95	444	7.6	7.8	105
RIPTIDE	N 6202	382	7.4	6.2	95	1554	8.1	25.1	104	647	8.1	10.4	103	469	8.0	7.6	102
SCARECROW & MRS. KING	C 6513	415	8.0	6.4	98	1601	8.4	24.6	102	655	8.2	10.1	100	508	8.6	7.8	105
SIMON & SIMON	C 8593	455	8.8	5.3	81	1940	10.1	22.6	93	743	9.3	8.6	86	596	10.1	6.9	94
60 MINUTES	C 13342	795	15.4	6.0	92	2879	15.0	21.6	89	1223	15.3	9.2	91	668	11.4	5.0	68
ST. ELSEWHERE	N 6029	390	7.6	6.5	99	1631	8.5	27.1	112	701	8.8	11.6	115	462	7.9	7.7	103
THREE'S COMPANY	A 8565	565	11.0	6.6	101	2048	10.7	23.9	99	786	9.8	9.2	91	679	11.6	7.9	107
T.J. HOOKER	A 7400	579	11.2	7.8	120	1630	8.5	22.0	91	671	8.4	9.1	90	532	9.1	7.2	97
TONIGHT SHOW	N 2433	175	3.4	7.2	111	608	3.2	25.0	103	342	4.3	14.1	139	278	4.7	11.4	154
TRAPPER JOHN, M.D.	C 5958	402	7.8	6.7	104	1393	7.3	23.4	97	664	8.3	11.1	110	549	9.3	9.2	124
TV BLOOPERS & PRAC. JOKES	N 9086	649	12.6	7.1	110	2206	11.5	24.3	100	933	11.6	10.3	102	838	14.3	9.2	124
20/20	A 8306	444	8.6	5.3	82	1995	10.4	24.0	99	840	10.5	10.1	100	468	8.0	5.6	76
WEBSTER	A 6788	437	8.5	6.4	99	1438	7.5	21.2	88	575	7.2	8.5	84	516	8.8	7.6	103
WORLD NEWS - SUN	A 2036	*197	3.8	9.7	149	466	2.4	22.9	95	*236	2.9	11.6	115	*200	3.4	9.8	133
YELLOW ROSE	N 3174	*185	3.6	5.8	90	673	3.5	21.2	88	331	4.1	10.4	103	264	4.5	8.3	112
TV VIEWING SPORTS EVENTS																	
BASEBALL	16307	903	17.5	5.5	85	3690	19.2	22.6	94	1558	19.5	9.6	95	1217	20.7	7.5	101
BASKETBALL - COLLEGE GAMES	10054	756	14.7	7.5	116	3008	15.7	29.9	124	1246	15.6	12.4	123	991	16.9	9.9	1

	TOTAL U.S. '000	ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	14252	100.0	16.1	100	13401	100.0	15.1	100	2297	100.0	2.6	100	4422	100.0	5.0	100
FEMALE HOMEOWNERS	80986	11773	82.6	14.5	90	12673	94.6	15.6	103	2243	97.6	2.8	107	4098	92.7	5.1	101
EMPLOYED MOTHERS	18702	4210	29.5	22.5	140	1144	8.5	6.1	40	*485	21.1	2.6	100	1155	26.1	6.2	124
18 - 24	14726	4912	34.5	33.4	207	*636	4.7	4.3	29	**283	12.3	1.9	74	*662	15.0	4.5	90
25 - 34	20202	5568	39.1	27.6	171	848	6.3	4.2	28	*562	24.5	2.8	107	995	22.5	4.9	99
35 - 44	14781	2155	15.1	14.6	90	1358	10.1	9.2	61	*446	19.4	3.0	116	997	22.5	6.7	135
45 - 54	11449	673	4.7	5.9	36	2110	15.7	18.4	122	*358	15.6	3.1	120	586	13.3	5.1	102
55 - 64	11846	*582	4.1	4.9	30	3361	25.1	28.4	187	*368	16.0	3.1	120	580	13.1	4.9	98
65 OR OLDER	15459	*362	2.5	2.3	15	5088	38.0	32.9	217	*280	12.2	1.8	70	602	13.6	3.9	78
18 - 34	34928	10481	73.5	30.0	186	1484	11.1	4.2	28	845	36.8	2.4	93	1657	37.5	4.7	95
18 - 49	55154	13087	91.8	23.7	147	3842	28.7	7.0	46	1480	64.4	2.7	103	2934	66.4	5.3	106
25 - 54	46433	8396	58.9	18.1	112	4315	32.2	9.3	61	1366	59.5	2.9	113	2578	58.3	5.6	111
35 - 49	20226	2606	18.3	12.9	80	2358	17.6	11.7	77	635	27.6	3.1	121	1276	28.9	6.3	126
50 OR OLDER	33310	1166	8.2	3.5	22	9559	71.3	28.7	189	817	35.6	2.5	94	1488	33.6	4.5	89
GRADUATED COLLEGE	12110	2939	20.6	24.3	151	1433	10.7	11.8	78	*327	14.2	2.7	104	780	17.6	6.4	129
ATTENDED COLLEGE	15309	3360	23.6	21.9	136	1908	14.2	12.5	82	*547	23.8	3.6	138	959	21.7	6.3	125
GRADUATED HIGH SCHOOL	36912	6002	42.1	16.3	101	4914	36.7	13.3	88	799	34.8	2.2	83	1779	40.2	4.8	96
DID NOT GRADUATE HIGH SCHOOL	24134	1951	13.7	8.1	50	5146	38.4	21.3	141	623	27.1	2.6	99	904	20.4	3.7	75
EMPLOYED FULL-TIME	35457	7400	51.9	20.9	130	3435	25.6	9.7	64	932	40.6	2.6	101	2159	48.8	6.1	122
EMPLOYED PART-TIME	8514	1818	12.8	21.4	133	786	5.9	9.2	61	**244	10.6	2.9	110	*396	9.0	4.7	93
NOT EMPLOYED	44494	5034	35.3	11.3	70	9180	68.5	20.6	136	1122	48.8	2.5	97	1867	42.2	4.2	84
PROFESSIONAL/MANAGER	10811	2508	17.6	23.2	144	1287	9.6	11.9	79	*354	15.4	3.3	126	875	19.8	8.1	162
TECH/CLERICAL/Sales	19640	4418	31.0	22.5	140	1696	12.7	8.6	57	*519	22.6	2.6	102	954	21.6	4.9	97
PRECISION/CRAFT	1023	**240	1.7	23.5	146	*997	0.7	9.5	63	*116	0.7	1.6	60	**42	0.9	4.1	82
OTHER EMPLOYED	12498	2052	14.4	16.4	102	1141	8.5	9.1	60	*286	12.5	2.3	88	684	15.5	5.5	109
SINGLE	15995	4625	32.5	28.9	179	1182	8.8	7.4	49	*391	17.0	2.4	94	782	17.7	4.9	98
MARRIED	51689	7668	53.8	14.8	92	7722	57.6	14.9	99	1255	54.6	2.4	94	2895	65.5	5.6	112
DIVORCED/SEPARATED/WIDOWED	20780	1960	13.8	9.4	59	4497	33.6	21.6	143	651	28.3	3.1	121	745	16.8	3.6	72
PARENTS	33922	7039	49.4	20.8	129	2302	17.2	6.8	45	959	41.8	2.8	109	1814	41.0	5.3	107
WHITE	76422	12969	91.0	17.0	105	11881	88.7	15.5	103	1953	85.0	2.6	98	3905	88.3	5.1	102
BLACK	10066	985	6.9	9.8	61	1234	9.2	12.3	81	*319	13.9	3.2	122	*421	9.5	4.2	84
OTHER	1976	**298	2.1	15.1	94	**285	2.1	14.4	95	**25	1.1	1.3	49	*96	2.2	4.9	97
NORTHEAST-CENSUS	19803	3002	21.1	15.2	94	2512	18.7	12.7	84	*408	17.8	2.1	79	903	20.4	4.6	91
NORTH CENTRAL	22181	3648	25.6	16.4	102	3887	29.0	17.5	116	460	20.0	2.1	80	947	21.4	4.3	85
SOUTH	30082	4130	29.0	13.7	85	4702	35.1	15.6	103	855	37.2	2.8	109	1380	31.2	4.6	92
WEST	16398	3473	24.4	21.2	131	2300	17.2	14.0	93	*575	25.0	3.5	135	1192	27.0	7.3	145
NORTHEAST-MKTG.	20163	2999	21.0	14.9	92	2411	18.0	12.0	79	475	20.7	2.4	91	878	19.9	4.4	87
EAST CENTRAL	13054	2061	14.5	15.8	98	2071	15.5	15.9	105	*257	11.2	2.0	76	630	14.2	4.8	97
WEST CENTRAL	14993	2718	19.1	18.1	113	2825	21.1	18.8	124	*306	13.3	2.0	79	620	14.0	4.1	83
SOUTH	25785	3473	24.4	13.5	84	4075	30.4	15.8	104	744	32.4	2.9	111	1162	26.3	4.5	90
PACIFIC	14470	3001	21.1	20.7	129	2018	15.1	13.9	92	*516	22.5	3.6	137	1132	25.6	7.8	157
COUNTY SIZE A	36705	5892	41.3	16.1	100	4791	35.8	13.1	86	1086	47.3	3.0	114	1974	44.6	5.4	108
COUNTY SIZE B	26819	4684	32.9	17.5	108	3906	29.1	14.6	96	640	27.9	2.4	92	1237	28.0	4.6	92
COUNTY SIZE C	13597	1714	15.3	16.0	99	2299	17.2	16.9	112	*334	14.5	2.5	95	783	17.7	5.8	115
COUNTY SIZE D	11344	1502	10.5	13.2	82	2404	17.9	21.2	140	**237	10.3	2.1	80	*429	9.7	3.8	76
METRO CENTRAL CITY	26825	4464	31.3	16.6	103	3343	24.9	12.5	82	779	33.9	2.9	112	1500	33.9	5.6	112
METRO SUBURBAN	39912	6811	47.8	17.1	106	6051	45.2	15.2	100	1039	45.2	2.6	100	1937	43.8	4.9	97
NON METRO	21728	2978	20.9	13.7	85	4006	29.9	18.4	122	*479	20.9	2.2	85	985	22.3	4.5	91
TOP 5 ADI'S	20847	3250	22.8	15.6	97	2633	19.6	12.6	83	*491	21.4	2.4	91	1207	27.3	5.8	116
TOP 10 ADI'S	28719	4263	29.9	14.8	92	3673	27.4	12.8	84	684	29.8	2.4	92	1429	32.3	5.0	100
TOP 20 ADI'S	40904	6556	46.0	16.0	99	5352	39.9	13.1	86	967	42.1	2.4	91	2008	45.4	4.9	98
HSGLD INC. \$50,000 OR MORE	7931	1441	10.1	18.2	113	956	7.1	12.1	80	**160	7.0	2.0	78	*515	11.6	6.5	130
\$40,000 OR MORE	15233	2990	21.0	19.6	122	1723	12.9	11.3	75	*413	18.0	2.7	104	1025	23.2	6.7	135
\$30,000 OR MORE	28333	5535	38.8	19.5	121	3171	23.7	11.2	74	703	30.6	2.5	96	1786	40.4	6.3	126
\$25,000 OR MORE	36417	7205	50.6	19.8	123	4155	31.0	11.4	75	921	40.1	2.5	97	2169	49.1	6.0	119
\$20,000 - \$24,999	9943	1857	13.0	18.7	116	1412	10.5	14.2	94	*171	7.4	1.7	66	*340	7.7	3.4	68
\$15,000 - \$19,999	9211	1336	9.4	14.5	90	1293	9.6	14.0	93	**209	9.1	2.3	87	*456	10.3	5.0	99
\$10,000 - \$14,999	13477	1936	13.6	14.4	89	2467	18.4	18.3	121	*396	17.2	2.9	113	787	17.8	5.8	117
UNDER \$10,000	19418	1917	13.5	9.9	61	4074	30.4	21.0	138	601	26.2	3.1	119	671	15.2	3.5	69
HOUSEHOLD OF 1 PERSON	11987	1006	7.1	8.4	52	2965	22.1	24.7	163	259	11.3	2.2	83	445	10.1	3.7	74
2 PEOPLE	27046	3521	24.7	13.0	81	5546	41.4	20.5	135	760	33.1	2.8	108	1410	31.9	5.2	104
3 OR 4 PEOPLE	34251	7028	49.3	20.5	127	3834	28.6	11.2	74	870	37.9	2.5	98	1774	40.1	5.2	104
5 OR MORE PEOPLE	15180	2698	18.9	17.8	110	1055	7.9	6.9	46	*408	17.8	2.7	104	*794	18.0	5.2	105
NO CHILD IN HSHLD	49819	6042	42.4	12.1	75	10510	78.4	21.1	139	1230	53.5	2.5	95	2371	53.6	4.8	95
CHILD(REN) UNDER 2 YRS	6045	1358	9.5	22.5	139	**248	1.9	4.1	27	**129	5.6	2.1	82	**148	3.3	2.4	49
2 - 5 YEARS	15233	3308	23.2	21.7	135	724	5.4	4.8	31	*456	19.9	3.0	115	862	19.5	5.7	113
6 - 11 YEARS	16260	3586	25.2	22.1	137	1080	8.1	6.6	44	*539	23.5	3.3	128	827	18.7	5.1	102
12 - 17 YEARS	19173	3649	25.6	19.0	118	1735	12.9	9.0	60	616	26.8	3.2	124	1178	26.6	6.1	123
RESIDENCE OWNED	61371	8576	60.2	14.0	87	10730	80.1	17.5	115	1416	61.6	2.3	89	3125	70.7	5.1	102
VALUE: \$50,000 OR MORE	35355	5141	36.1	14.5	90	5534	41.3	15.7	103	821	35.7	2.3	89	1863	42.1	5.3	105
VALUE: UNDER \$50,000	26016	3435	24.1	13.2	82	5196	38.8	20.0	132	595	25.9	2.3	88	1262	28.5	4.9	97

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

			ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT				
			TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES			88464	14252	100.0	16.1	100	13401	100.0	15.1	100	2297	100.0	2.6	100	4422	100.0	5.0	100
MAGAZINES	QUINTILE 1	17988	3649	25.6	20.3	126	2484	18.5	13.8	91	599	26.1	3.3	128	1125	25.4	6.3	125	
	QUINTILE 2	19446	3327	23.3	17.1	106	3069	22.9	15.8	104	645	28.1	3.3	128	1028	23.2	5.3	106	
	QUINTILE 3	14626	2547	17.9	17.4	108	1801	13.4	12.3	81	*330	14.4	2.3	87	705	15.9	4.8	96	
	QUINTILE 4	16014	2608	18.3	16.3	101	2311	17.2	14.4	95	*346	15.1	2.2	83	771	17.4	4.8	96	
	QUINTILE 5	20389	2123	14.9	10.4	65	3736	27.9	18.3	121	*377	16.4	1.8	71	793	17.9	3.9	78	
NEWSPAPERS	QUINTILE 1	13830	2053	14.4	14.8	92	2311	17.2	16.7	110	*272	11.8	2.0	76	751	17.0	5.4	109	
	QUINTILE 2	26350	4255	29.9	16.1	100	4105	30.6	15.6	103	644	28.0	2.4	94	1253	28.3	4.8	99	
	QUINTILE 3	12415	2292	16.1	18.5	115	1780	13.3	14.3	95	*471	20.5	3.8	146	*619	14.0	5.0	100	
	QUINTILE 4	21911	3914	27.5	17.9	111	2695	20.1	12.3	81	603	26.3	2.8	106	1179	26.7	5.4	108	
	QUINTILE 5	13960	1739	12.2	12.5	77	2510	18.7	18.0	119	*307	13.4	2.2	85	620	14.0	4.4	89	
OUTDOOR	QUINTILE 1	16810	3714	26.1	22.1	137	1693	12.6	10.1	66	*431	18.8	2.6	99	1143	25.8	6.8	136	
	QUINTILE 2	17101	3018	21.2	17.6	110	2538	18.9	14.8	98	*324	14.1	1.9	73	856	19.4	5.0	100	
	QUINTILE 3	17579	2663	18.7	15.1	94	2848	21.3	16.2	107	*528	23.0	3.0	116	699	15.8	4.0	80	
	QUINTILE 4	18343	2736	19.2	14.9	93	2707	20.2	14.8	97	568	24.7	3.1	119	846	19.1	4.6	92	
	QUINTILE 5	18631	2121	14.9	11.4	71	3615	27.0	19.4	128	*447	19.5	2.4	92	878	19.9	4.7	94	
RADIO-DRIVE TIME	QUINTILE 1	17390	3181	22.3	18.3	114	2293	17.1	13.2	87	*512	22.3	2.9	113	933	21.1	5.4	107	
	QUINTILE 2	16591	3065	21.5	18.5	115	2379	17.8	14.3	95	*411	17.9	2.5	95	716	16.2	4.3	86	
	QUINTILE 3	16910	2838	19.9	16.8	104	2392	17.8	14.1	93	*406	17.7	2.4	92	937	21.2	5.5	111	
	QUINTILE 4	18002	2831	19.9	15.7	98	2604	19.4	14.5	95	*461	20.1	2.6	99	1024	23.2	5.7	114	
	QUINTILE 5	19572	2338	16.4	11.9	74	3733	27.9	19.1	126	508	22.1	2.6	100	812	18.4	4.1	83	
RADIO-MID- DAY	TERCILE 1	23248	4151	29.1	17.9	111	3102	23.1	13.3	88	615	26.8	2.6	102	1397	31.6	6.0	120	
	TERCILE 2	23667	4101	28.8	17.3	108	3407	25.4	14.4	95	619	26.9	2.6	101	1253	28.3	5.3	106	
	TERCILE 3	41549	6000	42.1	14.4	90	6892	51.4	16.6	109	1064	46.3	2.6	99	1772	40.1	4.3	85	
RADIO-TOTAL	QUINTILE 1	17786	3476	24.4	19.5	121	2301	17.2	12.9	85	511	22.2	2.9	111	905	20.5	5.1	102	
	QUINTILE 2	17316	3067	21.5	17.7	110	2388	17.8	13.8	91	*441	19.2	2.5	98	1018	23.0	5.9	118	
	QUINTILE 3	18428	2911	20.4	15.8	98	2431	18.1	13.2	87	*445	19.4	2.4	93	946	21.4	5.1	103	
	QUINTILE 4	17669	2745	19.3	15.5	96	2761	20.6	15.6	103	*433	18.9	2.5	94	852	19.3	4.8	96	
	QUINTILE 5	17265	2053	14.4	11.9	74	3521	26.3	20.4	135	*467	20.3	2.7	104	701	15.9	4.1	81	
TV-PRIME TIME	QUINTILE 1	17416	2208	15.5	12.7	79	3146	23.5	18.1	119	*425	18.5	2.4	94	880	19.9	5.1	101	
	QUINTILE 2	17413	2841	19.9	16.3	101	2618	19.5	15.0	99	*472	20.5	2.7	104	720	16.3	4.1	83	
	QUINTILE 3	17943	3071	21.5	17.1	106	2410	18.0	13.4	89	*486	21.2	2.7	104	947	21.4	5.3	106	
	QUINTILE 4	18442	3201	22.5	17.4	108	2681	20.0	14.5	96	*453	19.7	2.5	95	1105	25.0	6.0	120	
	QUINTILE 5	17250	2932	20.6	17.0	106	2546	19.0	14.8	97	*461	20.1	2.7	103	770	17.4	4.5	89	
TV-DAYTIME	TERCILE 1	29966	4303	30.2	14.4	89	5441	40.6	18.2	120	832	36.2	2.8	107	1323	29.9	4.4	88	
	TERCILE 2	29480	5192	36.4	17.6	109	4030	30.1	13.7	90	743	32.3	2.5	97	1497	33.9	5.1	102	
	TERCILE 3	29018	4757	33.4	16.4	102	3930	29.3	13.5	89	722	31.4	2.5	96	1602	36.2	5.5	110	
TV-TOTAL	QUINTILE 1	17740	2344	16.4	13.2	82	3257	24.3	18.4	121	530	23.1	3.0	115	805	18.2	4.5	91	
	QUINTILE 2	17674	2619	18.4	14.8	92	3112	23.2	17.6	116	514	22.4	2.9	112	733	16.6	4.1	83	
	QUINTILE 3	17730	2741	19.2	15.5	96	2632	19.6	14.8	98	*400	17.4	2.3	87	883	20.0	5.0	100	
	QUINTILE 4	17563	3181	22.3	18.1	112	2201	16.4	12.5	83	*393	17.1	2.2	86	1110	25.1	6.3	126	
	QUINTILE 5	17757	3368	23.6	19.0	118	2200	16.4	12.4	82	*460	20.0	2.6	100	890	20.1	5.0	100	
MAGAZINES-NEWSPAPERS: DUAL			23278	4049	28.4	17.4	108	3567	26.6	15.3	101	577	25.1	2.5	95	1395	31.5	6.0	120
MAGAZINE IMPERATIVE			21634	4361	30.6	20.2	125	2828	21.1	13.1	86	878	38.2	4.1	156	1181	26.7	5.5	109
NEWSPAPER IMPERATIVE			23455	3241	22.7	13.8	86	3682	27.5	15.7	104	*458	19.9	2.0	75	907	20.5	3.9	77
MAGAZINES-OUTDOOR: DUAL			17482	3810	26.7	21.8	135	2169	16.2	12.4	82	*405	17.6	2.3	89	1039	23.5	5.9	119
MAGAZINE IMPERATIVE			28830	4412	31.0	15.3	95	4645	34.7	16.1	106	1010	44.0	3.5	135	1528	34.6	5.3	106
OUTDOOR IMPERATIVE			26119	4245	29.8	16.3	101	3735	27.9	14.3	94	500	21.8	1.9	74	1258	28.4	4.8	96
MAGAZINES-RADIO: DUAL			20162	3898	27.4	19.3	120	2593	19.3	12.9	85	563	24.5	2.8	108	1265	28.6	6.3	126
MAGAZINE IMPERATIVE			26292	4384	30.8	16.7	103	4171	31.1	15.9	105	839	36.5	3.2	123	1298	29.4	4.9	99
RADIO IMPERATIVE			25308	4086	28.7	16.1	100	3477	25.9	13.7	91	530	23.1	2.1	81	1145	25.9	4.5	91
MAGAZINES-TELEVISION: DUAL			17312	2858	20.1	16.5	102	2677	20.0	15.5	102	602	26.2	3.5	134	678	15.3	3.9	78
MAGAZINE IMPERATIVE			29099	5711	40.1	19.6	122	3721	27.8	12.8	84	787	34.3	2.7	104	1835	41.5	6.3	126
TELEVISION IMPERATIVE			27505	3438	24.1	12.5	78	4998	37.3	18.2	120	609	26.5	2.2	85	1162	26.3	4.2	85
NEWSPAPERS-OUTDOOR: DUAL			18628	3654	25.6	19.6	122	2544	19.0	13.7	90	557	24.2	3.0	115	1085	24.5	5.8	117
NEWSPAPER IMPERATIVE			29178	3911	27.4	13.4	83	5021	37.5	17.2	114	703	30.6	2.4	93	1250	28.3	4.3	86
OUTDOOR IMPERATIVE			25260	4710	33.0	18.6	116	3338	24.9	13.2	87	575	25.0	2.3	88	1315	29.7	5.2	104
NEWSPAPERS-RADIO: DUAL			19246	3294	23.1	17.1	106	2886	21.5	15.0	99	*359	15.6	1.9	72	1008	22.8	5.2	105
NEWSPAPER IMPERATIVE			28155	4206	29.5	14.9	93	4648	34.7	16.5	109	825	35.9	2.9	113	1379	31.2	4.9	98
RADIO IMPERATIVE			25308	4653	32.6	18.4	114	3085	23.0	12.2	80	836	36.4	3.3	127	1385	31.3	5.5	109
NEWSPAPERS-TELEVISION: DUAL			18615	2710	19.0	14.6	90	3300	24.6	17.7	117	579	25.2	3.1	120	857	19.4	4.6	92
NEWSPAPER IMPERATIVE			29207	5048	35.4	17.3	107	4167	31.1	14.3	94	648	28.2	2.2	85	1527	34.5	5.2	105
TELEVISION IMPERATIVE			25472	3665	25.7	14.4	89	4325	32.3	17.0	112	708	30.8	2.8	107	1026	23.2	4.0	81
OUTDOOR-RADIO: DUAL			17292	3720	26.1	21.5	134	1929	14.4	11.2	74	*405	17.6	2.3	90	1026	23.2	5.9	119
OUTDOOR IMPERATIVE			26915	4384	30.8	16.3	101	4099	30.6	15.2	101	621	27.0	2.3	89	1386	31.3	5.1	103
RADIO IMPERATIVE			28938	4429	31.1	15.3	95	4263	31.8	14.7	97	863	37.6	3.0	115	1441	32.6	5.0	100

	TOTAL U.S. '000	ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	14252	100.0	16.1	100	13401	100.0	15.1	100	2297	100.0	2.6	100	4422	100.0	5.0	100
ATLANTIC MONTHLY	415	**41	0.3	9.9	61	**73	0.5	17.6	116	**3	0.1	0.7	28	**49	1.1	11.8	236
BARRON'S	522	**117	0.8	22.4	139	**29	0.2	5.6	37	**10	0.4	1.9	74	**29	0.7	5.6	111
BETTER HOMES & GARDENS	17429	2710	19.0	15.5	97	2930	21.9	16.8	111	466	20.3	2.7	103	973	22.0	5.6	112
BON APPETIT	2772	438	3.1	15.8	98	390	2.9	14.1	93	**49	2.1	1.8	68	*152	3.4	5.5	110
BUSINESS WEEK	1469	*211	1.5	14.4	89	*220	1.6	15.0	99	**36	1.6	2.5	94	**153	3.5	10.4	208
CAR AND DRIVER	397	**110	0.8	27.7	172	**5	0.0	1.3	8	**5	0.2	1.3	49	**54	1.2	13.6	272
CBS MAGAZINE NETWORK (GROSS)	1633	336	2.4	20.6	128	*189	1.4	11.6	76	**62	2.7	3.8	146	**186	4.2	11.4	228
CHANGING TIMES	1554	*197	1.4	12.7	79	229	1.7	14.7	97	**84	3.7	5.4	208	**137	3.1	8.8	176
COLONIAL HOMES	1304	*233	1.6	17.9	111	*139	1.0	10.7	70	**30	1.3	2.3	89	**88	2.0	6.7	135
CONDE NAST MAG. PKG. (GROSS)	17858	4476	31.4	25.1	156	1387	10.3	7.8	51	498	21.7	2.8	107	1084	24.5	6.1	121
CONSUMERS DIGEST	1406	*165	1.2	11.7	73	344	2.6	24.5	162	**64	2.8	4.6	175	**119	2.7	8.5	169
COSMOPOLITAN	8815	2354	16.5	26.7	166	787	5.9	8.9	59	289	12.6	3.3	126	546	12.3	6.2	124
COUNTRY LIVING	2636	542	3.8	20.6	128	391	2.9	14.8	98	**55	2.4	2.1	80	*163	3.7	6.2	124
CUISINE	1554	*244	1.7	15.7	97	253	1.9	16.3	107	**25	1.1	1.6	62	**76	1.7	4.9	98
CYCLE WORLD	469	**149	1.0	31.8	197	**40	0.3	8.5	56	**19	0.8	4.1	156	**63	1.4	13.4	269
DCI:CREATIVE IDEAS FOR LIV	2631	396	2.8	15.1	93	726	5.4	27.6	182	**78	3.4	3.0	114	*169	3.8	6.4	129
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1046	7.3	14.8	92	1595	11.9	22.6	149	*184	8.0	2.6	100	447	10.1	6.3	127
DISCOVER	998	*226	1.6	22.6	141	*115	0.9	11.5	76	**18	0.8	1.8	69	**119	2.7	11.9	239
EDMAY	4289	681	4.8	15.9	99	439	3.3	10.2	68	*171	7.4	4.0	154	*216	4.9	5.0	101
ESQUIRE	1176	*215	1.5	18.3	113	*211	1.6	17.9	118	*221	0.9	1.8	69	**94	2.1	8.0	160
ESSENCE	2392	476	3.3	19.9	124	*254	1.9	10.6	70	**113	4.9	4.7	182	*169	3.8	7.1	141
FAMILY CIRCLE	17209	3036	21.3	17.6	110	2781	20.8	16.2	107	525	22.9	3.1	117	933	21.1	5.4	108
THE FAMILY HANDYMAN	1184	*194	1.4	16.4	102	*155	1.2	13.1	86	**59	2.6	5.0	192	**57	1.3	4.8	96
FAMILY WEEKLY	12391	2135	15.0	17.2	107	1947	14.5	15.7	104	337	14.7	2.7	105	624	14.1	5.0	101
FIELD & STREAM	2438	446	3.1	18.3	114	371	2.8	15.2	100	**109	4.7	4.5	172	**148	3.3	6.1	121
FOOD & WINE	614	**91	0.6	14.8	92	**80	0.6	13.0	86	**19	0.8	3.1	119	**54	1.2	8.8	176
FORBES	813	*159	1.1	19.6	121	**113	0.8	13.9	92	**11	0.5	1.4	52	**69	1.6	8.5	170
FORTUNE	1083	*265	1.9	24.5	152	**141	1.1	13.0	86	**25	1.1	2.3	89	**68	1.5	6.3	126
GENTLEMEN'S QUARTERLY	1197	383	2.7	32.0	199	**64	0.5	5.3	35	**26	1.1	2.2	84	**111	2.5	9.3	186
GLAMOUR	6625	1806	12.7	27.3	169	495	3.7	7.5	49	*153	6.7	2.3	89	*362	8.2	5.5	109
GOLF DIGEST	707	**94	0.7	13.3	83	**117	0.9	16.5	109	**17	0.7	2.4	93	**12	0.3	1.7	34
GOLF DIGEST/TENNIS (GROSS)	1316	*226	1.6	17.2	107	**141	1.1	10.7	71	**65	2.8	4.9	190	**73	1.7	5.5	111
GOLF MAGAZINE	469	**37	0.3	7.9	49	**107	0.8	22.8	151	**4	0.2	0.9	33	**18	0.4	3.8	77
GOLF MAGAZINE/SKI (GROSS)	1060	*174	1.2	16.4	102	*155	1.2	14.6	97	**10	0.4	0.9	36	**71	1.6	6.7	134
GOOD HOUSEKEEPING	17784	3106	21.8	17.5	108	2933	21.9	16.5	109	520	22.6	2.9	113	919	20.8	5.2	103
HARPER'S BAZAAR	2931	569	4.0	19.4	120	281	2.1	9.6	63	**66	2.9	2.3	87	*214	4.8	7.3	146
HEALTH	2199	353	2.5	16.1	100	265	2.0	12.1	80	**77	3.4	3.5	135	*159	3.6	7.2	145
HEARST MAG CORP. BUY (GROSS)	49148	9708	88.1	19.8	123	6833	51.0	13.9	92	1475	64.2	3.0	116	2764	62.5	5.6	113
HEARST MAN POWER (GROSS)	2113	420	2.9	19.9	123	437	3.3	20.7	137	**87	3.8	4.1	159	**116	2.6	5.5	110
HEARST WOMAN POWER (GROSS)	35062	7116	49.9	20.3	126	4790	35.7	13.7	90	1094	47.6	3.1	120	1838	41.6	5.2	105
HOUSE BEAUTIFUL	3865	561	3.9	14.5	90	633	4.7	16.4	108	**126	5.5	3.3	126	*259	5.9	6.7	134
INC.	315	**62	0.4	19.7	122	**13	0.1	4.1	27	**2	0.1	0.6	24	**13	0.3	4.1	83
JET	3690	464	3.3	12.6	78	337	2.5	9.1	60	*66	7.2	4.5	173	*239	5.4	6.5	130
LADIES' HOME JOURNAL	12930	2417	17.0	18.7	116	2134	15.9	16.5	109	138	19.1	3.4	130	641	14.5	5.0	99
LHJ FAMILY GRP COMBO(GROSS)	18161	3358	23.6	18.5	115	2786	20.8	15.3	101	674	29.3	3.7	143	982	22.2	5.4	108
LIFE	5065	895	6.3	17.7	110	590	4.4	11.6	77	*216	9.4	4.3	164	*317	7.2	6.3	125
L.A. TIMES HOME MAGAZINE	1310	*265	1.9	20.2	126	*180	1.3	13.7	91	**68	3.0	5.2	200	**96	2.2	7.3	147
MADEMOISELLE	3759	941	6.6	25.0	155	293	2.2	7.8	51	**110	4.8	2.9	113	*279	6.3	7.4	148
MC CALL'S	14658	2454	17.2	16.7	104	2416	18.0	16.5	109	428	18.6	2.9	112	719	16.3	4.9	98
MC CALL'S/WRK MOTHER (GROSS)	15857	2738	19.2	17.3	107	2531	18.9	16.0	105	502	21.9	3.2	122	799	18.1	5.0	101
MECHANIX ILLUSTRATED	809	**103	0.7	12.7	79	*166	1.2	20.5	135	**20	0.9	2.5	95	**81	1.8	10.0	200
METROPOLITAN HOME	1009	*197	1.4	19.5	121	*120	0.9	11.9	79	**17	0.7	1.7	65	**74	1.7	7.3	147
MONEY	1707	310	2.2	18.2	113	217	1.6	12.7	84	**55	2.4	3.2	124	**120	2.7	7.0	141
MOTHER EARTH NEWS	1123	284	2.0	25.3	157	*215	1.6	19.1	126	**59	2.6	5.3	202	**58	1.3	5.2	103
MS.	932	247	1.7	26.5	165	**128	1.0	13.7	91	**70	3.0	7.5	289	**72	1.6	7.7	155
NATIONAL ENQUIRER	11971	1880	13.2	15.7	97	1591	11.9	13.3	88	420	18.3	3.5	135	704	15.9	5.9	118
NATIONAL GEOGRAPHIC	10503	2007	14.1	19.1	119	1868	13.9	17.8	117	420	18.3	4.0	154	647	14.6	6.2	123
NATIONAL SUNDAY MAGAZINE PKG	54325	9442	66.3	17.4	108	7853	58.6	14.5	95	1464	63.7	2.7	104	2787	63.0	5.1	103
NATURAL HISTORY	626	**136	1.0	21.7	135	**73	0.5	11.7	77	**56	2.4	8.9	345	**18	0.4	2.9	58
NEW WOMAN	1992	443	3.1	22.2	138	*111	0.8	5.6	37	**61	2.7	3.1	118	*215	4.9	10.8	216
NEW YORK INCLUDING CUE	547	**50	0.4	9.1	57	**38	0.3	6.9	46	**12	0.5	2.2	84	**40	0.9	7.3	146
THE NEW YORKER	1380	228	1.6	16.5	103	*211	1.6	15.3	101	**47	2.0	3.4	131	**78	1.8	5.7	113
NEWSWEEK	6925	1602	11.2	23.1	144	995	7.4	14.4	95	*279	12.1	4.0	155	484	10.9	7.0	140
THE N.Y. TIMES DAILY EDITION	1363	*172	1.2	12.6	78	*107	0.8	7.9	52	**12	0.5	0.9	34	**29	0.7	2.1	43
THE N.Y. TIMES MAGAZINE	2333	246	1.7	10.5	65	*285	2.1	12.2	81	**63	2.7	2.7	104	**100	2.3	4.3	86
OWN	872	*248	1.7	28.4	177	**50	0.4	5.7	38	**24	1.0	2.8	106	**43	1.0	4.9	99
ON CABLE	1298	*300	2.1	23.1	143	**78	0.6	6.0	40	**32	1.4	2.5	95	**100	2.3	7.7	154
1001 HOME IDEAS	3032	588	4.1	19.4	120	388	2.9	12.8	84	*159	6.9	5.2	202	*182	4.1	6.0	120
ORGANIC GARDENING	1680	**140	1.0	8.3	52	331	2.5	19.7	130	**67	2.9	4.0	154	**64	1.4	3.8	76
OUTDOOR LIFE	960	*135	0.9	14.1	87	*139	1.0	14.5	96	**25	1.1	2.6	100	**58	1.3	6.0	121
PARADE MAGAZINE	26755	4826	33.9	18.0	112	3730	27.8	13.9	92	578	25.2	2.2	83	1346	30.4	5.0	101

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	14252	100.0	16.1	100	13401	100.0	15.1	100	2297	100.0	2.6	100	4422	100.0	5.0	100
PARENTS	4173	965	6.8	23.1	144	*239	1.8	5.7	38	*134	5.8	3.2	124	*213	4.8	5.1	102
PENTHOUSE	973	*281	2.0	28.9	179	*226	0.2	2.7	18	*73	3.2	7.5	289	*162	3.7	16.6	333
PEOPLE	13479	2962	20.8	22.0	136	1580	11.8	11.7	77	387	16.8	2.9	111	885	20.0	6.6	131
PLAYBOY	2183	447	3.1	20.5	127	*179	1.3	8.2	54	*57	2.5	2.6	101	*147	3.3	6.7	135
POPULAR HOT RODDING	388	*136	1.0	35.1	218	*20	0.1	5.2	34	*4	0.2	1.0	40	*39	0.9	10.1	201
POPULAR MECHANICS	1037	*128	0.9	12.3	77	*286	2.1	27.6	182	*20	0.9	1.9	74	*57	1.3	5.5	110
POPULAR SCIENCE	920	*104	0.7	11.3	70	*103	0.8	11.2	74	*13	0.6	1.4	54	*50	1.1	5.4	109
PREVENTION	4071	475	3.3	11.7	72	860	6.4	21.1	139	*145	6.3	3.6	137	*289	6.5	7.1	142
PSYCHOLOGY TODAY	1940	418	2.9	21.5	134	*170	1.3	8.8	58	*128	5.6	6.6	254	*164	3.7	8.5	169
READER'S DIGEST	24031	3676	25.8	15.3	95	4540	33.9	18.9	125	780	34.0	3.2	125	1379	31.2	5.7	115
REDBOOK	8464	1657	11.6	19.6	122	1070	8.0	12.6	83	285	12.4	3.4	130	374	8.5	4.4	88
ROAD & TRACK	429	*83	0.6	19.3	120	*13	0.1	3.0	20	*6	0.3	1.4	54	*51	1.2	11.9	238
ROLLING STONE	1355	440	3.1	32.5	202	*84	0.6	6.2	41	*62	2.7	4.6	176	*172	3.9	12.7	254
RUNNER'S WORLD	329	*91	0.6	27.7	172	*13	0.1	4.0	26	*6	0.3	1.8	70	*9	0.2	2.7	55
SATURDAY EVENING POST	1268	*223	1.6	17.6	109	221	1.6	17.4	115	*29	1.3	2.3	88	*76	1.7	6.0	120
SCIENCE 84	702	*251	1.8	35.8	222	*165	1.2	23.5	155	*36	1.6	5.1	198	*23	0.5	3.3	66
SCIENCE DIGEST	553	*195	1.4	35.3	219	*53	0.4	9.6	63	*37	1.6	6.7	258	*41	0.9	7.4	148
SCIENTIFIC AMERICAN	615	*117	0.8	19.0	118	*68	0.5	11.1	73	*34	1.5	5.5	213	*16	0.4	2.6	52
SELF	2683	761	5.3	28.4	176	*165	1.2	6.1	41	*92	4.0	3.4	132	*197	4.5	7.3	147
SEVENTEEN	3309	779	5.5	23.5	146	384	2.9	11.6	77	*69	3.0	2.1	80	*217	4.9	6.6	131
SKI	591	*137	1.0	23.2	144	*48	0.4	8.1	54	*6	0.3	1.0	39	*53	1.2	9.0	179
SMITHSONIAN	3039	499	3.5	16.4	102	538	4.0	17.7	117	*114	5.0	3.8	144	*228	5.2	7.5	150
SOAP OPERA DIGEST	3683	793	5.6	21.5	134	355	2.6	9.6	64	*157	6.8	4.3	164	*276	6.2	7.5	150
SOUTHERN LIVING	4434	650	4.6	14.7	91	869	6.5	19.6	129	*106	4.6	2.4	92	278	6.3	6.3	125
SPORT	701	*139	1.0	19.8	123	*45	0.3	6.4	42	*11	0.5	1.6	60	*34	0.8	4.9	97
THE SPORTING NEWS	518	*176	1.2	34.0	211	*57	0.4	11.0	73	*0	0.0	0.0	0	*8	0.2	1.5	31
SPORTS AFIELD	523	*97	0.7	18.5	115	*98	0.7	18.7	124	*30	1.3	5.7	221	*19	0.4	3.6	73
SPORTS ILLUSTRATED	3325	668	4.7	20.1	125	328	2.4	9.9	65	*134	5.8	4.0	155	*208	4.7	6.3	125
STAR	8567	1284	9.0	15.0	93	1336	10.0	15.6	103	309	13.5	3.6	139	443	10.0	5.2	103
SUNDAY	27630	4801	33.7	17.4	108	3741	27.9	13.5	89	736	32.0	2.7	103	1360	30.8	4.9	98
SUNSET	2219	408	2.9	18.4	114	456	3.4	20.5	136	*57	2.5	2.6	99	*163	3.7	7.3	147
TV GUIDE	24258	4442	31.2	18.3	114	3300	24.6	13.6	90	713	31.0	2.9	113	1312	29.7	5.4	108
TENNIS	609	*132	0.9	21.7	135	*24	0.2	3.9	26	*48	2.1	7.9	304	*61	1.4	10.0	200
TIME	9929	2081	14.6	21.0	130	1169	8.7	11.8	78	259	11.3	2.6	100	555	12.6	5.6	112
TOWN & COUNTRY	1062	*225	1.6	21.2	132	*150	1.1	14.1	93	*16	0.7	1.5	58	*83	1.9	7.8	156
TRAVEL & LEISURE	1051	*143	1.0	13.6	84	*110	0.8	10.5	69	*33	1.4	3.1	121	*34	0.8	3.2	65
TRUE STORY	3946	715	5.0	18.1	112	531	4.0	13.5	89	*219	9.5	5.5	214	*252	5.7	6.4	128
U.S. NEWS & WORLD REPORT	3782	617	4.3	16.3	101	698	5.2	18.5	122	*151	6.6	4.0	154	*245	5.5	6.5	130
USA TODAY	1874	381	2.7	20.3	126	269	2.0	14.4	95	*39	1.7	2.1	80	*121	2.7	6.5	129
US	2213	601	4.2	27.2	169	*199	1.5	9.0	59	*103	4.5	4.7	179	*162	3.7	7.3	146
VOGUE	4792	968	6.8	20.2	125	434	3.2	9.1	60	*142	6.2	3.0	114	*247	5.6	5.2	103
WALL STREET JOURNAL	2045	364	2.6	17.8	110	273	2.0	13.3	88	*28	1.2	1.4	53	*127	2.9	6.2	124
WEIGHT WATCHERS	2364	471	3.3	19.9	124	413	3.1	17.5	115	*53	2.3	2.2	86	*133	3.0	5.6	113
WOMAN'S DAY	15182	2497	17.5	16.4	102	2568	19.2	16.9	112	393	17.1	2.6	100	709	16.0	4.7	93
WORKING MOTHER	1198	*284	2.0	23.7	147	*114	0.9	9.5	63	*74	3.2	6.2	238	*79	1.8	6.6	132
WORKING WOMAN	1523	359	2.5	23.6	146	*187	1.4	12.3	81	*75	3.3	4.9	190	*125	2.8	8.2	164
WORLD TENNIS	*183	*20	0.1	10.9	68	*37	0.3	20.2	133	*0	0.0	0.0	0	*34	0.8	18.6	372
ZIFF-DAVIS MAG NETWK (GROSS)	2776	479	3.4	17.3	107	256	1.9	9.2	61	*106	4.6	3.8	147	*193	4.4	7.0	139
BLAIR INSERTS	47909	8283	58.1	17.3	107	6843	51.1	14.3	94	1262	54.9	2.6	101	2385	53.9	5.0	100
DAILY NEWSPAPERS																	
READ ANY	56731	8962	62.9	15.8	98	8835	65.9	15.6	103	1443	62.8	2.5	98	2908	65.8	5.1	103
READ ONE	47696	7699	54.0	16.1	100	7255	54.1	15.2	100	1274	55.5	2.7	103	2417	54.7	5.1	101
READ TWO OR MORE	9034	1263	8.9	14.0	87	1579	11.8	17.5	115	*169	7.4	1.9	72	491	11.1	5.4	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	9906	69.5	17.2	107	8429	62.9	14.6	96	1525	66.4	2.6	102	2887	65.3	5.0	100
READ ONE	50513	8659	60.8	17.1	106	7269	54.2	14.4	95	1375	59.9	2.7	105	2510	56.8	5.0	99
READ TWO OR MORE	7219	1248	8.8	17.3	107	1160	8.7	16.1	106	*150	6.5	2.1	80	376	8.5	5.2	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	33.26				22.77				26.25				30.51			
30 DAY REACH	78184	12996	91.2	16.6	103	11352	84.7	14.5	96	2093	91.1	2.7	103	4040	91.4	5.2	103
50 SHWG - 30 DAY AV FREQ	14.80	17.18				12.25				13.97				16.14			
30 DAY REACH	74239	12608	88.5	17.0	105	10569	78.9	14.2	94	1955	85.1	2.6	101	3862	87.3	5.2	104
25 SHWG - 30 DAY AV FREQ	8.05	9.12				6.78				7.65				8.85			
30 DAY REACH	68254	11901	83.5	17.4	108	9554	71.3	14.0	92	1807	78.7	2.6	102	3502	79.2	5.1	103
CABLE TV: HOME WIRED	35215	6333	44.4	18.0	112	4801	35.8	13.6	90	914	39.8	2.6	100	2002	45.3	5.7	114
HOME NOT WIRED	53250	7919	55.6	14.9	92	8599	64.2	16.1	107	1383	60.2	2.6	100	2420	54.7	4.5	91
HAVE PAY CABLE	17885	3683	25.8	20.6	128	1913	14.3	10.7	71	*493	21.5	2.8	106	887	20.1	5.0	99

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	TOTAL U.S. '000	ACNE/PIMPLES/ BLACKHEADS				ARTHRITIS OR RHEUMATISM				ASTHMA				ATHLETE'S FOOT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	14252	100.0	16.1	100	13401	100.0	15.1	100	2297	100.0	2.6	100	4422	100.0	5.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	3575	25.1	12.8	79	5606	41.8	20.0	132	736	32.0	2.6	101	1277	28.9	4.6	91
NETWORK AFFILIATES - LATE	21966	3124	21.9	14.2	88	3917	29.2	17.8	118	585	25.5	2.7	103	1106	25.0	5.0	101
INDEPENDENTS - LATE	2247	333	2.3	14.8	92	331	2.5	14.7	97	*67	2.9	3.0	115	158	3.6	7.0	141
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11524	1600	11.2	13.9	86	1788	13.3	15.5	102	349	15.2	3.0	117	518	11.7	4.5	90
ABC MONDAY NIGHT MOVIE	A 6879	1055	7.4	15.3	95	1132	8.4	16.5	109	*197	8.6	2.9	110	270	6.1	3.9	79
ABC SUNDAY NIGHT MOVIE	A 13690	2098	14.7	15.3	95	2123	15.8	15.5	102	395	17.2	2.9	111	561	12.7	4.1	88
ABC WORLD NEWS TONIGHT	A 6589	801	5.6	12.2	75	1300	9.7	19.7	130	151	6.6	2.3	88	311	7.0	4.7	99
AFTERMASH	C 6391	815	5.7	12.8	79	1261	9.4	19.7	130	**196	8.5	3.1	118	*343	7.8	5.4	107
ALICE	C 10273	1399	9.8	13.6	85	1782	13.3	17.3	115	*264	11.5	2.6	99	538	12.2	5.2	105
AMERICAN PARADE	C 7130	1019	7.1	14.3	89	1367	10.2	19.2	127	*174	7.6	2.4	94	380	8.6	5.3	107
BENSON	A 11665	1711	12.0	14.7	91	1936	14.4	16.6	110	234	10.2	2.0	77	639	14.5	5.5	110
BLUE THUNDER	A 5442	830	5.8	15.3	95	953	7.1	17.5	116	*209	9.1	3.8	148	*274	6.2	5.0	101
CAGNEY & LACEY	C 10565	1797	12.6	17.0	106	1877	14.0	17.8	117	332	14.5	3.1	121	608	13.7	5.8	115
CBS EVENING NEWS-DEAN	C 3668	344	2.4	9.4	58	758	5.7	20.7	136	*92	4.0	2.5	97	*182	4.1	5.0	99
CBS EVENING NEWS-RATHER	C 7561	1018	7.1	13.5	84	1771	13.2	23.4	155	220	9.6	2.9	112	433	9.8	5.7	115
CBS SAT. NEWS-SCHIEFFER	C 3948	523	3.7	13.2	82	879	6.6	22.3	147	*101	4.4	2.6	99	173	3.9	4.4	88
CBS SATURDAY NIGHT MOVIE	C 5966	920	6.5	15.4	96	952	7.1	16.0	105	179	7.8	3.0	116	347	7.8	5.8	116
CBS WEDNESDAY NIGHT MOVIE	C 6529	920	6.5	14.1	87	1342	10.0	20.6	136	203	8.8	3.1	120	274	6.2	4.2	84
CHEERS	N 9842	1838	12.9	18.7	116	1255	9.4	12.8	84	197	8.6	2.0	77	633	14.3	6.4	129
DALLAS	C 23935	3231	22.7	13.5	84	3950	29.5	16.5	109	447	19.5	1.9	72	1114	25.2	4.7	93
DIFF'RENT STROKES	N 7574	1250	8.8	16.5	102	1384	10.3	18.3	121	*187	8.1	2.5	95	372	8.4	4.9	98
DOUBLE TROUBLE	N 7786	1294	9.1	16.6	103	1258	9.4	16.2	107	*204	8.9	2.6	101	365	8.3	4.7	94
DUCK FACTORY	N 6290	1206	8.5	19.2	119	880	6.6	14.0	92	*109	4.7	1.7	67	377	8.5	6.0	120
DUKES OF HAZZARD	C 6402	823	5.8	12.9	80	1221	9.1	19.1	126	*222	9.7	3.5	134	*263	5.9	4.1	82
DYNASTY	A 21955	3242	22.7	14.8	92	2992	22.3	13.6	90	610	26.6	2.8	107	851	19.2	3.9	78
FACTS OF LIFE	N 8898	1340	9.4	15.1	93	1361	10.2	15.3	101	*227	9.9	2.6	98	535	12.1	6.0	120
FALCON CREST	C 21877	3114	21.8	14.2	88	3729	27.8	17.0	113	460	20.0	2.1	81	890	20.1	4.1	81
FALL GUY	A 10045	1531	10.7	15.2	95	1538	11.5	15.3	101	397	17.3	4.0	152	446	10.1	4.4	89
FAMILY TIES	N 8922	1331	9.3	14.9	93	1453	10.8	16.3	108	*211	9.2	2.4	91	642	14.5	7.2	144
FANTASY ISLAND	A 8288	1158	8.1	14.0	87	1352	10.1	16.3	108	268	11.7	3.2	125	356	8.1	4.3	86
FOULUPS, BLEEPs & BLUNDERS	A 9891	1638	11.5	16.6	103	1465	10.9	14.8	98	*274	11.9	2.8	107	510	11.5	5.2	103
FOUR SEASONS	C 5429	726	5.1	13.4	83	989	7.4	18.2	120	*158	6.9	2.9	112	*355	8.0	6.5	131
GIMME A BREAK	N 9646	1208	8.5	12.5	78	1752	13.1	18.2	120	*267	11.6	2.8	107	647	14.6	6.7	134
HART TO HART	A 9983	1500	10.5	15.0	93	1421	10.6	14.2	94	274	11.9	2.7	106	468	10.6	4.7	94
HILL STREET BLUES	N 9688	1808	12.7	18.7	116	1119	8.4	11.6	76	*284	12.4	2.9	113	527	11.9	5.4	109
HOTEL	A 15435	2185	15.3	14.2	88	2244	16.7	14.5	96	417	18.2	2.7	104	641	14.5	4.2	83
JEFFERSONS	C 10031	1238	8.7	12.3	77	1899	14.2	18.9	125	262	11.4	2.6	101	519	11.7	5.2	104
JENNIFER SLEPT HERE	N 6376	1229	8.6	19.3	120	1071	8.0	16.8	111	*128	5.6	2.0	77	341	7.7	5.3	107
KATE & ALLIE	C 9951	1676	11.8	16.8	105	1901	14.2	19.1	126	249	10.8	2.5	96	482	10.9	4.8	97
KNIGHT RIDER	N 7908	1369	9.6	17.3	107	1340	10.0	16.9	112	*208	9.1	2.6	101	426	9.6	5.4	108
LOVE BOAT	A 13226	1800	12.6	13.6	84	2367	17.7	17.9	118	293	12.8	2.2	85	547	12.4	4.1	83
MAGNUM PI	C 12105	1751	12.3	14.5	90	2029	15.1	16.8	111	358	15.6	3.0	114	531	12.0	4.4	88
MAMA'S FAMILY	N 6364	812	5.7	12.8	79	1267	9.5	19.9	131	*139	6.1	2.2	84	406	9.2	6.4	128
MASTER, THE	N 3955	594	4.2	15.0	93	578	4.3	14.6	96	*164	7.1	4.1	160	*209	4.7	5.3	106
MATT HOUSTON	A 6903	1182	8.3	17.1	106	1074	8.0	15.6	103	*226	9.8	3.3	126	400	9.0	5.8	116
NBC MONDAY NIGHT MOVIE	N 13443	2399	16.8	17.8	111	1772	13.2	13.2	87	390	17.0	2.9	112	739	16.7	5.5	110
NBC NIGHTLY NEWS	N 5585	613	4.3	11.0	68	1191	8.9	21.3	141	189	8.2	3.4	130	182	4.1	3.3	65
NBC NIGHTLY NEWS-SAT	N 3688	352	2.5	9.5	59	860	6.4	23.3	154	*126	5.5	3.4	132	*178	4.0	4.8	97
NBC NIGHTLY NEWS-SUN	N 3310	*346	2.4	10.5	65	724	5.4	21.9	144	*73	3.2	2.2	85	*165	3.7	5.0	100
NBC SUNDAY NIGHT MOVIE	N 9238	1773	12.4	19.2	119	1374	10.3	14.9	98	*314	13.7	3.4	131	600	13.6	6.5	130
NEWHART	C 9876	1690	11.9	17.1	106	1727	12.9	17.5	115	226	9.8	2.3	88	450	10.2	4.6	91
ONE DAY AT A TIME	C 7954	1417	9.9	17.8	111	1061	7.9	13.3	88	*158	6.9	2.0	77	462	10.4	5.8	116
PEOPLE ARE FUNNY	N 5182	777	5.5	15.0	93	1072	8.0	20.7	137	*113	4.9	2.2	84	*255	5.8	4.9	98
REAL PEOPLE	N 9674	1250	8.8	12.9	80	1807	13.5	18.7	123	208	9.1	2.2	83	467	10.6	4.8	97
REMINGTON STEELE	N 8511	1492	10.5	17.5	109	1197	8.9	14.1	93	*206	9.0	2.4	93	364	8.2	4.3	86
RIPLY'S BELIEVE IT - NOT	A 5656	963	6.8	17.0	106	970	7.2	17.1	113	*181	7.9	3.2	123	*237	5.4	4.2	84
RIPTIDE	N 7718	1351	9.5	17.5	109	1189	8.9	15.4	102	304	13.2	3.9	152	334	7.6	4.3	87
SCARECROW & MRS. KING	C 11058	1591	11.2	14.4	89	2152	16.1	19.5	128	252	11.0	2.3	88	500	11.3	4.5	90
SIMON & SIMON	C 11615	1539	10.8	13.3	82	1942	14.5	16.7	110	348	15.2	3.0	115	646	14.6	5.6	111
60 MINUTES	C 14326	1869	13.1	13.0	81	3002	22.4	21.0	138	477	20.8	3.3	128	699	15.8	4.9	98
ST. ELSEWHERE	N 7670	1526	10.7	19.9	123	1042	7.8	13.6	90	211	9.2	2.8	106	497	11.2	6.5	130
THREE'S COMPANY	A 12068	1763	12.4	14.6	91	1841	13.7	15.3	101	253	11.0	2.1	81	709	16.		

	TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	18712	100.0	21.2	100	37672	100.0	42.6	100	13456	100.0	15.2	100	21546	100.0	24.4	100
FEMALE HOMEMAKERS	80986	17346	92.7	21.4	101	33884	89.9	41.8	98	12448	92.5	15.4	101	19219	89.2	23.7	97
EMPLOYED MOTHERS	18702	4399	23.5	23.5	111	9499	25.2	50.8	119	3067	22.8	16.4	108	5380	25.0	28.8	118
18 - 24	14726	2789	14.9	18.9	90	7193	19.1	48.8	115	1834	13.6	12.5	82	3857	17.9	26.2	108
25 - 34	20202	5055	27.0	25.0	118	10890	28.9	53.9	127	3412	25.4	16.9	111	6782	31.5	33.6	138
35 - 44	14781	3568	19.1	24.1	114	8829	18.1	46.2	108	2055	15.3	13.9	91	3425	15.9	23.2	95
45 - 54	11449	2523	13.5	22.0	104	4513	12.0	39.4	93	1996	14.8	17.4	115	2551	11.8	22.3	91
55 - 64	11846	2191	11.7	18.5	87	3983	10.6	33.6	79	1709	12.7	14.4	95	2463	11.4	20.8	85
65 OR OLDER	15459	2587	13.8	16.7	79	4264	11.3	27.6	65	2450	18.2	15.8	104	2468	11.5	16.0	66
18 - 34	34928	7844	41.9	22.5	106	18083	48.0	51.8	122	5246	39.0	15.0	99	10639	49.4	30.5	125
18 - 49	55154	12740	68.1	23.1	109	27049	71.8	49.0	115	8422	62.6	15.3	100	15379	71.4	27.9	114
25 - 54	46433	11145	59.6	24.0	113	22232	59.0	47.9	112	7463	55.5	16.1	106	12758	59.2	27.5	113
35 - 49	20226	4896	26.2	24.2	114	8966	23.8	44.3	104	3176	23.6	15.7	103	4740	22.0	23.4	96
50 OR OLDER	33310	5972	31.9	17.9	85	10623	28.2	31.9	75	5035	37.4	15.1	99	6167	28.6	18.5	76
GRADUATED COLLEGE	12110	2451	13.1	20.2	96	5906	15.7	48.8	115	2383	17.7	19.7	129	3765	17.5	31.1	128
ATTENDED COLLEGE	15309	3776	20.2	24.7	117	7437	19.7	48.6	114	2599	19.3	17.0	112	4167	19.3	27.2	112
GRADUATED HIGH SCHOOL	36912	7597	40.6	20.6	97	16417	43.6	44.5	104	5115	38.0	13.9	91	8651	40.2	23.4	96
DID NOT GRADUATE HIGH SCHOOL	24134	4887	26.1	20.2	96	7912	21.0	32.8	77	3359	25.0	13.9	92	4964	23.0	20.6	84
EMPLOYED FULL-TIME	35457	7676	41.0	21.6	102	17121	45.4	48.3	113	5586	41.5	15.8	104	9298	43.2	26.2	108
EMPLOYED PART-TIME	8514	1899	10.1	22.3	105	4104	10.9	48.2	113	1517	11.3	17.8	117	2695	12.5	31.7	130
NOT EMPLOYED	44494	9136	48.8	20.5	97	16447	43.7	37.0	87	6353	47.2	14.3	94	9553	44.3	21.5	88
PROFESSIONAL/MANAGER	10811	2497	13.3	23.1	109	5533	14.8	51.6	121	2150	16.0	19.9	131	3397	15.8	31.4	129
TECH/CLERICAL/SALES	19640	4056	21.7	20.7	98	9353	24.8	47.6	112	3107	23.1	15.8	104	5304	24.6	27.0	111
PRECISION/CRAFT	1023	**155	0.8	15.2	72	*468	1.2	45.7	107	**117	0.9	11.4	75	**235	1.1	23.0	94
OTHER EMPLOYED	12498	2868	15.3	22.9	108	5821	15.5	46.6	109	1729	12.8	13.8	91	3057	14.2	24.5	100
SINGLE	15995	3224	17.2	20.2	95	7699	20.4	44.1	113	2080	15.5	13.0	85	4280	19.9	26.8	110
MARRIED	51689	11221	60.0	21.7	103	22720	60.3	48.0	103	8069	60.0	15.6	103	13395	62.2	25.9	106
DIVORCED/SEPARATED/WIDOWED	20780	4266	22.8	20.5	97	7253	19.3	34.9	82	3308	24.6	15.9	105	3871	18.0	18.6	76
PARENTS	33922	8082	43.2	23.8	113	16305	43.3	48.1	113	5070	37.7	14.9	98	9598	44.5	28.3	116
WHITE	76422	16061	85.8	21.0	99	33306	88.4	43.6	102	11847	88.0	15.5	102	19160	88.9	25.1	103
BLACK	10066	2175	11.6	21.6	102	3638	9.7	36.1	85	1407	10.5	14.0	92	1764	8.2	17.5	72
OTHER	1976	**475	2.5	24.0	114	*728	1.9	36.8	87	**202	1.5	10.2	67	*622	2.9	31.5	129
NORTHEAST-CENSUS	19803	4247	22.7	21.4	101	9263	24.6	46.8	110	2636	19.6	13.3	88	5298	24.6	26.8	110
NORTH CENTRAL	22181	5045	27.0	22.7	108	9824	26.1	44.3	104	3496	26.0	15.8	104	5595	26.0	25.2	104
SOUTH	30082	5935	31.7	19.7	93	11614	30.8	38.6	91	4785	35.6	15.9	105	6130	28.5	20.4	84
WEST	16398	3485	18.6	21.3	100	6971	18.5	42.5	100	2539	18.9	15.5	102	4523	21.0	27.6	113
NORTHEAST-MKTG.	20163	4243	22.7	21.0	99	9198	24.4	45.6	107	2674	19.9	13.3	87	5240	24.3	26.0	107
EAST CENTRAL	13054	2751	14.7	21.1	100	5483	14.6	42.0	99	1915	14.2	14.7	96	3033	14.1	23.2	95
WEST CENTRAL	14993	3597	19.2	24.0	113	6837	18.1	45.8	107	2411	17.9	16.1	106	4129	19.2	27.5	113
SOUTH	25785	5145	27.5	20.0	94	10013	26.6	38.8	91	4216	31.3	16.4	107	5175	24.0	20.1	82
PACIFIC	14470	2975	15.9	20.6	97	6140	16.3	42.4	100	2240	16.6	15.5	102	3969	18.4	27.4	113
COUNTY SIZE A	36705	7085	37.9	19.3	91	15537	41.2	42.3	99	5428	40.3	14.8	97	8701	40.4	23.7	97
COUNTY SIZE B	26819	5837	31.2	21.8	103	11666	31.0	43.5	102	3872	28.8	14.4	95	6693	31.1	25.0	102
COUNTY SIZE C	13597	3156	16.9	23.2	110	6003	15.9	44.1	104	2207	16.4	16.2	107	3458	16.0	25.4	104
COUNTY SIZE D	11344	2634	14.1	23.2	110	4466	11.9	39.4	92	1950	14.5	17.2	113	2695	12.5	23.8	98
METRO CENTRAL CITY	26825	5198	27.8	19.4	92	11274	29.9	42.0	99	3822	28.4	14.2	94	6148	28.5	22.9	94
METRO SUBURBAN	39912	8919	47.7	22.3	106	17621	46.8	44.1	104	6253	46.5	15.7	103	10102	46.9	25.3	104
NON METRO	21728	4594	24.6	21.1	100	8777	23.3	40.4	95	3381	25.1	15.6	102	5296	24.6	24.4	100
TOP 5 ADI'S	20847	4254	22.7	20.4	96	9251	24.6	44.4	104	2989	22.2	14.3	94	5458	25.3	26.2	107
TOP 10 ADI'S	26719	5624	30.1	19.6	93	12551	33.3	43.7	103	4175	31.0	14.5	96	7008	32.5	24.4	100
TOP 20 ADI'S	40904	8136	43.5	19.9	94	17459	46.3	42.7	100	5858	43.5	14.3	94	9709	45.1	23.7	97
HSNLD INC. \$50,000 OR MORE	7931	1648	8.8	20.8	98	4089	10.9	51.6	121	1265	9.4	16.0	105	2176	10.1	27.4	113
\$40,000 OR MORE	15233	3069	16.4	20.1	95	7504	19.9	49.3	116	2692	20.0	17.7	116	4345	20.2	28.5	117
\$30,000 OR MORE	28333	5919	31.6	20.9	99	13653	36.2	48.2	113	4732	35.2	16.7	110	7884	36.6	27.8	114
\$25,000 OR MORE	36417	8015	42.8	22.0	104	17682	46.9	48.6	114	5947	44.2	16.3	107	10289	47.8	28.3	116
\$20,000 - \$24,999	9943	1941	10.4	19.5	92	4187	11.1	42.1	99	1672	12.4	16.8	111	2068	9.6	20.8	85
\$15,000 - \$19,999	9211	2110	11.3	22.9	108	4168	11.1	45.3	106	1292	9.6	14.0	92	2268	10.5	24.6	101
\$10,000 - \$14,999	13477	3031	16.2	22.5	106	5317	14.1	39.5	93	1806	13.4	13.4	88	3178	14.7	23.6	97
UNDER \$10,000	19418	3615	19.3	18.6	88	6317	16.8	32.5	76	2739	20.4	14.1	93	3743	17.4	19.3	79
HOUSEHOLD OF 1 PERSON	11987	2305	12.3	19.2	91	4069	10.8	33.9	80	1939	14.4	16.2	106	2360	11.0	19.7	81
2 PEOPLE	27046	5403	28.9	20.0	94	10386	27.6	38.4	90	4184	31.1	15.5	102	5826	27.0	21.5	88
3 OR 4 PEOPLE	34251	7655	40.9	22.3	106	16064	42.6	46.9	110	5607	41.7	16.4	108	9251	42.9	27.0	111
5 OR MORE PEOPLE	15180	3348	17.9	22.1	104	7152	19.0	47.1	111	1726	12.8	11.4	75	4109	19.1	27.1	111
NO CHILD IN HSNLD	49819	9562	51.1	19.2	91	18994	50.4	38.1	90	7851	58.3	15.8	104	10611	49.2	21.3	87
CHILD(REN) UNDER 2 YRS	6045	1208	6.5	20.0	94	3062	8.1	50.7	119	836	6.2	13.8	91	1588	7.4	26.3	108
2 - 5 YEARS	15233	3500	18.7	23.0	109	7462	19.8	49.0	115	2023	15.0	13.3	87	4578	21.2	30.1	123
6 - 11 YEARS	16260	4064	21.7	25.0	118	7710	20.5	47.4	111	2194	16.3	13.5	89	4685	21.7	28.8	118
12 - 17 YEARS	19173	4523	24.2	23.6	112	9343	24.8	48.7	114	2767	20.6	14.4	95	5077	23.6	26.5	109
RESIDENCE OWNED	61371	13104	70.0	21.4	101	26258	69.7	42.8	100	9624	71.5	15.7	103	15096	70.1	24.6	101
VALUE: \$50,000 OR MORE	35355	7537	40.3	21.3	101	15288	40.6	43.2	102	5390	40.1	15.2	100	9014	41.8	25.5	105
VALUE: UNDER \$50,000	26016	5567	29.8	21.4	101	10969	29.1	42.2	99	4234	31.5	16.3	107	6082	28.2	23.4	96

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

			TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES			88464	18712	100.0	21.2	100	37672	100.0	42.6	100	13456	100.0	15.2	100	21546	100.0	24.4	100
MAGAZINES	QUINTILE 1	17988	3871	20.7	21.5	102	8664	23.0	48.2	113	2854	21.2	15.9	104	4772	22.1	26.5	109	
	QUINTILE 2	19446	4411	23.6	22.7	107	8840	23.5	45.5	107	3261	24.2	16.8	110	4934	22.9	25.4	104	
	QUINTILE 3	14626	3075	16.4	21.0	99	6605	17.5	45.2	106	2388	17.7	16.3	107	4329	20.1	29.6	122	
	QUINTILE 4	16014	3435	18.4	21.4	101	6291	16.7	39.3	92	2327	17.3	14.5	96	3465	16.1	21.6	89	
	QUINTILE 5	20389	3920	20.9	19.2	91	7272	19.3	35.7	84	2626	19.5	12.9	85	4045	18.8	19.8	81	
NEWSPAPERS	QUINTILE 1	13830	2745	14.7	19.8	94	6161	16.4	44.5	105	1940	14.4	14.0	92	3265	15.2	23.6	97	
	QUINTILE 2	26350	5130	27.4	19.5	92	11355	30.1	43.1	101	4030	29.9	15.3	101	6492	30.1	24.6	101	
	QUINTILE 3	12415	2915	15.6	23.5	111	5546	14.7	44.7	105	2184	16.2	17.6	116	3411	15.8	27.5	113	
	QUINTILE 4	21911	5048	27.0	23.0	109	9347	24.8	42.7	100	3362	25.0	15.3	101	5420	25.2	24.7	102	
	QUINTILE 5	13960	2874	15.4	20.6	97	5262	14.0	37.7	89	1940	14.4	13.9	91	2958	13.7	21.2	87	
OUTDOOR	QUINTILE 1	16810	3972	21.2	23.6	112	8030	21.3	47.8	112	2540	18.9	15.1	99	4694	21.8	27.9	115	
	QUINTILE 2	17101	3217	17.2	18.8	89	7712	20.5	45.1	106	2815	20.9	16.5	108	4358	20.2	25.5	105	
	QUINTILE 3	17579	4004	21.4	22.8	108	7464	19.8	42.5	100	2636	19.6	15.0	99	4147	19.2	23.6	97	
	QUINTILE 4	18343	3791	20.3	20.7	98	7572	20.1	41.3	97	2630	19.5	14.3	94	4103	19.0	22.4	92	
	QUINTILE 5	18631	3727	19.9	20.0	95	6894	18.3	37.0	87	2835	21.1	15.2	100	4244	19.7	22.8	94	
RADIO-DRIVE TIME	QUINTILE 1	17390	3772	20.2	21.7	103	7400	19.6	42.6	100	2744	20.4	15.8	104	4215	19.6	24.2	100	
	QUINTILE 2	16591	3574	19.1	21.5	102	7341	19.5	44.2	104	2406	17.9	14.5	95	4225	19.6	25.5	105	
	QUINTILE 3	16910	3856	20.6	22.8	108	7592	20.2	44.9	105	2713	20.2	16.0	105	4097	19.0	24.2	99	
	QUINTILE 4	18002	3855	20.6	21.4	101	7880	20.9	43.8	103	2660	19.8	14.8	97	4648	21.6	25.8	106	
	QUINTILE 5	19572	3655	19.5	18.7	88	7459	19.8	38.1	89	2933	21.8	15.0	99	4360	20.2	22.3	91	
RADIO-MID- DAY	TERCILE 1	23248	4969	26.6	21.4	101	10077	26.7	43.3	102	3458	25.7	14.9	98	5376	25.0	23.1	95	
	TERCILE 2	23667	5271	28.2	22.3	105	10784	28.6	45.6	107	3536	26.3	14.9	98	6406	29.7	27.1	111	
	TERCILE 3	41549	8472	45.3	20.4	96	16810	44.6	40.5	95	6463	48.0	15.6	102	9764	45.3	23.5	96	
RADIO-TOTAL	QUINTILE 1	17786	3895	20.8	21.9	104	7802	20.7	43.9	103	2647	19.7	14.9	98	4244	19.7	23.9	98	
	QUINTILE 2	17316	3913	20.9	22.6	107	7685	20.4	44.4	104	2578	19.2	14.9	98	4309	20.0	24.9	102	
	QUINTILE 3	18428	3639	19.4	19.7	93	7962	21.1	43.2	101	3034	22.5	16.5	108	4840	22.5	26.3	108	
	QUINTILE 4	17669	4037	21.6	22.8	108	7785	20.7	44.1	103	2711	20.1	15.3	101	4357	20.2	24.7	101	
	QUINTILE 5	17265	3228	17.3	18.7	88	6437	17.1	37.3	88	2487	18.5	14.4	95	3796	17.6	22.0	90	
TV-PRIME TIME	QUINTILE 1	17416	3751	20.0	21.5	102	7234	19.2	41.5	98	2846	21.2	16.3	107	3790	17.6	21.8	89	
	QUINTILE 2	17413	3666	19.6	21.1	100	7173	19.0	41.2	97	2519	18.7	14.5	95	4474	20.8	25.7	105	
	QUINTILE 3	17943	3706	19.8	20.7	98	7912	21.0	44.1	104	2559	19.0	14.3	94	4754	22.1	26.5	109	
	QUINTILE 4	18442	3952	21.1	21.4	101	8202	21.8	44.5	104	2707	20.1	14.7	97	4658	21.6	25.3	104	
	QUINTILE 5	17250	3637	19.4	21.1	100	7150	19.0	41.4	97	2826	21.0	16.4	108	3870	18.0	22.4	92	
TV-DAYTIME	TERCILE 1	29966	6033	32.2	20.1	95	11894	31.6	39.7	93	4155	30.9	13.9	91	6653	30.9	22.2	91	
	TERCILE 2	29480	6738	36.0	22.9	108	12737	33.8	43.2	101	4294	31.9	14.6	96	7419	34.4	25.2	103	
	TERCILE 3	29018	5941	31.7	20.5	97	13041	34.6	44.9	106	5007	37.2	17.3	113	7474	34.7	25.8	106	
TV-TOTAL	QUINTILE 1	17740	3444	18.4	19.4	92	6886	18.3	38.8	91	2710	20.1	15.3	100	3656	17.0	20.6	85	
	QUINTILE 2	17674	3951	21.1	22.4	106	7143	19.0	40.4	95	2563	19.0	14.5	95	4233	19.6	24.0	98	
	QUINTILE 3	17730	3524	18.8	19.9	94	7503	19.9	42.3	99	2732	20.3	15.4	101	4594	21.3	25.9	106	
	QUINTILE 4	17563	3987	21.3	22.7	107	8258	21.9	47.0	110	2330	17.3	13.3	87	4605	21.4	26.2	108	
	QUINTILE 5	17757	3806	20.3	21.4	101	7882	20.9	44.4	104	3121	23.2	17.6	116	4458	20.7	25.1	103	
MAGAZINES-NEWSPAPERS: DUAL			23278	4656	24.9	20.0	95	10710	28.4	46.0	108	3577	26.6	15.4	101	5933	27.5	25.5	105
MAGAZINE IMPERATIVE			21634	5212	27.9	24.1	114	10258	27.2	47.4	111	3843	28.6	17.8	117	6021	27.9	27.8	114
NEWSPAPER IMPERATIVE			23455	4523	24.2	19.3	91	9491	25.2	40.5	95	3406	25.3	14.5	95	5503	25.5	23.5	96
MAGAZINES-OUTDOOR: DUAL			17482	3759	20.1	21.5	102	8717	23.1	49.9	117	3105	23.1	17.8	117	4745	22.0	27.1	111
MAGAZINE IMPERATIVE			28830	6305	33.7	21.9	103	12526	33.3	43.4	102	4484	33.3	15.6	102	7266	33.7	25.2	103
OUTDOOR IMPERATIVE			26119	5485	29.3	21.0	99	10768	28.6	41.2	97	3667	27.3	14.0	92	6445	29.9	24.7	101
MAGAZINES-RADIO: DUAL			20162	4411	23.6	21.9	103	9094	24.1	45.1	106	3244	24.1	16.1	106	5177	24.0	25.7	105
MAGAZINE IMPERATIVE			26292	5731	30.6	21.8	103	12169	32.3	46.3	109	4363	32.4	16.6	109	7138	33.1	27.1	111
RADIO IMPERATIVE			25308	5462	29.2	21.6	102	10377	27.5	41.0	96	3682	27.4	14.5	96	5962	27.7	23.6	97
MAGAZINES-TELEVISION: DUAL			17312	3618	19.3	20.9	99	7665	20.3	44.3	104	2575	19.1	14.9	98	4320	20.1	25.0	102
MAGAZINE IMPERATIVE			29099	6586	35.2	22.6	107	13962	37.1	48.0	113	5026	37.4	17.3	114	8127	37.7	27.9	115
TELEVISION IMPERATIVE			27505	5391	28.8	19.6	93	10020	26.6	36.4	86	3979	29.6	14.5	95	5884	27.3	21.4	88
NEWSPAPERS-OUTDOOR: DUAL			18628	4233	22.6	22.7	107	8657	23.0	46.5	109	3037	22.6	16.3	107	5165	24.0	27.7	114
NEWSPAPER IMPERATIVE			29178	5561	29.7	19.1	90	11971	31.8	41.0	96	4286	31.9	14.7	97	6636	30.8	22.7	93
OUTDOOR IMPERATIVE			25260	5671	30.3	22.5	106	11338	30.1	44.9	105	3944	29.3	15.6	103	6211	28.8	24.6	101
NEWSPAPERS-RADIO: DUAL			19246	4083	21.8	21.2	100	8504	22.6	44.2	104	2788	20.7	14.5	95	4753	22.1	24.7	101
NEWSPAPER IMPERATIVE			28155	5370	28.7	19.1	90	12283	32.6	43.6	102	4491	33.4	16.0	105	7080	32.9	25.1	103
RADIO IMPERATIVE			25308	5811	31.1	23.0	109	10911	29.0	43.1	101	3883	28.9	15.3	101	6350	29.5	25.1	103
NEWSPAPERS-TELEVISION: DUAL			18615	3717	19.9	20.0	94	7349	19.5	39.5	93	2664	19.8	14.3	94	4390	20.4	23.6	97
NEWSPAPER IMPERATIVE			29207	5871	31.4	20.1	95	13629	36.2	46.7	110	4624	34.4	15.8	104	7545	35.0	25.8	106
TELEVISION IMPERATIVE			25472	5611	30.0	22.0	104	10183	27.0	40.0	94	3931	29.2	15.4	101	5843	27.1	22.9	94
OUTDOOR-RADIO: DUAL			17292	3861	20.6	22.3	106	8102	21										

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

	TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALES	88464	18712	100.0	21.2	100	37672	100.0	42.6	100	13456	100.0	15.2	100	21546	100.0	24.4	100
ATLANTIC MONTHLY	415	**82	0.4	19.8	93	*170	0.5	41.0	96	**63	0.5	15.2	100	**91	0.4	21.9	90
BARRON'S	522	**138	0.7	26.4	125	*196	0.5	37.5	88	**58	0.4	11.1	73	**97	0.5	18.6	76
BETTER HOMES & GARDENS	17429	4015	21.5	23.0	109	7466	19.8	42.8	101	2496	18.5	14.3	94	4485	20.8	25.7	106
BON APPETIT	2772	730	3.9	26.3	125	1400	3.7	50.5	119	540	4.0	19.5	128	722	3.4	26.0	107
BUSINESS WEEK	1469	302	1.6	20.6	97	663	1.8	45.1	106	*201	1.5	13.7	90	363	1.7	24.7	101
CAR AND DRIVER	397	**117	0.6	29.5	139	*184	0.5	46.3	109	**116	0.9	29.2	192	**58	0.3	14.6	60
CBS MAGAZINE NETWORK (GROSS)	1633	349	1.9	21.4	101	779	2.1	47.7	112	*297	2.2	18.2	120	435	2.0	26.6	109
CHANGING TIMES	1554	325	1.7	20.9	99	701	1.9	45.1	106	*229	1.7	14.7	97	394	1.8	25.4	104
COLONIAL HOMES	1304	321	1.7	24.6	116	701	1.9	53.8	126	*213	1.6	16.3	107	355	1.6	27.2	112
CONDE NAST MAG. PKG. (GROSS)	17858	4226	22.6	23.7	112	8794	23.3	49.2	116	2820	21.0	15.8	104	5085	23.6	28.5	117
CONSUMERS DIGEST	1406	362	1.9	25.7	122	558	1.5	39.7	93	*154	1.1	11.0	72	269	1.2	19.1	79
COSMOPOLITAN	8815	2042	10.9	23.2	110	3985	10.6	45.2	106	1342	10.0	15.2	100	2571	11.9	29.2	120
COUNTRY LIVING	2636	583	3.1	22.1	105	1307	3.5	49.6	116	545	4.1	20.7	136	697	3.2	26.4	109
CUISINE	1554	365	2.0	23.5	111	757	2.0	48.7	114	230	1.7	14.8	97	357	1.7	23.0	94
CYCLE WORLD	469	**123	0.7	26.2	124	*245	0.7	52.2	123	**88	0.7	18.8	123	**137	0.6	29.2	120
DCI:CREATIVE IDEAS FOR LIV	2631	660	3.5	25.1	119	1220	3.2	46.4	109	512	3.8	19.5	128	800	3.7	30.4	125
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1476	7.9	20.9	99	3060	8.1	43.3	102	1316	9.8	18.6	122	1710	7.9	24.2	99
DISCOVER	998	*212	1.1	21.2	100	485	1.3	48.6	114	*169	1.3	16.9	111	*186	0.9	18.6	77
EBONY	4289	801	4.3	18.7	88	1581	4.2	36.9	87	626	4.7	14.6	96	835	3.9	19.5	80
ESQUIRE	1176	261	1.4	22.2	105	506	1.3	43.0	101	*167	1.2	14.2	93	237	1.1	20.2	83
ESSENCE	2392	417	2.2	17.4	82	986	2.6	41.2	97	452	3.4	18.9	124	565	2.6	23.6	97
FAMILY CIRCLE	17209	3781	20.2	22.0	104	7961	21.1	46.3	109	2786	20.7	16.2	106	4697	21.8	27.3	112
THE FAMILY HANDYMAN	1184	288	1.5	24.3	115	584	1.6	49.3	116	*199	1.5	16.8	110	447	2.1	37.8	155
FAMILY WEEKLY	12391	2633	14.1	21.2	100	5772	15.3	46.6	109	2088	15.5	16.9	111	3314	15.4	26.7	110
FIELD & STREAM	2438	552	2.9	22.6	107	1179	3.1	48.4	114	352	2.6	14.4	95	746	3.5	30.6	126
FOOD & WINE	614	*110	0.6	17.9	85	254	0.7	41.4	97	*116	0.9	18.9	124	*171	0.8	27.9	114
FORBES	813	**122	0.7	15.0	71	374	1.0	46.0	108	**83	0.6	10.2	67	*221	1.0	27.2	112
FORTUNE	1083	*230	1.2	21.2	100	520	1.4	48.0	113	**97	0.7	9.0	59	*330	1.5	30.5	125
GENTLEMEN'S QUARTERLY	1197	*298	1.6	24.9	118	664	1.8	55.5	130	*204	1.5	17.0	112	*313	1.5	26.1	107
GLAMOUR	6625	1643	8.8	24.8	117	3286	8.7	49.6	116	1110	8.2	16.8	110	1968	9.1	29.7	122
GOLF DIGEST	707	**107	0.6	15.1	72	416	1.1	58.8	138	**108	0.8	15.3	100	*199	0.9	28.1	116
GOLF DIGEST/TENNIS (GROSS)	1316	277	1.5	21.0	100	622	1.7	47.3	111	*146	1.1	11.1	73	377	1.7	28.6	118
GOLF MAGAZINE	469	**79	0.4	16.8	80	*248	0.7	52.9	124	**75	0.6	16.0	105	*134	0.6	28.6	117
GOLF MAGAZINE/SKI (GROSS)	1060	*146	0.8	13.8	65	575	1.5	54.2	127	**163	1.2	15.4	101	*242	1.1	22.8	94
GOOD HOUSEKEEPING	17784	3753	20.1	21.1	100	7995	21.2	45.0	106	2753	20.5	15.5	102	4715	21.9	26.5	109
HARPER'S BAZAAR	2931	703	3.8	24.0	113	1364	3.6	46.5	109	411	3.1	14.0	92	785	3.6	26.8	110
HEALTH	2199	459	2.5	20.9	99	1000	2.7	45.5	107	348	2.6	15.8	104	617	2.9	28.1	115
HEARST MAG CORP. BUY (GROSS)	49148	11063	59.1	22.5	106	22485	59.7	45.7	107	7822	58.1	15.9	105	13282	61.6	27.0	111
HEARST MAN POWER (GROSS)	2113	483	2.6	22.9	108	1007	2.7	47.7	112	*265	2.0	12.5	82	609	2.8	28.8	118
HEARST WOMAN POWER (GROSS)	35062	7989	42.7	22.8	108	15990	42.4	45.6	107	5571	41.4	15.9	104	9636	44.7	27.5	113
HOUSE BEAUTIFUL	3865	756	4.0	19.6	92	1540	4.1	39.8	94	658	4.9	17.0	112	936	4.3	24.2	99
INC.	315	**102	0.5	32.4	153	**97	0.3	30.8	72	**52	0.4	16.5	109	**60	0.3	19.0	78
JET	3690	743	4.0	20.1	95	1265	3.4	34.3	81	581	4.3	15.7	104	714	3.3	19.3	79
LADIES' HOME JOURNAL	12930	2962	15.8	22.9	108	5820	15.4	45.0	106	2170	16.1	16.8	110	3424	15.9	26.5	109
LHJ FAMILY GRP COMBO(GROSS)	18161	4086	21.8	22.5	106	8243	21.9	45.4	107	3002	22.3	16.5	109	4834	22.4	26.6	109
LIFE	5065	1098	5.9	21.7	102	2226	5.9	43.9	103	787	5.8	15.5	102	1296	6.0	25.6	105
L.A. TIMES HOME MAGAZINE	1310	*261	1.4	19.9	94	545	1.4	41.6	98	**154	1.1	11.8	77	353	1.6	26.9	111
MADMOISELLE	3759	941	5.0	25.0	118	1876	5.0	49.9	117	589	4.4	15.7	103	1088	5.0	28.9	119
MC CALL'S	14658	3326	17.8	22.7	107	6379	16.9	43.5	102	2584	19.2	17.6	116	3806	17.7	26.0	107
MC CALL'S/WRK MOTHER (GROSS)	15857	3632	19.4	22.9	108	7022	18.6	44.3	104	2744	20.4	17.3	114	4205	19.5	26.5	109
MECHANIX ILLUSTRATED	809	*114	0.6	14.1	67	339	0.9	41.9	98	*138	1.0	17.1	112	*195	0.9	24.1	99
METROPOLITAN HOME	1009	*166	0.9	16.5	78	461	1.2	45.7	107	*109	0.8	10.8	71	260	1.2	25.8	106
MONEY	1707	346	1.8	20.3	96	878	2.3	51.4	121	309	2.3	18.1	119	474	2.2	27.8	114
MOTHER EARTH NEWS	1123	307	1.6	27.3	129	553	1.5	49.2	116	**82	0.6	7.3	48	414	1.9	36.9	151
MS.	932	*180	1.0	19.3	91	393	1.0	42.2	99	*127	0.9	13.6	90	*213	1.0	22.9	94
NATIONAL ENQUIRER	11971	2421	12.9	20.2	96	4977	13.2	41.6	98	1759	13.1	14.7	97	3102	14.4	25.9	106
NATIONAL GEOGRAPHIC	10503	2240	12.0	21.3	101	4951	13.1	47.1	111	1720	12.8	16.4	108	2587	12.0	24.6	101
NATIONAL SUNDAY MAGAZINE PKG	54325	11327	60.5	20.9	99	23919	63.5	44.0	103	8219	61.1	15.1	99	13625	63.2	25.1	103
NATURAL HISTORY	626	**104	0.6	16.6	79	376	1.0	60.1	141	**101	0.8	16.1	106	*186	0.9	29.7	122
NEW WOMAN	1992	462	2.5	23.2	110	854	2.3	42.9	101	307	2.3	15.4	101	514	2.4	25.8	106
NEW YORK INCLUDING CUE	547	**57	0.3	10.4	49	249	0.7	45.5	107	**44	0.3	8.0	53	*135	0.6	24.7	101
THE NEW YORKER	1380	265	1.4	19.2	91	684	1.8	49.6	116	212	1.6	15.4	101	286	1.3	20.7	85
NEWSWEEK	6925	1493	8.0	21.6	102	3282	8.7	47.4	111	1267	9.4	18.3	120	1864	8.7	26.9	111
THE N.Y. TIMES DAILY EDITION	1363	*140	0.7	10.3	49	733	1.9	53.8	126	*197	1.5	14.5	95	395	1.8	29.0	119
THE N.Y. TIMES MAGAZINE	2333	368	2.0	15.8	75	1220	3.2	52.3	123	354	2.6	15.2	100	707	3.3	30.3	124
OMNI	872	*115	0.6	13.2	62	435	1.2	49.9	117	**75	0.6	8.6	57	*245	1.1	28.1	115
ON CABLE	1298	339	1.8	26.1	123	691	1.8	53.2	125	*139	1.0	10.7	70	297	1.4	22.9	94
1001 HOME IDEAS	3032	665	3.6	21.9	104	1423	3.8	46.9	110	484	3.6	16.0	105	793	3.7	26.2	107
ORGANIC GARDENING	1680	349	1.9	20.8	98	598	1.6	35.6	84	*268	2.0	16.0	105	374	1.7	22.3	91
OUTDOOR LIFE	960	*198	1.1	20.6	98	423	1.1	44.1	103	**105	0.8	10.9	72	*233	1.1	24.3	100
PARADE MAGAZINE	26755	5625	30.1	21.0	99	11823	31.4	44.2	104	3893	28.9	14.6	96	6497	30.2	24.3	100

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION; RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	18712	100.0	21.2	100	37672	100.0	42.6	100	13456	100.0	15.2	100	21546	100.0	24.4	100
PARENTS	4173	1072	5.7	25.7	121	2085	5.5	50.0	117	786	5.8	18.8	124	1282	6.0	30.7	126
PENTHOUSE	973	*201	1.1	20.7	98	426	1.1	43.8	103	*78	0.6	8.0	53	*239	1.1	24.6	101
PEOPLE	13479	3017	16.1	22.4	106	6586	17.5	48.9	115	2144	15.9	15.9	105	3474	16.1	25.8	106
PLAYBOY	2183	441	2.4	20.2	96	1052	2.8	48.2	113	329	2.4	15.1	99	441	2.0	20.2	83
POPULAR HOT RODDING	388	*79	0.4	20.4	96	*207	0.5	53.4	125	*25	0.2	6.4	42	*93	0.4	24.0	98
POPULAR MECHANICS	1037	*222	1.2	21.4	101	398	1.1	38.4	90	*133	1.0	12.8	84	*284	1.3	27.4	112
POPULAR SCIENCE	920	*164	0.9	17.8	84	437	1.2	47.5	112	*152	1.1	16.5	109	*258	1.2	28.0	115
PREVENTION	4071	821	4.4	20.2	95	1707	4.5	41.9	98	607	4.5	14.9	98	936	4.3	23.0	94
PSYCHOLOGY TODAY	1940	382	2.0	19.7	93	1001	2.7	51.6	121	405	3.0	20.9	137	533	2.5	27.5	113
READER'S DIGEST	24031	5439	29.1	22.6	107	10539	28.0	43.9	103	3875	28.8	16.1	106	6011	27.9	25.0	103
REDBOOK	8464	2194	11.7	25.9	123	4010	10.6	47.4	111	1477	11.0	17.5	115	2350	10.9	27.8	114
ROAD & TRACK	429	*104	0.6	24.2	115	*269	0.7	62.7	147	*135	1.0	31.5	207	*134	0.6	31.2	128
ROLLING STONE	1355	317	1.7	23.4	111	780	2.1	57.6	135	231	1.7	17.0	112	425	2.0	31.4	129
RUNNER'S WORLD	329	*42	0.2	12.8	60	*158	0.4	48.0	113	*61	0.5	18.5	122	*92	0.4	28.0	115
SATURDAY EVENING POST	1268	289	1.5	22.8	108	629	1.7	49.6	116	200	1.5	15.8	104	373	1.7	29.4	121
SCIENCE 84	702	*137	0.7	19.5	92	401	1.1	57.1	134	*115	0.9	16.4	108	*243	1.1	34.6	142
SCIENCE DIGEST	553	*138	0.7	25.0	118	310	0.8	56.1	132	*110	0.8	19.9	131	*181	0.8	32.7	134
SCIENTIFIC AMERICAN	615	*101	0.5	16.4	78	288	0.8	46.8	110	*63	0.5	10.2	67	*122	0.6	19.8	81
SELF	2683	680	3.6	25.3	120	1363	3.6	50.8	119	466	3.5	17.4	114	829	3.8	30.9	127
SEVENTEEN	3309	838	4.5	25.3	120	1740	4.6	52.6	123	628	4.7	19.0	125	980	4.5	29.6	122
SKI	591	*67	0.4	11.3	54	328	0.9	55.5	130	*88	0.7	14.9	98	*108	0.5	18.3	75
SMITHSONIAN	3039	609	3.3	20.0	95	1421	3.8	46.8	110	461	3.4	15.2	100	801	3.7	26.4	108
SOAP OPERA DIGEST	3683	822	4.4	22.3	106	1421	3.8	38.6	91	539	4.0	14.6	96	832	3.9	22.6	93
SOUTHERN LIVING	4434	816	4.4	18.4	87	1840	4.9	41.5	97	804	6.0	18.1	119	910	4.2	20.5	84
SPORT	701	*178	1.0	25.4	120	*252	0.7	35.9	84	*67	0.5	9.6	63	*134	0.6	19.1	78
THE SPORTING NEWS	518	*161	0.9	31.1	147	*286	0.8	55.2	130	*11	0.1	2.1	14	*166	0.8	32.0	132
SPORTS AFIELD	523	*122	0.7	23.3	110	300	0.8	57.4	135	*22	0.2	4.2	28	*144	0.7	27.5	113
SPORTS ILLUSTRATED	3325	826	4.4	24.8	117	1713	4.5	51.5	121	591	4.4	17.8	117	1004	4.7	30.2	124
STAR	8567	1672	8.9	19.5	92	3643	9.7	42.5	100	1312	9.8	15.3	101	2168	10.1	25.3	104
SUNDAY	27630	5514	29.5	20.0	94	11682	31.0	42.3	99	4018	29.9	14.5	96	6498	30.2	23.5	97
SUNSET	2219	418	2.2	18.8	89	891	2.4	40.2	94	412	3.1	18.6	122	534	2.5	24.1	99
TV GUIDE	24258	5726	30.6	23.6	112	10781	28.6	44.4	104	3738	27.8	15.4	101	6233	28.9	29.7	105
TENNIS	609	*170	0.9	27.9	132	*206	0.5	33.8	79	*38	0.3	6.2	41	*178	0.8	29.2	120
TIME	9929	2475	13.2	24.9	118	4723	12.5	47.6	112	1415	10.5	14.3	94	2431	11.3	24.5	101
TOWN & COUNTRY	1062	*204	1.1	19.2	91	501	1.3	47.2	111	*140	1.0	13.2	87	*242	1.1	22.8	94
TRAVEL & LEISURE	1051	*136	0.7	12.9	61	491	1.3	46.7	110	*140	1.0	13.3	88	*189	0.9	18.0	74
TRUE STORY	3946	863	4.6	21.9	103	1675	4.4	42.4	100	352	2.6	8.9	59	1041	4.8	26.4	108
U.S. NEWS & WORLD REPORT	3782	753	4.0	19.9	94	1818	4.8	48.1	113	681	5.1	18.0	118	911	4.2	24.1	99
USA TODAY	1874	394	2.1	21.0	99	909	2.4	48.5	114	305	2.3	16.3	107	552	2.6	29.5	121
US	2213	520	2.8	23.5	111	1138	3.0	51.4	121	359	2.7	16.2	107	689	3.2	31.1	128
VOGUE	4792	962	5.1	20.1	95	2269	6.0	47.3	111	654	4.9	13.6	90	1199	5.6	25.0	103
WALL STREET JOURNAL	2045	383	2.0	18.7	89	957	2.5	46.8	110	212	1.6	10.4	68	514	2.4	25.1	103
WEIGHT WATCHERS	2364	656	3.5	27.7	131	1156	3.1	48.9	115	411	3.1	17.4	114	644	3.0	27.2	112
WOMAN'S DAY	15182	3506	18.7	23.1	109	6886	18.3	45.4	107	2337	17.4	15.4	101	3958	18.4	26.1	107
WORKING MOTHER	1198	306	1.6	25.5	121	643	1.7	53.7	126	*160	1.2	13.4	88	399	1.9	33.3	137
WORKING WOMAN	1523	374	2.0	24.6	116	779	2.1	51.1	120	*217	1.6	14.2	94	526	2.4	34.5	142
WORLD TENNIS	*183	*31	0.2	16.9	80	*68	0.2	37.2	87	*25	0.2	13.7	90	*49	0.2	26.8	110
ZIFF-DAVIS MAG NETWK (GROSS)	2776	603	3.2	21.7	103	1296	3.4	46.7	110	458	3.4	16.5	108	680	3.2	24.5	101
BLAIR INSERTS	47909	9929	53.1	20.7	98	21022	55.8	43.9	103	7093	52.7	14.8	97	11821	54.9	24.7	101
DAILY NEWSPAPERS																	
READ ANY	56731	11533	61.6	20.3	96	24385	64.7	43.0	101	8731	64.9	15.4	101	14046	65.2	24.8	102
READ ONE	47696	9807	52.4	20.6	97	20478	54.4	42.9	101	7453	55.4	15.6	103	11935	55.4	25.0	103
READ TWO OR MORE	9034	1726	9.2	19.1	90	3907	10.4	43.2	102	1278	9.5	14.1	93	2111	9.8	23.4	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	11987	64.1	20.8	98	25601	68.0	44.3	104	8807	65.5	15.3	100	14485	67.2	25.1	103
READ ONE	50513	10334	55.2	20.5	97	22306	59.2	44.2	104	7700	57.2	15.2	100	12842	59.6	25.4	104
READ TWO OR MORE	7219	1653	8.8	22.9	108	3295	8.7	45.6	107	1107	8.2	15.3	101	1644	7.6	22.8	94
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.54				29.81				29.29				29.25			
30 DAY REACH	78184	16630	88.9	21.3	101	33946	90.1	43.4	102	11767	87.4	15.1	99	19402	90.0	24.8	102
50 SHWG - 30 DAY AV FREQ	14.80	15.45				15.60				15.35				15.33			
30 DAY REACH	74239	15941	85.2	21.5	102	32486	86.2	43.8	103	11236	83.5	15.1	100	18558	86.1	25.0	103
25 SHWG - 30 DAY AV FREQ	8.05	8.46				8.39				8.31				8.43			
30 DAY REACH	68254	14594	78.0	21.4	101	30232	80.3	44.3	104	10378	77.1	15.2	100	16855	78.2	24.7	101
CABLE TV: HOME WIRED	35215	7726	41.3	21.9	104	15633	41.5	44.4	104	5896	43.8	16.7	110	9111	42.3	25.9	106
HOME NOT WIRED	53250	10986	58.7	20.6	98	22039	58.5	41.4	97	7560	56.2	14.2	93	12435	57.7	23.4	96
HAVE PAY CABLE	17885	4189	22.4	23.4	111	8473	22.5	47.4	111	3137	23.3	17.5	115	5155	23.9	28.8	118

	TOTAL U.S. '000	BACKACHE				COLD				CONSTIPATION				COUGH			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	18712	100.0	21.2	100	37672	100.0	42.6	100	13456	100.0	15.2	100	21546	100.0	24.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	10431	55.7	21.7	103	21507	57.1	44.8	105	7306	54.3	15.2	100	12197	56.6	25.4	104
10:00 AM - 3:00 PM	33674	7250	38.7	21.5	102	15066	40.0	44.7	105	5063	37.6	15.0	99	8340	38.7	24.8	102
3:00 PM - 7:00 PM	34431	7682	41.1	22.3	105	15510	41.2	45.0	106	5478	40.7	15.9	105	9002	41.8	26.1	107
7:00 PM - MIDNIGHT	17761	3722	19.9	21.0	99	7819	20.8	44.0	103	2767	20.6	15.6	102	4614	21.4	26.0	107
MIDNIGHT - 6:00 AM	10087	2210	11.8	21.9	104	4623	12.3	45.8	108	1561	11.6	15.5	102	2522	11.7	25.0	103
6:00 AM - MIDNIGHT	64318	13829	73.9	21.5	102	28627	76.0	44.5	105	9916	73.7	15.4	101	16261	75.5	25.3	104
ENTIRE DAY	65181	14000	74.8	21.5	102	28966	76.9	44.4	104	10048	74.7	15.4	101	16405	76.1	25.2	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	3885	20.8	22.3	105	8211	21.8	47.2	111	2657	19.7	15.3	100	4860	22.6	27.9	115
ALL NEWS	2520	500	2.7	19.8	94	1099	2.9	43.6	102	408	3.0	16.2	106	616	2.9	24.4	100
AOR/PROGRESSIVE	4419	1157	6.2	26.2	124	2223	5.9	50.3	118	716	5.3	16.2	107	1410	6.5	31.9	131
BEAUTIFUL MUSIC	6119	1222	6.5	20.0	94	2778	7.4	45.4	107	1008	7.5	16.5	108	1503	7.0	24.6	101
BLACK	2623	614	3.3	23.4	111	1121	3.0	42.7	100	413	3.1	15.7	104	576	2.7	22.0	90
CLASSICAL	1553	367	2.0	23.6	112	687	1.8	44.2	104	*205	1.5	13.2	87	325	1.5	20.9	86
CHR/ROCK	11282	2535	13.5	22.5	106	5567	14.8	49.3	116	1885	14.0	16.7	110	3217	14.4	28.5	117
COUNTRY	13343	2679	14.3	20.1	95	5583	14.8	41.8	98	2068	15.4	15.5	102	3126	14.5	23.4	96
GOLDEN OLDIES	1299	*258	1.4	19.9	94	616	1.6	47.4	111	*171	1.3	13.2	87	350	1.6	26.9	111
MOR/NOSTALGIA	5241	970	5.2	18.5	87	2237	5.9	42.7	100	667	5.0	12.7	84	1198	5.6	22.9	94
NEWS/TALK	4165	790	4.2	19.0	90	1577	4.2	37.9	89	591	4.4	14.2	93	937	4.3	22.5	92
RELIGIOUS	3324	715	3.8	21.5	102	1281	3.4	38.5	90	516	3.8	15.5	102	719	3.3	21.6	89
SOFT ROCK	809	*176	0.9	28.9	137	254	0.7	41.7	98	**59	0.4	9.7	64	*156	0.7	25.6	105
URBAN CONTEMPORARY	1853	419	2.2	22.6	107	664	1.8	35.8	84	272	2.0	14.7	97	378	1.8	20.4	84
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	794	4.2	21.3	101	1638	4.3	44.0	103	527	3.9	14.2	93	1039	4.8	27.9	115
ABC DIRECTION	2488	563	3.0	22.6	107	1179	3.1	47.4	111	373	2.8	15.0	99	553	2.6	22.2	91
ABC ENTERTAINMENT	5129	1053	5.6	20.5	97	2356	6.3	45.9	108	765	5.7	14.9	98	1370	6.4	26.7	110
ABC FM	2498	543	2.9	21.7	103	1210	3.2	48.4	114	453	3.4	18.1	119	573	2.7	22.9	94
ABC INFORMATION	5721	1212	6.5	21.2	100	2611	6.9	45.6	107	831	6.2	14.5	95	1481	6.9	25.9	106
ABC ROCK	2021	510	2.7	25.2	119	946	2.5	46.8	110	277	2.1	13.7	90	687	3.2	34.0	140
CBS	4756	951	5.1	20.0	95	1930	5.1	40.6	95	687	5.1	14.4	95	1090	5.1	22.9	94
MUTUAL	5272	1117	6.0	21.2	100	2303	6.1	43.7	103	659	4.9	12.5	82	1400	6.5	26.6	109
NBC	4964	1108	5.9	22.3	106	2025	5.4	40.8	96	825	6.1	16.6	109	1121	5.2	22.6	93
RADIOADIO	2218	501	2.7	22.6	107	1037	2.8	46.8	110	410	3.0	18.5	122	551	2.6	24.8	102
RKO ONE	2565	685	3.7	26.7	126	1329	3.5	51.8	122	385	2.9	15.0	99	734	3.4	28.6	117
RKO TWO	3640	692	3.7	19.0	90	1600	4.2	44.0	103	563	4.2	15.5	102	1010	4.7	27.7	114
THE SOURCE	2467	553	3.0	22.4	106	1222	3.2	49.5	116	432	3.2	17.5	115	620	2.9	25.1	103
NON-WIRED : BLAIR	9466	1925	10.3	20.3	96	4114	10.9	43.5	102	1379	10.2	14.6	96	2280	10.6	24.1	99
INTERNET	13616	2905	15.5	21.3	101	6153	16.3	45.2	106	2170	16.1	15.9	105	3600	16.7	26.4	109
KATZ RADIO GROUP	16998	3448	18.4	20.3	96	7771	20.6	45.7	107	2457	18.3	14.5	95	4508	20.9	26.5	109
SUPERNET	11622	2474	13.2	21.3	101	5161	13.7	44.4	104	1832	13.6	15.8	104	2904	13.5	25.0	103
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	1739	9.3	18.5	87	3597	9.5	38.2	90	1469	10.9	15.6	102	1926	8.9	20.4	84
WKDAY 9:00 AM - 1:00 PM	13304	2669	14.3	20.1	95	5270	14.0	39.6	93	1925	14.3	14.5	95	2998	13.9	22.5	93
WKDAY 1:00 PM - 4:30 PM	17591	3677	19.7	20.9	99	7141	19.0	40.6	95	2495	18.5	14.2	93	3933	18.3	22.4	92
WKDAY 4:30 PM - 7:30 PM	24418	4949	26.4	20.3	96	9693	25.7	39.7	93	3570	26.5	14.6	96	5453	25.3	22.3	92
WKDAY 7:30 PM - 8:00 PM	34400	7107	38.0	20.7	98	13999	37.2	40.7	96	5088	37.8	14.8	97	7747	36.0	22.5	92
WKDAY 11:00 PM - 11:30 PM	26120	5493	29.4	21.0	99	10705	28.4	41.0	96	4087	30.4	15.6	103	6140	28.5	23.5	97
WKDAY 11:30 PM - 1:00 AM	8402	1761	9.4	21.0	99	3353	8.9	39.9	94	1285	9.5	15.3	101	1943	9.0	23.1	95
M-SAT 8-11 PM-SUN 7-11 PM	36828	7794	41.7	21.2	100	15603	41.4	42.4	99	5611	41.7	15.2	100	8858	41.1	24.1	99
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	1670	8.9	23.1	109	2940	7.8	40.7	96	971	7.2	13.4	88	1599	7.4	22.1	91
ANOTHER WORLD	A 4924	966	5.2	19.6	93	2082	5.5	42.3	99	713	5.3	14.5	95	1038	4.8	21.1	87
AS THE WORLD TURNS	C 5966	1264	6.8	21.2	100	2267	6.0	38.0	89	887	6.6	14.9	98	1238	5.7	20.8	85
CAPITOL	C 3672	913	4.9	24.9	118	1432	3.8	39.0	92	626	4.7	17.0	112	797	3.7	21.7	89
CBS MORN. NEWS 1	C 1590	308	1.6	19.4	92	603	1.6	37.9	89	319	2.4	20.1	132	327	1.5	20.6	84
CBS MORN. NEWS 2	C 1298	250	1.3	19.3	91	436	1.2	33.6	79	189	1.4	14.6	96	266	1.2	20.5	84
DAYS OF OUR LIVES	M 6389	1204	6.4	18.8	89	2901	7.7	45.4	107	841	6.3	13.2	87	1526	7.1	23.9	98
FACTS OF LIFE - DAYTIME	M 2526	441	2.4	17.5	83	910	2.4	36.0	85	394	2.9	15.6	103	587	2.7	23.2	95
FAMILY FEUD	A 3427	665	3.6	19.4	92	1350	3.6	39.4	93	481	3.6	14.0	92	781	3.6	22.8	94
GENERAL HOSPITAL	A 4870	1512	8.1	22.0	104	2802	7.4	40.8	96	927	6.9	13.5	89	1637	7.6	23.8	98
GOOD MORNING, AMERICA-730	A 3767	707	3.8	18.8	89	1542	4.1	40.9	96	612	4.5	16.2	107	801	3.7	21.3	87
GOOD MORNING, AMERICA-830	A 3076	516	2.8	16.8	79	1237	3.3	40.2	94	461	3.4	15.0	99	713	3.3	23.2	95
GUIDING LIGHT	C 5789	1287	6.9	22.2	105	2291	6.1	39.6	93	956	7.1	16.5	109	1197	5.6	20.7	85
ONE LIFE TO LIVE	A 4918	1080	5.8	22.0	104	1911	5.1	38.9	91	564	4.2	11.5	75	1112	5.2	22.6	93
PRESS YOUR LUCK	C 2367	505	2.7	21.3	101	960	2.5	40.6	95	369	2.7	15.6	102	581	2.7	24.5	101
PRICE IS RIGHT 1	C 4727	926	4.9	19.6	93	1713	4.5	36.2	85	654	4.9	13.8	91	878	4.1	18.6	76
PRICE IS RIGHT 2	C 5511	1112	5.9	20.2	95	2101	5.6	38.1	90								

		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES																		
WKDAY LOCAL EVENING TV NEWS		27970	5744	30.7	20.5	97	10750	28.5	38.4	90	4208	31.3	15.0	99	6066	28.2	21.7	89
NETWORK AFFILIATES - EARLY		21966	4615	24.7	21.0	99	9061	24.1	41.3	97	3531	26.2	16.1	106	5111	23.7	23.3	96
INDEPENDENTS - LATE		2247	518	2.8	23.1	109	964	2.6	42.9	101	346	2.6	15.4	101	586	2.7	26.1	107
TV EVENING NTKW 6 PM - 2 AM																		
A TEAM	N	11524	2721	14.5	23.6	112	5104	13.5	44.3	104	1790	13.3	15.5	102	2778	12.9	24.1	99
ABC MONDAY NIGHT MOVIE	A	6879	1494	8.0	21.7	103	2945	7.8	42.8	101	1111	8.3	16.2	106	1737	8.1	25.3	104
ABC SUNDAY NIGHT MOVIE	A	13690	2791	14.9	20.4	96	5980	15.9	43.7	103	2169	16.1	15.8	104	3532	16.4	25.8	106
ABC WORLD NEWS TONIGHT	A	6589	1270	6.8	19.3	91	2428	6.4	36.8	87	879	6.5	13.3	88	1455	6.8	22.1	91
AFTERMASH	C	6391	1448	7.7	22.7	107	2492	6.6	39.0	92	1007	7.5	15.8	104	1440	6.7	22.5	93
ALICE	C	10273	2569	13.7	25.0	118	4338	11.5	42.2	99	1777	13.2	17.3	114	2546	11.8	24.8	102
AMERICAN PARADE	C	7130	1425	7.6	20.0	94	2623	7.0	36.8	86	1085	8.1	15.2	100	1582	7.3	22.2	91
BENSON	A	11665	2388	12.8	20.5	97	4891	13.0	41.9	98	1627	12.1	13.9	92	2727	12.7	23.4	96
BLUE THUNDER	A	5442	1270	6.8	23.3	110	2381	6.3	43.8	103	763	5.7	14.0	92	1333	6.2	24.5	101
CAGNEY & LACEY	C	10565	2571	13.7	24.3	115	4676	12.4	44.3	104	1723	12.8	16.3	107	2768	12.8	26.2	108
CBS EVENING NEWS-DEAN	C	3668	699	3.7	19.1	90	1238	3.3	33.8	79	583	4.3	15.9	104	771	3.6	21.0	86
CBS EVENING NEWS-RATHER	C	7561	1600	8.6	21.2	100	2937	7.8	38.8	91	1281	9.5	16.9	111	1797	8.3	23.8	98
CBS SAT. NEWS-SCHIEFFER	C	3948	797	4.3	20.2	95	1464	3.9	37.1	87	596	4.4	15.1	99	945	4.4	23.9	98
CBS SATURDAY NIGHT MOVIE	C	5966	1397	7.5	23.4	111	2582	6.9	43.3	102	1081	8.0	18.1	119	1329	6.2	22.3	91
CBS WEDNESDAY NIGHT MOVIE	C	6529	1255	6.7	19.2	91	2617	6.9	40.1	94	916	6.8	14.0	92	1540	7.1	23.6	97
CHEERS	N	9842	2221	11.9	22.6	107	4549	12.1	46.2	109	1663	12.4	16.9	111	2645	12.3	26.9	110
DALLAS	C	23935	4945	26.4	20.7	98	9491	25.2	39.7	93	3508	26.1	14.7	96	5348	24.8	22.3	92
DIFF'RENT STROKES	N	7574	1767	9.4	23.3	110	3035	8.1	40.1	94	1247	9.3	16.5	108	1696	7.9	22.4	92
DOUBLE TROUBLE	N	7786	1857	9.9	23.9	113	3313	8.8	42.6	100	1170	8.7	15.0	99	1899	8.8	24.4	100
DUCK FACTORY	N	6290	1460	7.8	23.2	110	2831	7.5	45.0	106	1028	7.6	16.3	107	1626	7.5	25.9	106
DUKES OF HAZZARD	C	6402	1345	7.2	21.0	99	2800	7.4	43.7	103	1023	7.6	16.0	105	1565	7.3	24.4	100
DYNASTY	A	21955	4316	23.1	19.7	93	9176	24.4	41.8	98	3137	23.3	14.3	94	5054	23.5	23.0	95
FACTS OF LIFE	N	8898	1958	10.5	22.0	104	3714	9.9	41.7	98	1354	10.1	15.2	100	2074	9.6	23.3	96
FALCON CREST	C	21877	4648	24.8	21.2	100	8660	23.0	39.6	93	3233	24.0	14.8	97	4888	22.7	22.3	92
FALL GUY	A	10045	2333	12.5	23.2	110	4401	11.7	43.8	103	1455	10.8	14.5	95	2406	11.2	24.0	98
FAMILY TIES	N	8922	2197	11.7	24.6	116	3852	10.2	43.2	101	1514	11.3	17.0	112	2278	10.6	25.5	105
FANTASY ISLAND	A	8288	1563	8.4	18.9	89	3162	8.4	38.2	90	1322	9.8	16.0	105	1901	8.8	22.9	94
FOULUPS, BLEEPs & BLUNDERS	A	9891	2070	11.1	20.9	99	3900	10.4	39.4	93	1302	9.7	13.2	87	2320	10.8	23.5	96
FOUR SEASONS	C	5429	1260	6.7	23.2	110	2268	6.0	41.8	98	1035	7.7	19.1	125	1336	6.2	24.6	101
GIMME A BREAK	N	9646	2252	12.0	23.3	110	3931	10.4	40.8	96	1480	11.0	15.3	101	2152	10.0	22.3	92
HART TO HART	A	9983	2119	11.3	21.2	100	4096	10.9	41.0	96	1592	11.8	15.9	105	2393	11.1	24.0	98
HILL STREET BLUES	N	9688	2289	12.2	23.6	112	4544	12.1	46.9	110	1544	11.5	15.9	105	2522	11.7	26.0	107
HOTEL	A	15435	3186	17.0	20.6	98	6323	16.8	41.0	96	2403	17.9	15.6	102	3563	16.5	23.1	95
JEFFERSONS	C	10031	2339	12.5	23.3	110	4137	11.0	41.2	97	1696	12.6	16.9	111	2512	11.7	25.0	103
JENNIFER SLEPT HERE	N	6376	1363	7.3	21.4	101	2821	7.5	44.2	104	999	7.4	15.7	103	1551	7.2	24.3	100
KATE & ALLIE	C	9951	2265	12.1	22.8	108	4099	10.9	41.2	97	1656	12.3	16.6	109	2483	11.5	25.0	102
KNIGHT RIDER	N	7908	1769	9.5	22.4	106	3319	8.8	42.0	99	1280	9.5	16.2	106	2090	9.7	26.4	109
LOVE BOAT	A	13226	2437	13.0	18.4	87	5385	14.3	40.7	96	1889	14.0	14.3	94	2756	12.8	20.8	86
MAGNUM PI	C	12105	2450	13.1	20.2	96	4859	12.9	40.1	94	1660	12.3	13.7	90	2710	12.6	22.4	92
MAMA'S FAMILY	N	6364	1498	8.0	23.5	111	2293	6.1	36.0	85	940	7.0	14.8	97	1319	6.1	20.7	85
MASTER, THE	N	3955	810	4.3	20.5	97	1760	4.7	44.5	104	653	4.9	16.5	109	1024	4.8	25.9	106
MATT HOUSTON	A	6903	1544	8.3	22.4	106	3177	8.4	46.0	108	1080	8.0	15.6	103	1687	7.8	24.4	100
NBC MONDAY NIGHT MOVIE	N	13443	3022	16.2	22.5	106	5900	15.7	43.9	103	1807	13.4	13.4	88	3493	16.2	26.0	107
NBC NIGHTLY NEWS	N	5585	1105	5.9	19.8	94	1995	5.3	35.7	84	790	5.9	14.1	93	1222	5.7	21.9	90
NBC NIGHTLY NEWS-SAT	N	3688	754	4.0	20.4	97	1122	3.0	30.4	71	477	3.5	12.9	85	738	3.4	20.0	82
NBC NIGHTLY NEWS-SUN	N	3310	570	3.0	17.2	81	1081	2.9	32.7	77	513	3.8	15.5	102	659	3.1	19.9	82
NBC SUNDAY NIGHT MOVIE	N	9238	1954	10.4	21.2	100	4069	10.8	44.0	103	1254	9.3	13.6	89	2231	10.4	24.2	99
NEWHART	C	9876	2453	13.1	24.8	117	4220	11.2	42.7	100	1681	12.5	17.0	112	2589	12.0	26.2	108
ONE DAY AT A TIME	C	7954	1775	9.5	22.3	106	3489	9.3	43.9	103	1188	8.8	14.9	98	1951	9.1	24.5	101
PEOPLE ARE FUNNY	N	5182	1252	6.7	24.2	114	2056	5.5	39.7	93	653	4.9	12.6	83	1225	5.7	23.6	97
REAL PEOPLE	N	9674	1983	10.6	20.5	97	3766	10.0	38.9	91	1511	11.2	15.6	103	2133	9.9	22.0	91
REMINGTON STEELE	N	8511	1709	9.1	20.1	95	3706	9.8	43.5	102	1307	9.7	15.4	101	2034	9.4	23.9	98
RIPLY'S BELIEVE IT - NOT	A	5656	1297	6.9	22.9	108	2351	6.2	41.6	98	822	6.1	14.5	96	1524	7.1	26.9	111
RIPTIDE	N	7718	1839	9.8	23.8	113	3498	9.3	45.3	106	1219	9.1	15.8	104	1842	8.5	23.9	98
SCARECROW & MRS. KING	C	11058	2347	12.5	21.2	100	4572	12.1	41.3	97	1633	12.1	14.8	97	2541	11.8	23.0	94
SIMON & SIMON	C	11615	2490	13.3	21.4	101	4835	12.8	41.6	98	1618	12.0	13.9	92	2658	12.3	22.9	94
60 MINUTES	C	14326	2895	15.5	20.2	96	5391	14.3	37.6	88	2096	15.6	14.6	96	3146	14.6	22.0	90
ST. ELSEWHERE	N	7670	1961	10.5	25.6	121	3515	9.3	45.8	108	1195	8.9	15.6	102	2056	9.5	26.8	110</

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	11986	100.0	13.5	100	11997	100.0	13.6	100	7558	100.0	8.5	100	7567	100.0	8.6	100
FEMALE HOMEOWNERS	80986	10814	90.2	13.4	99	10732	89.5	13.3	98	6745	89.2	8.3	97	6941	91.7	8.6	100
EMPLOYED MOTHERS	18702	2997	25.0	16.0	118	3537	29.5	18.9	139	1800	23.8	9.6	113	1808	23.9	9.7	113
18 - 24	14726	2398	20.0	16.3	120	2229	18.6	15.1	112	1271	16.8	8.6	101	1112	14.7	7.6	88
25 - 34	20202	3527	29.4	17.5	129	4392	36.6	21.7	160	2246	29.7	11.1	130	1899	25.1	9.4	110
35 - 44	14781	2372	19.8	16.0	118	2530	21.1	17.1	126	1490	19.7	10.1	118	1423	18.8	9.6	113
45 - 54	11449	1327	11.1	11.6	86	1205	10.0	10.5	78	952	12.6	8.3	97	1303	17.2	11.4	133
55 - 64	11846	1190	9.9	10.0	74	817	6.8	6.9	51	823	10.9	6.9	81	1016	13.4	8.6	100
65 OR OLDER	15459	1171	9.8	7.6	56	824	6.9	5.3	39	776	10.3	5.0	59	814	10.8	5.3	62
18 - 34	34928	5925	49.4	17.0	125	6621	55.2	19.0	140	3516	46.5	10.1	118	3011	39.8	8.6	101
18 - 49	55154	8959	74.7	16.2	120	9764	81.4	17.7	131	5427	71.8	9.8	115	5121	67.7	9.3	109
25 - 54	46433	7226	60.3	15.6	115	8127	67.7	17.5	129	4688	62.0	10.1	118	4625	61.1	10.0	116
35 - 49	20226	3034	25.3	15.0	111	3143	26.2	15.5	115	1910	25.3	9.4	111	2110	27.9	10.4	122
50 OR OLDER	33310	3027	25.3	9.1	67	2233	18.6	6.7	49	2131	28.2	6.4	75	2446	32.3	7.3	86
GRADUATED COLLEGE	12110	2099	17.5	17.3	128	2305	19.2	19.0	140	1478	19.6	12.2	143	1525	20.2	12.6	147
ATTENDED COLLEGE	15309	2620	21.9	17.1	126	2818	23.5	18.4	136	1826	24.2	11.9	140	1600	21.1	10.5	122
GRADUATED HIGH SCHOOL	36912	5169	43.1	14.0	103	4811	40.1	13.0	96	3034	40.1	8.2	96	3127	41.3	8.5	99
DID NOT GRADUATE HIGH SCHOOL	24134	2098	17.5	8.7	64	2063	17.2	8.5	63	1220	16.1	5.1	59	1314	17.4	5.4	64
EMPLOYED FULL-TIME	35457	5201	43.4	14.7	108	5502	45.9	15.5	114	3570	47.2	10.1	118	3673	48.5	10.4	121
EMPLOYED PART-TIME	8514	1434	12.0	16.8	124	1463	12.2	17.2	127	763	10.1	9.0	105	897	11.9	10.5	123
NOT EMPLOYED	44494	5350	44.6	12.0	89	5032	41.9	11.3	83	3225	42.7	7.2	85	2997	39.6	6.7	79
PROFESSIONAL/MANAGER	10811	2044	17.1	18.9	140	2244	18.7	20.8	153	1301	17.2	12.0	141	1624	21.5	15.0	176
TECH/CLERICAL/SALES	19640	2850	23.8	14.5	107	2945	24.5	15.0	111	1968	26.0	10.0	117	1830	24.2	9.3	109
PRECISION/CRAFT	1023	**214	1.8	20.9	154	**173	1.4	16.9	125	**55	0.7	5.4	63	**113	1.5	11.0	129
OTHER EMPLOYED	12498	1528	12.7	12.2	90	1603	13.4	12.8	95	1009	13.4	8.1	94	1002	13.2	8.0	94
SINGLE	15995	2387	19.9	14.9	110	2548	21.2	15.9	117	1575	20.8	9.8	115	1430	18.9	8.9	105
MARRIED	51689	7519	62.7	14.5	107	7502	62.5	14.5	107	4596	60.8	8.9	104	4599	60.8	8.9	104
DIVORCED/SEPARATED/WIDOWED	20780	2079	17.3	10.0	74	1947	16.2	9.4	69	1387	18.4	6.7	78	1538	20.3	7.4	87
PARENTS	33922	5486	45.8	16.2	119	6311	52.6	18.6	137	3065	40.6	9.0	106	3021	39.9	8.9	104
WHITE	76422	10779	89.9	14.1	104	10943	91.2	14.3	106	6702	88.7	8.8	103	6964	92.0	9.1	107
BLACK	10066	892	7.4	8.9	65	691	5.8	6.9	51	586	7.6	5.8	68	**462	6.1	4.6	54
OTHER	1976	**315	2.6	15.9	118	**363	3.0	18.4	135	**270	3.8	13.7	160	**140	1.9	7.1	83
NORTHEAST-CENSUS	19803	2767	23.1	14.0	103	2169	18.1	11.0	81	1536	20.3	7.8	91	2009	26.5	10.1	119
NORTH CENTRAL	22181	3229	26.9	14.6	107	3348	27.9	15.1	111	1809	23.9	8.2	95	1469	19.4	6.6	77
SOUTH	20082	3628	30.3	12.1	89	4028	33.6	13.4	99	2193	29.0	7.3	85	2559	33.8	8.5	99
WEST	16398	2362	19.7	14.4	106	2452	20.4	15.0	110	2020	26.7	12.3	144	1530	20.2	9.3	109
NORTHEAST-MKTG.	20163	2828	23.6	14.0	104	2260	18.8	11.2	83	1659	22.0	8.2	96	2105	27.8	10.4	122
EAST CENTRAL	13054	1741	14.5	13.3	98	1587	13.2	12.2	90	864	11.4	6.6	77	924	12.2	7.1	83
WEST CENTRAL	14993	2343	19.5	15.6	115	2434	20.3	16.2	120	1372	18.2	9.2	107	1037	13.7	6.9	81
SOUTH	25785	3005	25.1	11.7	86	3562	29.7	13.8	102	1890	25.0	7.3	86	2155	28.5	8.4	98
PACIFIC	14470	2069	17.3	14.3	106	2155	18.0	14.9	110	1774	23.5	12.3	143	1346	17.8	9.3	109
COUNTY SIZE A	36705	4963	41.4	13.5	100	4967	41.4	13.5	100	3369	44.6	9.2	107	3370	44.5	9.2	107
COUNTY SIZE B	26819	3624	30.2	13.5	100	3673	30.6	13.7	101	2174	28.8	8.1	95	2262	29.9	8.4	99
COUNTY SIZE C	13597	1778	14.8	13.1	97	1724	14.4	12.7	93	1183	15.7	8.7	102	1294	17.1	9.5	111
COUNTY SIZE D	11344	1621	13.5	14.3	105	1633	13.6	14.4	106	832	11.0	7.3	86	640	8.5	5.6	66
METRO CENTRAL CITY	26825	3672	30.6	13.7	101	3273	27.3	12.2	90	2140	28.3	8.0	93	2131	28.2	7.9	93
METRO SUBURBAN	39912	5276	44.0	13.2	98	5799	48.3	14.5	107	3994	52.8	10.0	117	3764	49.7	9.4	110
NON METRO	21728	3038	25.3	14.0	103	2925	24.4	13.5	99	1424	18.8	6.6	77	1672	22.1	7.7	90
TOP 5 ADI'S	20847	3206	26.7	15.4	114	2928	24.4	14.0	104	1907	25.2	9.1	107	2145	28.3	10.3	120
TOP 10 ADI'S	28719	4129	34.4	14.4	106	3802	31.7	13.2	98	2474	32.7	8.6	101	2655	35.1	9.2	108
TOP 20 ADI'S	40904	5409	45.1	13.2	98	5357	44.7	13.1	97	3498	46.3	8.6	100	3776	49.9	9.2	108
HSHLD INC. \$50,000 OR MORE	7931	1679	14.0	21.2	156	1191	9.9	15.0	111	793	10.5	10.0	117	878	11.6	11.1	129
\$40,000 OR MORE	15233	2726	22.7	17.9	132	2476	20.6	16.3	120	1602	21.2	10.5	123	1687	22.3	11.1	129
\$30,000 OR MORE	28333	4667	38.9	16.5	122	4899	40.8	17.3	127	3000	39.7	10.6	124	2673	35.3	9.4	110
\$25,000 OR MORE	36417	5998	50.0	16.5	122	6271	52.3	17.2	127	3703	49.0	10.2	119	3729	49.3	10.2	120
\$20,000 - \$24,999	9943	1496	12.5	15.0	111	1049	8.7	10.6	78	952	12.6	9.6	112	942	12.4	9.5	111
\$15,000 - \$19,999	9211	1262	10.5	13.7	101	1192	9.9	12.9	95	879	11.6	9.5	112	945	12.5	10.3	120
\$10,000 - \$14,999	13477	1473	12.3	10.9	81	1779	14.8	13.2	97	1021	13.5	7.6	89	928	12.3	6.9	81
UNDER \$10,000	19418	1757	14.7	9.0	67	1706	14.2	8.8	65	1003	13.3	5.2	60	1023	13.5	5.3	62
HOUSEHOLD OF 1 PERSON	11987	1410	11.8	11.8	87	988	8.2	8.2	61	788	10.4	6.6	77	855	11.3	7.1	83
2 PEOPLE	27046	2966	24.7	11.0	81	2892	24.1	10.7	79	2201	29.1	8.1	95	2336	30.9	8.6	101
3 OR 4 PEOPLE	34251	5492	45.8	16.0	118	5932	49.4	17.3	128	3401	45.0	9.9	116	3317	43.8	9.7	113
5 OR MORE PEOPLE	15180	2118	17.7	14.0	103	2184	18.2	14.4	106	1169	15.5	7.7	90	1058	14.0	7.0	81
NO CHILD IN HSHLD	49819	5860	48.9	11.8	87	4919	41.0	9.9	73	4100	54.2	8.2	96	4173	55.1	8.4	98
CHILD(REN) UNDER 2 YRS	6045	1072	8.9	17.7	131	956	8.0	15.8	117	**534	7.1	8.8	103	**460	6.1	7.6	89
2 - 5 YEARS	15233	2608	21.8	17.1	126	2936	24.5	19.3	142	1257	16.6	8.3	97	1046	13.8	6.9	80
6 - 11 YEARS	16260	2791	23.3	17.2	127	3183	26.5	19.6	144	1437	19.0	8.8	103	1226	16.2	7.5	88
12 - 17 YEARS	19173	2738	22.8	14.3	105	3390	28.3	17.7	130	1849	24.5	9.6	113	1865	24.6	9.7	114
RESIDENCE OWNED	61371	8289	69.2	13.5	100	8305	69.2	13.5	100	5407	71.5	8.8	103	5491	72.6	8.9	105
VALUE: \$50,000 OR MORE	35355	4910	41.0	13.9	102	5214	43.5	14.7	109	3646	48.2	10.3	121	3583	47.4	10.1	118
VALUE: UNDER \$50,000	26016	3379	28.2	13.0	96	3091	25.8	11.9	88	1761	23.3	6.8	79	1908	25.2	7.3	86

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

		TOTAL U.S. '000	DIARRHEA				FEVER				HAYFEVER				OTHER ALLERGY			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	11986	100.0	13.5	100	11997	100.0	13.6	100	7558	100.0	8.5	100	7567	100.0	8.6	100
MAGAZINES	QUINTILE 1	17988	2871	24.0	16.0	118	2729	22.7	15.2	112	1886	25.0	10.5	123	1954	25.8	10.9	127
	QUINTILE 2	19446	3124	26.1	16.1	119	2882	24.0	14.8	109	1795	23.7	9.2	108	1992	26.3	10.2	120
	QUINTILE 3	14626	2071	17.3	14.2	105	2236	18.6	15.3	113	1214	16.1	8.3	97	1313	17.4	9.0	105
	QUINTILE 4	16014	2077	17.3	13.0	96	2000	16.7	12.5	92	1135	15.0	7.1	83	1201	15.9	7.5	88
	QUINTILE 5	20389	1843	15.4	9.0	67	2149	17.9	10.5	78	1528	20.2	7.5	88	1107	14.6	5.4	63
NEWSPAPERS	QUINTILE 1	13830	1914	16.0	13.8	102	1497	12.5	10.8	80	1353	17.9	9.8	115	1404	18.6	10.2	119
	QUINTILE 2	26350	3639	30.4	13.8	102	3720	31.0	14.1	104	2400	31.8	9.1	107	2395	31.7	9.1	106
	QUINTILE 3	12415	1946	16.2	15.7	116	1920	16.0	15.5	114	1187	15.7	9.6	112	1111	14.7	8.9	105
	QUINTILE 4	21911	2894	24.1	13.2	97	3144	26.2	14.3	106	1503	19.9	6.9	80	1722	22.8	7.9	92
	QUINTILE 5	13960	1592	13.3	11.4	84	1716	14.3	12.3	91	1114	14.7	8.0	93	935	12.4	6.7	78
OUTDOOR	QUINTILE 1	16810	2515	21.0	15.0	110	2691	22.4	16.0	118	1677	22.2	10.0	117	1793	23.7	10.7	125
	QUINTILE 2	17101	2388	19.9	14.0	103	2649	22.1	15.5	114	1530	20.2	8.9	105	1326	17.5	7.8	91
	QUINTILE 3	17579	2516	21.0	14.3	106	2262	18.9	12.9	95	1671	22.1	9.5	111	1598	21.1	9.1	106
	QUINTILE 4	18343	2204	18.4	12.0	89	2410	20.1	13.1	97	1448	19.2	7.9	92	1681	22.2	9.2	107
	QUINTILE 5	18631	2362	19.7	12.7	94	1986	16.6	10.7	79	1231	16.3	6.6	77	1168	15.4	6.3	73
RADIO-DRIVE TIME	QUINTILE 1	17390	2432	20.3	14.0	103	2436	20.3	14.0	103	1673	22.1	9.6	113	1658	21.9	9.5	111
	QUINTILE 2	16591	2413	20.1	14.5	107	2452	20.4	14.8	109	1399	18.5	8.4	99	1408	18.6	8.5	99
	QUINTILE 3	16910	2507	20.9	14.8	109	2528	21.1	14.9	110	1582	20.9	9.4	110	1657	21.9	9.8	115
	QUINTILE 4	18002	2336	19.5	13.0	96	2281	19.0	12.7	93	1546	20.5	8.6	101	1689	22.3	9.4	110
	QUINTILE 5	19572	2298	19.2	11.7	87	2300	19.2	11.8	87	1358	18.0	6.9	81	1155	15.3	5.9	69
RADIO-MID- DAY	TERCILE 1	23248	3159	26.4	13.6	100	3230	26.9	13.9	102	2023	26.8	8.7	102	2166	28.6	9.3	109
	TERCILE 2	23667	3625	30.2	15.3	113	3316	27.6	14.0	103	2146	28.4	9.1	106	2042	27.0	8.6	101
	TERCILE 3	41549	5202	43.4	12.5	92	5451	45.4	13.1	97	3388	44.8	8.2	95	3359	44.4	8.1	95
	QUINTILE 1	17786	2379	19.8	13.4	99	2348	19.6	13.2	97	1797	23.8	10.1	118	1664	22.0	9.4	109
	QUINTILE 2	17316	2657	22.2	15.3	113	2822	23.5	16.3	120	1391	18.4	8.0	94	1618	21.4	9.3	109
RADIO-TOTAL	QUINTILE 3	18428	2649	22.1	14.4	106	2608	21.7	14.2	104	1526	20.2	8.3	97	1548	20.5	8.4	98
	QUINTILE 4	17669	2254	18.8	12.8	94	2298	19.2	13.0	96	1610	21.3	9.1	107	1732	22.9	9.8	115
	QUINTILE 5	17265	2047	17.1	11.9	88	1920	16.0	11.1	82	1234	16.3	7.1	84	1006	13.3	5.8	68
	QUINTILE 1	17416	2367	19.7	13.6	100	2302	19.2	13.2	97	1472	19.5	8.5	99	1585	20.9	9.1	106
	QUINTILE 2	17413	2407	20.1	13.8	102	2309	19.2	13.3	98	1286	17.0	7.4	86	1286	17.0	7.4	86
TV-PRIME TIME	QUINTILE 3	17943	2408	20.1	13.4	99	2376	19.8	13.2	98	1770	23.4	9.9	115	1621	21.4	9.0	106
	QUINTILE 4	18442	2427	20.2	13.2	97	2671	22.3	14.5	107	1603	21.2	8.7	102	1582	20.9	8.6	100
	QUINTILE 5	17250	2378	19.8	13.8	102	2338	19.5	13.6	100	1427	18.9	8.3	97	1493	19.7	8.7	101
	TERCILE 1	29966	3845	32.1	12.8	95	3654	30.5	12.2	90	2007	26.6	6.7	78	2322	30.7	7.7	91
	TERCILE 2	29480	4234	35.3	14.4	106	4390	36.6	14.9	110	2470	32.7	8.4	98	2410	31.8	8.2	96
TV-DAYTIME	TERCILE 3	29018	3907	32.6	13.5	99	3953	32.9	13.6	100	3081	40.8	10.6	124	2835	37.5	9.8	114
	QUINTILE 1	17740	2235	18.6	12.6	93	1820	15.2	10.3	76	1314	17.4	7.4	87	1451	19.2	8.2	96
	QUINTILE 2	17674	2387	19.9	13.5	100	2248	18.7	12.7	94	1266	16.8	7.2	84	1528	20.2	8.6	101
	QUINTILE 3	17730	2383	19.9	13.4	99	2555	21.3	14.4	106	1570	20.8	8.9	104	1316	17.4	7.4	87
	QUINTILE 4	17563	2563	21.4	14.6	108	2693	22.4	15.3	113	1723	22.8	9.8	115	1718	22.7	9.8	114
TV-TOTAL	QUINTILE 5	17757	2418	20.2	13.6	101	2680	22.3	15.1	111	1686	22.3	9.5	111	1554	20.5	8.8	102
	MAGAZINES-NEWSPAPERS: DUAL	23278	3691	30.8	15.9	117	3122	26.0	13.4	99	2444	32.3	10.5	123	2363	31.2	10.2	119
	MAGAZINE IMPERATIVE	21634	3520	29.4	16.3	120	3692	30.8	17.1	126	1921	25.4	8.9	104	2203	29.1	10.2	119
	NEWSPAPER IMPERATIVE	23455	2794	23.3	11.9	88	2964	24.7	12.6	93	1877	24.8	8.0	94	1940	25.6	8.3	97
	MAGAZINES-OUTDOOR: DUAL	17482	2893	24.1	16.5	122	3168	26.4	18.1	134	1680	22.2	9.6	112	1781	23.5	10.2	119
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	28830	4331	36.1	15.0	111	3741	31.2	13.0	96	2651	35.1	9.2	108	2949	39.0	10.2	120
	OUTDOOR IMPERATIVE	26119	3166	26.4	12.1	89	3412	28.4	13.1	96	2263	29.9	8.7	101	1990	26.3	7.6	89
	MAGAZINES-RADIO: DUAL	20162	2949	24.6	14.6	108	3235	27.0	16.0	118	1772	23.4	8.8	103	2009	26.5	10.0	116
	MAGAZINE IMPERATIVE	26292	4169	34.8	15.9	117	3604	30.0	13.7	101	2474	32.7	9.4	110	2706	35.8	10.3	120
	RADIO IMPERATIVE	25308	3385	28.2	13.4	99	3419	28.5	13.5	100	2217	29.3	8.8	103	1987	26.3	7.9	92
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	17312	2476	20.7	14.3	106	2448	20.4	14.1	104	1468	19.4	8.5	99	1683	22.2	9.7	114
	TELEVISION IMPERATIVE	29099	4796	40.0	16.5	122	4676	39.0	16.1	118	3060	40.5	10.5	123	3029	40.0	10.4	122
	QUINTILE 1	27505	3195	26.7	11.6	86	3040	25.3	11.1	81	1807	23.9	6.6	77	1755	23.2	6.4	75
	QUINTILE 2	18628	2866	23.9	15.4	114	2882	24.0	15.5	114	1794	23.7	9.6	113	2025	26.8	10.9	127
	NEWSPAPER IMPERATIVE	29178	3829	31.9	13.1	97	3414	28.5	11.7	86	2623	34.7	9.0	105	2433	32.2	8.3	97
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	25260	3374	28.1	13.4	99	3755	31.3	14.9	110	2275	30.1	9.0	105	2046	27.0	8.1	95
	QUINTILE 1	19246	2932	24.5	15.2	112	2624	21.9	13.6	101	1714	22.7	8.9	104	1947	25.7	10.1	118
	MAGAZINE IMPERATIVE	28155	3869	32.3	13.7	101	3643	30.4	12.9	95	2723	36.0	9.7	113	2479	32.8	8.8	103
	RADIO IMPERATIVE	25308	3428	28.6	13.5	100	3844	32.0	15.2	112	2127	28.1	8.4	98	2118	28.0	8.4	98
	QUINTILE 1	18615	2502	20.9	13.4	99	2123	17.7	11.4	84	1480	19.6	8.0	93	1689	22.3	9.1	106
NEWSPAPERS-TELEVISION: DUAL	MAGAZINE IMPERATIVE	29207	4285	35.8	14.7	108	4333	36.1	14.8	109	3088	40.9	10.6	124	2875	38.0	9.8	115
	TELEVISION IMPERATIVE	25472	3251	27.1	12.8	94	3217	26.8	12.6	93	1809	23.9	7.1	83	1846	24.4	7.2	85
	QUINTILE 1	17292	2723	22.7	15.7	116	3035	25.3	17.6	129	1658	21.9	9.6	112	1561	20.6	9.0	106
	OUTDOOR-RADIO: DUAL	26915	3681	30.7	13.7	101	3654	30.5	13.6	10								

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

	TOTAL U.S. '000	DIARRHEA				FEVER				HAYFEVER				OTHER ALLERGY			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX
TOTAL FEMALES	88464	11986	100.0	13.5	100	11997	100.0	13.6	100	7558	100.0	8.5	100	7567	100.0	8.6	100
ATLANTIC MONTHLY	415	**57	0.5	13.7	101	**24	0.2	5.8	43	**24	0.3	5.8	68	**52	0.7	12.5	146
BARRON'S	522	**131	1.1	25.1	185	**122	1.0	23.4	172	**35	0.5	6.7	78	**47	0.6	9.0	105
BETTER HOMES & GARDENS	17429	2473	20.6	14.2	105	2473	20.6	14.2	105	1677	22.2	9.6	113	1683	22.2	9.7	113
BON APPETIT	2772	429	3.6	15.5	114	433	3.6	15.6	115	430	5.7	15.5	182	401	5.3	14.5	169
BUSINESS WEEK	1469	*198	1.7	13.5	99	*206	1.7	14.0	103	*148	2.0	10.1	118	*143	1.9	9.7	114
CAR AND DRIVER	397	**85	0.7	21.4	158	**27	0.2	6.8	50	**85	1.1	21.4	251	**48	0.6	12.1	141
CBS MAGAZINE NETWORK (GROSS)	1633	*262	2.2	16.0	118	*256	2.1	15.7	116	*234	3.1	14.3	168	**131	1.7	8.0	94
CHANGING TIMES	1554	319	2.7	20.5	152	*294	2.5	18.9	140	*122	1.6	7.9	92	*164	2.2	10.6	123
COLONIAL HOMES	1304	*212	1.8	16.3	120	*337	2.8	25.8	191	*131	1.7	10.0	118	*143	1.9	11.0	128
CONDE NAST MAG. PKG. (GROSS)	17858	2888	24.1	16.2	119	2985	24.9	16.7	123	1816	24.0	10.2	119	2003	26.5	11.2	131
CONSUMERS DIGEST	1406	*236	2.0	16.8	124	*138	1.2	9.8	72	*107	1.4	7.6	89	*201	2.7	14.3	167
COSMOPOLITAN	8815	1442	12.0	16.4	121	1508	12.6	17.1	126	966	12.8	11.0	128	875	11.6	9.9	116
COUNTRY LIVING	2636	352	2.9	13.4	99	557	4.6	21.1	156	330	4.4	12.5	147	269	3.6	10.2	119
CUISINE	1554	*225	1.9	14.5	107	*249	2.1	16.0	118	*248	3.3	16.0	187	*192	2.5	12.4	144
CYCLE WORLD	469	**82	0.7	17.5	129	**69	0.6	14.7	108	**35	0.5	7.5	87	**33	0.4	7.0	82
DCI:CREATIVE IDEAS FOR LIV	2631	337	2.8	12.8	95	350	2.9	13.3	98	*220	2.9	8.4	98	*346	4.6	13.2	154
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	979	8.2	13.9	102	1078	9.0	15.3	113	703	9.3	10.0	116	898	11.9	12.7	147
DISCOVER	998	*165	1.4	16.5	122	*215	1.8	21.5	159	*104	1.4	10.4	122	**116	1.5	11.6	136
EBONY	4289	397	3.3	9.3	68	376	3.1	8.8	65	255	3.4	5.9	70	*216	2.9	5.0	59
ESQUIRE	1176	*188	1.6	16.0	118	*213	1.8	18.1	134	*73	1.0	6.2	73	**67	0.9	5.7	67
ESSENCE	2392	*258	2.2	10.8	80	190	1.6	7.9	59	*226	3.0	9.4	111	**164	2.2	6.9	80
FAMILY CIRCLE	17209	2599	21.7	15.1	111	2491	20.8	14.5	107	1558	20.6	9.1	106	1632	21.6	9.5	111
THE FAMILY HANDYMAN	1184	*172	1.4	14.5	107	*254	2.1	21.5	158	**94	1.2	7.9	93	**99	1.3	8.4	98
FAMILY WEEKLY	12391	1755	14.6	14.2	105	1610	13.4	13.0	96	1070	14.2	8.6	101	1001	13.2	8.1	94
FIELD & STREAM	2438	401	3.3	16.4	121	*362	3.0	14.8	109	*218	2.9	8.9	105	*221	2.9	9.1	106
FOOD & WINE	614	**76	0.6	12.4	91	**76	0.6	12.4	91	**59	0.8	9.6	112	**30	0.4	4.9	57
FORBES	813	**139	1.2	17.1	126	**109	0.9	13.4	99	**92	1.2	11.3	132	**106	1.4	13.0	152
FORTUNE	1083	*168	1.4	15.5	114	*170	1.4	15.7	116	**61	0.8	5.6	66	**152	2.0	14.0	164
GENTLEMEN'S QUARTERLY	1197	*207	1.7	17.3	128	*262	2.2	21.9	161	**127	1.7	10.6	124	**189	2.5	15.8	185
GLAMOUR	6625	1182	9.9	17.8	132	1081	9.0	16.3	120	744	9.8	11.2	131	672	8.9	10.1	119
GOLF DIGEST	707	**121	1.0	17.1	126	**75	0.6	10.6	78	**47	0.6	6.6	78	**64	0.8	9.1	106
GOLF DIGEST/TENNIS (GROSS)	1316	*237	2.0	18.0	133	*154	1.3	11.7	86	**121	1.6	9.2	108	*165	2.2	12.5	147
GOLF MAGAZINE	469	**119	1.0	25.4	187	*28	0.2	6.0	44	**53	0.7	11.3	132	**79	1.0	16.8	197
GOLF MAGAZINE/SKI (GROSS)	1060	*194	1.6	18.3	135	**79	0.7	7.5	55	**112	1.5	10.6	124	*163	2.2	15.4	180
GOOD HOUSEKEEPING	17784	2734	22.8	15.4	113	2531	21.1	14.2	105	1694	22.4	9.5	111	1701	22.5	9.6	112
HARPER'S BAZAAR	2931	540	4.5	18.4	136	504	4.2	17.2	127	320	4.2	10.9	128	*374	4.9	12.8	149
HEALTH	2199	325	2.7	14.8	109	*360	3.0	16.4	121	*150	2.0	6.8	80	*253	3.3	11.5	135
HEARST MAG CORP. BUY (GROSS)	49148	7548	63.0	15.4	113	7845	65.4	16.0	118	5036	66.6	10.2	120	4818	63.7	9.8	115
HEARST MAN POWER (GROSS)	2113	*277	2.3	13.1	97	324	2.7	15.3	113	*266	3.5	12.6	147	*292	3.9	13.8	162
HEARST WOMAN POWER (GROSS)	35062	5490	45.8	15.7	116	5401	45.0	15.4	114	3435	45.4	9.8	115	3367	44.5	9.6	112
HOUSE BEAUTIFUL	3865	488	4.1	12.6	93	574	4.8	14.9	110	383	5.1	9.9	116	299	4.0	7.7	90
INC.	315	**35	0.3	11.1	82	**63	0.5	20.0	147	**28	0.4	8.9	104	**11	0.1	3.5	41
JET	3690	306	2.6	8.3	61	256	2.1	6.9	51	250	3.3	6.8	79	*191	2.5	5.2	61
LADIES' HOME JOURNAL	12930	2019	16.8	15.6	115	1817	15.1	14.1	104	1178	15.6	9.1	107	1259	16.6	9.7	114
LHJ FAMILY GRP COMBO(GROSS)	18161	2807	23.4	15.5	114	2778	23.2	15.3	113	1631	21.6	9.0	105	1835	24.3	10.1	118
LIFE	5065	787	6.6	15.5	115	817	6.8	16.1	119	487	6.4	9.6	113	432	5.7	8.5	100
L.A. TIMES HOME MAGAZINE	1310	*215	1.8	16.4	121	*198	1.7	15.1	111	*177	2.3	13.5	158	**141	1.9	10.8	126
MADEMOISELLE	3759	603	5.0	16.0	118	668	5.6	17.8	131	372	4.9	9.9	116	477	6.3	12.7	148
MC CALL'S	14658	2209	18.4	15.1	111	2089	17.4	14.3	105	1363	18.0	9.3	109	1389	18.4	9.5	111
MC CALL'S/MRK MOTHER (GROSS)	15857	2454	20.5	15.5	114	2382	19.9	15.0	111	1552	20.5	9.8	115	1510	20.0	9.5	111
MECHANIX ILLUSTRATED	809	**69	0.6	8.5	63	**133	1.1	16.4	121	**40	0.5	4.9	58	**118	1.6	14.6	171
METROPOLITAN HOME	1009	*143	1.2	14.2	105	*191	1.6	18.9	140	*88	1.2	8.7	102	*57	0.8	5.6	66
MONEY	1707	376	3.1	22.0	163	*251	2.1	14.7	108	*171	2.3	10.0	117	*215	2.8	12.6	147
MOTHER EARTH NEWS	1123	*220	1.8	19.6	145	*253	2.1	22.5	166	*233	3.1	20.7	243	**109	1.4	9.7	113
MS.	932	*133	1.1	14.3	105	*155	1.3	16.6	123	*87	1.2	9.3	109	**61	0.8	6.5	77
NATIONAL ENQUIRER	11971	1716	14.3	14.3	106	1400	11.7	11.7	86	793	10.5	6.6	78	951	12.6	7.9	93
NATIONAL GEOGRAPHIC	10503	1510	12.6	14.4	106	1674	14.0	15.9	118	1192	15.8	11.3	133	1159	15.3	11.0	129
NATIONAL SUNDAY MAGAZINE PKG	54325	7754	64.7	14.3	105	7467	62.2	13.7	101	4949	65.5	9.1	107	4925	65.1	9.1	106
NATURAL HISTORY	626	**104	0.9	16.6	123	**138	1.2	22.0	163	*51	0.7	8.1	95	*50	0.7	8.0	93
NEW WOMAN	1992	263	2.2	13.2	97	*364	3.0	18.3	135	*153	2.0	7.7	90	**107	1.4	5.4	63
NEW YORK INCLUDING CUE	547	**34	0.3	6.2	46	**59	0.5	10.8	80	**49	0.6	9.0	105	**77	1.0	14.1	165
THE NEW YORKER	1380	*166	1.4	12.0	89	*210	1.8	15.2	112	*104	1.4	7.5	88	*158	2.1	11.4	134
NEWSWEEK	6925	1075	9.0	15.5	115	1016	8.5	14.7	108	720	9.5	10.4	122	662	8.7	9.6	112
THE N.Y. TIMES DAILY EDITION	1363	*194	1.6	14.2	105	*142	1.2	10.4	77	**135	1.8	9.9	116	*157	2.1	11.5	135
THE N.Y. TIMES MAGAZINE	2333	359	3.0	15.4	114	308	2.6	13.2	97	*261	3.5	11.2	131	386	5.1	16.5	193
OMNI	872	*191	1.6	21.9	162	*226	1.9	25.9	191	**104	1.4	11.9	140	**118	1.6	13.5	158
ON CABLE	1298	*182	1.5	14.0	103	*169	1.4	13.0	96	**58	0.8	4.5	52	**65	0.9	5.0	59
1001 HOME IDEAS	3032	463	3.9	15.3	113	602	5.0	19.9	146	302	4.0	10.0	117	324	4.3	10.7	125
ORGANIC GARDENING	1680	*177	1.5	10.5	78	*215	1.8	12.8	94	*171	2.3	10.2	119	*214	2.8	12.7	149
OUTDOOR LIFE	960	*170	1.4	17.7	131	*154	1.3	16.0	118	**87	1.2	9.1	106	**78	1.0	8.1	95
PARADE MAGAZINE	26755	3931	32.8	14.7	108	3458	28.8	12.9	95	2484	32.9	9.3	109	2432	32.1	9.1	106

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

	TOTAL U.S. '000	DIARRHEA				FEVER				HAYFEVER				OTHER ALLERGY			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	11986	100.0	13.5	100	11997	100.0	13.6	100	7558	100.0	8.5	100	7567	100.0	8.6	100
PARENTS	4173	724	6.0	17.3	128	900	7.5	21.6	159	433	5.7	10.4	121	248	3.3	5.9	69
PENTHOUSE	973	**139	1.2	14.3	105	**128	1.1	13.2	97	**74	1.0	7.6	89	**93	1.2	9.6	112
PEOPLE	13479	2278	19.0	16.9	125	2073	17.3	15.4	113	1381	18.3	10.2	120	1256	16.6	9.3	109
PLAYBOY	2183	288	2.4	13.2	97	327	2.7	15.0	110	*165	2.2	7.6	88	*261	3.4	12.0	140
POPULAR HOT RODDING	388	**34	0.3	8.8	65	**31	0.3	8.0	59	**27	0.4	7.0	81	**23	0.3	5.9	69
POPULAR MECHANICS	1037	**93	0.8	9.0	66	**119	1.0	11.5	85	**150	2.0	14.5	169	*172	2.3	16.6	194
POPULAR SCIENCE	920	**82	0.7	8.9	66	**76	0.6	8.3	61	**113	1.5	12.3	144	**147	1.9	16.0	187
PREVENTION	4071	564	4.7	13.9	102	473	3.9	11.6	86	389	5.1	9.6	112	445	5.9	10.9	128
PSYCHOLOGY TODAY	1940	409	3.4	21.1	156	359	3.0	18.5	136	283	3.7	14.6	171	*253	3.3	13.0	152
READER'S DIGEST	24031	3502	29.2	14.6	108	3103	25.9	12.9	95	2344	31.0	9.8	114	2461	32.5	10.2	120
REDBOOK	8464	1314	11.0	15.5	115	1362	11.4	16.1	119	775	10.3	9.2	107	792	10.5	9.4	109
ROAD & TRACK	429	*71	0.6	16.6	122	*92	0.8	21.4	158	*95	1.3	22.1	259	*128	0.4	6.5	76
ROLLING STONE	1355	317	2.6	23.4	173	278	2.3	20.5	151	*152	2.0	11.2	131	*234	1.8	9.9	116
RUNNER'S WORLD	329	*61	0.5	18.5	137	*46	0.4	14.0	103	*47	0.6	14.3	167	*29	0.4	8.8	103
SATURDAY EVENING POST	1268	*97	0.8	7.6	56	*202	1.7	15.9	117	*131	1.7	10.3	121	*155	2.0	12.2	143
SCIENCE 84	702	*226	1.9	32.2	238	*144	1.2	20.5	151	*178	2.4	25.4	297	*136	1.8	19.4	226
SCIENCE DIGEST	553	*112	0.9	20.3	149	*96	0.8	17.4	128	*60	0.8	10.8	127	*96	1.3	17.4	203
SCIENTIFIC AMERICAN	615	*124	1.0	20.2	149	*88	0.7	14.3	106	*74	1.0	12.0	141	*155	2.0	25.2	295
SELF	2683	366	3.1	13.6	101	522	4.4	19.5	143	*208	2.8	7.8	91	*274	3.6	10.2	119
SEVENTEEN	3309	559	4.7	16.9	125	628	5.2	19.0	140	422	5.6	12.8	149	*344	4.5	10.4	122
SKI	591	*75	0.6	12.7	94	*51	0.4	8.6	64	*59	0.8	10.0	117	*84	1.1	14.2	166
SMITHSONIAN	3039	376	3.1	12.4	91	483	4.0	15.9	117	309	4.1	10.2	119	466	6.2	15.3	179
SOAP OPERA DIGEST	3683	519	4.3	14.1	104	494	4.1	13.4	99	292	3.9	7.9	93	*283	3.7	7.7	90
SOUTHERN LIVING	4434	642	5.4	14.5	107	728	6.1	16.4	121	483	6.4	10.9	128	551	7.3	12.4	145
SPORT	701	*44	0.4	6.3	46	*68	0.6	9.7	72	*31	0.4	4.4	52	*71	0.9	10.1	118
THE SPORTING NEWS	518	*20	0.2	3.9	28	*104	0.9	20.1	148	*92	1.2	17.8	208	*68	0.9	13.1	153
SPORTS AFIELD	523	*73	0.6	14.0	103	*109	0.9	20.8	154	*56	0.7	10.7	125	*24	0.3	4.6	54
SPORTS ILLUSTRATED	3325	628	5.2	18.9	139	512	4.3	15.4	114	448	5.9	13.5	158	417	5.5	12.5	147
STAR	8567	1136	9.5	13.3	98	932	7.8	10.9	80	538	7.1	6.3	74	794	10.5	9.3	108
SUNDAY	27630	3730	31.1	13.5	100	3773	31.4	13.7	101	2595	34.3	9.4	110	2353	31.1	8.5	100
SUNSET	2219	*238	2.0	10.7	79	*255	2.1	11.5	85	338	4.5	15.2	178	*199	2.6	9.0	105
TV GUIDE	24258	3676	30.7	15.2	112	3418	28.5	14.1	104	2150	28.4	8.9	104	2322	30.7	9.6	112
TENNIS	609	*116	1.0	19.0	141	*79	0.7	13.0	96	*74	1.0	12.2	142	*101	1.3	16.6	194
TIME	9929	1557	13.0	15.7	116	1436	12.0	14.5	107	949	12.6	9.6	112	1080	14.3	10.9	127
TOWN & COUNTRY	1062	*164	1.4	15.4	114	*125	1.0	11.8	87	*159	2.1	15.0	175	*71	0.9	6.7	78
TRAVEL & LEISURE	1051	*165	1.4	15.7	116	*63	0.5	6.0	44	*140	1.9	13.3	156	*75	1.0	7.1	83
TRUE STORY	3946	484	4.0	12.3	91	527	4.4	13.4	98	*217	2.9	5.5	64	*297	3.9	7.5	88
U.S. NEWS & WORLD REPORT	3782	603	5.0	15.9	118	485	4.0	12.8	95	381	5.0	10.1	118	455	6.0	12.0	141
USA TODAY	1874	*195	1.6	10.4	77	*223	1.9	11.9	88	*132	1.7	7.0	82	*162	2.1	8.6	101
US	2213	381	3.2	17.2	127	401	3.3	18.1	134	*237	3.1	10.7	125	*192	2.5	8.7	101
VOGUE	4792	737	6.1	15.4	114	714	6.0	14.9	110	492	6.5	10.3	120	580	7.7	12.1	141
HALL STREET JOURNAL	2045	258	2.2	12.6	93	*225	1.9	11.0	81	*151	2.0	7.4	86	*221	2.9	10.8	126
WEIGHT WATCHERS	2364	467	3.9	19.8	146	386	3.2	16.3	120	*230	3.0	9.7	114	*155	2.0	6.6	77
WOMAN'S DAY	15182	2241	18.7	14.8	109	2181	18.2	14.4	106	1368	18.1	9.0	105	1421	18.8	9.4	109
WORKING MOTHER	1198	*246	2.1	20.5	152	*293	2.4	24.5	180	*189	2.5	15.8	185	*122	1.6	10.2	119
WORKING WOMAN	1523	347	2.9	22.8	168	*287	2.4	18.8	139	*167	2.2	11.0	128	*197	2.6	12.9	151
WORLD TENNIS	*183	*29	0.2	15.8	117	*22	0.2	12.0	89	*36	0.5	19.7	230	*33	0.4	18.0	211
ZIFF-DAVIS MAG NETWK (GROSS)	2776	430	3.6	15.5	114	345	2.9	12.4	92	332	4.4	12.0	140	*291	3.8	10.5	123
BLAIR INSERTS	47909	6822	56.9	14.2	105	6607	55.1	13.8	102	4383	58.0	9.1	107	4490	59.3	9.4	110
DAILY NEWSPAPERS																	
READ ANY	56731	7798	65.1	13.7	101	7485	62.4	13.2	97	5001	66.2	8.8	103	5083	67.2	9.0	105
READ ONE	47696	6619	55.2	13.9	102	6464	53.9	13.6	100	4184	55.4	8.8	103	4223	55.8	8.9	104
READ TWO OR MORE	9034	1179	9.8	13.1	96	1021	8.5	11.3	83	817	10.8	9.0	106	860	11.4	9.5	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	8193	68.4	14.2	105	8096	67.5	14.0	103	5228	69.2	9.1	106	5275	69.7	9.1	107
READ ONE	50513	7090	59.2	14.0	104	7163	59.7	14.2	105	4475	59.2	8.9	104	4566	60.3	9.0	106
READ TWO OR MORE	7219	1104	9.2	15.3	113	934	7.8	12.9	95	753	10.0	10.4	122	710	9.4	9.8	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	30.28				30.36				30.45				31.12			
30 DAY REACH	78184	10654	88.9	13.6	101	10787	89.9	13.8	102	6879	91.0	8.8	103	6890	91.1	8.8	103
50 SHWG - 30 DAY AV FREQ	14.80	15.80			15.73					15.90				16.04			
30 DAY REACH	74239	10213	85.2	13.8	102	10419	86.8	14.0	103	6586	87.1	8.9	104	6705	88.6	9.0	106
25 SHWG - 30 DAY AV FREQ	8.05	8.59			8.37					8.53				8.74			
30 DAY REACH	68254	9402	78.4	13.8	102	9796	81.7	14.4	106	6102	80.7	8.9	105	6134	81.1	9.0	105
CABLE TV: HOME WIRED	35215	5003	41.7	14.2	105	5129	42.8	14.6	107	3152	41.7	9.0	105	3292	43.5	9.3	109
HOME NOT WIRED	53250	6983	58.3	13.1	97	6868	57.2	12.9	95	4406	58.3	8.3	97	4275	56.5	8.0	94
HAVE PAY CABLE	17885	2810	23.4	15.7	116	2813	23.4	15.7	116	1719	22.7	9.6	112	1815	24.0	10.1	119

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	11986	100.0	13.5	100	11997	100.0	13.6	100	7558	100.0	8.5	100	7567	100.0	8.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	6789	56.6	14.1	104	6920	57.7	14.4	106	4447	58.8	9.3	108	4658	61.6	9.7	113
10:00 AM - 3:00 PM	33674	4805	40.1	14.3	105	4715	39.3	14.0	103	3056	40.4	9.1	106	3027	40.0	9.0	105
3:00 PM - 7:00 PM	34431	5093	42.5	14.8	109	5515	46.0	16.0	118	3483	46.1	10.1	118	3296	43.6	9.6	112
7:00 PM - MIDNIGHT	17761	2632	22.0	14.8	109	2607	21.7	14.7	108	1588	21.0	8.9	105	1668	22.0	9.4	110
MIDNIGHT - 6:00 AM	10087	1272	10.6	12.6	93	1344	11.2	13.3	98	838	11.1	8.3	97	940	12.4	9.3	109
6:00 AM - MIDNIGHT	64318	9150	76.3	14.2	105	9357	78.0	14.5	107	5829	77.1	9.1	106	5954	78.7	9.3	108
ENTIRE DAY	65181	9262	77.3	14.2	105	9440	78.7	14.5	107	5906	78.1	9.1	106	6039	79.8	9.3	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	2729	22.8	15.7	116	2640	22.0	15.2	112	1520	20.1	8.7	102	1643	21.7	9.4	110
ALL NEWS	2520	364	3.0	14.4	107	*268	2.2	10.6	78	*273	3.6	10.8	127	301	4.0	11.9	140
AOR/PROGRESSIVE	4419	732	6.1	16.6	122	808	6.7	18.3	135	508	6.7	11.5	135	532	7.0	12.0	141
BEAUTIFUL MUSIC	6119	974	8.1	15.9	117	631	5.3	10.3	76	513	6.8	8.4	98	705	9.3	11.5	135
BLACK	2623	439	3.7	16.7	124	252	2.1	9.6	71	*118	1.6	4.5	53	*203	2.7	7.7	90
CLASSICAL	1553	*194	1.6	12.5	92	*272	2.3	17.5	129	*145	1.9	9.3	109	*175	2.3	11.3	132
CHR/ROCK	11282	1688	14.1	15.0	110	2266	18.9	20.1	148	1204	15.9	10.7	125	1050	13.9	9.3	109
COUNTRY	13343	1896	15.8	14.2	105	1991	16.6	14.9	110	1162	15.4	8.7	102	1072	14.2	8.0	94
GOLDEN OLDIES	1299	*136	1.1	10.5	77	*201	1.7	15.5	114	*152	2.0	11.7	137	*160	2.1	12.3	144
MOR/NOSTALGIA	5241	720	6.0	13.7	101	708	5.9	13.5	100	506	6.7	9.7	113	404	5.3	7.7	90
NEWS/TALK	4165	458	3.8	11.0	81	525	4.4	12.6	93	402	5.3	9.7	113	297	3.9	7.1	83
RELIGIOUS	3324	457	3.8	13.7	101	297	2.5	8.9	66	*185	2.4	5.6	65	403	5.3	12.1	142
SOFT ROCK	609	*444	0.4	7.2	53	*111	0.9	18.2	134	*111	0.1	1.8	21	*440	0.5	6.6	77
URBAN CONTEMPORARY	1853	*136	1.1	7.3	54	196	1.6	10.6	78	*141	1.9	7.6	89	*201	2.7	10.8	127
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	608	5.1	16.3	120	532	4.4	14.3	105	309	4.1	8.3	97	351	4.6	9.4	110
ABC DIRECTION	2488	399	3.3	16.0	118	*353	2.9	14.2	105	*182	2.4	7.3	86	*216	2.9	8.7	101
ABC ENTERTAINMENT	5129	658	5.5	12.8	95	825	6.9	16.1	119	433	5.7	8.4	99	435	5.7	8.5	99
ABC FM	2498	463	3.9	18.5	137	490	4.1	19.6	145	*232	3.1	9.3	109	*209	2.8	8.4	98
ABC INFORMATION	5721	836	7.0	14.6	108	788	6.6	13.8	102	539	7.1	9.4	110	433	5.7	7.6	88
ABC ROCK	2021	*239	2.0	11.8	87	331	2.8	16.4	121	*146	1.9	7.2	85	*148	2.0	7.3	86
CBS	4756	592	4.9	12.4	92	577	4.8	12.1	89	437	5.8	9.2	108	423	5.6	8.9	104
MUTUAL	5272	689	5.7	13.1	96	822	6.9	15.6	115	312	4.1	5.9	69	418	5.5	7.9	93
NBC	4964	717	6.0	14.4	107	639	5.3	12.9	95	429	5.7	8.6	101	510	6.7	10.3	120
RADIORADIO	2218	295	2.5	13.3	98	350	2.9	15.8	116	*207	2.7	9.3	109	*209	2.8	9.4	110
RKO ONE	2565	386	3.2	15.0	111	500	4.2	19.5	144	278	3.7	10.8	127	*221	2.9	8.6	101
RKO TWO	3640	499	4.2	13.7	101	529	4.4	14.5	107	361	4.8	9.9	116	343	4.5	9.4	110
THE SOURCE	2467	407	3.4	16.5	122	417	3.5	16.9	125	*275	3.6	11.1	130	*289	3.8	11.7	137
NON-WIRED: BLAIR	9466	1186	9.9	12.5	92	1287	10.7	13.6	100	889	11.8	9.4	110	840	11.1	8.9	104
INTERNET	13616	1974	16.5	14.5	107	2253	18.8	16.5	122	1254	16.6	9.2	108	1057	14.0	7.8	91
KATZ RADIO GROUP	16998	2370	19.8	13.9	103	2542	21.2	15.0	110	1563	20.7	9.2	108	1699	22.5	10.0	117
SUPERNET	11622	1761	14.7	15.2	112	1594	13.3	13.7	101	942	12.5	8.1	95	1087	14.4	9.4	109
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	1236	10.3	13.1	97	1095	9.1	11.6	86	713	9.4	7.6	89	751	9.9	8.0	93
WKDAY 9:00 AM - 1:00 PM	13304	1685	14.1	12.7	93	1618	13.5	12.2	90	918	12.1	6.9	81	1019	13.5	7.7	90
WKDAY 1:00 PM - 4:30 PM	17591	2377	19.8	13.5	100	2142	17.9	12.2	90	1241	16.4	7.1	83	1375	18.2	7.8	91
WKDAY 4:30 PM - 7:30 PM	24418	3049	25.4	12.5	92	2786	23.2	11.4	84	1840	24.3	7.5	88	1999	26.4	8.2	96
WKDAY 7:30 PM - 8:00 PM	34400	4450	37.1	12.9	95	4257	35.5	12.4	91	2681	35.5	7.8	91	2778	36.7	8.1	94
WKDAY 11:00 PM - 11:30 PM	26120	3628	30.3	13.9	103	3533	29.4	13.5	100	2077	27.5	8.0	93	2145	28.3	8.2	96
WKDAY 11:30 PM - 1:00 AM	8402	1159	9.7	13.8	102	1140	9.5	13.6	100	619	8.2	7.4	86	696	9.2	8.3	97
M-SAT 8-11 PM-SUN 7-11 PM	36828	5012	41.8	13.6	100	4923	41.0	13.4	99	3167	41.9	8.6	101	3172	41.9	8.6	101
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	1021	8.5	14.1	104	1154	9.6	16.0	118	*550	7.3	7.6	89	600	7.9	8.3	97
ANOTHER WORLD	N 4924	710	5.9	14.4	106	464	3.9	9.4	69	344	4.6	7.0	82	359	4.7	7.3	85
AS THE WORLD TURNS	C 5966	696	5.8	11.7	86	646	5.4	10.8	80	362	4.8	6.1	71	426	5.6	7.1	83
CAPITOL	C 3672	469	3.9	12.8	94	438	3.7	11.9	88	234	3.1	6.4	75	309	4.1	8.4	96
CBS MORN. NEWS 1	C 1590	167	1.4	10.5	78	161	1.3	10.1	75	*135	1.8	8.5	99	151	2.0	9.5	111
CBS MORN. NEWS 2	C 1298	155	1.3	11.9	88	113	0.9	8.7	64	*127	1.7	9.8	115	135	1.8	10.4	122
DAYS OF OUR LIVES	N 6389	1068	8.9	16.7	123	837	7.0	13.1	97	523	6.9	8.2	96	401	5.3	6.3	73
FACTS OF LIFE - DAYTIME	N 2526	284	2.4	11.2	83	310	2.6	12.3	90	180	2.4	7.1	83	159	2.1	6.3	74
FAMILY FEUD	A 3427	364	3.0	10.6	78	437	3.6	12.8	94	296	3.9	8.6	101	253	3.3	7.4	86
GENERAL HOSPITAL	A 6870	980	8.2	14.3	105	873	7.3	12.7	94	526	7.0	7.7	90	620	8.2	9.0	106
GOOD MORNING, AMERICA-730	A 3767	520	4.3	13.8	102	533	4.4	14.1	104	302	4.0	8.0	94	265	3.5	7.0	82
GOOD MORNING, AMERICA-830	A 3076	453	3.8	14.7	109	431	3.6	14.0	103	231	3.1	7.5	88	265	3.5	8.6	101
GUIDING LIGHT	C 5789	714	6.0	12.3	91	603	5.0	10.4	77	393	5.2	6.8	79	474	6.3	8.2	96
ONE LIFE TO LIVE	A 4918	651	5.4	13.2	98	675	5.6	13.7	101	385	5.1	7.8	92	357	4.7	7.3	85
PRESS YOUR LUCK	C 2367	267	2.2	11.3	83	331	2.8	14.0	103	176	2.3	7.4	87	176	2.3	7.4	87
PRICE IS RIGHT 1	C 4727	513	4.3	10.9	80	492	4.1	10.4	77	289	3.8	6.1	72	392	5.2	8.3	97
PRICE IS RIGHT 2	C 5511	579	4.8	10.5	78	635	5.3	11.5	85	320	4.2	5.8	68	482	6.4	8.7	102
RYAN'S HOPE	A 3479	568	4.7	16.3	120	629	5.2	18.1	133	189	2.5	5.4	64	326	4.3	9.4	110
SALE OF THE CENTURY	N 2823	321	2.7	11.4	84	384	3.2	13.6	100	210	2.8	7.4	87	225	3.0	8.0	93
SEARCH FOR TOMORROW	N 2525	346	2.9	13.7	101	255	2.1	10.1	74	195	2.6	7.7	90	195	2.6	7.7	90
TODAY SHOW 1	N 2979	408	3.4	13.7	101	291	2.4	9.8	72	205	2.7	6.9	81	254	3.4	8.5	100
TODAY SHOW 2	N 2792	310	2.6	11.1	82	162	1.4	5.8	43	179	2.4	6.4	75	186	2.5	6.7	78
\$25,000 PYRAMID	C 2899	293	2.4	10.1	75	296	2.5	10.2	75	173	2.3	6.0	70	242	3.2	8.3	98
WHEEL OF FORTUNE	N 4689	597	5.0	12.7	94	562	4.7	12.0	88	391	5.2	8.3	98	387	5.1	8.3	96
YOUNG AND THE RESTLESS	C 6231	781	6.5	12.5	93	668	5.6	10.7	79	321	4.2	5.2	60	392	5.2	6.3	74
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	277	2.3	14.0	104	293	2.4	14.9	110	220	2.9	11.2	131	181	2.4	9.2</	

		TOTAL	DIARRHEA				FEVER				HAYFEVER				OTHER ALLERGY			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES																		
		88464	11986	100.0	13.5	100	11997	100.0	13.6	100	7558	100.0	8.5	100	7567	100.0	8.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	3506	29.3	12.5	93	3045	25.4	10.9	80	2107	27.9	7.5	88	2356	31.1	8.4	98
NETWORK AFFILIATES - LATE		21966	3050	25.4	13.9	102	3025	25.2	13.8	102	1779	23.5	8.1	95	1798	23.8	8.2	96
INDEPENDENTS - LATE		2247	348	2.9	15.5	114	286	2.4	12.7	94	249	3.3	11.1	130	266	3.5	11.8	138
TV EVENING NTM& 6 PM - 2 AM																		
A TEAM		M 11524	1632	13.6	14.2	105	1721	14.3	14.9	110	775	10.3	6.7	79	775	10.2	6.7	79
ABC MONDAY NIGHT MOVIE		A 6879	955	8.0	13.9	102	1116	9.3	16.2	120	584	7.7	8.5	99	551	7.3	8.0	94
ABC SUNDAY NIGHT MOVIE		A 13690	2012	16.8	14.7	108	1934	16.1	14.1	104	1192	15.8	8.7	102	1250	16.5	9.1	107
ABC WORLD NEWS TONIGHT		A 6589	833	6.9	12.6	93	690	5.8	10.5	77	477	6.3	7.2	85	488	6.4	7.4	87
AFTERMASH		C 6391	777	6.5	12.2	90	878	7.3	13.7	101	452	6.0	7.1	83	515	6.8	8.1	94
ALICE		C 10273	1398	11.7	13.6	100	1333	11.1	13.0	96	788	10.4	7.7	90	883	11.7	8.6	100
AMERICAN PARADE		C 7130	1003	8.4	14.1	104	813	6.8	11.4	84	547	7.2	7.7	90	624	8.2	8.8	102
BENSON		A 11665	1722	14.4	14.8	109	1498	12.5	12.8	95	1026	13.6	8.8	103	1009	13.3	8.6	101
BLUE THUNDER		A 5442	760	6.3	14.0	103	667	5.6	12.3	90	312	4.1	5.7	67	402	5.3	7.4	86
CAGNEY & LACEY		C 10565	1490	12.4	14.1	104	1715	14.3	16.2	120	936	12.4	8.9	104	840	11.1	8.0	93
CBS EVENING NEWS-DEAN		C 3668	434	3.6	11.8	87	*255	2.1	7.0	51	315	4.2	8.6	101	378	5.0	10.3	120
CBS EVENING NEWS-RATHER		C 7561	969	8.1	12.8	95	792	6.6	10.5	77	584	7.7	7.7	90	624	8.2	8.3	96
CBS SAT. NEWS-SCHIEFFER		C 3948	596	5.0	15.1	111	408	3.4	10.3	76	373	4.9	9.4	111	372	4.9	9.4	110
CBS SATURDAY NIGHT MOVIE		C 5966	733	6.1	12.3	91	865	7.2	14.5	107	504	6.7	8.4	99	504	6.7	8.4	99
CBS WEDNESDAY NIGHT MOVIE		C 6529	783	6.5	12.0	89	840	7.0	12.9	95	533	7.1	8.2	96	376	5.0	5.8	67
CHEERS		N 9842	1500	12.5	15.2	112	1461	12.2	14.8	109	1157	15.3	11.8	138	970	12.8	9.9	115
DALLAS		C 23935	3282	27.4	13.7	101	3058	25.5	12.8	94	2030	26.9	8.5	99	2106	27.8	8.8	103
DIFF'RENT STROKES		N 7574	984	8.2	13.0	96	973	8.1	12.8	95	579	7.7	7.6	89	656	8.7	8.7	101
DOUBLE TROUBLE		N 7786	1044	8.7	13.4	99	1306	10.9	16.8	124	614	8.1	7.9	92	648	8.6	8.3	97
DUCK FACTORY		N 6290	897	7.5	14.3	105	878	7.3	14.0	103	694	9.2	11.0	129	647	8.6	10.3	120
DUKES OF HAZZARD		C 6402	913	7.6	14.3	105	677	5.6	10.6	78	554	7.3	8.7	101	692	9.1	10.8	126
DYNASTY		A 21955	2904	24.2	13.2	98	2785	23.2	12.7	94	1666	22.0	7.6	89	1791	23.7	8.2	95
FACTS OF LIFE		N 8898	1258	10.5	14.1	104	1307	10.9	14.7	108	703	9.3	7.9	92	695	9.2	7.8	91
FALCON CREST		C 21877	2849	23.8	13.0	96	2634	22.0	12.0	89	1748	23.1	8.0	94	2059	27.2	9.4	110
FALL GUY		A 10045	1371	11.4	13.6	101	1388	11.6	13.8	102	718	9.5	7.1	84	758	10.0	7.5	88
FAMILY TIES		N 8922	1218	10.2	13.7	101	1379	11.5	15.5	114	936	12.4	10.5	123	755	10.0	8.5	99
FANTASY ISLAND		A 8288	1115	9.3	13.5	99	940	7.8	11.3	84	604	8.0	7.3	85	622	8.2	7.5	88
FOULUPS, BLEEPES & BLUNDERS		A 9891	1302	10.9	13.2	97	1136	9.5	11.5	85	828	11.0	8.4	98	843	11.1	8.5	100
FOUR SEASONS		C 5429	711	5.9	13.1	97	789	6.6	14.5	107	437	5.8	8.0	94	459	6.1	8.5	99
GIMME A BREAK		N 9646	1260	10.5	13.1	96	1204	10.0	12.5	92	907	12.0	9.4	110	704	9.3	7.3	85
HART TO HART		A 9983	1273	10.6	12.8	94	1214	10.1	12.2	90	958	12.7	9.6	112	1090	14.4	10.9	128
HILL STREET BLUES		N 9688	1549	12.9	16.0	118	1585	13.2	16.4	121	848	11.2	8.8	102	893	11.8	9.2	108
HOTEL		A 15435	2088	17.4	13.5	100	1928	16.1	12.5	92	1073	14.2	7.0	81	1201	15.9	7.8	91
JEFFERSONS		C 10031	1301	10.9	13.0	96	1204	10.0	12.0	89	833	11.0	8.3	97	907	12.0	9.0	106
JENNIFER SLEPT HERE		N 6376	913	7.6	14.3	106	848	7.1	13.3	98	559	7.4	8.8	103	537	7.1	8.4	98
KATE & ALLIE		C 9951	1358	11.3	13.6	101	1393	11.6	14.0	103	858	11.4	8.6	101	748	9.9	7.5	88
KNIGHT RIDER		N 7908	1092	9.1	13.8	102	1154	9.6	14.6	108	799	10.6	10.1	118	629	8.3	8.0	93
LOVE BOAT		A 13226	1799	15.0	13.6	100	1509	12.6	11.4	84	1093	14.5	8.3	97	1064	14.1	8.0	94
MAGNUM PI		C 12105	1560	13.0	12.9	95	1579	13.2	13.0	96	977	12.9	8.1	94	1035	13.7	8.6	100
MAMA'S FAMILY		N 6364	762	6.4	12.0	88	604	5.0	9.5	70	532	7.0	8.4	98	538	7.1	8.5	99
MASTER, THE		N 3955	487	4.1	12.3	91	511	4.3	12.9	95	326	4.3	8.2	96	301	4.0	7.6	89
MATT HOUSTON		A 6903	986	8.2	14.3	105	892	7.4	12.9	95	487	6.4	7.1	83	520	6.9	7.5	88
NBC MONDAY NIGHT MOVIE		N 13443	1916	16.0	14.3	105	2127	17.7	15.8	117	1226	16.2	9.1	107	1187	15.7	8.8	103
NBC NIGHTLY NEWS		N 5585	776	6.5	13.9	103	633	5.3	11.3	84	502	6.6	9.0	105	504	6.7	9.0	105
NBC NIGHTLY NEWS-SAT		N 3688	523	4.4	14.2	105	368	3.1	10.0	74	259	3.4	7.0	82	339	4.5	9.2	107
NBC NIGHTLY NEWS-SUN		N 3310	500	4.2	15.1	111	338	2.8	10.2	75	*230	3.0	6.9	81	*198	2.6	6.0	70
NBC SUNDAY NIGHT MOVIE		N 9238	1262	10.5	13.7	101	1535	12.8	16.6	123	907	12.0	9.8	115	809	10.7	8.8	102
NEWHART		C 9876	1470	12.3	14.9	110	1478	12.3	15.0	110	768	10.2	7.8	91	878	11.6	8.9	104
ONE DAY AT A TIME		C 7954	1056	8.8	13.3	98	1061	8.8	13.3	98	516	6.8	6.5	76	624	8.2	7.8	92
PEOPLE ARE FUNNY		N 5182	667	5.6	12.9	95	523	4.4	10.1	74	513	6.8	9.9	116	420	5.6	8.1	95
REAL PEOPLE		N 9674	1269	10.6	13.1	97	1232	10.3	12.7	94	883	11.7	9.1	107	861	11.4	8.9	104
REMINGTON STEELE		N 8511	1241	10.4	14.6	108	1211	10.1	14.2	105	728	9.6	8.6	100	748	9.9	8.8	103
RIPLEY'S BELIEVE IT - NOT		A 5656	771	6.4	13.6	101	697	5.8	12.3	91	648	8.6	11.5	134	476	6.3	8.4	98
RIPTIDE		N 7718	1062	8.9	13.8	102	1030	8.6	13.3	98	662	8.8	8.6	100	577	7.6	7.5	87
SCARECROW & MRS. KING		C 11058	1442	12.0	13.0	96	1606	13.4	14.5	107	951	12.6	8.6	101	721	9.5	6.5	76
SIMON & SIMON		C 11615	1510	12.6	13.0	96	1573	13.1	13.5	100	952	12.6	8.2	96	946	12.5	8.1	95
60 MINUTES		C 14826	1893	15.8	13.2	98	1608	13.4	11.2	83	1239	16.4	8.6	101	1325	17.5	9.2	108
ST. ELSEWHERE		N 7670	1231	10.3	16.0	118	1495	12.5	19.5	144	776	10.3	10.1	118	793	10.5	10.3	121
THREE'S COMPANY		A 12068	1498	12.5	12.4	92	1793	14.9	14.9</									

	TOTAL U.S. '000	HEADACHE				HEARTBURN				HEMORRHOIDS				INDIGESTION OR UPSET STOMACH			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALES	88464	52612	100.0	59.5	100	12671	100.0	14.3	100	7478	100.0	8.5	100	20861	100.0	23.6	100
FEMALE HOMEOWNERS	80986	47699	90.7	58.9	99	11836	93.4	14.6	102	6943	92.8	8.6	101	18871	90.5	23.3	99
EMPLOYED MOTHERS	18702	12701	24.1	67.9	114	2996	23.6	16.0	112	1670	22.3	8.9	106	4622	22.2	24.7	105
18 - 24	14726	9687	18.4	65.8	111	1866	14.7	12.7	88	819	11.0	5.6	66	3707	17.8	25.2	107
25 - 34	20202	13943	26.5	69.0	116	3271	25.8	16.2	113	2361	31.6	11.7	138	5514	26.4	27.3	116
35 - 44	14781	10090	19.2	68.3	115	2530	20.0	17.1	120	1245	16.6	8.4	100	3639	17.4	24.6	104
45 - 54	11449	6766	12.9	59.1	99	1525	12.0	13.3	93	870	11.6	7.6	90	2470	11.8	21.6	91
55 - 64	11846	6542	12.4	55.2	93	1638	12.9	13.8	97	1041	13.9	8.8	104	2644	12.7	22.3	95
65 OR OLDER	15459	5585	10.6	36.1	61	1842	14.5	11.9	83	1143	15.3	7.4	87	2888	13.8	18.7	79
18 - 34	34928	23630	44.9	67.7	114	5136	40.5	14.7	103	3180	42.5	9.1	108	9221	44.2	26.4	112
18 - 49	55154	36953	70.2	67.0	113	8409	66.4	15.2	106	4807	64.3	8.7	103	14085	67.5	25.5	108
25 - 54	46433	30799	58.5	66.3	112	7326	57.8	15.8	110	4477	59.9	9.6	114	11623	55.7	25.0	106
35 - 49	20226	13322	25.3	65.9	111	3273	25.8	16.2	113	1627	21.8	8.0	95	4865	23.3	24.1	102
50 OR OLDER	33310	15660	29.8	47.0	79	4261	33.6	12.8	89	2671	35.7	8.0	95	6775	32.5	20.3	86
GRADUATED COLLEGE	12110	7907	15.0	65.3	110	1601	12.6	13.2	92	1279	17.1	10.6	125	3759	18.0	31.0	132
ATTENDED COLLEGE	15309	10746	20.4	70.2	118	2479	19.6	16.2	113	1478	19.8	9.7	114	3964	19.0	25.9	110
GRADUATED HIGH SCHOOL	36912	22823	43.4	61.8	104	5314	41.9	14.4	101	3115	41.7	8.4	100	8941	42.9	24.2	103
DID NOT GRADUATE HIGH SCHOOL	24134	11136	21.2	46.1	78	3278	25.9	13.6	95	1607	21.5	6.7	79	4197	20.1	17.4	74
EMPLOYED FULL-TIME	35457	23583	44.8	66.5	112	5430	42.9	15.3	107	3067	41.0	8.6	102	8764	42.0	24.7	105
EMPLOYED PART-TIME	8514	5576	10.6	65.5	110	1246	9.8	14.6	102	580	7.8	6.8	81	2194	10.5	25.8	109
NOT EMPLOYED	44494	23453	44.6	52.7	89	5995	47.3	13.5	94	3831	51.2	8.6	102	9903	47.5	22.3	94
PROFESSIONAL/MANAGER	10811	7620	14.5	70.5	119	1750	13.8	16.2	113	1168	15.6	10.8	128	3366	16.1	31.1	132
TECH/CLERICAL/SALES	19640	13507	25.7	68.8	116	2947	23.3	15.0	105	1734	23.2	8.8	104	4572	21.9	23.3	99
PRECISION/CRAFT	1023	623	1.2	60.9	102	**143	1.1	14.0	98	**64	0.9	6.3	74	*399	1.9	39.0	165
OTHER EMPLOYED	12498	7410	14.1	59.3	100	1835	14.5	14.7	103	681	9.1	5.4	64	2622	12.6	21.0	89
SINGLE	15995	9857	18.7	61.6	104	1722	13.6	10.8	75	1073	14.3	6.7	79	3818	18.3	23.9	101
MARRIED	51689	32483	61.7	62.8	106	8047	63.5	15.6	109	4864	65.0	9.4	111	12598	60.4	24.4	103
DIVORCED/SEPARATED/WIDOWED	20780	10273	19.5	49.4	83	2902	22.9	14.0	98	1542	20.6	7.4	88	4445	21.3	21.4	91
PARENTS	33922	22407	42.6	66.1	111	5345	42.2	15.8	110	3312	44.3	9.8	116	8226	39.4	24.2	103
WHITE	76422	46944	89.2	61.4	103	11439	90.3	15.0	105	6717	89.8	8.8	104	18777	90.0	24.6	104
BLACK	10066	4464	8.5	44.3	75	991	7.8	9.8	69	586	7.8	5.8	69	1736	8.3	17.2	73
OTHER	1976	1204	2.3	60.9	102	**241	1.9	12.2	85	**175	2.3	8.9	105	**347	1.7	17.6	74
NORTHEAST-CENSUS	19803	11541	21.9	58.3	98	3030	23.9	15.3	107	1719	23.0	8.7	103	5160	24.7	26.1	110
NORTH CENTRAL	22181	14220	27.0	64.1	108	2985	23.6	13.5	94	2164	28.9	9.8	115	5100	24.4	23.0	98
SOUTH	30082	16573	31.5	55.1	93	4200	33.1	14.0	97	2289	30.6	7.6	90	6536	31.3	21.7	92
WEST	16398	10278	19.5	62.7	105	2456	19.4	15.0	105	1307	17.5	8.0	94	4065	19.5	24.8	105
NORTHEAST-MKTG.	20163	11431	21.7	56.7	95	3009	23.7	14.9	104	1649	22.1	8.2	97	5266	25.2	26.1	111
EAST CENTRAL	13054	8000	15.2	61.3	103	1868	14.7	14.3	100	1267	16.9	9.7	115	2908	13.9	22.3	94
WEST CENTRAL	14993	9733	18.5	64.9	109	2038	16.1	13.6	95	1509	20.2	10.1	119	3648	17.5	24.3	103
SOUTH	25785	14420	27.4	55.9	94	3695	29.2	14.3	100	1918	25.6	7.4	88	5467	26.2	21.2	90
PACIFIC	14470	9029	17.2	62.4	105	2061	16.3	14.2	99	1136	15.2	7.9	93	3572	17.1	24.7	105
COUNTY SIZE A	36705	21433	40.7	58.4	98	4660	36.8	12.7	89	3141	42.0	8.6	101	8528	40.9	23.2	99
COUNTY SIZE B	26819	16115	30.6	60.1	101	4092	32.3	15.3	107	1874	25.1	7.0	83	6225	29.8	23.2	98
COUNTY SIZE C	13597	8483	16.1	62.4	105	2380	18.8	17.5	122	1207	16.1	8.9	105	3535	16.9	26.0	110
COUNTY SIZE D	11344	6582	12.5	58.0	98	1538	12.1	13.6	95	1257	16.8	11.1	131	2733	12.3	22.7	96
METRO CENTRAL CITY	26825	15106	28.7	56.3	95	3426	25.6	12.1	84	2087	27.9	7.8	92	5726	27.4	21.3	91
METRO SUBURBAN	39912	25036	47.6	62.7	105	6256	49.4	15.7	109	3257	43.6	8.2	97	9966	47.8	25.0	106
NON METRO	21728	12471	23.7	57.4	97	3170	25.0	14.6	102	2135	28.6	9.8	116	5169	24.8	23.8	101
TOP 5 ADI'S	20847	12480	23.7	59.9	101	2741	21.6	13.1	92	1870	25.0	9.0	106	4927	23.6	23.6	100
TOP 10 ADI'S	28719	16781	31.9	58.4	98	3580	28.3	12.5	87	2442	32.7	8.5	101	6685	32.0	23.3	99
TOP 20 ADI'S	40904	23909	45.4	58.5	98	5491	43.3	13.4	94	3349	44.8	8.2	97	9261	44.4	22.6	96
HSHLD INC. \$50,000 OR MORE	7931	5531	10.5	69.7	117	1159	9.1	14.6	102	781	10.4	9.8	116	2555	12.2	32.2	137
\$40,000 OR MORE	15233	10351	19.7	68.0	114	2136	16.9	14.0	98	1420	19.0	9.3	110	4758	22.8	31.2	132
\$30,000 OR MORE	28333	18918	36.0	68.8	112	4371	34.5	15.4	108	2703	36.1	9.5	113	7872	37.7	27.8	118
\$25,000 OR MORE	36417	24307	46.2	66.7	112	5790	45.7	15.9	111	3499	46.8	9.6	114	10061	48.2	27.6	117
\$20,000 - \$24,999	9943	6264	11.9	63.0	106	1247	9.8	12.5	88	736	9.8	7.4	88	2168	10.4	21.8	92
\$15,000 - \$19,999	9211	5636	10.7	61.2	103	1333	10.5	14.5	101	742	9.9	8.1	95	2032	9.7	22.1	94
\$10,000 - \$14,999	13477	7708	14.7	57.2	96	1877	14.8	13.9	97	1111	14.9	8.2	98	3015	14.5	22.4	95
UNDER \$10,000	19418	8697	16.5	44.8	75	2423	19.1	12.5	87	1390	18.6	7.2	85	3585	17.2	18.5	78
HOUSEHOLD OF 1 PERSON	11987	5519	10.5	46.0	77	1663	13.1	13.9	97	960	12.8	8.0	95	2684	12.9	22.4	95
2 PEOPLE	27046	15304	29.1	56.6	95	3633	28.7	13.4	94	2245	30.0	8.3	98	6448	30.9	23.8	101
3 OR 4 PEOPLE	34251	22123	42.0	64.6	109	5393	42.6	15.7	110	3233	43.2	9.4	112	8487	40.7	24.8	105
5 OR MORE PEOPLE	15180	9667	18.4	63.7	107	1982	15.6	13.1	91	1041	13.9	6.9	81	3242	15.5	21.4	91
NO CHILD IN HSHLD	49819	27096	51.5	54.4	91	6791	53.6	13.6	95	3951	52.8	7.9	94	11670	55.9	23.4	99
CHILD(REN) UNDER 2 YRS	6045	3814	7.2	63.1	106	961	7.6	15.9	111	785	10.5	13.0	154	1260	6.0	20.8	88
2 - 5 YEARS	15233	9917	18.8	65.1	109	2387	18.8	15.7	109	1585	21.2	10.4	123	3554	17.0	23.3	99
6 - 11 YEARS	16260	10800	20.5	66.4	112	2411	19.0	14.8	104	1423	19.0	8.8	104	3841	18.4	23.6	100
12 - 17 YEARS	19173	12773	24.3	66.6	112	2799	22.1	14.6	102	1372	18.3	7.2	85	4760	22.8	24.8	105
RESIDENCE OWNED	61371	36570	69.5	59.6	100	9047	71.4	14.7	103	5493	73.5	9.0	106	14645	70.2	23.9	101
VALUE: \$50,000 OR MORE	35355	21752	41.3	61.5	103	5119	40.4	14.5	101	3267	43.7	9.2	109	9285	44.5	26.3	111
VALUE: UNDER \$50,000	26016	14818	28.2	57.0	96	3928	31.0	15.1	105	2226	29.8	8.6	101	5360	25.7	20.6	87

		TOTAL U.S. '000	HEADACHE				HEARTBURN				HEMORRHOIDS				INDIGESTION OR UPSET STOMACH			
			A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALES		88464	52612	100.0	59.5	100	12671	100.0	14.3	100	7478	100.0	8.5	100	20861	100.0	23.6	100
MAGAZINES	QUINTILE 1	17988	11989	22.8	66.6	112	3016	23.8	16.8	117	1522	20.4	8.5	100	4852	23.3	27.0	114
	QUINTILE 2	19446	12448	23.7	64.0	108	3049	24.1	15.7	109	1758	23.5	9.0	107	5280	25.3	27.2	115
	QUINTILE 3	14626	9015	17.1	61.6	104	2072	16.4	14.2	99	1470	19.7	10.1	119	3640	17.4	24.9	106
	QUINTILE 4	16014	9045	17.2	56.5	95	2084	16.4	13.0	91	1443	19.3	9.0	107	3304	15.8	20.6	87
	QUINTILE 5	20389	10115	19.2	49.6	83	2451	19.3	12.0	84	1286	17.2	6.3	75	3785	18.1	18.6	79
NEWSPAPERS	QUINTILE 1	13830	8141	15.5	58.9	99	2059	16.2	14.9	104	1213	16.2	8.8	104	3555	17.0	25.7	109
	QUINTILE 2	26350	16158	30.7	61.3	103	3687	29.1	14.0	98	2448	32.7	9.3	110	6447	30.9	24.5	104
	QUINTILE 3	12415	7665	14.6	61.7	104	1721	13.6	13.9	97	916	12.2	7.4	87	2987	14.3	24.1	102
	QUINTILE 4	21911	13187	25.1	60.2	101	3229	25.5	14.7	103	1733	23.2	7.9	94	5079	24.3	23.2	98
	QUINTILE 5	13960	7461	14.2	53.4	90	1974	15.6	14.1	99	1170	15.6	8.4	99	2792	13.4	20.0	85
OUTDOOR	QUINTILE 1	16810	10779	20.5	64.1	108	2426	19.1	14.4	101	1405	18.8	8.4	99	4457	21.4	26.5	112
	QUINTILE 2	17101	10481	19.9	61.3	103	2579	20.4	15.1	105	1745	23.3	10.2	121	4145	19.9	24.2	103
	QUINTILE 3	17579	10633	20.2	60.5	102	2446	19.3	13.9	97	1240	16.6	7.1	83	4110	19.7	23.4	99
	QUINTILE 4	18343	10784	20.5	58.8	99	2590	20.4	14.1	99	1539	20.6	8.4	99	4335	20.8	23.6	100
	QUINTILE 5	18631	9935	18.9	53.3	90	2630	20.8	14.1	99	1550	20.7	8.3	98	3814	18.3	20.5	87
RADIO-DRIVE TIME	QUINTILE 1	17390	10538	20.0	60.6	102	2410	19.0	13.9	97	1517	20.3	8.7	103	4094	19.6	23.5	100
	QUINTILE 2	16591	10166	19.3	61.3	103	2391	18.9	14.4	101	1404	18.8	8.5	100	3864	18.5	23.3	99
	QUINTILE 3	16910	10650	20.2	63.0	106	2537	20.0	15.0	105	1433	19.2	8.5	100	4070	19.5	24.1	102
	QUINTILE 4	18002	11016	20.9	61.2	103	3078	24.3	17.1	119	1719	23.0	9.5	113	4611	22.1	25.6	109
	QUINTILE 5	19572	10243	19.5	52.3	88	2256	17.8	11.5	80	1406	18.8	7.2	85	4221	20.2	21.6	91
RADIO-MID- DAY	TERCILE 1	23248	14051	26.7	60.4	102	3085	24.3	13.3	93	2035	27.2	8.8	104	5335	25.6	22.9	97
	TERCILE 2	23667	14099	26.8	59.6	100	3442	27.2	14.5	102	2300	30.8	9.7	115	5948	28.5	25.1	107
	TERCILE 3	41549	24463	46.5	58.9	99	6144	48.5	14.8	103	3143	42.0	7.6	89	9578	45.9	23.1	98
RADIO-TOTAL	QUINTILE 1	17786	10761	20.5	60.5	102	2614	20.6	14.7	103	1521	20.3	8.6	101	4066	19.5	22.9	97
	QUINTILE 2	17316	10562	20.1	61.0	103	2455	19.4	14.2	99	1550	20.7	9.0	106	4310	20.7	24.9	106
	QUINTILE 3	18428	11097	21.1	60.2	101	2813	22.2	15.3	107	1651	22.1	9.0	106	4182	20.0	22.7	96
	QUINTILE 4	17669	11240	21.4	63.6	107	2569	20.3	14.5	102	1537	20.6	8.7	103	4590	22.0	26.0	110
	QUINTILE 5	17265	8951	17.0	51.8	87	2220	17.5	12.9	90	1219	16.3	7.1	84	3713	17.8	21.5	91
TV-PRIME TIME	QUINTILE 1	17416	9810	18.6	56.3	95	2454	19.4	14.1	98	1698	22.7	9.7	115	4324	20.7	24.8	105
	QUINTILE 2	17413	10498	20.0	60.3	101	2519	19.9	14.5	101	1516	20.3	8.7	103	4166	20.0	23.9	101
	QUINTILE 3	17943	11152	21.2	62.2	105	2596	20.5	14.5	101	1419	19.0	7.9	94	4147	19.9	23.1	98
	QUINTILE 4	18442	11280	21.4	61.2	103	2666	21.0	14.5	101	1540	20.6	8.4	99	4431	21.2	24.0	102
	QUINTILE 5	17250	9872	18.8	57.2	96	2437	19.2	14.1	99	1306	17.5	7.6	90	3792	18.2	22.0	93
TV-DAYTIME	TERCILE 1	29966	16576	31.5	55.3	93	3970	31.3	13.2	92	2691	36.0	9.0	106	6940	33.3	23.2	98
	TERCILE 2	29480	18229	34.6	61.8	104	4406	34.8	14.9	104	2219	29.7	7.5	89	7081	33.9	24.0	102
	TERCILE 3	29018	17807	33.8	61.4	103	4296	33.9	14.8	103	2569	34.4	8.9	105	6840	32.8	23.6	100
TV-TOTAL	QUINTILE 1	17740	9287	17.7	52.4	88	2309	18.2	13.0	91	1506	20.1	8.5	100	4284	20.5	24.1	102
	QUINTILE 2	17674	10410	19.8	58.9	99	2690	21.2	15.2	106	1535	20.5	8.7	103	4001	19.2	22.6	96
	QUINTILE 3	17730	10854	20.6	61.2	103	2460	19.4	13.9	97	1619	21.7	9.1	108	4277	20.5	24.1	102
	QUINTILE 4	17563	11057	21.0	63.0	106	2435	19.2	13.9	97	1398	18.7	8.0	94	4122	19.8	23.5	100
	QUINTILE 5	17757	11005	20.9	62.0	104	2777	21.9	15.6	109	1421	19.0	8.0	95	4177	20.0	23.5	100
MAGAZINES-NEWSPAPERS: DUAL		23278	14982	28.5	64.4	108	3593	28.4	15.4	108	2212	29.6	9.5	112	6376	30.6	27.4	116
MAGAZINE IMPERATIVE		21634	14180	27.0	65.5	110	3521	27.8	16.3	114	1852	24.8	8.6	101	5797	27.8	26.8	114
NEWSPAPER IMPERATIVE		23455	13029	24.8	55.5	93	2927	23.1	12.5	87	1979	26.5	8.4	100	4932	23.6	21.0	89
MAGAZINES-OUTDOOR: DUAL		17482	11769	22.4	67.3	113	2778	21.9	15.9	111	1764	23.6	10.1	119	4717	22.6	27.0	114
MAGAZINE IMPERATIVE		28830	17788	33.8	61.7	104	4451	35.1	15.4	108	2332	31.2	8.1	96	7342	35.2	25.5	108
OUTDOOR IMPERATIVE		26119	14886	28.3	57.0	96	3385	26.7	13.0	90	2098	28.1	8.0	95	5871	28.1	22.5	95
MAGAZINES-RADIO: DUAL		20162	13022	24.8	64.6	109	3262	25.7	16.2	113	1739	23.3	8.6	102	5234	25.1	26.0	110
MAGAZINE IMPERATIVE		26292	16848	32.0	64.1	108	4143	32.7	15.8	110	2421	32.4	9.2	109	7124	34.1	27.1	115
RADIO IMPERATIVE		25308	14273	27.1	56.4	95	3335	26.3	13.2	92	2313	30.9	9.1	108	5442	26.1	21.5	91
MAGAZINES-TELEVISION: DUAL		17312	10647	20.2	61.5	103	2386	18.8	13.8	96	1488	19.9	8.6	102	4580	22.0	26.5	112
MAGAZINE IMPERATIVE		29099	19685	37.4	67.6	114	4948	39.0	17.0	119	2739	36.6	9.4	111	7825	37.5	26.9	114
TELEVISION IMPERATIVE		27505	14460	27.5	52.6	88	3680	29.0	13.4	93	2231	29.8	8.1	96	5662	27.1	20.6	87
NEWSPAPERS-OUTDOOR: DUAL		18628	12122	23.0	65.1	109	2867	22.6	15.4	107	1716	22.9	9.2	109	5146	24.7	27.6	117
NEWSPAPER IMPERATIVE		29178	16771	31.9	57.5	97	3847	30.4	13.2	92	2436	32.6	8.3	99	6701	32.1	23.0	97
OUTDOOR IMPERATIVE		25260	15228	28.9	60.3	101	3570	28.2	14.1	99	1991	26.6	7.9	93	5759	27.6	22.8	97
NEWSPAPERS-RADIO: DUAL		19246	11776	22.4	61.2	103	2973	23.5	15.4	108	1638	21.9	8.5	101	4846	23.2	25.2	107
NEWSPAPER IMPERATIVE		28155	16961	32.2	60.2	101	3867	30.5	13.7	96	2518	33.7	8.9	106	6966	33.4	24.7	105
RADIO IMPERATIVE		25308	15226	28.9	60.2	101	3685	29.1	14.6	102	2267	30.3	9.0	106	5675	27.2	22.4	95
NEWSPAPERS-TELEVISION: DUAL		18615	10638	20.2	57.1	96	2535	20.0	13.6	95	1492	20.0	8.0	95	4491	21.5	24.1	102
NEWSPAPER IMPERATIVE		29207	18411	35.0	63.0	106	4321	34.1	14.8	103	2636	35.3	9.0	107	7231	34.7	24.8	105
TELEVISION IMPERATIVE		25472	14312	27.2	56.2	94	3721	29.4	14.6	102	2250	30.1	8.8	104	5812	27.9	22.8	97
OUTDOOR-RADIO: DUAL		17292	11024	21.0	63.8	107	2443	19.3	14.1	99	1534	20.5	8.9	105	4863	23.3		

	TOTAL U.S. '000	HEADACHE				HEARTBURN				HEMORRHOIDS				INDIGESTION OR UPSET STOMACH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	52612	100.0	59.5	100	12671	100.0	14.3	100	7478	100.0	8.5	100	20861	100.0	23.6	100
ATLANTIC MONTHLY	415	313	0.6	75.4	127	**59	0.5	14.2	99	**27	0.4	6.5	77	**98	0.5	23.6	100
BARRON'S	522	*326	0.6	62.5	105	**109	0.9	20.9	146	**11	0.1	2.1	25	**137	0.7	26.2	111
BETTER HOMES & GARDENS	17429	10923	20.8	62.7	105	2947	23.3	16.9	117	1726	23.1	9.9	117	4512	21.6	25.9	110
BON APPETIT	2772	1749	3.3	63.1	106	387	3.1	14.0	97	*312	4.2	11.3	133	892	4.3	32.2	136
BUSINESS WEEK	1469	983	1.9	66.9	113	*212	1.7	14.4	101	*204	2.7	13.9	164	440	2.1	30.0	127
CAR AND DRIVER	397	*292	0.6	73.6	124	**89	0.7	22.4	157	**26	0.3	6.5	77	**132	0.6	33.2	141
CBS MAGAZINE NETWORK (GROSS)	1633	1181	2.2	72.3	122	*201	1.6	12.3	86	**107	1.4	6.6	78	532	2.6	32.6	138
CHANGING TIMES	1554	1039	2.0	66.9	112	*185	1.5	11.9	83	*142	1.9	9.1	108	373	1.8	24.0	102
COLONIAL HOMES	1304	853	1.6	65.4	110	*212	1.7	16.3	114	*151	2.0	11.6	137	373	1.8	28.6	121
CONDE NAST MAG. PKG. (GROSS)	17858	11868	22.6	66.5	112	2708	21.4	15.2	106	1111	14.9	6.2	74	4652	22.3	26.0	110
CONSUMERS DIGEST	1406	823	1.6	58.5	98	*161	1.3	11.5	80	**105	1.4	7.5	88	372	1.8	26.5	112
COSMOPOLITAN	8815	5859	11.1	66.5	112	1321	10.4	15.0	105	626	8.4	7.1	84	2420	11.6	27.5	116
COUNTRY LIVING	2636	1696	3.2	64.3	108	389	3.1	14.8	103	*221	3.0	8.4	99	778	3.7	29.5	125
CUISINE	1554	919	1.7	59.1	99	*232	1.8	14.9	104	**71	0.9	4.6	54	437	2.1	28.1	119
CYCLE WORLD	469	*340	0.6	72.5	122	**28	0.2	6.0	42	**45	0.6	9.6	114	**160	0.8	34.1	145
DCI:CREATIVE IDEAS FOR LIV	2631	1717	3.3	65.3	110	401	3.2	15.2	106	*277	3.7	10.5	125	745	3.6	28.3	120
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	4332	8.2	61.3	103	1137	9.0	16.1	112	765	10.2	10.8	128	1829	8.8	25.9	110
DISCOVER	998	708	1.3	70.9	119	**81	0.6	8.1	57	**141	1.9	14.1	167	*263	1.3	26.4	112
EBONY	4289	2024	3.8	47.2	79	434	3.4	10.1	71	256	3.4	6.0	71	720	3.5	16.8	71
ESQUIRE	1176	710	1.3	60.4	102	*177	1.4	15.1	105	**120	1.6	10.2	121	243	1.2	20.7	88
ESSENCE	2392	1166	2.2	48.7	82	234	1.8	9.8	68	*164	2.2	6.9	81	428	2.1	17.9	76
FAMILY CIRCLE	17209	11167	21.2	64.9	109	2795	22.1	16.2	113	1558	20.8	9.1	107	4637	22.2	26.9	114
THE FAMILY HANDYMAN	1184	822	1.6	69.4	117	*152	1.2	12.8	90	**168	2.2	14.2	168	410	2.0	34.6	147
FAMILY WEEKLY	12391	7782	14.8	62.8	106	1773	14.0	14.3	100	1121	15.0	9.0	107	3257	15.6	26.3	111
FIELD & STREAM	2438	1698	3.2	69.6	117	454	3.6	18.6	130	*305	4.1	12.5	148	757	3.6	31.1	132
FOOD & WINE	614	371	0.7	60.4	102	**94	0.7	15.3	107	**71	0.9	11.6	137	*157	0.8	25.6	108
FORBES	813	515	1.0	63.3	107	**151	1.2	18.6	130	**91	1.2	11.2	132	*251	1.2	30.9	131
FORTUNE	1083	659	1.3	60.8	102	*192	1.5	17.7	124	**155	2.1	14.3	169	350	1.7	32.3	137
GENTLEMEN'S QUARTERLY	1197	765	1.5	63.9	107	*249	2.0	20.8	145	**104	1.4	8.7	103	*264	1.3	22.1	94
GLAMOUR	6625	4589	8.7	69.3	116	1129	8.9	17.0	119	551	7.4	8.3	98	1841	8.8	27.8	118
GOLF DIGEST	707	411	0.8	58.1	98	*185	1.5	26.2	183	**60	0.8	8.5	100	*120	0.6	17.0	72
GOLF DIGEST/TENNIS (GROSS)	1316	808	1.5	61.4	103	*250	2.0	19.0	133	**106	1.4	8.1	95	*251	1.2	19.1	81
GOLF MAGAZINE	469	300	0.6	64.0	108	**101	0.8	21.5	150	**22	0.3	4.7	55	**127	0.6	27.1	115
GOLF MAGAZINE/SKI (GROSS)	1060	716	1.4	67.5	114	*166	1.3	15.7	109	**45	0.6	4.2	50	*219	1.0	20.7	88
GOOD HOUSEKEEPING	17784	11549	22.0	64.9	109	2982	23.5	16.8	117	1655	22.1	9.3	110	4724	22.6	26.6	113
HARPER'S BAZAAR	2931	1815	3.4	61.9	104	505	4.0	17.2	120	*139	1.9	4.7	56	803	3.8	27.4	116
HEALTH	2199	1317	2.5	59.9	101	348	2.7	15.8	110	*145	1.9	6.6	78	444	2.1	20.2	86
HEARST MAG CORP. BUY (GROSS)	49148	31918	60.7	64.9	109	7847	61.9	16.0	111	4221	56.4	8.6	102	13445	64.5	27.4	116
HEARST MAN POWER (GROSS)	2113	1394	2.6	66.0	111	251	2.0	11.9	83	*253	3.4	12.0	142	671	3.2	31.8	135
HEARST WOMAN POWER (GROSS)	35062	23163	44.0	66.1	111	5643	44.5	16.1	112	3084	41.2	8.8	104	9514	45.6	27.1	115
HOUSE BEAUTIFUL	3865	2233	4.2	57.8	97	608	4.8	15.7	110	313	4.2	8.1	96	964	4.6	24.9	106
INC.	315	*206	0.4	65.4	110	**52	0.4	16.5	115	**18	0.2	5.7	68	**57	0.3	18.1	77
JET	3690	1673	3.2	45.3	76	325	2.6	8.8	61	*220	2.9	6.0	71	601	2.9	16.3	69
LADIES' HOME JOURNAL	12930	8232	15.6	63.7	107	2316	18.3	17.9	125	1283	17.2	9.9	117	3566	17.1	27.6	117
LHJ FAMILY GRP COMBO(GROSS)	18161	11720	22.3	64.5	109	3253	25.7	17.9	125	1708	22.8	9.4	111	4750	22.8	26.2	111
LIFE	5065	3156	6.0	62.3	105	899	7.1	17.7	124	345	4.6	6.8	81	1265	6.1	25.0	106
L.A. TIMES HOME MAGAZINE	1310	807	1.5	61.6	104	*249	2.0	19.0	133	**74	1.0	5.6	67	327	1.6	25.0	106
MADAMOISELLE	3759	2546	4.8	67.7	114	613	4.8	16.3	114	*157	2.1	4.2	49	919	4.4	24.4	104
MC CALL'S	14658	9709	18.5	66.2	111	2382	18.8	16.3	113	1394	18.6	9.5	113	4037	19.4	27.5	117
MC CALL'S/WRK MOTHER (GROSS)	15857	10583	20.1	66.7	112	2630	20.8	16.6	116	1593	21.3	10.0	119	4450	21.3	28.1	119
MECHANIX ILLUSTRATED	809	452	0.9	55.9	94	**110	0.9	13.6	95	**121	1.6	15.0	177	*227	1.1	28.1	119
METROPOLITAN HOME	1009	671	1.3	66.5	112	*110	0.9	10.9	76	**70	0.9	6.9	82	267	1.3	26.5	111
MONEY	1707	1099	2.1	64.4	108	*247	1.9	14.5	101	*210	2.8	12.3	146	392	1.9	23.0	97
MOTHER EARTH NEWS	1123	820	1.6	73.0	123	*192	1.5	17.1	119	**102	1.4	9.1	107	*212	1.0	18.9	80
MS.	932	624	1.2	62.0	113	*127	1.0	13.6	95	**83	1.1	8.9	105	*196	0.9	21.0	89
NATIONAL ENQUIRER	11971	7260	13.8	60.6	102	1877	14.8	15.7	109	897	12.0	7.5	89	2624	12.6	21.9	93
NATIONAL GEOGRAPHIC	10503	7022	13.3	66.9	112	1461	11.5	13.9	97	897	12.0	8.5	101	3133	15.0	29.8	126
NATIONAL SUNDAY MAGAZINE PKG	54325	33287	63.3	61.3	103	7714	60.9	14.2	99	4551	60.9	8.4	99	13412	64.3	24.7	105
NATURAL HISTORY	626	346	0.7	55.3	93	**76	0.6	12.1	85	**28	0.4	4.5	53	*166	0.8	26.5	112
NEW WOMAN	1992	1462	2.8	73.4	123	271	2.1	13.6	95	*114	1.5	5.7	68	384	1.8	19.3	82
NEW YORK INCLUDING CUE	547	313	0.6	57.2	96	**78	0.6	14.3	100	**15	0.2	2.7	32	**71	0.3	13.0	55
THE NEW YORKER	1380	831	1.6	60.2	101	*218	1.7	15.8	110	*133	1.8	9.6	114	357	1.7	25.9	110
NEWSWEEK	6925	4523	8.6	65.3	110	950	7.5	13.7	96	459	6.1	6.6	78	2051	9.8	29.6	126
THE N.Y. TIMES DAILY EDITION	1363	792	1.5	58.1	98	*201	1.6	14.7	103	*141	1.9	10.3	122	365	1.7	26.8	114
THE N.Y. TIMES MAGAZINE	2333	1368	2.6	58.6	99	363	2.9	15.6	109	*310	4.1	13.3	157	774	3.7	33.2	141
OMNI	872	610	1.2	70.0	118	**82	0.6	9.4	66	**34	0.5	3.9	46	282	1.4	32.3	137
ON CABLE	1298	881	1.7	67.9	114	*204	1.6	15.7	110	**90	1.2	6.9	82	238	1.1	18.3	78
1001 HOME IDEAS	3032	2172	4.1	71.6	120	589	4.6	19.4	136	280	3.7	9.2	109	740	3.5	24.4	103
ORGANIC GARDENING	1680	975	1.9	58.0	98	*237	1.9	14.1	98	*200	2.7	11.9	141	432	2.1	25.7	109
OUTDOOR LIFE	960	573	1.1	59.7	100	*138	1.1	14.4	100	**66	0.9	6.9	81	*221	1.1	23.0	98
PARADE MAGAZINE	26755	16347	31.1	61.1	103	3803	30.0	14.2	99	2203	29.5	8.2	97	6768	32.4	25.3	107

	TOTAL U.S. '000	HEADACHE				HEARTBURN				HEMORRHOIDS				INDIGESTION OR UPSET STOMACH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	52612	100.0	59.5	100	12671	100.0	14.3	100	7478	100.0	8.5	100	20861	100.0	23.6	100
PARENTS	4173	2812	5.3	67.4	113	687	5.4	16.5	115	510	6.8	12.2	145	1013	4.9	24.3	103
PENTHOUSE	973	567	1.1	58.3	98	**172	1.4	17.7	123	**91	1.2	9.4	111	*244	1.2	25.1	106
PEOPLE	13479	9041	17.2	67.1	113	2186	17.3	16.2	113	1076	14.4	8.0	94	3470	16.6	25.7	109
PLAYBOY	2183	1304	2.5	59.7	100	365	2.9	16.7	117	*214	2.9	9.8	116	525	2.5	24.0	102
POPULAR HOT RODDING	388	*271	0.5	69.8	117	**30	0.2	7.7	54	**9	0.1	2.3	27	**52	0.2	13.4	57
POPULAR MECHANICS	1037	628	1.2	60.6	102	**73	0.6	7.0	49	**127	1.7	12.2	145	*340	1.6	32.8	139
POPULAR SCIENCE	920	626	1.2	68.0	114	**70	0.6	7.6	53	**99	1.3	10.8	127	*288	1.4	31.3	133
PREVENTION	4071	2313	4.4	56.8	96	525	4.1	12.9	90	412	5.5	10.1	120	820	3.9	20.1	85
PSYCHOLOGY TODAY	1940	1452	2.8	74.8	126	341	2.7	17.6	123	*180	2.4	9.3	110	582	2.8	30.0	127
READER'S DIGEST	24031	15026	28.6	62.5	105	3912	30.9	16.3	114	2152	28.8	9.0	106	6031	28.9	25.1	106
REDBOOK	8464	5755	10.9	68.0	114	1340	10.6	15.8	111	803	10.7	9.5	112	2370	11.4	28.0	119
ROAD & TRACK	429	333	0.6	77.6	131	**67	0.5	15.6	109	**12	0.2	2.8	33	**127	0.6	29.6	126
ROLLING STONE	1355	965	1.8	71.2	120	365	2.9	26.9	188	*154	2.1	11.4	134	449	2.2	33.1	141
RUNNER'S WORLD	329	*256	0.5	77.8	131	**38	0.3	11.6	81	**6	0.1	1.8	22	**100	0.5	30.4	129
SATURDAY EVENING POST	1268	808	1.5	63.7	107	*193	1.5	15.2	106	*152	2.0	12.0	142	457	2.2	36.0	153
SCIENCE 84	702	548	1.0	78.1	131	**114	0.9	16.2	113	**81	1.1	11.5	136	*301	1.4	42.9	182
SCIENCE DIGEST	553	372	0.7	67.3	113	**98	0.8	17.7	124	**52	0.7	9.4	111	*165	0.8	29.8	127
SCIENTIFIC AMERICAN	615	323	0.6	52.5	88	**64	0.5	10.4	73	**59	0.8	9.6	113	*171	0.8	27.8	118
SELF	2683	1856	3.5	69.2	116	326	2.6	12.2	85	*169	2.3	6.3	75	691	3.3	25.8	109
SEVENTEEN	3309	2192	4.2	66.2	111	485	3.8	14.7	102	*182	2.4	5.5	65	953	4.6	28.8	122
SKI	591	416	0.8	70.4	118	**65	0.5	11.0	77	**23	0.3	3.9	46	**91	0.4	15.4	65
SMITHSONIAN	3039	1951	3.7	64.2	108	488	3.9	16.1	112	348	4.7	11.5	135	881	4.2	29.0	123
SOAP OPERA DIGEST	3683	2241	4.3	60.8	102	580	4.6	15.7	110	292	3.9	7.9	94	785	3.8	21.3	90
SOUTHERN LIVING	4434	2614	5.0	59.0	99	737	5.8	16.6	116	488	6.5	11.0	130	1084	5.2	24.4	104
SPORT	701	376	0.7	53.6	90	**58	0.5	8.3	58	**30	0.4	4.3	51	**123	0.6	17.5	74
THE SPORTING NEWS	518	*325	0.6	62.7	105	**63	0.5	12.2	85	**15	0.2	2.9	34	**170	0.8	32.8	139
SPORTS AFIELD	523	394	0.7	75.3	127	**80	0.6	15.3	107	**75	1.0	14.3	170	*166	0.8	31.7	135
SPORTS ILLUSTRATED	3325	2338	4.4	70.3	118	573	4.5	17.2	120	*166	2.2	5.0	59	971	4.7	29.2	124
STAR	8567	5040	9.6	58.8	99	1265	10.0	14.8	103	595	8.0	6.9	82	1921	9.2	24.4	95
SUNDAY	27630	16639	31.6	60.2	101	3733	29.5	13.5	94	2299	30.7	8.3	98	6712	32.2	24.3	103
SUNSET	2219	1549	2.9	69.8	117	*298	2.4	13.4	94	**116	1.6	5.2	62	696	3.3	31.4	133
TV GUIDE	24258	15274	29.0	63.0	106	3744	29.5	15.4	108	2280	30.5	9.4	111	5876	28.2	24.2	103
TENNIS	609	397	0.8	65.2	110	**66	0.5	10.8	76	**46	0.6	7.6	89	**131	0.6	21.5	91
TIME	9929	6378	12.1	64.2	108	1368	10.8	13.8	96	803	10.7	8.1	96	2545	12.2	25.6	109
TOWN & COUNTRY	1062	680	1.3	64.0	108	*210	1.7	19.8	138	**56	0.7	5.3	62	312	1.5	29.4	125
TRAVEL & LEISURE	1051	672	1.3	63.9	108	*135	1.1	12.8	90	**85	1.1	8.1	96	251	1.2	23.9	101
TRUE STORY	3946	2348	4.5	59.5	100	579	4.6	14.7	102	257	3.4	6.5	77	756	3.6	19.2	81
U.S. NEWS & WORLD REPORT	3782	2405	4.6	63.6	107	534	4.2	14.1	99	317	4.2	8.4	99	963	4.6	25.5	108
USA TODAY	1874	1300	2.5	69.4	117	269	2.1	14.4	100	*154	2.1	8.2	97	554	2.7	29.6	125
US	2213	1563	3.0	70.6	119	338	2.7	15.3	107	*181	2.4	8.2	97	542	2.6	24.5	104
VOGUE	4792	2877	5.5	60.0	101	640	5.1	13.4	93	234	3.1	4.9	58	1201	5.8	25.1	106
WALL STREET JOURNAL	2045	1292	2.5	63.2	106	356	2.8	17.4	122	*190	2.5	9.3	110	571	2.7	27.9	118
WEIGHT WATCHERS	2364	1546	2.9	65.4	110	469	3.7	19.8	139	*201	2.7	8.5	101	579	2.8	24.5	104
WOMAN'S DAY	15182	9816	18.7	64.7	109	2397	18.9	15.8	110	1478	19.8	9.7	115	4009	19.2	26.4	112
WORKING MOTHER	1198	874	1.7	73.0	123	*248	2.0	20.7	145	*199	2.7	16.6	197	413	2.0	34.5	146
WORKING WOMAN	1523	1104	2.1	72.5	122	*287	2.3	18.8	132	*132	1.8	8.7	103	468	2.2	30.7	130
WORLD TENNIS	*183	*116	0.2	63.4	107	**21	0.2	11.5	80	**15	0.2	8.2	97	**45	0.2	24.6	104
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1773	3.4	63.9	107	440	3.5	15.9	111	281	3.8	10.1	120	772	3.7	27.8	118
BLAIR INSERTS	47909	29305	55.7	61.2	103	6733	53.1	14.1	98	4101	54.8	8.6	101	11897	57.0	24.8	105
DAILY NEWSPAPERS																	
READ ANY	56731	33939	64.5	59.8	101	8019	63.3	14.1	99	4858	65.0	8.6	101	13601	65.2	24.0	102
READ ONE	47696	28547	54.3	59.9	101	6632	52.3	13.9	97	3993	53.4	8.4	99	11373	54.5	23.8	101
READ TWO OR MORE	9034	5391	10.2	59.7	100	1387	10.9	15.4	107	866	11.6	9.6	113	2228	10.7	24.7	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	35447	67.4	61.4	103	8217	64.8	14.2	99	5021	67.1	8.7	103	14280	68.5	24.7	105
READ ONE	50513	31024	59.0	61.4	103	7070	55.8	14.0	98	4402	58.9	8.7	103	12189	58.4	24.1	102
READ TWO OR MORE	7219	4423	8.4	61.3	103	1147	9.1	15.9	111	619	8.3	8.6	101	2092	10.0	29.0	123
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.46				27.97				27.49				30.14			
30 DAY REACH	78184	47060	89.4	60.2	101	11268	88.9	14.4	101	6624	88.6	8.5	100	18838	90.3	24.1	102
50 SHWG - 30 DAY AV FREQ	14.80	15.44				14.83				14.35				15.73			
30 DAY REACH	74239	44994	85.5	60.6	102	10653	84.1	14.3	100	6353	85.0	8.6	101	18116	86.8	24.4	103
25 SHWG - 30 DAY AV FREQ	8.05	8.34				8.03				7.85				8.52			
30 DAY REACH	68254	41640	79.1	61.0	103	9835	77.6	14.4	101	5808	77.7	8.5	101	16744	80.3	24.5	104
CABLE TV: HOME WIRED	35215	22541	42.8	64.0	108	5162	40.7	14.7	102	2924	39.1	8.3	98	8746	41.9	24.8	105
HOME NOT WIRED	53250	30072	57.2	56.5	95	7509	59.3	14.1	98	4554	60.9	8.6	101	12114	58.1	22.7	96
HAVE PAY CABLE	17885	12130	23.1	67.8	114	2823	22.3	15.8	110	1507	20.2	8.4	100	4783	22.9	26.7	113

		HEADACHE				HEARTBURN				HEMORRHOIDS				INDIGESTION OR UPSET STOMACH			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	52612	100.0	59.5	100	12671	100.0	14.3	100	7478	100.0	8.5	100	20861	100.0	23.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	29824	56.7	62.1	104	7246	57.2	15.1	105	4116	55.0	8.6	101	11669	55.9	24.3	103
10:00 AM - 3:00 PM	33674	20387	38.7	60.5	102	4632	36.6	13.8	96	3056	40.9	9.1	107	8178	39.2	24.3	103
3:00 PM - 7:00 PM	34431	22172	42.1	64.4	108	5265	41.6	15.3	107	3025	40.5	8.8	104	8393	40.2	24.4	103
7:00 PM - MIDNIGHT	17761	11217	21.3	63.2	106	2780	21.9	15.7	109	1493	20.0	8.4	99	4520	21.7	25.4	108
MIDNIGHT - 6:00 AM	10087	6196	11.8	61.4	103	1532	12.1	15.2	106	857	11.5	8.5	101	2442	11.7	24.2	103
6:00 AM - MIDNIGHT	64318	39887	75.8	62.0	104	9578	75.6	14.9	104	5717	76.5	8.9	105	15699	75.3	24.4	104
ENTIRE DAY	65181	40298	76.6	61.8	104	9709	76.6	14.9	104	5793	77.5	8.9	105	15913	76.3	24.4	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	11194	21.3	64.3	108	2610	20.6	15.0	105	1822	24.4	10.5	124	4337	20.8	24.9	106
ALL NEWS	2520	1480	2.8	58.7	99	398	3.1	15.8	110	*214	2.9	8.5	100	495	2.4	19.6	83
AOR/PROGRESSIVE	4419	3083	5.9	69.8	117	836	6.6	18.9	132	501	6.7	11.3	134	1323	6.3	29.9	127
BEAUTIFUL MUSIC	6119	3716	7.1	60.7	102	960	7.6	15.7	110	562	7.5	9.2	109	1536	7.4	25.1	106
BLACK	2623	1434	2.7	54.7	92	364	2.9	13.9	97	*229	3.1	8.7	103	555	2.7	21.2	90
CLASSICAL	1553	1057	2.0	68.1	114	*128	1.0	8.2	58	**95	1.3	6.1	72	438	2.1	28.2	120
CHR/ROCK	11282	7472	14.2	66.2	111	1709	13.5	15.1	106	1090	14.6	9.7	114	3002	14.4	26.6	113
COUNTRY	13343	8376	15.9	62.8	106	1999	15.8	15.0	105	1115	14.9	8.4	99	3210	15.4	24.1	102
GOLDEN OLDIES	1299	767	1.5	59.0	99	*192	1.5	14.8	103	**100	1.3	7.7	91	225	1.1	17.3	73
MOR/NOSTALGIA	5241	3314	6.3	63.2	106	798	6.3	15.2	106	424	5.7	8.1	96	1313	6.3	25.1	106
NEWS/TALK	4165	2287	4.3	54.9	92	565	4.5	13.6	95	310	4.1	7.4	88	909	4.4	21.8	93
RELIGIOUS	3324	1851	3.5	55.7	94	430	3.4	12.9	90	*181	2.4	5.4	64	800	3.8	24.1	102
SOFT ROCK	609	425	0.8	69.8	117	*106	0.8	17.4	122	**26	0.3	4.3	51	**154	0.7	25.3	107
URBAN CONTEMPORARY	1853	959	1.8	51.8	87	*155	1.2	8.4	58	*131	1.8	7.1	84	405	1.9	21.9	93
HIRED NETWORKS:																	
ABC CONTEMPORARY	3724	2383	4.5	64.0	108	356	2.8	9.6	67	363	4.9	9.7	115	809	3.9	21.7	92
ABC DIRECTION	2488	1434	2.7	57.6	97	370	2.9	14.9	104	227	3.0	9.1	108	568	2.7	22.8	97
ABC ENTERTAINMENT	5129	3046	5.8	59.4	100	745	5.9	14.5	101	443	5.9	8.6	102	1130	5.4	22.0	93
ABC FM	2498	1686	3.2	67.5	113	323	2.5	12.9	90	*251	3.4	10.0	119	635	3.0	25.4	108
ABC INFORMATION	5721	3583	6.8	62.6	105	914	7.2	16.0	112	527	7.0	9.2	109	1496	7.2	26.1	111
ABC ROCK	2021	1351	2.6	66.8	112	342	2.7	16.9	118	*217	2.9	10.7	127	628	3.0	31.1	132
CBS	4756	2890	5.5	60.8	102	827	6.5	17.4	121	426	5.7	9.0	106	1049	5.0	22.1	94
MUTUAL	5272	3310	6.3	62.8	106	693	5.5	13.1	92	471	6.3	8.9	106	1362	6.5	25.8	110
NBC	4964	2834	5.4	57.1	96	772	6.1	15.6	109	402	5.4	8.1	96	1235	5.9	24.9	106
RADIO RADIO	2218	1394	2.6	62.8	106	421	3.3	19.0	133	*221	3.0	10.0	118	522	2.5	23.5	100
RKO ONE	2565	1599	3.0	62.3	105	389	3.1	15.2	106	*237	3.2	9.2	109	686	3.3	26.7	113
RKO TWO	3640	2260	4.3	62.1	104	585	4.6	16.1	112	294	3.9	8.1	96	815	3.9	22.4	95
THE SOURCE	2467	1637	3.1	66.4	112	490	3.9	19.9	139	*271	3.6	11.0	130	625	3.0	25.3	107
NON-WIRED: BLAIR	9466	5963	11.3	63.0	106	1215	9.6	12.8	90	883	11.8	9.3	110	2387	11.4	25.2	107
INTERNET	13616	8573	16.3	63.0	106	1983	15.6	14.6	102	1211	16.2	8.9	105	3376	16.2	24.8	105
KATZ RADIO GROUP	16998	10489	19.9	61.7	104	2713	21.4	16.0	111	1499	20.0	8.8	104	4294	20.6	25.3	107
SUPERNET	11622	7210	13.7	62.0	104	1788	14.1	15.4	107	1056	14.1	9.1	107	3102	14.9	26.7	113
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	5275	10.0	56.0	94	1410	11.1	15.0	104	688	9.2	7.3	86	2132	10.2	22.6	96
MKDAY 9:00 AM - 1:00 PM	13304	7374	14.0	55.4	93	1797	14.2	13.5	94	1165	15.6	8.8	104	3114	14.9	23.4	99
MKDAY 1:00 PM - 4:30 PM	17591	9867	18.8	56.1	94	2395	18.9	13.6	95	1513	20.2	8.6	102	4120	19.7	23.4	99
MKDAY 4:30 PM - 7:30 PM	24418	13356	25.4	54.7	92	3298	26.0	13.5	94	1943	26.0	8.0	94	5564	26.7	22.8	97
MKDAY 7:30 PM - 8:00 PM	34400	19333	36.7	56.2	94	4730	37.3	13.8	96	2835	37.9	8.2	97	8034	38.5	23.4	99
MKDAY 11:00 PM - 11:30 PM	26120	15460	29.4	59.2	100	3457	27.3	13.2	92	2448	32.7	9.4	111	6346	30.4	24.3	103
MKDAY 11:30 PM - 1:00 AM	8402	4934	9.4	58.7	99	1128	8.9	13.4	94	790	10.6	9.4	111	2055	9.9	24.5	104
M-SAT 8-11 PM-SUN 7-11 PM	36828	21798	41.4	59.2	100	5277	41.6	14.3	100	3269	43.7	8.9	105	8890	42.6	24.1	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	4162	7.9	57.6	97	1064	8.4	14.7	103	641	8.6	8.9	105	1521	7.3	21.1	89
ANOTHER WORLD	N 4924	2629	5.0	53.4	90	620	4.9	12.6	88	404	5.4	8.2	97	1347	6.5	27.4	116
AS THE WORLD TURNS	C 5966	3214	6.1	53.9	91	786	6.2	13.2	92	438	5.9	7.3	87	1318	6.3	22.1	94
CAPITOL	C 3672	2021	3.8	55.0	93	449	3.5	12.2	85	320	4.3	8.7	103	920	4.4	25.1	106
CBS MORN. NEWS 1	C 1590	873	1.7	54.9	92	256	2.0	16.1	112	*113	1.5	7.1	84	328	1.6	20.6	87
CBS MORN. NEWS 2	C 1298	711	1.4	54.8	92	197	1.6	15.2	106	*70	0.9	5.4	64	232	1.1	17.9	76
DAYS OF OUR LIVES	N 6389	3694	7.0	57.8	97	897	7.1	14.0	98	568	7.6	8.9	105	1843	8.8	28.8	122
FACTS OF LIFE - DAYTIME	N 2526	1344	2.6	53.2	89	304	2.4	12.0	84	186	2.5	7.4	87	612	2.9	24.2	103
FAMILY FEUD	A 3427	1869	3.6	54.5	92	404	3.2	11.8	82	271	3.6	7.9	94	709	3.4	20.7	88
GENERAL HOSPITAL	A 6870	3878	7.4	56.4	95	953	7.5	13.9	97	647	8.7	9.4	111	1479	7.1	21.5	91
GOOD MORNING, AMERICA-730	A 3767	2192	4.2	58.2	98	584	4.6	15.5	108	258	3.5	6.8	81	784	3.8	20.8	88
GOOD MORNING, AMERICA-830	A 3076	1743	3.3	56.7	95	458	3.6	14.9	104	245	3.3	8.0	94	637	3.1	20.7	88
GUIDING LIGHT	C 5789	3215	6.1	55.5	93	832	6.6	14.4	100	413	5.5	7.1	84	1440	6.9	24.9	105
ONE LIFE TO LIVE	A 4918	2793	5.3	56.8	95	689	5.4	14.0	98	453	6.1	9.2	109	902	4.3	18.3	78
PRESS YOUR LUCK	C 2367	1436	2.7	60.7	102	295	2.3	12.5	87	264	3.5	11.2	132	450	2.2	19.0	81
PRICE IS RIGHT 1	C 4727	2382	4.5	50.4	85	637	5.0	13.5	94	346	4.6	7.3	87	941	4.5	19.9	84
PRICE IS RIGHT 2	C 5511	2817	5.4	51.1	86	709	5.6</										

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

		TOTAL U.S. '000	HEADACHE				HEARTBURN				HEMORRHOIDS				INDIGESTION OR UPSET STOMACH			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES																		
		88464	52612	100.0	59.5	100	12671	100.0	14.3	100	7478	100.0	8.5	100	20861	100.0	23.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	15072	28.6	53.9	91	3841	30.3	13.7	96	2186	29.2	7.8	92	6562	31.5	23.5	99
NETWORK AFFILIATES - LATE		21966	12936	24.6	58.9	99	2821	22.3	12.8	90	2065	27.6	9.4	111	5338	25.6	24.3	103
INDEPENDENTS - LATE		2247	1301	2.5	57.9	97	298	2.4	13.3	93	168	2.2	7.5	88	587	2.8	26.1	111
TV EVENING NTHK 6 PM - 2 AM																		
A TEAM		N 11524	6968	13.2	60.5	102	1807	14.3	15.7	109	1150	15.4	10.0	118	2836	13.6	24.6	104
ABC MONDAY NIGHT MOVIE		A 6879	4200	8.0	61.1	103	1071	8.5	15.6	109	723	9.7	10.5	124	1718	8.2	25.0	106
ABC SUNDAY NIGHT MOVIE		A 13690	8306	15.8	60.7	102	1995	15.7	14.6	102	1215	16.2	8.9	105	3397	16.3	24.8	105
ABC WORLD NEWS TONIGHT		A 6589	3480	6.6	52.8	89	998	7.9	15.1	106	464	6.2	7.0	83	1440	6.9	21.9	99
AFTERMASH		C 6391	3808	7.2	59.6	100	1087	8.6	17.0	119	520	7.0	8.1	96	1443	6.9	22.6	96
ALICE		C 10273	6016	11.4	58.6	98	1586	12.5	15.4	108	936	12.5	9.1	108	2552	12.2	24.8	105
AMERICAN PARADE		C 7130	3936	7.5	55.2	93	866	6.8	12.1	85	596	8.0	8.4	99	1561	7.5	21.9	93
BENSON		A 11665	6417	12.2	55.0	92	1530	12.1	13.1	92	1108	14.8	9.5	112	2768	13.3	23.7	101
BLUE THUNDER		A 5442	3399	6.5	62.5	105	922	7.3	16.9	118	544	7.3	10.0	118	1405	6.7	25.8	109
CAGNEY & LACEY		C 10565	6625	12.6	62.7	105	1631	12.9	15.4	108	1066	14.3	10.1	119	2586	12.4	24.5	104
CBS EVENING NEWS-DEAN		C 3668	1870	3.6	51.0	86	463	3.7	12.6	88	293	3.9	8.0	94	875	4.2	23.9	101
CBS EVENING NEWS-RATHER		C 7561	4245	8.1	56.1	94	956	7.5	12.6	88	616	8.2	8.1	96	1973	9.5	26.1	111
CBS SAT. NEWS-SCHIEFFER		C 3948	2260	4.3	57.2	96	475	3.7	12.0	84	307	4.1	7.8	92	1013	4.9	25.7	109
CBS SATURDAY NIGHT MOVIE		C 5966	3638	6.9	61.0	103	1043	8.2	17.5	122	489	6.5	8.2	97	1429	6.9	24.0	102
CBS WEDNESDAY NIGHT MOVIE		C 6529	3767	7.2	57.7	97	890	7.0	13.6	95	660	8.8	10.1	120	1659	8.0	25.4	108
CHEERS		N 9842	6389	12.1	64.9	109	1430	11.3	14.5	101	1044	14.0	10.6	125	2502	12.0	25.4	108
DALLAS		C 23935	13945	26.5	58.3	98	3156	24.9	13.2	92	2023	27.1	8.5	100	5126	24.6	21.4	91
DIFF'RENT STROKES		N 7574	4345	8.3	57.4	96	985	7.8	13.0	91	659	8.8	8.7	103	1844	8.8	24.3	103
DOUBLE TROUBLE		N 7786	4798	9.1	61.6	104	1139	9.0	14.6	102	713	9.5	9.2	108	1906	9.1	24.5	104
DUCK FACTORY		N 6290	4106	7.8	65.3	110	906	7.2	14.4	101	655	8.8	10.4	123	1665	8.0	26.5	112
DUKES OF HAZZARD		C 6402	3840	7.3	60.0	101	1003	7.9	15.7	109	624	8.3	9.7	115	1365	6.5	21.3	90
DYNASTY		A 21955	12623	24.0	57.5	97	2916	23.0	13.3	93	1872	25.0	8.5	101	4673	22.4	21.3	90
FACTS OF LIFE		N 8898	5267	10.0	59.2	100	1295	10.2	14.6	102	727	9.7	8.2	97	2252	10.8	25.3	107
FALCON CREST		C 21877	12585	23.9	57.5	97	2906	22.9	13.3	93	1854	24.8	8.5	100	4621	22.2	21.1	90
FALL GUY		A 10045	5921	11.3	58.9	99	1504	11.9	15.0	105	900	12.0	9.0	106	2298	11.0	22.9	97
FAMILY TIES		N 8922	5343	10.2	59.9	101	1295	10.2	14.5	101	863	11.5	9.7	114	2282	10.9	25.6	108
FANTASY ISLAND		A 8288	4533	8.6	54.7	92	1000	7.9	12.1	84	751	10.0	9.1	107	1631	7.8	19.7	83
FOULUPS, BLEEPS & BLUNDERS		A 9891	5695	10.8	57.6	97	1293	10.2	13.1	91	914	12.2	9.2	109	2325	11.1	23.5	100
FOUR SEASONS		C 5429	3208	6.1	59.1	99	918	7.2	16.9	118	538	7.2	9.9	117	1479	7.1	27.2	116
GIMME A BREAK		N 9646	5450	10.4	56.5	95	1305	10.3	13.5	94	850	11.4	8.8	104	2276	10.9	23.6	100
HART TO HART		A 9983	5982	11.4	59.9	101	1471	11.6	14.7	103	827	11.1	8.3	98	2223	10.7	22.3	94
HILL STREET BLUES		N 9688	6391	12.1	66.0	111	1536	12.1	15.9	111	887	11.9	9.2	108	2585	12.4	26.7	113
HOTEL		A 15435	8690	16.5	56.3	95	2018	15.9	13.1	91	1299	17.4	8.4	100	3403	16.3	22.0	93
JEFFERSONS		C 10031	5623	10.7	56.1	94	1545	12.2	15.4	108	964	12.9	9.6	114	2564	12.3	25.6	108
JENNIFER SLEPT HERE		N 6376	3759	7.1	59.0	99	770	6.1	12.1	84	574	7.7	9.0	106	1495	7.2	23.4	99
KATE & ALLIE		C 9951	5959	11.3	59.9	101	1461	11.5	14.7	103	898	12.0	9.0	107	2532	12.1	25.4	108
KNIGHT RIDER		N 7908	4793	9.1	60.6	102	1174	9.3	14.8	104	703	9.4	8.9	105	1828	8.8	23.1	98
LOVE BOAT		A 13226	7225	13.7	54.6	92	1750	13.8	13.2	92	1054	14.1	8.0	94	2773	13.3	21.0	89
MAGNUM PI		C 12105	7002	13.3	57.8	97	1737	13.7	14.3	100	1020	13.6	8.4	100	2694	12.9	22.3	94
MAMA'S FAMILY		N 6364	3740	7.1	58.8	99	880	6.9	13.8	97	571	7.6	9.0	106	1693	8.1	26.6	113
MASTER, THE		N 3955	2429	4.6	61.4	103	609	4.8	15.4	108	307	4.1	7.8	92	923	4.4	23.3	99
MATT HOUSTON		A 6903	4229	8.0	61.3	103	994	7.8	14.4	101	542	7.2	7.9	93	1722	8.3	24.9	106
NBC MONDAY NIGHT MOVIE		N 13443	8335	15.8	62.0	104	1902	15.0	14.1	99	1174	15.7	8.7	103	3205	15.4	23.8	101
NBC NIGHTLY NEWS		N 5585	2922	5.6	52.3	88	790	6.2	14.1	99	552	7.4	9.9	117	1381	6.6	24.7	105
NBC NIGHTLY NEWS-SAT		N 3688	1924	3.7	52.2	88	505	4.0	13.7	96	321	4.3	8.7	103	935	4.5	25.4	108
NBC NIGHTLY NEWS-SUN		N 3310	1624	3.1	49.1	82	457	3.6	13.8	96	*238	3.2	7.2	85	737	3.5	22.3	94
NBC SUNDAY NIGHT MOVIE		N 9238	5946	11.3	64.4	108	1496	11.8	16.2	113	763	10.2	8.3	98	2471	11.8	26.7	113
NEWHART		C 9876	6138	11.7	62.2	105	1397	11.0	14.1	99	937	12.5	9.5	112	2577	12.4	26.1	111
ONE DAY AT A TIME		C 7954	4922	9.4	61.9	104	1071	8.5	13.5	94	622	8.3	7.8	93	1894	9.1	23.8	101
PEOPLE ARE FUNNY		N 5182	3136	6.0	60.5	102	757	6.0	14.6	102	413	5.5	8.0	94	1473	7.1	28.4	121
REAL PEOPLE		N 9674	5396	10.3	55.8	94	1273	10.0	13.2	92	856	11.4	8.8	105	2357	11.3	24.4	103
REMINGTON STEELE		N 8511	5104	9.7	60.0	101	1287	10.2	15.1	106	863	11.5	10.1	120	2082	10.0	24.5	104
RIPLEY'S BELIEVE IT - NOT		A 5656	3596	6.8	63.6	107	817	6.4	14.4	101	581	7.8	10.3	122	1377	6.6	24.3	103
RIPTIDE		N 7718	4864	9.2	63.0	106	1164	9.2	15.1	105	837	11.2	10.8	128	1833	8.8	23.7	101
SCARECROW & MRS. KING		C 11058	6309	12.0	57.1	96	1625	12.8	14.7	103	837	11.2	7.6	90	2398	11.5	21.7	92
SIMON & SIMON		C 11615	6635	12.6	57.1	96	1562	12.3	13.4	94	987	13.2	8.5	101	2669	12.8	23.0	97
60 MINUTES		C 14326	7772	14.8	54.3	91	2097	16.5	14.6	102	1111	14.9	7.8	92	3560	17.1	24.8	105
ST. ELSEWHERE		N 7670	4900	9.3	63.9	107	1222	9.6										

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

	TOTAL U.S. '000	MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC				POST-NASAL DRIP			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	13749	100.0	15.5	100	10528	100.0	11.9	100	2299	100.0	2.6	100	7995	100.0	9.0	100
FEMALE HOMEMAKERS	80986	12415	90.3	15.3	99	9799	93.1	12.1	102	2046	89.0	2.5	97	7207	90.1	8.9	98
EMPLOYED MOTHERS	18702	3154	22.9	16.9	109	2325	22.1	12.4	104	*545	23.7	2.9	112	2341	29.3	12.5	139
18 - 24	14726	2500	18.2	17.0	109	1292	12.3	8.8	74	*435	18.9	3.0	114	1081	13.5	7.3	81
25 - 34	20202	3296	24.0	16.3	105	2906	27.6	14.4	121	601	26.1	3.0	114	2382	29.8	11.8	130
35 - 44	14781	2669	19.4	18.1	116	1882	17.9	12.7	107	*422	18.4	2.9	110	1607	20.1	10.9	120
45 - 54	11449	1820	13.2	15.9	102	1205	11.4	10.5	88	*254	11.0	2.2	85	1044	13.1	9.1	101
55 - 64	11846	1783	13.0	15.1	97	1557	14.8	13.1	110	**323	14.0	2.7	105	976	12.2	8.2	91
65 OR OLDER	15459	1682	12.2	10.9	70	1686	16.0	10.9	92	*265	11.5	1.7	66	905	11.3	5.9	65
18 - 34	34928	5796	42.2	16.6	107	4198	39.9	12.0	101	1036	45.1	3.0	114	3463	43.3	9.9	110
18 - 49	55154	9475	68.9	17.2	111	6672	63.4	12.1	102	1564	68.0	2.8	109	5640	70.5	10.2	113
25 - 54	46433	7785	56.6	16.8	108	5993	56.9	12.9	108	1277	55.5	2.8	106	5033	63.0	10.8	120
35 - 49	20226	3679	26.8	18.2	117	2474	23.5	12.2	103	528	23.0	2.6	100	2177	27.2	10.8	119
50 OR OLDER	33310	4274	31.1	12.8	83	3856	36.6	11.6	97	736	32.0	2.2	85	2355	29.5	7.1	78
GRADUATED COLLEGE	12110	2290	16.7	18.9	122	1735	16.5	14.3	120	*527	22.9	4.4	167	1727	21.6	14.3	158
ATTENDED COLLEGE	15309	3163	23.0	20.7	133	2060	19.6	13.5	113	*425	18.5	2.8	107	2035	25.5	13.3	147
GRADUATED HIGH SCHOOL	36912	5371	39.1	14.6	94	4362	41.4	11.8	99	851	37.0	2.3	89	2993	37.4	8.1	90
DID NOT GRADUATE HIGH SCHOOL	24134	2924	21.3	12.1	78	2371	22.5	9.8	83	*498	21.7	2.1	79	1240	15.5	5.1	57
EMPLOYED FULL-TIME	35457	6193	45.0	17.5	112	4327	41.1	12.2	103	1074	46.7	3.0	117	3614	45.2	10.2	113
EMPLOYED PART-TIME	8514	1485	10.8	17.4	112	866	8.2	10.2	85	**260	11.3	3.1	118	958	12.0	11.3	125
NOT EMPLOYED	44494	6071	44.2	13.6	88	5335	50.7	12.0	101	965	42.0	2.2	83	3422	42.8	7.7	85
PROFESSIONAL/MANAGER	10811	2175	15.8	20.1	129	1684	16.0	15.6	131	*494	21.5	4.6	176	1817	22.7	16.8	186
TECH/CLERICAL/SALES	19640	3057	22.2	15.6	100	2261	21.5	11.5	97	*549	23.9	2.8	108	1951	24.4	9.9	110
PRECISION/CRAFT	1023	**190	1.4	18.6	120	**101	1.0	9.9	83	*588	2.5	5.7	218	**55	0.7	5.4	59
OTHER EMPLOYED	12498	2255	16.4	18.0	116	1147	10.9	9.2	77	**232	10.1	1.9	71	750	9.4	6.0	66
SINGLE	15995	2969	21.6	18.6	119	1908	18.1	11.9	100	*378	16.4	2.4	91	1235	15.4	7.7	85
MARRIED	51689	7933	57.7	15.3	99	6063	57.6	11.7	99	1437	62.5	2.8	107	5370	67.2	10.4	115
DIVORCED/SEPARATED/WIDOWED	20780	2847	20.7	13.7	88	2558	24.3	12.3	103	484	21.1	2.3	90	1389	17.4	6.7	74
PARENTS	33922	5543	40.3	16.3	105	4346	41.3	12.8	108	892	38.8	2.6	101	3827	47.9	11.3	125
WHITE	76422	12033	87.5	15.7	101	9386	89.2	12.3	103	2166	94.2	2.8	109	7236	90.5	9.5	105
BLACK	10066	1293	9.4	12.8	83	873	8.3	8.7	73	**111	4.8	1.1	42	574	7.2	5.7	63
OTHER	1976	**422	3.1	21.4	137	**269	2.6	13.6	114	**22	1.0	1.1	43	**185	2.3	9.4	104
NORTHEAST-CENSUS	19803	3387	24.6	17.1	110	2147	20.4	10.8	91	*378	16.4	1.9	73	1841	23.0	9.3	103
NORTH CENTRAL	22181	3410	24.8	15.4	99	2825	26.8	12.7	107	515	22.4	2.3	89	1923	24.1	8.7	96
SOUTH	30082	4104	29.8	13.6	88	3508	33.3	11.7	98	1006	43.8	3.3	129	2647	33.1	8.8	97
WEST	16398	2848	20.7	17.4	112	2049	19.5	12.5	105	**400	17.4	2.4	94	1584	19.8	9.7	107
NORTHEAST-MKTG.	20163	3537	25.7	17.5	113	2204	20.9	10.9	92	616	26.8	3.1	118	2023	25.3	10.0	111
EAST CENTRAL	13054	2062	15.0	15.8	102	1416	13.4	10.8	91	*291	12.7	2.2	86	1033	12.9	7.9	88
WEST CENTRAL	14993	2142	15.6	14.3	92	2056	19.5	13.7	115	*352	15.3	2.3	90	1375	17.2	9.2	101
SOUTH	25785	3449	25.1	13.4	86	2989	28.4	11.6	97	662	28.8	2.6	99	2171	27.2	8.4	93
PACIFIC	14470	2559	18.6	17.7	114	1863	17.7	12.9	108	**379	16.5	2.6	101	1393	17.4	9.6	107
COUNTY SIZE A	36705	5691	41.4	15.5	100	4046	38.4	11.0	93	757	32.9	2.1	79	3254	40.7	8.9	98
COUNTY SIZE B	26819	4327	31.5	16.1	104	3317	31.5	12.4	104	645	28.1	2.4	93	2635	33.0	9.8	109
COUNTY SIZE C	13597	2236	16.3	16.4	106	1607	15.3	11.8	99	*457	19.9	3.4	129	1141	14.3	8.4	93
COUNTY SIZE D	11344	1495	10.9	13.2	85	1558	14.8	13.7	115	*440	19.1	3.9	149	965	12.1	8.5	94
METRO CENTRAL CITY	26825	4003	29.1	14.9	96	3109	29.5	11.6	97	*355	15.4	1.3	51	2423	30.3	9.0	100
METRO SUBURBAN	39912	6567	47.8	16.5	106	4743	45.1	11.9	100	1290	56.1	3.2	124	3905	48.8	9.8	108
NON METRO	21728	3179	23.1	14.6	94	2676	25.4	12.3	103	*654	28.4	3.0	116	1667	20.9	7.7	85
TOP 5 ADI'S	20847	3374	24.5	16.2	104	2510	23.8	12.0	101	*456	19.8	2.2	84	2043	25.6	9.8	108
TOP 10 ADI'S	28719	4340	31.6	15.1	97	3117	29.6	10.9	91	665	28.9	2.3	89	2645	33.1	9.2	102
TOP 20 ADI'S	40904	6238	45.4	15.3	98	4650	44.2	11.4	96	994	43.2	2.4	94	3590	44.9	8.8	97
HSHLD INC. \$50,000 OR MORE	7931	1721	12.5	21.7	140	871	8.3	11.0	92	**209	9.1	2.6	101	894	11.1	11.3	125
\$40,000 OR MORE	15233	3043	22.1	20.0	129	1965	18.7	12.9	108	*528	23.0	3.5	133	1844	23.1	12.1	134
\$30,000 OR MORE	28333	5137	37.4	18.1	117	3480	33.1	12.3	103	773	33.6	2.7	105	3066	38.3	10.8	120
\$25,000 OR MORE	36417	6741	49.0	18.5	119	4507	42.8	12.4	104	1088	47.3	3.0	115	4355	54.5	12.0	132
\$20,000 - \$24,999	9943	1392	10.1	14.0	90	1260	12.0	12.7	106	**225	9.8	2.3	87	1088	13.6	10.9	121
\$15,000 - \$19,999	9211	1445	10.5	15.7	101	1195	11.4	13.0	109	**192	8.4	2.1	80	721	9.0	7.8	87
\$10,000 - \$14,999	13477	1976	14.4	14.7	94	1559	14.8	11.6	97	*434	18.9	3.2	124	956	12.0	7.1	78
UNDER \$10,000	19418	2195	16.0	11.3	73	2008	19.1	10.3	87	*360	15.7	1.9	71	875	10.9	4.5	50
HOUSEHOLD OF 1 PERSON	11987	1591	11.6	13.3	85	1567	14.9	13.1	110	*250	9.6	1.8	71	766	9.6	6.4	71
2 PEOPLE	27046	4110	29.9	15.2	98	3233	30.7	12.0	100	721	32.7	2.8	107	2078	26.0	7.7	85
3 OR 4 PEOPLE	34251	5711	41.5	16.7	107	4239	40.3	12.4	104	915	39.8	2.7	103	3709	46.4	10.8	120
5 OR MORE PEOPLE	15180	2337	17.0	15.4	99	1489	14.1	9.8	82	**414	18.0	2.7	105	1441	18.0	9.5	105
NO CHILD IN HSHLD	49819	7360	53.5	14.8	95	5800	55.1	11.6	98	1365	59.4	2.7	105	3673	45.9	7.4	82
CHILD(REN) UNDER 2 YRS	6045	713	5.2	11.8	76	*437	4.2	7.2	61	**89	3.9	1.5	57	*499	6.2	8.3	91
2 - 5 YEARS	15233	2179	15.8	14.3	92	1456	13.8	9.6	80	*326	14.2	2.1	82	1836	23.0	12.1	133
6 - 11 YEARS	16260	2708	19.7	16.7	107	2136	20.3	13.1	110	*454	19.7	2.8	107	1921	24.0	11.8	131
12 - 17 YEARS	19173	3402	24.7	17.7	114	2511	23.9	13.1	110	*478	20.8	2.5	96	1923	24.1	10.0	111
RESIDENCE OWNED	61371	9677	70.4	15.8	101	7588	72.1	12.4	104	1845	80.3	3.0	116	6135	76.7	10.0	111
VALUE: \$50,000 OR MORE	35355	5823	42.4	16.5	106	4496	42.7	12.7	107	1139	49.5	3.2	124	4149	51.9	11.7	130
VALUE: UNDER \$50,000	26016	3854	28.0	14.8	95	3092	29.4	11.9	100	*706	30.7	2.7	104	1986	24.8	7.6	84

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

			MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC				POST-NASAL DRIP				
			TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES			88464	13749	100.0	15.5	100	10528	100.0	11.9	100	2299	100.0	2.6	100	7995	100.0	9.0	100
MAGAZINES	QUINTILE 1	17988	3392	24.7	18.9	121	2427	23.1	13.5	113	642	27.9	3.6	137	2119	26.5	11.8	130	
	QUINTILE 2	19446	3416	24.8	17.6	113	2532	24.1	13.0	109	644	28.0	3.3	127	2233	27.9	11.5	127	
	QUINTILE 3	14626	2286	16.6	15.6	101	1788	17.0	12.2	103	*340	14.8	2.3	89	1249	15.6	8.5	94	
	QUINTILE 4	16014	2334	17.0	14.6	94	1862	17.7	11.6	98	*416	18.1	2.6	100	1222	15.3	7.6	84	
	QUINTILE 5	20389	2320	16.9	11.4	73	1920	18.2	9.4	79	*257	11.2	1.3	49	1171	14.6	5.7	64	
NEWSPAPERS	QUINTILE 1	13830	2210	16.1	16.0	103	1640	15.6	11.9	100	*295	12.8	2.1	82	1321	16.5	9.6	106	
	QUINTILE 2	26350	4509	32.8	17.1	110	3124	29.7	11.9	100	654	28.4	2.5	96	2330	29.1	8.8	98	
	QUINTILE 3	12415	2101	15.3	16.9	109	1674	15.9	13.5	113	*425	18.5	3.4	132	1538	19.2	12.4	137	
	QUINTILE 4	21911	2945	21.4	13.4	86	2515	23.9	11.5	96	*601	26.1	2.7	106	1997	25.0	9.1	101	
	QUINTILE 5	13960	1983	14.4	14.2	91	1576	15.0	11.3	95	*324	14.1	2.3	89	809	10.1	5.8	64	
OUTDOOR	QUINTILE 1	16810	2735	19.9	16.3	105	2043	19.4	12.2	102	*428	18.6	2.5	98	1842	23.0	11.0	121	
	QUINTILE 2	17101	2534	18.4	14.8	95	1931	18.3	11.3	95	*560	24.4	3.3	126	1746	21.8	10.2	113	
	QUINTILE 3	17579	2849	20.7	16.2	104	2188	20.8	12.4	105	*375	16.3	2.1	82	1637	20.5	9.3	103	
	QUINTILE 4	18343	2900	21.1	15.8	102	2371	22.5	12.9	109	*445	19.4	2.4	93	1429	17.9	7.8	86	
	QUINTILE 5	18631	2731	19.9	14.7	94	1996	19.0	10.7	90	*491	21.4	2.6	101	1341	16.8	7.2	80	
RADIO-DRIVE TIME	QUINTILE 1	17390	2564	18.6	14.7	95	2112	20.1	12.1	102	567	24.7	3.3	125	1879	23.5	10.8	120	
	QUINTILE 2	16591	2468	18.0	14.9	96	1812	17.2	10.9	92	*396	17.2	2.4	92	1686	21.1	10.2	112	
	QUINTILE 3	16910	3062	22.3	18.1	117	2316	22.0	13.7	115	*511	22.2	3.0	116	1303	16.3	7.7	85	
	QUINTILE 4	18002	2843	20.7	15.8	102	1781	16.9	9.9	83	*500	21.7	2.8	107	1807	22.6	10.0	111	
	QUINTILE 5	19572	2812	20.5	14.4	92	2507	23.8	12.8	108	*325	14.1	1.7	64	1320	16.5	6.7	75	
RADIO-MID- DAY	TERCILE 1	23248	3668	26.7	15.8	102	2623	24.9	11.3	95	653	28.4	2.8	108	2382	29.8	10.2	113	
	TERCILE 2	23667	3900	28.4	16.5	106	2686	25.5	11.3	95	615	26.8	2.6	100	2203	27.6	9.3	103	
	TERCILE 3	41549	6181	45.0	14.9	96	5219	49.6	12.6	106	1031	44.8	2.5	95	3410	42.7	8.2	91	
RADIO-TOTAL	QUINTILE 1	17786	2631	19.1	14.8	95	2073	19.7	11.7	98	*548	23.8	3.1	119	2027	25.4	11.4	126	
	QUINTILE 2	17316	2841	20.7	16.4	106	2016	19.1	11.6	98	*433	18.8	2.5	96	1507	18.8	8.7	96	
	QUINTILE 3	18428	2984	21.7	16.2	104	2097	19.9	11.4	96	*500	21.7	2.7	104	1643	20.6	8.9	99	
	QUINTILE 4	17669	3043	22.1	17.2	111	2240	21.3	12.7	107	*547	23.8	3.1	119	1651	20.7	9.3	103	
	QUINTILE 5	17265	2251	16.4	13.0	84	2103	20.0	12.2	102	*272	11.8	1.6	61	1167	14.6	6.8	75	
TV-PRIME TIME	QUINTILE 1	17416	2851	20.7	16.4	105	2519	23.9	14.5	122	*511	22.2	2.9	113	1538	19.2	8.8	98	
	QUINTILE 2	17413	2392	17.4	13.7	88	2032	19.3	11.7	98	*484	21.1	2.8	107	1516	19.0	8.7	96	
	QUINTILE 3	17943	2808	20.4	15.6	101	1973	18.7	11.0	92	*459	20.0	2.6	98	1810	22.6	10.1	112	
	QUINTILE 4	18442	3181	23.1	17.2	111	2198	20.9	11.9	100	*424	18.4	2.3	88	1553	19.4	8.4	93	
	QUINTILE 5	17250	2516	18.3	14.6	94	1807	17.2	10.5	88	*421	18.3	2.4	94	1578	19.7	9.1	101	
TV-DAYTIME	TERCILE 1	29966	4149	30.2	13.8	89	3438	32.7	11.5	96	705	30.7	2.4	91	2427	30.4	8.1	90	
	TERCILE 2	29480	5166	37.6	17.5	113	3479	33.0	11.8	99	849	36.9	2.9	111	2754	34.4	9.3	103	
	TERCILE 3	29018	4434	32.2	15.3	98	3611	34.3	12.4	105	746	32.4	2.6	99	2814	35.2	9.7	107	
TV-TOTAL	QUINTILE 1	17740	2331	17.0	13.1	85	2332	22.2	13.1	110	*410	17.8	2.3	89	1343	16.8	7.6	84	
	QUINTILE 2	17674	2769	20.1	15.7	101	2059	19.6	11.6	98	*526	22.9	3.0	115	1563	19.5	8.8	98	
	QUINTILE 3	17730	3071	22.3	17.3	111	2099	19.9	11.8	99	*512	22.3	2.9	111	1537	19.2	8.7	96	
	QUINTILE 4	17563	2886	21.0	16.4	106	1900	18.0	10.8	91	*347	15.1	2.0	76	1808	22.6	10.3	114	
	QUINTILE 5	17757	2692	19.6	15.2	98	2139	20.3	12.0	101	*505	22.0	2.8	109	1744	21.8	9.8	109	
MAGAZINES-NEWSPAPERS: DUAL			23278	4400	32.0	18.9	122	2919	27.7	12.5	105	621	27.0	2.7	103	2457	30.7	10.6	117
MAGAZINE IMPERATIVE			21634	3627	26.4	16.8	108	3083	29.3	14.3	120	876	38.1	4.0	156	2521	31.5	11.7	129
NEWSPAPER IMPERATIVE			23455	3223	23.4	13.7	88	2600	24.7	11.1	93	*499	21.7	2.1	82	1865	23.3	8.0	88
MAGAZINES-OUTDOOR: DUAL			17482	3015	21.9	17.2	111	2118	20.1	12.1	102	659	28.7	3.8	145	1874	23.4	10.7	119
MAGAZINE IMPERATIVE			28830	5254	38.2	18.2	117	3936	37.4	13.7	115	817	35.5	2.8	109	3074	38.4	10.7	118
OUTDOOR IMPERATIVE			26119	3603	26.2	13.8	89	2958	28.1	11.3	95	*501	21.8	1.9	74	2265	28.3	8.7	96
MAGAZINES-RADIO: DUAL			20162	3553	25.8	17.6	113	2539	24.1	12.6	106	721	31.4	3.6	138	2152	26.9	10.7	118
MAGAZINE IMPERATIVE			26292	4696	34.2	17.9	115	3561	33.8	13.5	114	771	33.5	2.9	113	2825	35.3	10.7	119
RADIO IMPERATIVE			25308	3433	25.0	13.6	87	2748	26.1	10.9	91	*499	21.7	2.0	76	2150	26.9	8.5	94
MAGAZINES-TELEVISION: DUAL			17312	2947	21.4	17.0	110	2222	21.1	12.8	108	530	23.1	3.1	118	1805	22.6	10.4	115
MAGAZINE IMPERATIVE			29099	5355	38.9	18.4	118	3807	36.2	13.1	110	956	41.6	3.3	126	3390	42.4	11.6	129
TELEVISION IMPERATIVE			27505	3549	25.8	12.9	83	3075	29.2	11.2	94	*585	25.4	2.1	82	1737	21.7	6.3	70
NEWSPAPERS-OUTDOOR: DUAL			18628	3290	23.9	17.7	114	2239	21.3	12.0	101	*444	19.3	2.4	92	2027	25.4	10.9	120
NEWSPAPER IMPERATIVE			29178	4768	34.7	16.3	105	3621	34.4	12.4	104	742	32.3	2.5	98	2454	30.7	8.4	93
OUTDOOR IMPERATIVE			25260	3627	26.4	14.4	92	2973	28.2	11.8	99	767	33.4	3.0	117	2567	32.1	10.2	112
NEWSPAPERS-RADIO: DUAL			19246	3227	23.5	16.8	108	2237	21.2	11.6	98	*477	20.7	2.5	95	1887	23.6	9.8	108
NEWSPAPER IMPERATIVE			28155	4775	34.7	17.0	109	3522	33.5	12.5	105	691	30.1	2.5	94	2619	32.8	9.3	103
RADIO IMPERATIVE			25308	3618	26.3	14.3	92	2908	27.6	11.5	97	767	33.4	3.0	117	2476	31.0	9.8	108
NEWSPAPERS-TELEVISION: DUAL			18615	2895	21.1	15.6	100	2336	22.2	12.5	105	*459	20.0	2.5	95	1509	18.9	8.1	90
NEWSPAPER IMPERATIVE			29207	5098	37.1	17.5	112	3463	32.9	11.9	100	694	30.2	2.4	91	3212	40.2	11.0	122
TELEVISION IMPERATIVE			25472	3739	27.2	14.7	94	3175	30.2	12.5	105	780	33.9	3.1	118	2047	25.6	8.0	89
OUTDOOR-RADIO: DUAL			17292	2549	18.5	14.7	95	1985	18.9	11.5	96	*456	19.8	2.6	101	1931	24.2	11.2	124
OUTDOOR IMPERATIVE			26915	4261	31.0	15.8	1												

	TOTAL U.S. '000	MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC				POST-NASAL DRIP			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	22464	13749	100.0	15.5	100	10528	100.0	11.9	100	2299	100.0	2.6	100	7995	100.0	9.0	100
ATLANTIC MONTHLY	415	**57	0.4	13.4	88	**47	0.4	11.3	95	**21	0.9	5.1	195	**41	0.5	9.9	109
BARRON'S	522	**149	1.1	28.5	184	**138	1.3	26.4	222	**22	1.0	4.2	162	**40	0.5	7.7	85
BETTER HOMES & GARDENS	17429	2983	21.7	17.1	110	2400	22.8	13.8	116	556	24.2	3.2	123	1960	24.5	11.2	124
BON APPETIT	2772	540	3.9	19.5	125	489	4.6	17.6	148	**210	9.1	7.6	292	281	3.5	10.1	112
BUSINESS WEEK	1469	*302	2.2	20.6	132	*206	2.0	14.0	118	**18	0.8	1.2	47	*176	2.2	12.0	133
CAR AND DRIVER	397	**53	0.4	13.4	86	**66	0.6	16.6	140	**14	0.6	3.5	136	**19	0.2	4.8	53
CBS MAGAZINE NETWORK (GROSS)	1633	372	2.7	22.8	147	*190	1.8	11.6	98	**48	2.1	2.9	113	**27	2.8	13.9	154
CHANGING TIMES	1554	373	2.7	24.0	154	268	2.5	17.2	145	**111	4.8	7.1	275	**21	2.8	14.2	157
COLONIAL HOMES	1304	256	1.9	19.6	126	*215	2.0	16.5	139	**49	2.1	3.8	145	*161	2.0	12.3	137
CONDE NAST MAG. PKG. (GROSS)	17858	3647	26.5	20.4	131	2620	24.9	14.7	123	598	26.0	3.3	129	2039	25.5	11.4	126
CONSUMERS DIGEST	1406	*358	2.6	25.5	164	*199	1.9	14.2	119	**34	1.5	2.4	93	*225	2.8	16.0	177
COSMOPOLITAN	8515	1787	13.0	20.3	130	1220	11.6	13.8	116	*235	10.2	2.7	103	871	10.9	9.9	109
COUNTRY LIVING	2636	488	3.5	18.5	119	403	3.8	15.3	128	**71	3.1	2.7	104	432	5.4	16.4	181
CUISINE	1554	255	1.9	16.4	106	*217	2.1	14.0	117	**39	1.7	2.5	97	*216	2.7	13.9	154
CYCLE WORLD	469	**112	0.8	23.9	154	**54	0.5	11.5	97	**11	0.5	2.3	90	**83	1.0	17.7	196
DCI:CREATIVE IDEAS FOR LIV	2631	527	3.8	20.0	129	452	4.3	17.2	144	**64	2.8	2.4	94	393	4.9	14.9	165
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1234	9.0	17.5	112	959	9.1	13.6	114	*214	9.3	3.0	117	*14	11.4	12.9	143
DISCOVER	998	*203	1.5	20.3	131	*179	1.7	17.9	151	**30	1.3	3.0	116	*914	1.8	14.4	160
EBONY	4289	502	3.7	11.7	75	351	3.3	8.2	69	**44	1.9	1.0	39	*215	2.7	5.0	55
ESQUIRE	1176	*201	1.5	17.1	110	*165	1.6	14.0	118	**60	2.6	5.1	196	**64	0.8	5.4	60
ESSENCE	2392	396	2.9	16.6	107	268	2.5	11.2	94	**34	1.5	1.4	55	*202	2.5	8.4	93
FAMILY CIRCLE	17209	2994	21.8	17.4	112	2255	21.4	13.1	110	642	28.8	3.8	148	1865	23.3	10.8	120
THE FAMILY HANDYMAN	1184	*207	1.5	17.5	112	*174	1.7	14.7	123	**52	2.3	4.4	169	*163	2.0	13.8	152
FAMILY WEEKLY	12391	1823	13.3	14.7	95	1646	15.6	13.3	112	341	14.8	2.8	106	1301	16.3	10.5	116
FIELD & STREAM	2438	388	2.8	15.9	102	*297	2.8	12.2	102	**84	3.7	3.4	133	*154	1.9	6.3	70
FOOD & WINE	614	**57	0.4	9.3	60	**93	0.9	15.1	127	**23	1.0	3.7	144	**61	0.8	9.9	110
FORBES	813	**141	1.0	17.3	112	**137	1.3	16.9	142	**36	1.6	4.4	170	**101	1.3	12.4	137
FORTUNE	1083	*273	2.0	25.2	162	**117	1.1	10.8	91	**30	1.3	2.8	107	**98	1.2	9.0	100
GENTLEMEN'S QUARTERLY	1197	*225	1.6	18.8	121	*144	1.4	12.0	101	**27	1.2	2.3	87	**129	1.6	10.8	119
GLAMOUR	6625	1401	10.2	21.1	136	1044	9.9	15.8	132	*221	9.6	3.3	128	784	9.8	11.8	131
GOLF DIGEST	707	*157	1.1	22.2	143	**110	1.0	15.6	131	**48	2.1	6.8	261	**66	0.8	9.3	103
GOLF DIGEST/TENNIS (GROSS)	1316	*265	1.9	20.1	130	*172	1.6	13.1	110	**99	4.3	7.5	289	**109	1.4	8.3	92
GOLF MAGAZINE	469	**112	0.8	23.9	154	**80	0.8	17.1	143	**30	1.3	6.4	246	**56	0.7	11.9	132
GOLF MAGAZINE/SKI (GROSS)	1060	*180	1.3	17.0	109	*134	1.3	12.6	106	**35	1.5	3.3	127	**149	1.9	14.1	156
GOOD HOUSEKEEPING	17784	3210	23.3	18.0	116	2356	22.4	13.2	111	615	26.8	3.5	133	2092	26.2	11.8	130
HARPER'S BAZAAR	2931	581	4.2	19.8	128	425	4.0	14.5	122	**69	3.0	2.4	91	360	4.5	12.3	136
HEALTH	2199	423	3.1	19.2	124	348	3.3	15.8	133	**36	1.6	1.6	63	*233	2.9	10.6	117
HEARST MAG CORP. BUY (GROSS)	49148	9014	65.6	18.3	118	6776	64.4	13.8	116	1585	68.9	3.2	124	5877	73.5	12.0	132
HEARST MAN POWER (GROSS)	2113	376	2.7	17.8	114	*325	3.1	15.4	129	**100	4.3	4.7	182	*295	3.7	14.0	154
HEARST WOMAN POWER (GROSS)	35062	6588	47.9	18.8	121	4682	44.5	13.4	112	1150	50.0	3.3	126	3916	49.0	11.2	124
HOUSE BEAUTIFUL	3865	519	3.8	13.4	86	535	5.1	13.8	116	**106	4.6	2.7	106	547	6.8	14.2	157
INC.	315	**73	0.5	23.2	149	**48	0.5	15.2	128	**2	0.1	0.6	24	**20	0.3	6.3	70
JET	3690	441	3.2	12.0	77	252	2.4	6.8	57	**49	2.1	1.3	51	*199	2.5	5.4	60
LADIES' HOME JOURNAL	12930	2460	17.9	19.0	122	1771	16.8	13.7	115	460	20.0	3.6	137	1234	15.4	9.5	106
LHJ FAMILY GRP COMBO(GROSS)	18161	3508	25.5	19.3	124	2556	24.3	14.1	118	575	25.0	3.2	122	1876	23.5	10.3	114
LIFE	5065	964	7.0	19.0	122	646	6.1	12.8	107	**125	5.4	2.5	95	536	6.7	10.6	117
L.A. TIMES HOME MAGAZINE	1310	*249	1.8	19.0	122	*212	2.0	16.2	136	**35	1.5	2.7	103	**120	1.5	9.2	101
MADMOISELLE	3759	808	5.9	21.5	138	539	5.1	14.3	120	**134	5.8	3.6	137	508	6.4	13.5	150
MC CALL'S	14658	2666	19.4	18.2	117	1994	18.9	13.6	114	436	19.0	3.0	114	1622	20.3	11.1	122
MC CALL'S/WRK MOTHER (GROSS)	15857	2896	21.1	18.3	118	2183	20.7	13.8	116	446	19.4	2.8	108	1831	22.9	11.5	128
MECHANIX ILLUSTRATED	809	**124	0.9	15.3	99	**139	1.3	17.2	144	**39	1.7	4.8	185	**113	1.4	14.0	155
METROPOLITAN HOME	1009	*151	1.1	15.0	96	*129	1.2	12.8	107	**30	1.3	3.0	114	**41	0.5	4.1	45
MONEY	1707	386	2.8	22.6	145	*194	1.8	11.4	95	**48	2.1	2.8	108	*189	2.4	11.1	123
MOTHER EARTH NEWS	1123	*203	1.5	18.1	116	**96	0.9	8.5	72	**44	1.9	3.9	151	**243	3.0	21.6	239
MS.	932	*150	1.1	16.1	104	*152	1.4	16.3	137	**40	1.7	4.3	165	*123	1.5	13.2	146
NATIONAL ENQUIRER	11971	1793	13.0	15.0	96	1417	13.5	11.8	99	265	11.5	2.2	85	1000	12.5	8.4	92
NATIONAL GEOGRAPHIC	10503	1784	13.0	17.0	109	1321	12.5	12.6	106	361	15.7	3.4	132	1417	17.7	13.5	149
NATIONAL SUNDAY MAGAZINE PKG	54325	8706	63.3	16.0	103	6588	62.6	12.1	102	1382	60.1	2.5	98	5425	67.9	10.0	110
NATURAL HISTORY	626	**103	0.7	16.5	106	**53	0.5	8.5	71	**6	0.3	1.0	37	**54	0.7	8.6	95
NEW WOMAN	1992	348	2.5	17.5	112	*221	2.1	11.1	93	**55	2.4	2.8	106	*243	3.0	12.2	135
NEW YORK INCLUDING CUE	547	**52	0.4	9.5	61	**57	0.5	10.4	88	**16	0.7	2.9	113	**46	0.6	8.4	93
NEW YORKER	1380	233	1.7	16.9	109	*242	2.3	17.5	147	**85	3.7	6.2	237	*133	1.7	9.6	107
NEWSWEEK	6925	1374	10.0	19.8	128	958	9.1	13.8	116	*235	10.2	3.4	131	902	11.3	13.0	144
THE N.Y. TIMES DAILY EDITION	1363	*169	1.2	12.4	80	*149	1.4	10.9	92	**94	4.1	6.9	265	*97	1.2	7.1	77
THE N.Y. TIMES MAGAZINE	2333	421	3.1	18.0	116	316	3.0	13.5	114	**98	4.3	4.2	162	305	3.8	13.1	145
OMNI	872	*191	1.4	21.9	141	**104	1.0	11.9	100	**52	2.3	6.0	229	*135	1.7	15.5	171
ON CABLE	1298	*176	1.3	13.6	87	*193	1.8	14.9	125	**16	0.7	1.2	47	**79	1.0	6.1	67
1001 HOME IDEAS	3032	626	4.6	20.6	133	437	4.2	14.4	121	**79	3.4	2.6	100	*409	5.1	13.5	149
ORGANIC GARDENING	1680	302	2.2	18.0	116	*194	1.8	11.5	97	**96	4.2	5.7	220	*156	2.0	9.3	103
OUTDOOR LIFE	960	*104	0.8	10.8	70	**84	0.8	8.8	74	**34	1.5	3.5	136	**90	1.1	9.4	104
PARADE MAGAZINE	26755	4274	31.1	16.0	103	3149	29.9	11.8	99	623	27.1	2.3	90	2633	32.9	9.8	109

	TOTAL U.S. '000	MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC				POST-NASAL DRIP			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	13749	100.0	15.5	100	10528	100.0	11.9	100	2299	100.0	2.6	100	7995	100.0	9.0	100
PARENTS	4173	626	4.6	15.0	97	441	4.2	10.6	89	**129	5.6	3.1	119	549	6.9	13.2	146
PENTHOUSE	973	*150	1.1	15.4	99	**117	1.1	12.0	101	**17	0.7	1.7	67	**103	1.3	10.6	117
PEOPLE	13479	2578	18.8	19.1	123	2004	19.0	14.9	125	387	16.8	2.9	110	1626	20.3	12.1	133
PLAYBOY	2183	344	2.5	15.8	101	272	2.6	12.5	105	**53	2.3	2.4	93	*224	2.8	10.3	114
POPULAR HOT RODDING	388	**26	0.2	6.7	43	**38	0.4	9.8	82	**4	0.2	1.0	40	**14	0.2	3.6	40
POPULAR MECHANICS	1037	**221	1.6	21.3	137	**166	1.6	16.0	135	**31	1.3	3.0	115	**147	1.8	14.2	157
POPULAR SCIENCE	920	*163	1.2	17.7	114	**103	1.0	11.2	94	**11	0.5	1.2	46	**78	1.0	8.5	94
PREVENTION	4071	713	5.2	17.5	113	560	5.3	13.8	116	**117	5.1	2.9	111	557	7.0	13.7	151
PSYCHOLOGY TODAY	1940	439	3.2	22.6	146	297	2.8	15.3	129	**61	2.7	3.1	121	365	4.6	18.8	208
READER'S DIGEST	24031	4219	30.7	17.6	113	3159	30.0	13.1	110	784	34.1	3.3	126	2620	32.8	10.9	121
REDBOOK	8464	1590	11.6	18.8	121	1107	10.5	13.1	110	*300	13.0	3.5	136	953	11.9	11.3	125
ROAD & TRACK	429	**62	0.5	14.5	93	**33	0.3	7.7	65	**7	0.3	1.6	63	**61	0.8	14.2	157
ROLLING STONE	1355	409	3.0	30.2	194	313	3.0	23.1	194	**115	5.0	8.5	327	*199	2.5	14.7	163
RUNNER'S WORLD	329	**71	0.5	21.6	139	**34	0.3	10.3	87	**18	0.8	5.5	211	**43	0.5	13.1	145
SATURDAY EVENING POST	1268	*266	1.9	21.0	135	*194	1.8	15.3	129	**48	2.1	3.8	146	*168	2.1	13.2	147
SCIENCE 84	702	*205	1.5	29.2	188	**119	1.1	17.0	142	**28	1.2	4.0	153	**153	1.9	21.8	241
SCIENCE DIGEST	553	**106	0.8	19.2	123	**107	1.0	19.3	163	**28	1.2	5.1	195	**93	1.2	16.8	186
SCIENTIFIC AMERICAN	615	*94	0.7	15.3	98	**87	0.8	14.1	119	**25	1.1	4.1	156	**82	1.0	13.3	148
SELF	2683	557	4.1	20.8	134	383	3.6	14.3	120	**89	3.9	3.3	128	303	3.8	11.3	125
SEVENTEEN	3309	756	5.5	22.8	147	598	5.7	18.1	152	**65	2.8	2.0	76	*396	5.0	12.0	132
SKI	591	**68	0.5	11.5	74	**54	0.5	9.1	77	**5	0.2	0.8	33	**93	1.2	15.7	174
SMITHSONIAN	3039	590	4.3	19.4	125	392	3.7	12.9	108	*136	5.9	4.5	172	431	5.4	14.2	157
SOAP OPERA DIGEST	3683	705	5.1	19.1	123	411	3.9	11.2	94	**130	5.7	3.5	136	*182	2.3	4.9	55
SOUTHERN LIVING	4434	707	5.1	15.9	103	507	4.8	11.4	96	*149	6.5	3.4	129	521	6.5	11.8	130
SPORT	701	*138	1.0	19.7	127	**106	1.0	15.1	127	**4	0.2	0.6	22	*338	0.5	5.4	60
THE SPORTING NEWS	518	**157	1.1	30.3	195	**55	0.5	10.6	89	**22	1.0	4.2	163	**17	0.2	3.3	36
SPORTS AFIELD	523	**49	0.4	9.4	60	**52	0.5	9.9	84	**41	1.8	7.8	302	**54	0.7	10.3	114
SPORTS ILLUSTRATED	3325	684	5.0	20.6	132	383	3.6	11.5	97	**123	5.4	3.7	142	404	5.1	12.2	134
STAR	8567	1429	10.4	16.7	107	1021	9.7	11.9	100	*206	9.0	2.4	93	686	8.6	8.0	89
SUNDAY	27630	4470	32.5	16.2	104	3146	29.9	11.4	96	735	32.0	2.7	102	2464	30.8	8.9	99
SUNSET	2219	410	3.0	18.5	119	294	2.8	13.2	111	**91	4.0	4.1	158	*317	4.0	14.3	158
TV GUIDE	24258	4369	31.8	18.0	116	3152	29.9	13.0	109	712	31.0	2.9	113	2415	30.2	10.0	110
TENNIS	609	**108	0.8	17.7	114	**62	0.6	10.2	86	**52	2.3	8.5	329	**43	0.5	7.1	78
TIME	9529	1818	13.2	18.3	118	1366	13.0	13.8	116	314	13.7	3.2	122	1066	13.3	10.7	119
TOWN & COUNTRY	1062	*191	1.4	18.0	116	*185	1.8	17.4	146	**39	1.7	3.7	141	*161	2.0	15.2	168
TRAVEL & LEISURE	1051	*134	1.0	12.7	82	*165	1.6	15.7	132	**38	1.7	3.6	139	**63	0.8	6.0	66
TRUE STORY	3946	568	4.1	14.4	93	541	5.1	13.7	115	**64	2.8	1.6	62	*178	2.2	4.5	50
U.S. NEWS & WORLD REPORT	3782	676	4.9	17.9	115	465	4.4	12.3	103	**114	5.0	3.0	116	395	4.9	10.4	116
USA TODAY	1874	444	3.2	23.7	152	*262	2.5	14.0	117	**92	4.0	4.9	189	*192	2.4	10.2	113
US	2213	508	3.7	23.0	148	290	2.8	13.1	110	**45	2.0	2.0	78	269	3.4	12.2	134
VOGUE	4792	880	6.4	18.4	118	654	6.2	13.6	115	*154	6.7	3.2	124	444	5.6	9.3	103
WALL STREET JOURNAL	2045	335	2.4	16.4	105	*215	2.0	10.5	88	**68	2.1	2.3	90	*170	2.1	8.3	92
WEIGHT WATCHERS	2364	450	3.3	19.0	122	307	2.9	13.0	109	**91	4.0	3.8	148	*292	3.7	12.4	137
WOMAN'S DAY	15182	2643	19.2	17.4	112	1917	18.2	12.6	106	529	23.0	3.5	134	1494	18.7	9.8	109
WORKING MOTHER	1198	*230	1.7	19.2	124	*189	1.8	15.8	133	*120	0.4	0.8	32	*210	2.6	17.5	194
WORKING WOMAN	1523	*290	2.1	19.0	123	*224	2.1	14.7	124	**20	0.9	1.3	51	*263	3.3	17.3	191
WORLD TENNIS	*183	**21	0.2	11.5	74	**34	0.3	18.6	156	**11	0.5	6.0	231	**26	0.3	14.2	157
ZIFF-DAVIS MAG NETWK (GROSS)	2776	468	3.4	16.9	108	302	2.9	10.9	91	**115	5.0	4.1	159	321	4.0	11.6	128
BLAIR INSERTS	47909	7967	57.9	16.6	107	5824	55.3	12.2	102	1200	52.2	2.5	96	4735	59.2	9.9	109
DAILY NEWSPAPERS																	
READ ANY	56731	9120	66.3	16.1	103	6765	64.3	11.9	100	1461	63.5	2.6	99	5395	67.5	9.5	105
READ ONE	47696	7779	56.6	16.3	105	5696	54.1	11.9	100	1318	57.3	2.8	106	4654	58.2	9.8	108
READ TWO OR MORE	9034	1341	9.8	14.8	96	1069	10.2	11.8	99	*144	6.3	1.6	61	742	9.3	8.2	91
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	9405	68.4	16.3	105	6985	66.3	12.1	102	1488	64.7	2.6	99	5602	70.1	9.7	107
READ ONE	50513	8154	59.3	16.1	104	6089	57.8	12.1	101	1306	56.8	2.6	99	4921	61.6	9.7	108
READ TWO OR MORE	7219	1252	9.1	17.3	112	896	8.5	12.4	104	*182	7.9	2.5	97	681	8.5	9.4	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.22				28.32				29.46				31.26			
30 DAY REACH	78184	12213	88.8	15.6	101	9285	88.2	11.9	100	2012	87.5	2.6	99	7238	90.5	9.3	102
50 SHWG - 30 DAY AV FREQ	14.80	14.84				14.85				15.28				16.30			
30 DAY REACH	74239	11634	84.6	15.7	101	8851	84.1	11.9	100	1941	84.4	2.6	101	6970	87.2	9.4	104
25 SHWG - 30 DAY AV FREQ	8.05	8.02				7.94				8.46				8.83			
30 DAY REACH	68254	10785	78.4	15.8	102	8266	78.5	12.1	102	1778	77.3	2.6	100	6434	80.5	9.4	104
CABLE TV: HOME WIRED	35215	6084	44.3	17.3	111	4856	46.1	13.8	116	721	31.4	2.0	79	3660	45.8	10.4	115
HOME NOT WIRED	53250	7665	55.7	14.4	93	5672	53.9	10.7	90	1579	68.7	3.0	114	4335	54.2	8.1	90
HAVE PAY CABLE	17885	3328	24.2	18.6	120	2154	20.5	12.0	101	*386	16.8	2.2	83	1852	23.2	10.4	115

	TOTAL U.S. '000	MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC				POST-NASAL DRIP				
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL FEMALES	88464	13749	100.0	15.5	100	10528	100.0	11.9	100	2299	100.0	2.6	100	7995	100.0	9.0	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47994	7862	57.2	16.4	105	5714	54.3	11.9	100	1398	60.8	2.9	112	4672	58.4	9.7	108	
10:00 AM - 3:00 PM	33674	5459	39.7	16.2	104	3842	36.5	11.4	96	893	38.8	2.7	102	3252	40.7	9.7	107	
3:00 PM - 7:00 PM	34431	5417	39.4	15.7	101	4090	38.8	11.9	100	1014	44.1	2.9	113	3681	46.0	10.7	118	
7:00 PM - MIDNIGHT	17761	2851	20.7	16.1	103	2124	20.2	12.0	100	550	23.9	3.1	119	1899	23.8	10.7	118	
MIDNIGHT - 6:00 AM	10087	1586	11.5	15.7	101	1258	11.9	12.5	105	336	14.6	3.3	128	951	11.9	9.4	104	
6:00 AM - MIDNIGHT	64318	10362	75.4	16.1	104	7579	72.0	11.8	99	1781	77.5	2.8	107	6177	77.3	9.6	106	
ENTIRE DAY	65181	10503	76.4	16.1	104	7695	73.1	11.8	99	1790	77.9	2.7	106	6218	77.8	9.5	106	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	17411	2854	20.8	16.4	105	2084	19.8	12.0	101	457	19.9	2.6	101	1758	22.0	10.1	112	
ALL NEWS	2520	424	3.1	16.8	108	*218	2.1	8.7	73	**94	4.1	3.7	144	279	3.5	11.1	123	
AOR/PROGRESSIVE	4419	990	7.2	22.4	144	568	5.4	12.9	108	*122	5.3	2.8	106	485	6.1	11.0	121	
BEAUTIFUL MUSIC	6119	939	6.8	15.3	99	711	6.8	11.6	98	**160	7.0	2.6	101	586	7.3	9.6	106	
BLACK	2623	380	2.8	14.5	93	*257	2.4	9.8	82	**46	2.0	1.8	67	*170	2.1	6.5	72	
CLASSICAL	1553	*325	2.4	20.9	135	*163	1.5	10.5	88	**71	3.1	4.6	176	*149	1.9	9.6	106	
CHR/ROCK	11282	1877	13.7	16.6	107	1460	13.9	12.9	109	330	14.4	2.9	113	1228	15.4	10.9	120	
COUNTRY	13343	2045	14.9	15.3	99	1665	15.8	12.5	105	411	17.9	3.1	119	1200	15.0	9.0	100	
GOLDEN OLDIES	1299	*179	1.3	13.8	89	**98	0.9	7.5	63	*118	0.8	1.4	53	**126	1.6	9.7	107	
MOR/NOSTALGIA	5241	877	6.4	16.7	108	640	6.1	12.2	103	*232	10.1	4.4	170	571	7.1	10.9	121	
NEWS/TALK	4165	655	4.8	15.7	101	398	3.8	9.6	80	*191	8.3	4.6	176	442	5.5	10.6	117	
RELIGIOUS	3324	483	3.5	14.5	93	436	4.1	13.1	110	**73	3.2	2.2	85	*293	3.7	8.8	98	
SOFT ROCK	609	**92	0.7	15.1	97	**58	0.6	9.5	80	*118	0.8	3.0	114	**35	0.4	5.7	64	
URBAN CONTEMPORARY	1853	259	1.9	14.0	90	*171	1.6	9.2	78	*227	1.2	1.5	56	*147	1.8	7.9	88	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3724	530	3.9	14.2	92	463	4.4	12.4	104	**99	4.3	2.7	102	384	4.8	10.3	114	
ABC DIRECTION	2488	402	2.9	16.2	104	*254	2.4	10.2	86	**38	1.7	1.5	59	*259	3.2	10.4	115	
ABC ENTERTAINMENT	5129	863	6.3	16.8	108	659	6.3	12.8	108	**155	6.7	3.0	116	334	4.2	6.5	72	
ABC FM	2498	434	3.2	17.4	112	344	3.3	13.8	116	**28	1.2	1.1	43	*296	3.7	11.8	131	
ABC INFORMATION	5721	1117	8.1	19.5	126	695	6.6	12.1	102	*168	7.3	2.9	113	575	7.2	10.1	111	
ABC ROCK	2021	447	3.3	22.1	142	*240	2.3	11.9	100	**70	3.0	3.5	133	*215	2.7	10.6	118	
CBS	4756	828	6.0	17.4	112	583	5.5	12.3	103	*227	9.9	4.8	184	489	6.1	10.3	114	
MUTUAL	5272	939	6.8	17.8	115	571	5.4	10.8	91	*238	10.4	4.5	174	510	6.4	9.7	107	
NBC	4964	636	4.6	12.8	82	618	5.9	12.4	105	**181	7.9	3.6	140	465	5.8	9.4	104	
RADIO RADIO	2218	414	3.0	18.7	120	*251	2.4	11.3	95	**69	3.0	3.1	120	266	3.3	12.0	133	
RKO ONE	2565	368	2.7	14.3	92	335	3.2	13.1	110	**60	2.6	2.3	90	304	3.8	11.9	131	
RKO TWO	3640	511	3.7	14.0	90	376	3.6	10.3	87	**112	4.9	3.1	118	336	4.2	9.2	102	
THE SOURCE	2467	422	3.1	17.1	110	*276	2.6	11.2	94	*95	4.1	3.9	148	*246	3.1	10.0	110	
NON-WIRED : BLAIR	9466	1434	10.4	15.1	97	1151	10.9	12.2	102	305	13.3	3.2	124	970	12.1	10.2	113	
INTERNET	13616	2345	17.1	17.2	111	1596	15.2	11.7	98	407	17.7	3.0	115	1227	15.3	9.0	100	
KATZ RADIO GROUP	16998	2830	20.6	16.6	107	1905	18.1	11.2	94	564	24.5	3.3	128	1604	20.1	9.4	104	
SUPERNET	11622	1982	14.4	17.1	110	1487	14.1	12.8	108	316	13.7	2.7	105	1203	15.0	10.4	115	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	9425	1330	9.7	14.1	91	1111	10.6	11.8	99	256	11.1	2.7	105	885	11.1	9.4	104	
MKDAY 9:00 AM - 1:00 PM	13304	1850	13.5	13.9	89	1507	14.3	11.3	95	304	13.2	2.3	88	1049	13.1	7.9	87	
MKDAY 1:00 PM - 4:30 PM	17591	2501	18.2	14.2	91	1983	18.8	11.3	95	394	17.1	2.2	86	1453	18.2	8.3	91	
MKDAY 4:30 PM - 7:30 PM	24418	3601	26.2	14.7	95	2815	26.7	11.5	97	580	25.2	2.4	91	1931	24.2	7.9	88	
MKDAY 7:30 PM - 8:00 PM	34400	5242	38.1	15.2	98	4131	39.2	12.0	101	870	37.8	2.5	97	2802	35.0	8.1	90	
MKDAY 11:00 PM - 11:30 PM	26120	3937	28.6	15.1	97	3302	31.4	12.6	106	720	31.3	2.8	106	2384	29.8	9.1	101	
MKDAY 11:30 PM - 1:00 AM	8402	1328	9.7	15.8	102	1066	10.1	12.7	107	216	9.4	2.6	99	826	10.3	9.8	109	
M-SAT 8-11 PM-SUN 7-11 PM	36828	5763	41.9	15.6	101	4623	43.9	12.6	105	993	43.2	2.7	104	3329	41.6	9.0	100	
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	7221	1139	8.3	15.8	101	873	8.3	12.1	102	*191	8.3	2.6	102	578	7.2	8.0	89
ANOTHER WORLD	N	4924	472	3.4	9.6	62	515	4.9	10.5	88	*97	4.2	2.0	76	367	4.6	7.5	82
AS THE WORLD TURNS	C	5966	876	6.4	14.7	94	674	6.4	11.3	95	155	6.7	2.6	100	457	5.7	7.7	85
CAPITOL	C	3672	585	4.3	15.9	103	384	3.6	10.5	86	*70	3.0	1.9	73	325	4.1	8.9	98
CBS MORN. NEWS 1	C	1590	211	1.5	13.3	85	182	1.7	11.4	96	**37	1.6	2.3	90	170	2.1	10.7	118
CBS MORN. NEWS 2	C	1298	165	1.2	12.7	82	171	1.6	13.2	111	**45	2.0	3.5	133	146	1.8	11.2	124
DAYS OF OUR LIVES	N	6389	919	6.7	14.4	93	722	6.9	11.3	95	*152	6.6	2.4	92	567	7.1	8.9	98
FACTS OF LIFE - DAYTIME	N	2526	281	2.0	11.1	72	306	2.9	12.1	102	*62	2.7	2.5	94	293	3.7	11.6	128
FAMILY FEUD	A	3427	510	3.7	14.9	96	401	3.8	11.7	98	**62	2.7	1.8	70	197	2.5	5.7	64
GENERAL HOSPITAL	A	6870	1006	7.3	14.6	94	869	8.3	12.6	106	*143	6.2	2.1	80	596	7.5	8.7	96
GOOD MORNING, AMERICA-730 A	A	3767	521	3.8	13.8	89	342	3.2	9.1	76	*119	5.2	3.2	122	317	4.0	8.4	93
GOOD MORNING, AMERICA-830 A	A	3076	411	3.0	13.4	86	305	2.9	9.9	83	*104	4.5	3.4	130	235	2.9	7.6	85
GUIDING LIGHT	C	5789	860	6.3	14.9	96	577	5.5	10.0	84	*143	6.2	2.5	95	484	6.1	8.4	93
ONE LIFE TO LIVE	A	4918	709	5.2	14.4	93	572	5.4	11.6	98	*126	5.5	2.6	99	407	5.1	8.3	92
PRESS YOUR LUCK	C	2367	379	2.8	16.0	103	254	2.4	10.7	90	**50	2.2	2.1	81	138	1.7	5.8	65
PRICE IS RIGHT 1	C	4727	601	4.4	12.7	82	505	4.8	10.7	90	*115	5.0	2.4	94	273	3.4	5.8	64
PRICE IS RIGHT 2	C	5511	741	5.4	13.4</													

	TOTAL U.S. '000	MUSCLE ACHE				NERVOUS TENSION				POISON IVY, OAK OR SUMAC				POST-NASAL DRIP			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	13749	100.0	15.5	100	10528	100.0	11.9	100	2299	100.0	2.6	100	7995	100.0	9.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	4167	30.3	14.9	96	3275	31.1	11.7	98	668	29.1	2.4	92	2215	27.7	7.9	88
NETWORK AFFILIATES - LATE	21966	3378	24.6	15.4	99	2753	26.1	12.5	105	573	24.9	2.6	100	1979	24.8	9.0	100
INDEPENDENTS - LATE	2247	434	3.2	19.3	124	342	3.2	15.2	128	**44	1.9	2.0	75	286	3.6	12.7	141
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	N 11524	1816	13.2	15.8	101	1318	12.5	11.4	96	400	17.4	3.5	134	1049	13.1	9.1	101
ABC MONDAY NIGHT MOVIE	A 6879	1117	8.1	16.2	104	809	7.7	11.8	99	*165	7.2	2.4	92	599	7.5	8.7	96
ABC SUNDAY NIGHT MOVIE	A 13690	2225	16.2	16.3	105	1621	15.4	11.8	99	387	16.8	2.8	109	1273	15.9	9.3	103
ABC WORLD NEWS TONIGHT	A 6589	963	7.0	14.6	94	907	8.6	13.8	116	191	8.3	2.9	112	517	6.5	7.8	87
AFTERMASH	C 6391	1034	7.5	16.2	104	795	7.6	12.4	105	**98	4.3	1.5	59	595	7.4	9.3	103
ALICE	C 10273	1726	12.6	16.8	108	1183	11.2	11.5	97	*181	7.9	1.8	68	904	11.3	8.8	97
AMERICAN PARADE	C 7130	954	6.9	13.4	86	849	8.1	11.9	100	*214	9.3	3.0	115	650	8.1	9.1	101
BENSON	A 11665	1911	13.9	16.4	105	1438	13.7	12.3	104	289	12.6	2.5	95	803	10.0	6.9	76
BLUE THUNDER	A 5442	975	7.1	17.9	115	738	7.0	13.6	114	*140	6.1	2.6	99	472	5.9	8.7	96
CAGNEY & LACEY	C 10565	1941	14.1	18.4	118	1421	13.5	13.5	113	*210	9.1	2.0	76	1079	13.5	10.2	113
CBS EVENING NEWS-DEAN	C 3668	552	4.0	15.0	97	430	4.1	11.7	99	**81	3.5	2.2	85	254	3.2	6.9	77
CBS EVENING NEWS-RATHER	C 7561	1277	9.3	16.9	109	850	8.1	11.2	94	188	8.2	2.5	96	588	7.4	7.8	86
CBS SAT. NEWS-SCHIEFFER	C 3948	608	4.4	15.4	99	536	5.1	13.6	114	*97	4.2	2.5	95	338	4.2	8.6	95
CBS SATURDAY NIGHT MOVIE	C 5966	974	7.1	16.3	105	835	7.9	14.0	118	261	11.4	4.4	168	532	6.7	8.9	99
CBS WEDNESDAY NIGHT MOVIE	C 6529	846	6.2	13.0	83	764	7.3	11.7	98	*157	6.8	2.4	93	529	6.6	8.1	90
CHEERS	N 9842	1661	12.1	16.9	109	1444	13.7	14.7	123	322	14.0	3.3	126	1112	13.9	11.3	125
DALLAS	C 23935	3681	26.8	15.4	99	2875	27.3	12.0	101	477	20.7	2.0	77	2210	27.6	9.2	102
DIFF'RENT STROKES	N 7574	1137	8.3	15.0	97	1081	10.3	14.3	120	*143	6.2	1.9	73	720	9.0	9.5	105
DOUBLE TROUBLE	N 7786	1258	9.1	16.2	104	1178	11.2	15.1	127	*264	11.5	3.4	130	745	9.3	9.6	106
DUCK FACTORY	N 6290	992	7.2	15.8	101	913	8.7	14.5	122	*202	8.8	3.2	124	810	10.1	12.9	142
DUKES OF HAZZARD	C 6402	870	6.3	13.6	87	692	6.6	10.8	91	*274	11.9	4.3	165	619	7.7	9.7	107
DYNASTY	A 21955	3264	23.7	14.9	96	2464	23.4	11.2	94	482	21.0	2.2	84	1655	20.7	7.5	83
FACTS OF LIFE	N 8898	1398	10.2	15.7	101	1188	11.3	13.4	112	*210	9.1	2.4	91	932	11.7	10.5	116
FALCON CREST	C 21877	3422	24.9	15.6	101	2789	26.5	12.7	107	385	16.7	1.8	68	2093	26.2	9.6	106
FALL GUY	A 10045	1664	12.1	16.6	107	1059	10.1	10.5	89	293	12.7	2.9	112	736	9.2	7.3	81
FAMILY TIES	N 8922	1592	11.6	17.8	115	1262	12.0	14.1	119	*258	11.2	2.9	111	1043	13.0	11.7	129
FANTASY ISLAND	A 8288	1220	8.9	14.7	95	872	8.3	10.5	88	*188	8.2	2.3	87	613	7.7	7.4	82
FOULUPS, BLEEPs & BLUNDERS	A 9891	1510	11.0	15.3	98	971	9.2	9.8	82	*133	5.8	1.3	52	932	11.7	9.4	104
FOUR SEASONS	C 5429	1037	7.5	19.1	123	684	6.5	12.6	106	**106	4.6	2.0	75	597	7.5	11.0	122
GIMME A BREAK	N 9646	1556	11.3	16.1	104	1378	13.1	14.3	120	*261	11.4	2.7	104	853	10.7	8.8	98
HART TO HART	A 9983	1552	11.3	15.5	100	1070	10.2	10.7	90	*261	11.4	2.6	101	851	10.6	8.5	94
HILL STREET BLUES	N 9688	1882	13.7	19.4	125	1399	13.3	14.4	121	368	16.0	3.8	146	1159	14.5	12.0	132
HOTEL	A 15435	2370	17.2	15.4	99	1844	17.5	11.9	100	407	17.7	2.6	101	1298	16.2	8.4	93
JEFFERSONS	C 10031	1641	11.9	16.4	105	1178	11.2	11.7	99	*217	9.4	2.2	83	913	11.4	9.1	101
JENNIFER SLEPT HERE	N 6376	990	7.2	15.5	100	792	7.5	12.4	104	*145	6.3	2.3	88	565	7.1	8.9	98
KATE & ALLIE	C 9951	1735	12.6	17.4	112	1441	13.7	14.5	122	301	13.1	3.0	116	1043	13.0	10.5	116
KNIGHT RIDER	N 7908	1101	8.0	13.9	90	943	9.0	11.9	100	*226	9.8	2.9	110	759	9.5	9.6	106
LOVE BOAT	A 13226	1964	14.3	14.8	96	1454	13.8	11.0	92	302	13.1	2.3	88	950	11.9	7.2	79
MAGNUM PI	C 12105	1908	13.9	15.8	101	1286	12.2	10.6	89	424	18.4	3.5	135	933	11.7	7.7	85
MAMA'S FAMILY	N 6364	1017	7.4	16.0	103	1009	9.6	15.9	133	*180	7.8	2.8	109	746	9.3	11.7	130
MASTER, THE	N 3955	606	4.4	15.3	99	487	4.6	12.3	103	**75	3.3	1.9	73	438	5.5	11.1	123
MATT HOUSTON	A 6903	1262	9.2	18.3	118	876	8.3	12.7	107	*194	8.4	2.8	108	520	6.5	7.5	83
NBC MONDAY NIGHT MOVIE	N 13443	2171	15.8	16.1	104	1744	16.6	13.0	109	371	16.1	2.8	106	1296	16.2	9.6	107
NBC NIGHTLY NEWS	N 5585	745	5.4	13.3	86	648	6.2	11.6	97	109	4.7	2.0	75	474	5.9	8.5	94
NBC NIGHTLY NEWS-SAT	N 3688	420	3.1	11.4	73	550	5.2	14.9	125	**89	3.9	2.4	93	367	4.6	10.0	110
NBC NIGHTLY NEWS-SUN	N 3310	366	2.7	11.1	71	420	4.0	12.7	107	**82	3.6	2.5	95	*235	2.9	7.1	79
NBC SUNDAY NIGHT MOVIE	N 9238	1554	11.3	16.8	108	1288	12.2	13.9	117	*368	16.0	4.0	153	814	10.2	8.8	97
NEWMART	C 9876	1782	13.0	18.0	116	1413	13.4	14.3	120	*268	11.7	2.7	104	1067	13.3	10.8	120
ONE DAY AT A TIME	C 7954	1183	8.6	14.9	96	890	8.5	11.2	94	*230	10.0	2.9	111	755	9.4	9.5	105
PEOPLE ARE FUNNY	N 5182	868	6.3	16.8	108	820	7.8	15.8	133	**145	6.3	2.8	108	641	8.0	12.4	137
REAL PEOPLE	N 9674	1385	10.1	14.3	92	1322	12.6	13.7	115	*287	12.5	3.0	114	888	11.1	9.2	102
REMINGTON STEELE	N 8511	1356	9.9	15.9	103	1034	9.8	12.1	102	*298	13.0	3.5	135	889	11.1	10.4	116
RIPLY'S BELIEVE IT - NOT	A 5656	984	7.2	17.4	112	651	6.2	11.5	97	**133	5.8	2.4	90	498	6.2	8.8	97
RIPTIDE	N 7718	1269	9.2	16.4	106	1031	9.8	13.4	112	289	12.6	3.7	144	835	10.4	10.8	120
SCARECROW & MRS. KING	C 11058	1761	12.8	15.9	102	1145	10.9	10.4	87	350	15.2	3.2	122	874	10.9	7.9	87
SIMON & SIMON	C 11615	1795	13.1	15.5	99	1377	13.1	11.9	100	294	12.8	2.5	97	863	10.8	7.4	82
60 MINUTES	C 14326	2365	17.2	16.5	106	1803	17.1	12.6	106	398	17.3	2.8	107	1288	16.1	9.0	99
ST. ELSEWHERE	N 7670	1408	10.2	18.4	118	1332	12.7	17.4	146	341	14.8	4.4	171	986	12.3	12.9	142
THREE'S COMPANY	A 12068	1808	13.2	15.0	96	1374	13.1	11.4	96	*248	10.8	2.1	79	950	11.9	7.9	877

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

	TOTAL U.S. '000	RECTAL ITCH				SINUS CONGESTION				SINUS HEADACHE				SLEEPLESSNESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	85464	2415	100.0	2.7	100	15229	100.0	17.2	100	15872	100.0	17.9	100	8810	100.0	10.0	100
FEMALE HOMEOWNERS	80986	2244	92.9	2.8	101	13608	89.4	16.8	98	14600	92.0	18.0	100	7896	89.6	9.7	98
EMPLOYED MOTHERS	18702	546	22.6	2.9	107	3827	25.1	20.5	119	4241	26.7	22.7	126	1586	18.0	8.5	85
18 - 24	14726	404	16.7	2.7	100	2396	15.7	16.3	95	2327	14.7	15.8	88	1641	18.6	11.1	112
25 - 34	20202	557	23.1	2.8	101	4235	27.8	21.0	122	4734	29.8	23.4	131	2210	25.1	10.9	110
35 - 44	14781	401	16.6	2.7	99	3134	20.6	21.2	123	3537	22.3	23.9	133	1364	15.5	9.2	93
45 - 54	11449	371	15.4	3.2	119	2018	13.3	17.6	102	2001	12.6	15.5	97	840	9.5	7.3	74
55 - 64	11846	352	14.6	3.0	109	2019	13.3	17.0	99	1865	11.8	15.7	88	1116	12.7	9.4	95
65 OR OLDER	15459	330	13.7	2.1	78	1429	9.4	9.2	54	1407	8.9	9.1	51	1639	18.6	10.6	106
18 - 34	34928	961	39.8	2.8	101	6631	43.5	19.0	110	7061	44.5	20.2	113	3851	43.7	11.0	111
18 - 49	55154	1580	65.4	2.9	105	10767	70.7	19.5	113	11757	74.1	21.3	119	5567	63.2	10.1	101
25 - 54	46433	1329	55.0	2.9	105	9386	61.6	20.2	117	10273	64.7	22.1	123	4414	50.1	9.5	95
35 - 49	20226	619	25.6	3.1	112	4136	27.2	20.4	119	4696	29.6	23.2	129	1716	19.5	8.5	85
50 OR OLDER	33310	835	34.6	2.5	92	4463	29.3	13.4	78	4115	25.9	12.4	69	3243	36.8	9.7	98
GRADUATED COLLEGE	12110	456	18.9	3.8	138	2627	17.2	21.7	126	2468	15.5	20.4	114	1385	15.7	11.4	115
ATTENDED COLLEGE	15309	550	22.8	3.6	132	3394	22.3	22.2	129	3348	21.1	21.9	122	1784	20.2	11.7	117
GRADUATED HIGH SCHOOL	36912	940	38.9	2.5	93	6151	40.4	16.7	97	6779	42.7	18.4	102	3486	39.6	9.4	95
DID NOT GRADUATE HIGH SCHOOL	24134	469	19.4	1.9	71	3058	20.1	12.7	74	3277	20.6	13.6	76	2154	24.4	8.9	90
EMPLOYED FULL-TIME	35457	831	34.4	2.3	86	6990	45.9	19.7	115	7456	47.0	21.0	117	3336	37.9	9.4	94
EMPLOYED PART-TIME	8514	277	11.5	3.3	119	1733	11.4	20.4	118	1750	11.0	20.6	115	1049	11.9	12.3	124
NOT EMPLOYED	44494	1307	54.1	2.9	108	6507	42.7	14.6	85	6666	42.0	15.0	84	4425	50.2	9.9	100
PROFESSIONAL/MANAGER	10811	391	16.2	3.6	132	2772	18.2	25.6	149	2632	16.6	24.3	136	1298	14.7	12.0	121
TECH/CLERICAL/SALES	19640	488	20.2	2.5	91	3828	25.1	19.5	113	4162	26.2	21.2	118	1993	22.6	10.1	102
PRECISION/CRAFT	1023	20	0.8	2.0	72	1139	0.9	13.6	79	1133	0.8	13.0	72	440	0.5	3.9	39
OTHER EMPLOYED	12498	209	8.7	1.7	61	1984	13.0	15.9	92	2279	14.4	18.2	102	1054	12.0	8.4	85
SINGLE	15995	373	15.4	2.3	85	2701	17.7	16.9	98	2503	15.8	15.6	87	1941	22.0	12.1	122
MARRIED	51689	1515	62.7	2.9	107	9500	62.4	18.4	107	10343	65.2	20.0	112	4602	52.2	8.9	89
DIVORCED/SEPARATED/WIDOWED	20780	527	21.8	2.5	93	3029	19.9	14.6	85	3026	19.1	14.6	81	2267	25.7	10.9	110
PARENTS	33922	1002	41.5	3.0	108	6769	44.4	20.0	116	7541	47.5	22.2	124	3004	34.1	8.9	89
WHITE	76422	2055	85.1	2.7	99	13925	91.4	18.2	106	14349	90.4	18.8	105	7921	89.9	10.4	104
BLACK	10066	255	10.6	2.5	93	1023	6.7	10.2	59	1335	8.4	13.3	74	711	8.1	7.1	71
OTHER	1976	105	4.3	5.3	195	2281	1.8	14.2	83	1188	1.2	9.5	53	1178	2.0	9.0	90
NORTHEAST-CENSUS	19803	455	18.8	2.3	84	2889	19.0	14.6	85	3345	21.1	16.9	94	2118	24.0	10.7	107
NORTH CENTRAL	22181	697	28.9	3.1	115	4229	27.8	19.1	111	4679	29.5	21.1	118	2072	23.5	9.3	94
SOUTH	30082	697	28.9	2.3	85	5449	35.8	18.1	105	5361	33.8	17.8	99	2480	28.1	8.2	83
WEST	16398	566	23.4	3.5	126	2663	17.5	16.2	94	2487	15.7	15.2	85	2140	24.3	13.1	131
NORTHEAST-MKTG.	20163	550	22.8	2.7	100	3217	21.1	16.0	93	3417	21.5	16.9	94	2037	23.1	10.1	101
EAST CENTRAL	13054	414	17.1	3.2	116	2408	15.8	18.4	107	2711	17.1	20.8	116	1331	15.1	10.2	102
WEST CENTRAL	14993	471	19.5	3.1	115	2724	17.9	18.2	106	3052	19.2	20.4	113	1435	16.3	9.6	96
SOUTH	25785	469	19.4	1.8	67	4520	29.7	17.5	102	4553	28.7	17.7	98	2112	24.0	8.2	82
PACIFIC	14470	511	21.2	3.5	129	2360	15.5	16.3	95	2140	13.5	14.8	82	1896	21.5	13.1	132
COUNTY SIZE A	36705	1135	47.0	3.1	113	6413	42.1	17.5	101	6231	39.3	17.0	95	3797	43.1	10.3	104
COUNTY SIZE B	26819	567	23.5	2.1	77	4529	29.7	16.9	98	4963	31.3	18.5	103	2531	28.7	9.4	95
COUNTY SIZE C	13597	396	16.4	2.9	107	2482	16.3	18.3	106	2566	16.2	18.9	105	1474	16.7	10.8	109
COUNTY SIZE D	11344	317	13.1	2.8	102	1806	11.9	15.9	92	2113	13.3	18.6	104	1008	11.4	8.9	89
METRO CENTRAL CITY	26825	780	32.3	2.9	107	3885	25.5	14.5	84	4371	27.5	16.3	91	2698	30.6	10.1	101
METRO SUBURBAN	39912	979	40.5	2.5	90	7751	50.9	19.4	113	7765	48.9	19.5	108	4136	46.9	10.4	104
NON METRO	21728	656	27.2	3.0	111	3593	23.6	16.5	96	3736	23.5	17.2	96	1976	22.4	9.1	91
TOP 5 ADI'S	20847	655	27.1	3.1	115	3209	21.1	15.4	89	3485	22.0	16.7	93	2272	25.8	10.9	109
TOP 10 ADI'S	28719	952	39.4	3.3	121	4620	30.3	16.1	93	4760	30.0	16.6	92	3068	34.8	10.7	107
TOP 20 ADI'S	40904	1166	48.3	2.9	104	6683	43.9	16.3	95	6652	41.9	16.3	91	4235	48.1	10.4	104
HSOLD INC. \$50,000 OR MORE	7931	255	10.6	3.2	118	1767	11.6	22.3	129	1772	11.2	22.3	125	744	8.4	9.4	94
\$40,000 OR MORE	15233	431	17.8	2.8	104	3453	22.7	22.7	132	3204	20.2	21.0	117	1499	17.0	9.8	99
\$30,000 OR MORE	28333	943	39.0	3.3	122	5928	38.9	20.9	122	6184	39.0	21.8	122	2671	30.3	9.4	95
\$25,000 OR MORE	36417	1102	45.6	3.0	111	7944	52.2	21.8	127	7866	49.6	21.6	120	3653	41.5	10.0	101
\$20,000 - \$24,999	9943	312	12.9	3.1	115	1988	13.1	20.0	116	1831	11.5	18.4	103	962	10.9	9.7	97
\$15,000 - \$19,999	9211	235	9.7	2.6	93	1302	8.5	14.1	82	1678	10.6	18.2	102	862	9.8	9.4	94
\$10,000 - \$14,999	13477	384	15.9	2.8	104	1744	11.5	12.9	75	2108	13.3	15.6	87	1381	15.7	10.2	103
UNDER \$10,000	19418	382	15.8	2.0	72	2252	14.8	11.6	67	2389	15.1	12.3	69	1951	22.1	10.0	101
HOUSEHOLD OF 1 PERSON	11987	380	15.7	3.2	116	1606	10.5	13.4	78	1627	10.3	13.6	76	1561	17.7	13.0	131
2 PEOPLE	27046	644	26.7	2.4	87	4167	27.4	15.4	89	4477	28.2	16.6	92	2743	31.1	10.1	102
3 OR 4 PEOPLE	34251	956	39.6	2.8	102	6877	45.2	20.1	117	6916	43.6	20.2	113	3341	37.9	9.8	98
5 OR MORE PEOPLE	15180	435	18.0	2.9	105	2579	16.9	17.0	99	2852	18.0	18.8	105	1165	13.2	7.7	77
NO CHILD IN HSHLD	49819	1262	52.3	2.5	93	7548	49.6	15.2	88	7458	47.0	15.0	83	5269	59.8	10.6	106
CHILD(REN) UNDER 2 YRS	6045	158	6.5	2.6	96	880	5.8	14.6	85	975	6.1	16.1	90	479	5.4	7.9	80
2 - 5 YEARS	15233	480	19.9	3.2	115	2575	16.9	16.9	98	2909	18.3	19.1	106	1156	13.1	7.6	76
6 - 11 YEARS	16260	457	18.9	2.8	103	3268	21.5	20.1	117	3800	23.9	23.4	130	1346	15.3	8.3	83
12 - 17 YEARS	19173	483	20.0	2.5	92	4137	27.2	21.6	125	4374	27.6	22.8	127	1836	20.8	9.6	96
RESIDENCE OWNED	61371	1758	72.8	2.9	105	11470	75.3	18.7	109	11522	72.6	18.8	105	5993	68.0	9.8	98
VALUE: \$50,000 OR MORE	35355	1162	48.1	3.3	120	7106	46.7	20.1	117	6898	43.5	19.5	109	3592	40.8	10.2	102
VALUE: UNDER \$50,000	26016	595	24.6	2.3	84	4364	28.7	16.8	97	4624	29.1	17.8	99	2400	27.2	9.2	93

			TOTAL U.S. '000	RECTAL ITCH				SINUS CONGESTION				SINUS HEADACHE				SLEEPLESSNESS			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES			88464	2415	100.0	2.7	100	15229	100.0	17.2	100	15872	100.0	17.9	100	8810	100.0	10.0	100
MAGAZINES	QUINTILE 1	17988	*514	21.3	2.9	105	3435	22.6	19.1	111	3848	24.2	21.4	119	2019	22.9	11.2	113	
	QUINTILE 2	19446	*629	26.0	3.2	118	4202	27.6	21.6	126	4050	25.5	20.8	116	2027	23.0	10.4	105	
	QUINTILE 3	14626	*429	17.8	2.9	107	2697	17.7	18.4	107	2634	16.6	18.0	100	1554	17.6	10.6	107	
	QUINTILE 4	16014	*443	18.3	2.8	101	2522	16.6	15.7	91	2632	16.6	16.4	92	1588	18.0	9.9	100	
	QUINTILE 5	20389	*400	16.6	2.0	72	2374	15.6	11.6	68	2708	17.1	13.3	74	1621	18.4	8.0	80	
NEWSPAPERS	QUINTILE 1	13830	*502	20.8	3.6	133	2367	15.5	17.1	99	2373	15.0	17.2	96	1435	16.3	10.4	104	
	QUINTILE 2	26350	*627	26.0	2.4	87	4880	32.0	18.5	108	5081	32.0	19.3	107	2649	30.1	10.1	101	
	QUINTILE 3	12415	*344	14.2	2.8	101	2167	14.2	17.5	101	2249	14.2	18.1	101	1410	16.0	11.4	111	
	QUINTILE 4	21911	*516	21.4	2.4	86	3886	25.5	17.7	103	3923	24.7	17.9	100	1996	22.7	9.1	91	
	QUINTILE 5	13960	*427	17.7	3.1	112	1930	12.7	13.8	80	2244	14.1	16.1	90	1320	15.0	9.5	95	
OUTDOOR	QUINTILE 1	16810	*396	16.4	2.4	86	2964	19.5	17.6	102	3299	20.8	19.6	109	1691	19.2	10.1	101	
	QUINTILE 2	17101	*495	20.5	2.9	106	3173	20.8	18.6	108	3198	20.1	18.7	104	1476	16.8	8.6	87	
	QUINTILE 3	17579	*455	18.8	2.6	95	2991	19.6	17.0	99	2885	18.2	16.4	91	1878	21.3	10.7	107	
	QUINTILE 4	18343	*536	22.2	2.9	107	3185	20.9	17.4	101	3454	21.8	18.8	105	1988	22.6	10.8	109	
	QUINTILE 5	18631	*533	22.1	2.9	105	2917	19.2	15.7	91	3036	19.1	16.3	91	1776	20.2	9.5	96	
RADIO-DRIVE TIME	QUINTILE 1	17390	*534	22.1	3.1	112	3113	20.4	17.9	104	3137	19.8	18.0	101	1508	17.1	8.7	87	
	QUINTILE 2	16591	*413	17.1	2.5	91	3058	20.1	18.4	107	3224	20.3	19.4	108	1734	19.7	10.5	105	
	QUINTILE 3	16910	*409	16.9	2.4	89	2905	19.1	17.2	100	3182	20.0	18.8	105	2078	23.6	12.3	123	
	QUINTILE 4	18002	*466	19.3	2.6	95	3138	20.6	17.4	101	3142	19.8	17.5	97	1596	18.1	8.9	89	
	QUINTILE 5	19572	*593	24.6	3.0	111	3015	19.8	15.4	89	3187	20.1	16.3	91	1894	21.5	9.7	97	
RADIO-MID- DAY	TERCILE 1	23248	*619	25.6	2.7	98	4214	27.7	18.1	105	4405	27.8	18.9	106	2164	24.6	9.3	93	
	TERCILE 2	23667	*759	31.4	3.2	117	3870	25.4	16.4	95	4068	25.6	17.2	96	2473	28.1	10.4	105	
	TERCILE 3	41549	*1037	42.9	2.5	91	7145	46.9	17.2	100	7399	46.6	17.8	99	4173	47.4	10.0	101	
	QUINTILE 1	17786	*465	19.3	2.6	96	3371	22.1	19.0	110	3212	20.2	18.1	101	1630	18.5	9.2	92	
	QUINTILE 2	17316	*587	24.3	3.4	124	2919	19.2	16.9	98	3306	20.8	19.1	106	1730	19.6	10.0	100	
RADIO-TOTAL	QUINTILE 3	18428	*379	15.7	2.1	75	3286	21.6	17.8	104	3694	23.3	20.0	112	1985	22.5	10.8	108	
	QUINTILE 4	17669	*507	21.0	2.9	105	3040	20.0	17.2	100	2893	18.2	16.4	91	1830	20.8	10.4	104	
	QUINTILE 5	17265	*478	19.8	2.8	101	2615	17.2	15.1	88	2768	17.4	16.0	89	1634	18.5	9.5	95	
	QUINTILE 1	17416	*453	18.8	2.6	95	3141	20.6	18.0	105	3255	20.5	18.7	104	1861	21.1	10.7	107	
	QUINTILE 2	17413	*408	16.9	2.3	86	2673	17.6	15.4	89	3197	20.1	18.4	102	1390	15.8	8.0	80	
TV-PRIME TIME	QUINTILE 3	17943	*547	22.7	3.0	112	3303	21.7	18.4	107	3553	22.4	19.8	110	2109	23.9	11.8	118	
	QUINTILE 4	18442	*591	24.5	3.2	117	3307	21.7	17.9	104	3255	20.5	17.6	98	1975	22.4	10.7	108	
	QUINTILE 5	17250	*417	17.3	2.4	89	2805	18.4	16.3	94	2612	16.5	15.1	84	1474	16.7	8.5	86	
	TERCILE 1	29966	*794	32.9	2.6	97	4899	32.2	16.3	95	5069	31.9	16.9	94	2964	33.6	9.9	99	
	TERCILE 2	29480	*768	31.8	2.6	95	5185	34.0	17.6	102	5634	35.5	19.1	107	2709	30.7	9.2	92	
TV-TOTAL	TERCILE 3	29018	*853	35.3	2.9	108	5145	33.8	17.7	103	5169	32.6	17.8	99	3137	35.6	10.8	109	
	QUINTILE 1	17740	*470	19.5	2.6	97	2979	19.6	16.8	98	2763	17.4	15.6	87	1778	20.2	10.0	101	
	QUINTILE 2	17674	*384	15.9	2.2	80	2877	18.9	16.3	95	3605	22.7	20.4	114	1790	20.3	10.1	102	
	QUINTILE 3	17730	*534	22.1	3.0	110	3050	20.0	17.2	100	3173	20.0	17.9	100	1801	20.4	10.2	102	
	QUINTILE 4	17563	*553	22.9	3.1	115	3232	21.2	18.4	107	3322	20.9	18.9	105	1728	19.6	9.8	99	
QUINTILE 5	17757	*474	19.6	2.7	98	3092	20.3	17.4	101	3010	19.0	17.0	94	1713	19.4	9.6	97		
MAGAZINES-NEWSPAPERS: DUAL			23278	754	31.2	3.2	119	4688	30.8	20.1	117	4798	30.2	20.6	115	2641	30.0	11.3	114
MAGAZINE IMPERATIVE			21634	*660	27.3	3.1	112	4373	28.7	20.2	117	4481	28.2	20.7	115	2209	25.1	10.2	103
NEWSPAPER IMPERATIVE			23455	*575	23.8	2.5	90	3640	23.9	15.5	90	3739	23.6	15.9	89	2050	23.3	8.7	88
MAGAZINES-OUTDOOR: DUAL			17482	*580	24.0	3.3	122	3613	23.7	20.7	120	3672	23.1	21.0	117	1747	19.8	10.0	100
MAGAZINE IMPERATIVE			28830	*810	33.5	2.8	103	5664	37.2	19.6	114	5779	36.4	20.0	112	3276	37.2	11.4	114
OUTDOOR IMPERATIVE			26119	*619	25.6	2.4	87	3831	25.2	14.7	85	4184	26.4	16.0	89	2361	26.8	9.0	91
MAGAZINES-RADIO: DUAL			20162	*577	23.9	2.9	105	4058	26.6	20.1	117	4079	25.7	20.2	113	1979	22.5	9.8	99
MAGAZINE IMPERATIVE			26292	*783	32.4	3.0	109	5197	34.1	19.8	115	5434	34.2	20.7	115	2914	33.1	11.1	111
RADIO IMPERATIVE			25308	*710	29.4	2.8	103	3987	26.2	15.8	92	4280	27.0	16.9	94	2308	26.2	9.1	92
MAGAZINES-TELEVISION: DUAL			17312	*472	19.5	2.7	100	3526	23.2	20.4	118	3851	24.3	22.2	124	1905	21.6	11.0	110
MAGAZINE IMPERATIVE			29099	*994	41.2	3.4	125	5795	38.1	19.9	116	5742	36.2	19.7	110	3062	34.8	10.5	106
TELEVISION IMPERATIVE			27505	*617	25.5	2.2	82	3752	24.6	13.6	79	4164	26.2	15.1	84	2488	28.2	9.0	91
NEWSPAPERS-OUTDOOR: DUAL			18628	*482	20.0	2.6	95	3356	22.0	18.0	105	3506	22.1	18.8	105	1988	22.6	10.7	107
NEWSPAPER IMPERATIVE			29178	*845	35.0	2.9	106	5071	33.3	17.4	101	5329	33.6	18.3	102	3044	34.6	10.4	105
OUTDOOR IMPERATIVE			25260	*669	27.7	2.6	97	4529	29.7	17.9	104	4533	28.6	17.9	100	2308	26.2	9.1	92
NEWSPAPERS-RADIO: DUAL			19246	*617	25.5	3.2	117	3413	22.4	17.7	103	3651	23.0	19.0	106	1831	20.8	9.5	96
NEWSPAPER IMPERATIVE			28155	*660	27.3	2.3	86	5158	33.9	18.3	106	5129	32.3	18.2	102	3091	35.1	11.0	110
RADIO IMPERATIVE			25308	*669	27.7	2.6	97	4554	29.9	18.0	105	4792	30.2	18.9	106	2532	28.7	10.0	100
NEWSPAPERS-TELEVISION: DUAL			18615	*416	17.2	2.2	82	3105	20.4	16.7	97	3399	21.4	18.3	102	1923	21.8	10.3	104
NEWSPAPER IMPERATIVE			29207	*943	39.0	3.2	118	5496	36.1	18.8	109	5357	33.8	18.3	102	3035	34.4	10.4	104
TELEVISION IMPERATIVE			25472	*685	28.4	2.7	99	4137	27.2	16.2	94	4556	28.7	17.9	100	2493	28.3	9.8	98
OUTDOOR-RADIO: DUAL			17292	*525	21.7	3.0	111	3133	20.6	18.1	105	3160	19.9	18.3	102	1529	17.4	8.8	89
OUTDOOR IMPERATIVE			26915	*645	26.7	2.4	88	4530	29.7	16.8	98	4847	30.5	18.0	100				

	TOTAL U.S. '000	RECTAL ITCH				SINUS CONGESTION				SINUS HEADACHE				SLEEPLESSNESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	2415	100.0	2.7	100	15229	100.0	17.2	100	15872	100.0	17.9	100	8810	100.0	10.0	100
ATLANTIC MONTHLY	415	**30	1.2	7.2	265	**68	0.4	16.4	95	**90	0.6	21.7	121	**59	0.7	14.2	143
BARRON'S	522	**14	0.6	2.7	98	**92	0.6	17.6	102	**115	0.7	22.0	123	**96	1.1	18.4	185
BETTER HOMES & GARDENS	17429	609	25.2	3.5	128	3532	23.2	20.3	118	3443	21.7	19.8	110	1717	19.5	9.9	99
BON APPETIT	2772	**77	3.2	2.8	102	743	4.9	26.8	156	634	4.0	22.9	127	342	3.9	12.3	124
BUSINESS WEEK	1469	**69	2.9	4.7	172	**228	1.5	15.5	90	276	1.7	18.8	105	*125	1.4	8.5	85
CAR AND DRIVER	397	**3	0.1	0.8	28	**96	0.6	24.2	140	**116	0.7	29.2	163	**60	0.7	15.1	152
CBS MAGAZINE NETWORK (GROSS)	1633	**30	1.2	1.8	67	329	2.2	20.1	117	380	2.4	23.3	130	**96	1.1	5.9	59
CHANGING TIMES	1554	**107	4.4	6.9	252	354	2.3	22.8	132	316	2.0	20.3	113	*212	2.4	13.6	137
COLONIAL HOMES	1304	**40	1.7	3.1	112	308	2.0	23.6	137	291	1.8	22.3	124	*139	1.6	10.7	107
CONDE NAST MAG. PKG. (GROSS)	17858	752	31.1	4.2	154	3488	22.9	19.5	113	3437	21.7	19.2	107	2365	26.8	13.2	133
CONSUMERS DIGEST	1406	**49	2.0	3.5	128	283	1.9	20.1	117	290	1.8	20.6	115	*112	1.3	8.0	80
COSMOPOLITAN	8815	294	12.2	3.3	122	1799	11.8	20.4	119	1961	12.4	22.2	124	1106	12.6	12.5	126
COUNTRY LIVING	2636	**67	2.8	2.5	93	725	4.8	27.5	169	706	4.4	26.8	149	387	4.4	14.7	147
CUISINE	1554	**44	1.8	2.8	104	400	2.6	25.7	150	344	2.2	22.1	123	*140	1.6	9.0	90
CYCLE WORLD	469	**9	0.4	1.9	70	**125	0.8	26.7	155	**65	0.4	13.9	77	**45	0.5	9.6	96
DCI:CREATIVE IDEAS FOR LIV	2631	**67	2.8	2.5	93	660	4.3	25.1	146	754	4.8	28.7	160	*289	3.3	11.0	110
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	*167	6.9	2.4	87	1632	10.7	23.1	134	1730	10.9	24.5	136	740	8.4	10.5	105
DISCOVER	998	**22	0.9	2.2	81	*178	1.2	17.8	104	*215	1.4	21.5	120	**85	1.0	8.5	86
EDMUND	4289	*114	4.7	2.7	97	420	2.8	9.8	57	693	4.4	16.2	90	406	4.6	9.5	95
ESQUIRE	1176	**41	1.7	3.5	128	*206	1.4	17.5	102	*173	1.1	14.7	82	**111	1.3	9.4	95
ESSENCE	2392	**73	3.0	3.1	112	289	1.9	12.1	70	308	1.9	12.9	72	237	2.7	9.9	99
FAMILY CIRCLE	17209	406	16.8	2.4	86	3664	24.1	21.3	124	3830	24.1	22.3	124	1663	18.9	9.7	97
THE FAMILY HANDYMAN	1184	**39	1.6	3.3	121	*275	1.8	23.2	135	286	1.8	24.2	135	**79	0.9	6.7	67
FAMILY WEEKLY	12391	350	14.5	2.8	103	2218	14.6	17.9	104	2247	14.2	18.1	101	1248	14.2	10.1	101
FIELD & STREAM	2438	**79	3.3	3.2	119	550	3.6	22.6	131	545	3.4	22.4	125	*207	2.3	8.5	85
FOOD & WINE	614	**14	0.6	2.3	84	**113	0.7	18.4	107	**85	0.5	13.8	77	**37	0.4	6.0	61
FORBES	813	**33	1.4	4.1	149	*136	0.9	16.7	97	*144	0.9	17.7	99	**98	1.1	12.1	121
FORTUNE	1083	**45	1.9	4.2	152	*233	1.5	21.5	125	*211	1.3	19.5	109	**73	0.8	6.7	68
GENTLEMAN'S QUARTERLY	1197	**48	2.0	4.0	147	*300	2.0	25.1	146	*233	1.5	19.5	108	**187	2.1	15.6	157
GLAMOUR	6625	*235	9.7	3.5	130	1397	9.2	21.1	122	1432	9.0	21.6	120	1006	11.4	15.2	152
GOLF DIGEST	707	**42	1.7	5.9	218	*140	0.9	19.8	115	*174	1.1	24.6	137	**75	0.9	10.6	107
GOLF DIGEST/TENNIS (GROSS)	1316	**45	1.9	3.4	125	*216	1.4	16.4	95	252	1.6	19.1	107	**90	1.0	6.8	69
GOLF MAGAZINE	469	**16	0.7	3.4	125	**102	0.7	21.7	126	**104	0.7	22.2	124	**56	0.6	11.9	120
GOLF MAGAZINE/SKI (GROSS)	1060	**17	0.7	1.6	59	*163	1.1	15.4	89	*166	1.0	15.7	87	**100	1.1	9.4	95
GOOD HOUSEKEEPING	17784	575	23.8	3.2	118	3568	23.4	20.1	117	3715	23.4	20.9	116	1702	19.3	9.6	96
HARPER'S BAZAAR	2931	**120	5.0	4.1	150	578	3.8	19.7	115	568	3.6	19.4	108	370	4.2	12.6	127
HEALTH	2199	**69	2.9	3.1	115	400	2.6	18.2	106	402	2.5	18.3	102	274	3.1	12.5	125
HEARST MAG CORP. BUY (GROSS)	49148	1572	65.1	3.2	117	10330	67.8	21.0	122	10832	68.2	22.0	123	5577	63.3	11.3	114
HEARST MAN POWER (GROSS)	2113	**88	3.6	4.2	153	511	3.4	24.2	140	521	3.3	24.7	137	*250	2.8	11.8	119
HEARST WOMAN POWER (GROSS)	35062	1059	43.9	3.0	111	7129	46.8	20.3	118	7710	48.6	22.0	123	3866	43.9	11.0	111
HOUSE BEAUTIFUL	3865	**130	5.4	3.4	123	817	5.4	21.1	123	782	4.9	20.2	113	405	4.6	10.5	105
INC.	315	**8	0.3	2.5	93	**50	0.3	15.9	92	*337	0.2	11.7	65	**42	0.5	13.3	134
JET	3690	*86	3.6	2.3	85	414	2.7	11.2	65	487	3.1	13.2	74	289	3.3	7.8	79
LADIES' HOME JOURNAL	12930	400	16.6	3.1	113	2618	17.2	20.2	118	2820	17.8	21.8	122	1522	17.3	11.8	118
LHJ FAMILY GRP COMBO(GROSS)	18161	549	22.7	3.0	111	3834	25.2	21.1	123	4030	25.4	22.2	124	2146	24.4	11.8	119
LIFE	5065	*203	8.4	4.0	147	824	5.4	16.3	95	819	5.2	16.2	90	545	6.2	10.8	108
L.A. TIMES HOME MAGAZINE	1310	**28	1.2	2.1	78	*148	1.0	11.3	66	*148	0.9	11.3	63	*168	1.9	12.8	129
MADMOISELLE	3759	**182	7.5	4.8	177	803	5.3	21.4	124	785	4.9	20.9	116	547	6.2	14.6	146
MC CALL'S	14658	524	21.7	3.6	131	2886	19.0	19.7	114	3262	20.6	22.3	124	1479	16.8	10.1	101
MC CALL'S/WRK MOTHER (GROSS)	15857	589	24.4	3.7	136	3099	20.3	19.5	114	3520	22.2	22.2	124	1570	17.8	9.9	99
MECHANIX ILLUSTRATED	809	**23	1.0	2.8	104	*183	1.2	22.6	131	*164	1.0	20.3	113	**60	0.7	7.4	74
METROPOLITAN HOME	1009	**18	0.7	1.8	65	*127	0.8	12.6	73	*115	0.7	11.4	64	*93	1.1	9.2	93
MONEY	1707	**107	4.4	6.3	230	371	2.4	21.7	126	323	2.0	18.9	105	*162	1.8	9.5	95
MOTHER EARTH NEWS	1123	**16	0.7	1.4	52	*267	1.8	23.8	138	*333	2.1	29.7	165	*136	1.5	12.1	122
MS.	932	**26	1.1	2.8	102	*156	1.0	16.7	97	*155	1.0	16.6	93	*123	1.4	13.2	133
NATIONAL ENQUIRER	11971	359	14.9	3.0	110	2086	13.7	17.4	101	2183	13.8	18.2	102	1128	12.8	9.4	95
NATIONAL GEOGRAPHIC	10503	346	14.3	3.3	121	2385	15.7	22.7	132	2105	13.3	20.0	112	1218	13.8	11.6	116
NATIONAL SUNDAY MAGAZINE PKG	54325	1521	63.0	2.8	103	9884	64.9	18.2	106	10064	63.4	18.5	103	5598	63.5	10.3	103
NATURAL HISTORY	626	**61	2.5	9.7	357	**116	0.8	18.5	108	**71	0.4	11.3	63	**73	0.8	11.7	117
NEW WOMAN	1992	**81	3.4	4.1	149	361	2.4	18.1	105	356	2.2	17.9	100	*171	1.9	8.6	86
NEW YORK INCLUDING CUE	547	**26	1.1	4.8	174	**72	0.5	13.2	76	**78	0.5	14.3	79	**40	0.5	7.3	73
THE NEW YORKER	1380	**34	1.4	2.5	90	284	1.9	20.6	120	273	1.7	19.8	110	*148	1.7	10.7	108
NEWSWEEK	6925	*236	9.8	3.4	125	1463	9.6	21.1	123	1566	9.9	22.6	126	745	8.5	10.8	108
THE N.Y. TIMES DAILY EDITION	1363	**19	0.8	1.4	51	*206	1.4	15.1	88	*186	1.2	13.6	76	**116	1.3	8.5	85
THE N.Y. TIMES MAGAZINE	2333	**75	3.1	3.2	118	553	3.6	23.7	138	448	2.8	19.2	107	*230	2.6	9.9	99
ON CABLE	872	**27	1.1	3.1	113	*138	0.9	15.8	92	*162	1.0	18.6	104	**57	0.6	6.5	66
1001 HOME IDEAS	1298	**85	3.5	6.5	240	*248	1.6	19.1	111	298	1.9	23.0	128	*154	1.7	11.9	119
ORGANIC GARDENING	3032	**80	3.3	2.6	97	816	5.4	26.9	156	808	5.1	26.6	149	351	4.0	11.6	116
OUTDOOR LIFE	1680	**62	2.6	3.7	135	265	1.7	15.8	92	358	2.3	21.3	119	*158	1.8	9.4	94
PARADE MAGAZINE	960	**39	1.6	4.1	149	*156	1.0	16.3	94	*215	1.4	22.4	125	**51	0.6	5.3	53
	26755	757	31.3	2.8	104	4859	31.9	18.2	105	4889	30.8	18.3	102	2692	30.6	10.1	101

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

	TOTAL U.S. '000	RECTAL ITCH				SINUS CONGESTION				SINUS HEADACHE				SLEEPLESSNESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	2415	100.0	2.7	100	15229	100.0	17.2	100	15872	100.0	17.9	100	8810	100.0	10.0	100
PARENTS	4173	**116	4.8	2.8	102	814	5.3	19.5	113	786	5.0	18.8	105	380	4.3	9.1	91
PENTHOUSE	973	**49	2.0	5.0	184	*196	1.3	20.1	117	*151	1.0	15.5	86	**110	1.2	11.3	114
PEOPLE	13479	455	18.8	3.4	124	2568	16.9	19.1	111	2669	16.8	19.8	110	1639	18.6	12.2	122
PLAYBOY	2183	**88	3.6	4.0	148	358	2.4	16.4	95	332	2.1	15.2	85	247	2.8	11.3	114
POPULAR HOT RODDING	388	**14	0.4	3.6	132	**61	0.4	15.7	91	**59	0.4	15.2	85	**31	0.4	8.0	80
POPULAR MECHANICS	1037	**50	2.1	4.8	177	*281	1.8	27.1	157	*242	1.5	23.3	130	**114	1.3	11.0	110
POPULAR SCIENCE	920	**30	1.2	3.3	119	*218	1.4	23.7	138	*208	1.3	22.6	126	**85	1.0	9.2	93
PREVENTION	4071	*160	6.6	3.9	144	733	4.8	18.0	105	767	4.8	18.8	105	502	5.7	12.3	124
PSYCHOLOGY TODAY	1940	**87	3.6	4.5	164	413	2.7	21.3	124	491	3.1	25.3	141	*216	2.5	11.1	112
READER'S DIGEST	24031	841	34.8	3.5	128	4821	31.7	20.1	117	4712	29.7	19.6	109	2625	29.8	10.9	110
REDBOOK	8464	*190	7.9	2.2	82	1763	11.6	20.8	121	2034	12.8	24.0	134	1057	12.0	12.5	125
ROAD & TRACK	429	**2	0.1	0.5	17	**86	0.6	20.0	116	**131	0.8	30.5	170	**31	0.4	7.2	73
ROLLING STONE	1355	**64	2.7	4.7	173	373	2.4	27.5	160	306	1.9	22.6	126	*237	2.7	17.5	176
RUNNER'S WORLD	329	**4	0.2	1.2	45	**56	0.4	17.0	99	**56	0.4	17.0	95	**18	0.2	5.5	55
SATURDAY EVENING POST	1268	**42	1.7	3.3	121	*290	1.9	22.9	133	249	1.6	19.6	109	*116	1.3	9.1	92
SCIENCE 84	702	**71	2.9	10.1	370	*123	0.8	17.5	102	*149	0.9	21.2	118	**106	1.2	15.1	152
SCIENCE DIGEST	553	**27	1.1	4.9	179	*116	0.8	21.0	122	*134	0.8	24.2	135	**104	1.2	18.8	189
SCIENTIFIC AMERICAN	615	**15	0.6	2.4	89	*118	0.8	19.2	111	*119	0.7	19.3	108	**65	0.7	10.6	106
SELF	2683	**116	4.8	4.3	158	489	3.2	18.2	106	468	2.9	17.4	97	*276	3.1	10.3	103
SEVENTEEN	3309	**72	3.0	2.2	80	559	3.7	16.9	98	624	3.9	18.9	105	458	5.2	13.8	139
SKI	591	**1	0.0	0.2	6	**61	0.4	10.3	60	**62	0.4	10.5	58	**44	0.5	7.4	75
SMITHSONIAN	3039	**116	4.8	3.8	140	595	3.9	19.6	114	560	3.5	18.4	103	319	3.6	10.5	105
SOAP OPERA DIGEST	3683	**86	3.6	2.3	86	535	3.5	14.5	84	712	4.5	19.3	108	374	4.2	10.2	102
SOUTHERN LIVING	4434	**100	4.1	2.3	83	972	6.4	21.9	127	976	6.1	22.0	123	451	5.1	10.2	102
SOUTH	701	**27	1.1	3.9	141	**115	0.8	16.4	95	**88	0.6	12.6	70	**53	0.6	7.6	76
THE SPORTING NEWS	518	**15	0.6	2.9	106	**99	0.7	19.1	111	**64	0.4	12.4	69	**86	1.0	16.6	167
SPORTS AFIELD	523	**11	0.5	2.1	77	**113	0.7	21.6	126	**145	0.9	27.7	155	**33	0.4	6.3	63
SPORTS ILLUSTRATED	3325	**83	3.4	2.5	91	836	5.5	25.1	146	789	5.0	23.7	132	386	4.4	11.6	117
STAR	8567	*229	9.5	2.7	98	1536	10.1	17.9	104	1619	10.2	18.9	105	819	9.3	9.6	96
SUNDAY	27630	823	34.1	3.0	109	4938	32.4	17.9	104	4878	30.7	17.7	98	2905	33.0	10.5	106
SUNSET	2219	**60	2.5	2.7	99	420	2.8	18.9	110	371	2.3	16.7	93	*229	2.6	10.3	104
TV GUIDE	24258	800	33.1	3.3	121	4350	28.6	17.9	104	4534	28.6	18.7	104	2533	28.8	10.4	105
TENNIS	609	**3	0.1	0.5	18	**76	0.5	12.5	72	**78	0.5	12.8	71	**15	0.2	2.5	25
TIME	9929	277	11.5	2.8	102	1817	11.9	18.3	106	1875	11.8	18.9	105	1123	12.7	11.3	114
TOWN & COUNTRY	1062	**67	2.8	6.3	231	*218	1.4	20.5	119	234	1.5	22.0	123	*133	1.5	12.5	126
TRAVEL & LEISURE	1051	**30	1.2	2.9	105	*162	1.1	15.4	90	245	1.5	23.3	130	*149	1.7	14.2	142
TRUE STORY	3946	**81	3.4	2.1	75	719	4.7	18.2	106	631	4.0	16.0	89	418	4.7	10.6	106
U.S. NEWS & WORLD REPORT	3782	**136	5.6	3.6	132	799	5.2	21.1	123	739	4.7	19.5	109	415	4.7	11.0	110
USA TODAY	1874	**34	1.4	1.8	66	265	1.7	14.1	82	327	2.1	17.4	97	238	2.7	12.7	128
US	2213	**101	4.2	4.6	167	447	2.9	20.2	117	426	2.7	19.2	107	*215	2.4	9.7	98
VOGUE	4792	*220	9.1	4.6	168	799	5.2	16.7	97	752	4.7	15.7	87	536	6.1	11.2	112
WALL STREET JOURNAL	2045	**72	3.0	3.5	129	322	2.1	15.7	91	362	2.3	17.7	99	*189	2.1	9.2	93
WEIGHT WATCHERS	2364	**71	2.9	3.0	110	486	3.2	20.6	119	586	3.7	24.8	138	377	4.3	15.9	160
WOMAN'S DAY	15182	333	13.8	2.2	80	3160	20.7	20.8	121	3333	21.0	22.0	122	1471	16.7	9.7	97
WORKING MOTHER	1198	**65	2.7	5.4	199	*213	1.4	17.8	103	258	1.6	21.5	120	**91	1.0	7.6	76
WORKING WOMAN	1523	**76	3.1	5.0	183	277	1.8	18.2	106	316	2.0	20.7	116	*224	2.5	14.7	148
WORLD TENNIS	*183	**0	0.0	0.0	0	*335	0.2	19.1	111	*227	0.2	14.8	82	**2	0.0	1.1	11
ZIFF-DAVIS MAG NETWK (GROSS)	2776	**64	2.7	2.3	84	478	3.1	17.2	100	541	3.4	19.5	109	292	3.3	10.5	106
BLAIR INSERTS	47909	1335	55.3	2.8	102	8818	57.9	18.4	107	9005	56.7	18.8	105	4927	55.9	10.3	103
DAILY NEWSPAPERS																	
READ ANY	56731	1522	63.0	2.7	98	9987	65.6	17.6	102	10150	63.9	17.9	100	5763	65.4	10.2	102
READ ONE	47696	1207	50.0	2.5	93	8538	56.1	17.9	104	8658	54.5	18.2	101	4899	55.6	10.3	103
READ TWO OR MORE	9034	315	13.0	3.5	128	1448	9.5	16.0	93	1492	9.4	16.5	92	863	9.8	9.6	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	1594	66.0	2.8	101	10608	69.7	18.4	107	10826	68.2	18.8	105	5991	68.0	10.4	104
READ ONE	50513	1346	55.7	2.7	98	9316	61.2	18.4	107	9553	60.2	18.9	105	5198	59.0	10.3	103
READ TWO OR MORE	7219	*248	10.3	3.4	126	1292	8.5	17.9	104	1274	8.0	17.6	98	793	9.0	11.0	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	24.84				28.57				28.91				26.38			
30 DAY REACH	78184	2143	88.7	2.7	100	13584	89.2	17.4	101	14287	90.0	18.3	102	7900	89.7	10.1	101
50 SHWG - 30 DAY AV FREQ	14.80	13.26				14.89				15.23				13.98			
30 DAY REACH	74239	2012	83.3	2.7	99	13053	85.7	17.6	102	13583	85.6	18.3	102	7457	84.6	10.0	101
25 SHWG - 30 DAY AV FREQ	8.05	7.33				8.07				8.24				7.56			
30 DAY REACH	68254	1823	75.5	2.7	98	12049	79.1	17.7	103	12545	79.0	18.4	102	6925	78.6	10.1	102
CABLE TV: HOME WIRED	35215	1061	43.9	3.0	110	6767	44.4	19.2	112	6900	43.5	19.6	109	3696	42.0	10.5	105
HOME NOT WIRED	53250	1354	56.1	2.5	93	8462	55.6	15.9	92	8972	56.5	16.8	94	5114	58.0	9.6	96
HAVE PAY CABLE	17885	*523	21.7	2.9	107	3888	25.5	21.7	126	4105	25.9	23.0	128	1922	21.8	10.7	108

	TOTAL U.S. '000	RECTAL ITCH				SINUS CONGESTION				SINUS HEADACHE				SLEEPLESSNESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	2415	100.0	2.7	100	15229	100.0	17.2	100	15872	100.0	17.9	100	8810	100.0	10.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	1253	51.9	2.6	96	8823	57.9	18.4	107	9079	57.2	18.9	105	4952	56.2	10.3	104
10:00 AM - 3:00 PM	33674	910	37.7	2.7	99	5920	38.9	17.6	102	5999	37.8	17.8	99	3295	37.4	9.8	98
3:00 PM - 7:00 PM	34431	990	41.0	2.9	105	6401	42.0	18.6	108	6830	43.0	19.8	111	3555	40.4	10.3	104
7:00 PM - MIDNIGHT	17761	471	19.5	2.7	97	3312	21.7	18.6	108	3379	21.3	19.0	106	1976	22.4	11.1	112
MIDNIGHT - 6:00 AM	10087	233	9.6	2.3	85	1954	12.8	19.4	113	1835	11.6	18.2	101	1007	11.4	10.0	100
6:00 AM - MIDNIGHT	64318	1735	71.8	2.7	99	11575	76.0	18.0	105	12008	75.7	18.7	104	6583	74.7	10.2	103
ENTIRE DAY	65181	1758	72.8	2.7	99	11714	76.9	18.0	104	12149	76.5	18.6	104	6655	75.5	10.2	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	554	22.9	3.2	117	3381	22.2	19.4	113	3465	21.8	19.9	111	1749	19.9	10.0	101
ALL NEWS	2520	**61	2.5	2.4	89	413	2.7	16.4	95	322	2.0	12.8	71	225	2.6	8.9	90
AOR/PROGRESSIVE	4419	**95	3.9	2.1	79	986	6.5	22.3	130	911	5.7	20.6	115	583	6.6	13.2	132
BEAUTIFUL MUSIC	6119	*146	6.0	2.4	87	1159	7.6	18.9	110	1124	7.1	18.4	102	626	7.1	10.2	103
BLACK	2623	**92	3.8	3.5	128	398	2.6	15.2	88	446	2.8	17.0	95	*257	2.9	9.8	98
CLASSICAL	1553	**60	2.5	3.9	142	*297	2.0	19.1	111	*273	1.7	17.6	98	*145	1.6	9.3	94
CHR/ROCK	11282	*273	11.3	2.4	89	2353	15.5	20.9	121	2532	16.0	22.4	125	1271	14.4	11.3	113
COUNTRY	13343	345	14.3	2.6	95	2649	17.4	19.9	115	2932	18.5	22.0	122	1352	15.3	10.1	102
GOLDEN OLDIES	1299	**15	0.6	1.2	42	*278	1.8	21.4	124	*176	1.1	13.5	76	*190	2.2	14.6	147
MOR/NOSTALGIA	5241	*191	7.9	3.6	133	845	5.5	16.1	94	808	5.1	15.4	86	579	6.6	11.0	111
NEWS/TALK	4165	**97	4.0	2.3	85	596	3.9	14.3	83	629	4.0	15.1	84	392	4.4	9.4	95
RELIGIOUS	3324	**65	2.7	2.0	72	445	2.9	13.4	78	484	3.0	14.6	81	*164	1.9	4.9	50
SOFT ROCK	609	**10	0.4	1.6	60	*83	0.5	13.6	79	*101	0.6	16.6	92	*41	0.5	6.7	68
URBAN CONTEMPORARY	1853	**98	4.1	5.3	194	*166	1.1	9.0	52	224	1.4	12.1	67	*130	1.5	7.0	70
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	**99	4.1	2.7	97	682	4.5	18.3	106	712	4.5	19.1	107	368	4.2	9.9	99
ABC DIRECTION	2488	**122	5.1	4.9	180	415	2.7	16.7	97	477	3.0	19.2	107	202	2.3	8.1	82
ABC ENTERTAINMENT	5129	**81	3.4	1.6	58	845	5.5	16.5	96	892	5.6	17.4	97	539	6.1	10.5	106
ABC FM	2498	**73	3.0	2.9	107	476	3.1	19.1	111	474	3.0	19.0	106	*194	2.2	7.8	78
ABC INFORMATION	5721	*164	6.8	2.9	105	1057	6.9	18.5	107	1199	7.6	21.0	117	596	6.8	10.4	105
ABC ROCK	2021	**64	2.7	3.2	116	514	3.4	25.4	148	396	2.5	19.6	109	*236	2.7	11.7	117
CBS	4756	**115	4.8	2.4	89	868	5.7	18.3	106	823	5.2	17.3	96	455	5.2	9.6	96
MUTUAL	5272	*192	8.0	3.6	133	995	6.5	18.9	110	1104	7.0	20.9	117	426	4.8	8.1	81
NBC	4964	*201	8.3	4.0	148	834	5.5	16.8	98	901	5.7	18.2	101	493	5.6	9.9	100
RADIORADIO	2218	**45	1.9	2.0	74	407	2.7	18.3	107	487	3.1	22.0	122	*259	2.9	11.7	117
RKO ONE	2565	**94	3.9	3.7	134	569	3.7	22.2	129	635	4.0	24.8	138	*226	2.6	8.8	88
RKO TWO	3640	**43	1.8	1.2	43	640	4.2	17.6	102	727	4.6	20.0	111	300	3.4	8.2	83
THE SOURCE	2467	**65	2.7	2.6	97	433	2.8	17.6	102	471	3.0	19.1	106	*314	3.6	12.7	128
NON-WIRED : BLAIR	9466	*239	9.9	2.5	92	1884	12.4	19.9	116	1857	11.7	19.6	109	923	10.5	9.8	98
INTERNET	13616	311	12.9	2.3	84	2393	15.7	17.6	102	2375	15.0	17.4	97	1429	16.2	10.5	105
KATZ RADIO GROUP	16998	373	15.4	2.2	80	3164	20.8	18.6	108	3143	19.8	18.5	103	1703	19.3	10.0	101
SUPERNET	11622	413	17.1	3.6	130	2188	14.4	18.8	109	2452	15.4	21.1	118	1302	14.8	11.2	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	242	10.0	2.6	94	1457	9.6	15.5	90	1618	10.2	17.2	96	827	9.4	8.8	88
WKDAY 9:00 AM - 1:00 PM	13304	372	15.4	2.8	102	2180	14.3	16.4	95	2305	14.5	17.3	97	1296	14.7	9.7	98
WKDAY 1:00 PM - 4:30 PM	17591	444	18.4	2.5	92	2919	19.2	16.6	96	3034	19.1	17.2	96	1706	19.4	9.7	97
WKDAY 4:30 PM - 7:30 PM	24418	576	23.9	2.4	86	3878	25.5	15.9	92	3987	25.1	16.3	91	2463	28.0	10.1	101
WKDAY 7:30 PM - 8:00 PM	34400	861	35.7	2.5	92	5671	37.2	16.5	96	5975	37.6	17.4	97	3462	39.3	10.1	101
WKDAY 11:00 PM - 11:30 PM	26120	786	32.5	3.0	110	4384	28.8	16.8	97	4613	29.1	17.7	98	2511	28.5	9.6	97
WKDAY 11:30 PM - 1:00 AM	8402	250	10.4	3.0	109	1430	9.4	17.0	99	1399	8.8	16.7	93	804	9.1	9.6	96
M-SAT 8-11 PM+SUN 7-11 PM	36828	1006	41.7	2.7	100	6460	42.4	17.5	102	6879	43.3	18.7	104	3781	42.9	10.3	103
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	210	8.7	2.9	107	1173	7.7	16.2	94	1280	8.1	17.7	99	722	8.2	10.0	100
ANOTHER WORLD	A 4924	*156	6.5	3.2	116	646	4.2	13.1	76	815	5.1	16.6	92	437	5.0	8.9	89
AS THE WORLD TURNS	C 5966	125	5.2	2.1	77	1015	6.7	17.0	99	877	5.5	14.7	82	599	6.8	10.0	101
CAPITOL	C 3672	*95	3.9	2.6	95	592	3.9	16.1	94	556	3.5	15.1	84	403	4.6	11.0	110
CBS MORN. NEWS 1	C 1590	**50	2.1	3.1	115	303	2.0	19.1	111	325	2.0	20.4	114	152	1.7	9.6	96
CBS MORN. NEWS 2	C 1298	**70	2.9	5.4	198	169	1.1	13.0	76	186	1.2	14.3	80	123	1.4	9.5	95
DAYS OF OUR LIVES	N 6389	189	7.8	3.0	108	1039	6.8	16.3	94	1253	7.9	19.6	109	585	6.6	9.2	92
FACTS OF LIFE - DAYTIME	N 2526	*89	3.7	3.5	129	395	2.6	15.6	91	477	3.0	18.9	105	268	3.0	10.6	107
FAMILY FEUD	A 3427	*79	3.3	2.3	84	519	3.4	15.1	88	592	3.7	17.3	96	343	3.9	10.0	101
GENERAL HOSPITAL	A 6870	*143	5.9	2.1	76	1248	8.2	18.2	106	1261	7.9	18.4	102	685	7.8	10.0	100
GOOD MORNING, AMERICA-730 A	A 3767	*84	3.5	2.2	82	531	3.5	14.1	82	646	4.1	17.1	96	275	3.1	7.3	73
GOOD MORNING, AMERICA-830 A	A 3076	*70	2.9	2.3	83	444	2.9	14.4	84	465	2.9	15.1	84	201	2.3	6.5	66
GUIDING LIGHT	C 5789	*143	5.9	2.5	90	965	6.3	16.7	97	887	5.6	15.3	85	617	7.0	10.7	107
ONE LIFE TO LIVE	A 4918	124	5.1	2.5	92	953	6.3	19.4	113	977	6.2	19.9	111	500	5.7	10.2	102
PRESS YOUR LUCK	C 2367	*74	3.1	3.1	115	417	2.7	17.6	102	403	2.5	17.0	95	199	2.3	8.4	84
PRICE IS RIGHT 1	C 4727	*103	4.3	2.2	80	762	5.0	16.1	94	658	4.1	13.9	78	405	4.6	8.6	86
PRICE IS RIGHT 2	C 5511	137	5.7	2.5	91	999	6.6	18.1	105	850	5.4	15.4	86	523	5.9	9.5	95
RYAN'S HOPE	A 3479	*79	3.3														

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	2415	100.0	2.7	100	15229	100.0	17.2	100	15872	100.0	17.9	100	8810	100.0	10.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	626	25.9	2.2	82	4407	28.9	15.8	92	4599	29.0	16.4	92	2825	32.1	10.1	101
NETWORK AFFILIATES - LATE	21966	632	26.2	2.9	105	3686	24.2	16.8	97	3983	25.1	18.1	101	2109	23.9	9.6	96
INDEPENDENTS - LATE	2247	*92	3.8	4.1	150	420	2.8	18.7	109	404	2.5	18.0	100	275	3.1	12.2	123
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11524	306	12.7	2.7	97	1975	13.0	17.1	100	2249	14.2	19.5	109	1225	13.9	10.6	107
ABC MONDAY NIGHT MOVIE	A 6879	*197	8.2	2.9	105	1198	7.9	17.4	101	1257	7.9	18.3	102	740	8.4	10.8	108
ABC SUNDAY NIGHT MOVIE	A 13690	358	14.8	2.6	96	2243	14.7	16.4	95	2505	15.8	18.3	102	1370	15.6	10.0	100
ABC WORLD NEWS TONIGHT	A 6589	*99	4.1	1.5	55	1108	7.3	16.8	98	1126	7.1	17.1	95	592	6.7	9.0	90
AFTERMASH	C 6391	*173	7.2	2.7	99	1179	7.7	18.4	107	1249	7.9	19.5	109	706	8.0	11.0	111
ALICE	C 10273	362	15.0	3.5	129	1901	12.5	18.5	107	2117	13.3	20.6	115	1142	13.0	11.1	112
AMERICAN PARADE	C 7130	238	9.9	3.3	122	1054	6.9	14.8	86	1110	7.0	15.6	87	696	7.9	9.8	98
BENSON	A 11665	356	14.7	3.1	112	1996	13.1	17.1	99	2014	12.7	17.3	96	1233	14.0	10.6	106
BLUE THUNDER	A 5442	*160	6.6	2.9	108	936	6.1	17.2	100	1010	6.4	18.6	103	604	6.9	11.1	111
CAGNEY & LACEY	C 10565	267	11.1	2.5	93	1838	12.1	17.4	101	2107	13.3	19.9	111	919	10.4	8.7	87
CBS EVENING NEWS-DEAN	C 3668	*118	4.9	3.2	118	620	4.1	16.9	98	554	3.5	15.1	84	366	4.2	10.0	100
CBS EVENING NEWS-RATHER	C 7561	194	8.0	2.6	94	1310	8.6	17.3	101	1345	8.5	17.8	99	774	8.8	10.2	103
CBS SAT. NEWS-SCHIEFFER	C 3948	92	3.8	2.3	85	624	4.1	15.8	92	576	3.6	14.6	81	374	4.2	9.5	95
CBS SATURDAY NIGHT MOVIE	C 5966	164	6.8	2.7	101	1168	7.7	19.6	114	1153	7.3	19.3	108	604	6.9	10.1	102
CBS WEDNESDAY NIGHT MOVIE	C 6529	137	5.7	2.1	77	1162	7.6	17.8	103	1121	7.1	17.2	96	704	8.0	10.8	108
CHEERS	N 9842	275	11.4	2.8	102	1892	12.4	19.2	112	1859	11.7	18.9	105	1006	11.4	10.2	103
DALLAS	C 23935	532	22.0	2.2	81	4188	27.5	17.5	102	4101	25.8	17.1	95	2263	25.7	9.5	95
DIFF'RENT STROKES	N 7574	*299	12.4	3.9	145	1411	9.3	18.6	108	1499	9.4	19.8	110	938	10.6	12.4	124
DOUBLE TROUBLE	N 7786	*211	8.7	2.7	99	1512	9.9	19.4	113	1515	9.5	19.5	108	807	9.2	10.4	104
DUCK FACTORY	N 6290	*178	7.4	2.8	104	1216	8.0	19.3	112	1262	8.0	20.1	112	600	6.8	9.5	96
DUKES OF HAZZARD	C 6402	*135	5.6	2.1	77	1110	7.3	17.3	101	1190	7.5	18.6	104	808	9.2	12.6	127
DYNASTY	A 21955	570	23.6	2.6	95	3536	23.2	16.1	94	4092	25.8	18.6	104	1844	20.9	8.4	84
FACTS OF LIFE	N 8898	*244	10.1	2.7	100	1705	11.2	19.2	111	1652	10.4	18.6	103	1023	11.6	11.5	115
FALCON CREST	C 21877	539	22.3	2.5	90	3921	25.7	17.9	104	3836	24.2	17.5	98	2058	23.4	9.4	94
FALL GUY	A 10045	277	11.5	2.8	101	1496	9.8	14.9	87	1954	12.3	19.5	108	975	11.1	9.7	97
FAMILY TIES	N 8922	*259	10.7	2.9	106	1768	11.6	19.8	115	1845	11.6	20.7	115	790	9.0	8.9	89
FANTASY ISLAND	A 8288	216	8.9	2.6	95	1186	7.8	14.3	83	1460	9.2	17.6	98	762	8.6	9.2	92
FOULUPS, BLEEPs & BLUNDERS	A 9891	*224	9.3	2.3	83	1692	11.1	17.1	99	1868	11.8	18.9	105	1088	12.3	11.0	110
FOUR SEASONS	C 5429	*136	5.6	2.5	92	1094	7.2	20.2	117	1148	7.2	21.1	118	659	7.5	12.1	122
GIMME A BREAK	N 9646	320	13.3	3.3	122	1671	11.0	17.3	101	1852	11.7	19.2	107	950	10.8	9.8	99
HART TO HART	A 9983	*202	8.4	2.0	74	1710	11.2	17.1	100	1949	12.3	19.5	109	996	11.3	10.0	100
HILL STREET BLUES	N 9688	305	12.6	3.1	115	1825	12.0	18.8	109	1943	12.2	20.1	112	996	11.3	10.3	103
HOTEL	A 15435	411	17.0	2.7	98	2455	16.1	15.9	92	2817	17.7	18.3	102	1274	14.5	8.3	83
JEFFERSONS	C 10031	265	11.0	2.6	97	1744	11.5	17.4	101	1975	12.4	19.7	110	1102	12.5	11.0	110
JENNIFER SLEPT HERE	N 6376	*202	8.4	3.2	116	1305	8.6	20.5	119	1285	8.1	20.2	112	749	8.5	11.7	118
KATE & ALLIE	C 9951	230	9.5	2.3	85	1782	11.7	17.9	104	2095	13.2	21.1	117	1035	11.7	10.4	104
KNIGHT RIDER	N 7908	*207	8.6	2.6	96	1475	9.7	18.7	108	1707	10.8	21.6	120	872	9.9	11.0	111
LOVE BOAT	A 13226	362	15.0	2.7	100	2142	14.1	16.2	94	2475	15.6	18.7	104	1197	13.6	9.1	91
MAGNUM PI	C 12105	357	14.8	2.9	108	2036	13.4	16.8	98	2062	13.0	17.0	95	1074	12.2	8.9	89
MAMA'S FAMILY	N 6364	*279	11.6	4.4	161	1050	6.9	16.5	96	1154	7.3	18.1	101	767	8.7	12.1	121
MASTER, THE	N 3955	*112	4.6	2.8	104	686	4.5	17.3	101	761	4.8	19.2	107	410	4.7	10.4	104
MATT HOUSTON	A 6903	*172	7.1	2.5	91	1182	7.8	17.1	99	1350	8.5	19.6	109	846	9.6	12.3	123
NBC MONDAY NIGHT MOVIE	N 13443	387	16.0	2.9	105	2459	16.1	18.3	106	2629	16.6	19.6	109	1411	16.0	10.5	105
NBC NIGHTLY NEWS	N 5585	195	8.1	3.5	128	825	5.4	14.8	86	908	5.7	16.3	91	573	6.5	10.3	103
NBC NIGHTLY NEWS-SAT	N 3688	*92	3.8	2.5	91	595	3.9	16.1	94	610	3.8	16.5	92	304	3.5	8.2	83
NBC NIGHTLY NEWS-SUN	N 3310	*953	2.2	1.6	59	519	3.4	15.7	91	486	3.1	14.7	82	258	2.9	7.8	78
NBC SUNDAY NIGHT MOVIE	N 9238	*273	11.3	3.0	108	1866	12.3	20.2	117	1957	12.3	21.2	118	940	10.7	10.2	102
NEWMART	C 9876	258	10.7	2.6	96	1739	11.4	17.6	102	2210	13.9	22.4	125	957	10.9	9.7	97
ONE DAY AT A TIME	C 7954	*168	7.0	2.1	77	1408	9.2	17.7	103	1374	8.7	17.3	96	853	9.7	10.7	108
PEOPLE ARE FUNNY	N 5182	*233	9.6	4.5	165	876	5.8	16.9	98	917	5.8	17.7	99	705	8.0	13.6	137
REAL PEOPLE	N 9674	304	12.6	3.1	115	1929	12.7	19.9	116	1722	10.8	17.8	99	967	11.0	10.0	100
REMINGTON STEELE	N 8511	258	10.7	3.0	111	1402	9.2	16.5	96	1618	10.2	19.0	106	890	10.1	10.5	105
RIPLEY'S BELIEVE IT - NOT	A 5656	*166	6.9	2.9	108	940	6.2	16.6	97	1129	7.1	20.0	111	641	7.3	11.3	114
RIPTIDE	N 7718	267	11.1	3.5	127	1368	9.0	17.7	103	1670	10.5	21.6	121	923	10.5	12.0	120
SCARECROW & MRS. KING	C 11058	287	11.9	2.6	95	1838	12.1	16.6	97	2018	12.7	18.2	102	1068	12.1	9.7	97
SIMON & SIMON	C 11615	332	13.7	2.9	105	2069	13.6	17.8	103	2018	12.7	17.4	97	1079	12.2	9.3	93
60 MINUTES	C 14326	405	16.8	2.8	104	2493	16.4	17.4	101	2393	15.1	16.7	93	1449	16.4	10.1	102
ST. ELSEWHERE	N 7670	279	11.6	3.6	133	1495	9.8	19.5	113	1544	9.7	20.1	112	783	8.9	10.2	103
THREE'S COMPANY	A 12068	286	11.8	2.4	87	2120	13.9	17.6	102	2344	14.8	19.4	108	1260	14.3	10.4	105
T.J. HOOKER	A 9735																

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

	TOTAL U.S. '000	SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE				VAGINAL ITCH			
		A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX
TOTAL FEMALES	88464	22535	100.0	25.5	100	12788	100.0	14.5	100	6409	100.0	7.2	100	6202	100.0	7.0	100
FEMALE HOMEOWNERS	80986	20023	88.9	24.7	97	11381	89.0	14.1	97	5790	90.3	7.1	99	5451	87.9	6.7	96
EMPLOYED MOTHERS	18702	5822	25.8	31.1	122	2991	23.4	16.0	111	1487	23.2	8.0	111	1621	26.1	8.7	124
18 - 24	14726	4675	20.7	31.7	125	2799	21.9	19.0	131	1756	27.4	11.9	165	1515	24.4	10.3	147
25 - 34	20202	7394	32.8	36.6	144	3478	27.2	17.2	119	2006	31.3	9.9	137	2014	32.5	10.0	142
35 - 44	14781	4087	18.1	27.7	109	2475	19.4	16.7	116	1061	16.6	7.2	99	1030	16.6	7.0	99
45 - 54	11449	2409	10.7	21.0	83	1158	9.1	10.1	70	589	9.2	5.1	71	495	8.0	4.3	62
55 - 64	11846	2180	9.7	18.4	72	1306	10.2	11.0	76	585	9.1	4.9	68	524	8.4	4.4	63
65 OR OLDER	15459	1790	7.9	11.6	45	1573	12.3	10.2	70	411	6.4	2.7	37	623	10.0	4.0	57
18 - 34	34924	12069	53.6	34.6	136	6276	49.1	18.0	124	3763	58.7	10.8	149	3529	56.9	10.1	144
18 - 49	55154	17429	77.3	31.6	124	9354	73.1	17.0	117	5134	80.1	9.3	128	4821	77.7	8.7	125
25 - 54	46433	13890	61.6	29.9	117	7111	55.6	15.3	106	3657	57.1	7.9	109	3539	57.1	7.6	109
35 - 49	20226	5360	23.8	26.5	104	3077	24.1	15.2	105	1371	21.4	6.8	94	1292	20.8	6.4	91
50 OR OLDER	33310	5106	22.7	15.3	60	3435	26.9	10.3	71	1275	19.9	3.8	53	1381	22.3	4.1	59
GRADUATED COLLEGE	12110	3898	17.3	32.2	126	1830	14.3	15.1	105	749	11.7	6.2	85	1051	16.9	8.7	124
ATTENDED COLLEGE	15309	4902	21.8	32.0	126	2637	20.6	17.2	119	1078	16.8	7.0	97	1249	20.1	8.2	116
GRADUATED HIGH SCHOOL	36912	9616	42.7	26.1	102	5241	41.0	14.2	98	2970	46.3	8.0	111	2824	45.5	7.7	109
DID NOT GRADUATE HIGH SCHOOL	24134	4119	18.3	17.1	67	3080	24.1	12.8	88	1611	25.1	6.7	92	1078	17.4	4.5	64
EMPLOYED FULL-TIME	35457	10379	46.1	29.3	115	5595	43.8	15.8	109	2581	40.3	7.3	100	2733	44.1	7.7	110
EMPLOYED PART-TIME	8514	2705	12.0	31.8	125	1539	12.0	18.1	125	589	9.2	6.9	95	689	11.1	8.1	115
NOT EMPLOYED	44494	9451	41.9	21.2	83	5654	44.2	12.7	88	3239	50.5	7.3	100	2780	44.8	6.2	89
PROFESSIONAL/MANAGER	10811	3692	16.4	34.2	134	1903	14.9	17.6	122	654	10.2	6.0	84	986	15.9	9.1	130
TECH/CLERICAL/SALES	19640	5715	25.4	29.1	114	3151	24.6	16.0	111	1367	21.3	7.0	96	1698	27.4	8.6	123
PRECISION/CRAFT	1023	265	1.2	25.9	102	**190	1.5	18.6	128	**78	1.2	7.6	105	**73	1.2	7.1	102
OTHER EMPLOYED	12498	3411	15.1	27.3	107	1891	14.8	15.1	105	1070	16.7	8.6	118	665	10.7	5.3	76
SINGLE	15995	5058	22.4	31.6	124	2873	22.5	18.0	124	1467	22.9	9.2	127	1414	22.8	8.8	126
MARRIED	51689	13545	60.1	26.2	103	7046	55.1	13.6	94	3720	58.0	7.2	99	3529	56.9	6.8	97
DIVORCED/SEPARATED/WIDOWED	20780	3931	17.4	18.9	74	2869	22.4	13.8	96	1222	19.1	5.9	81	1258	20.3	6.1	86
PARENTS	33922	10114	44.9	29.8	117	5342	41.8	15.7	109	3330	52.0	9.8	135	2858	46.1	8.4	120
WHITE	76422	20089	89.1	26.3	103	11154	87.2	14.6	101	5410	84.4	7.1	98	5276	85.1	6.9	98
BLACK	10066	1933	8.6	19.2	75	1291	10.1	12.8	89	869	13.6	8.6	119	765	12.3	7.6	108
OTHER	1976	**512	2.3	25.9	102	**343	2.7	17.4	120	**130	2.0	6.6	91	**161	2.6	8.1	116
NORTHEAST-CENSUS	19803	5039	22.4	25.4	100	2268	17.7	11.5	79	1470	22.9	7.4	102	1139	18.4	5.8	82
NORTH CENTRAL	22181	5923	26.3	26.7	105	3480	27.2	15.7	109	1634	25.5	7.4	102	1582	25.5	7.1	102
SOUTH	30082	6650	29.5	22.1	87	4467	34.9	14.8	103	2195	34.2	7.3	101	2093	33.7	7.0	99
WEST	16398	4923	21.8	30.0	118	2573	20.1	15.7	109	1110	17.3	6.8	93	1388	22.4	8.5	121
NORTHEAST-MKTG.	20163	4864	21.6	24.1	95	2328	18.2	11.5	80	1442	22.5	7.2	99	1280	20.6	6.3	91
EAST CENTRAL	13054	3345	14.8	25.6	101	2141	16.7	16.4	113	879	13.7	6.7	93	852	13.7	6.5	93
WEST CENTRAL	14993	4176	18.5	27.9	109	2346	18.3	15.6	108	1272	19.8	8.5	117	1080	17.4	7.2	103
SOUTH	25785	5863	26.0	22.7	89	3807	29.8	14.8	102	1936	30.2	7.5	104	1771	28.6	6.9	98
PACIFIC	14470	4286	19.0	29.6	116	2167	16.9	15.0	104	881	13.7	6.1	84	1219	19.7	8.4	120
COUNTY SIZE A	36705	9098	40.4	24.8	97	4957	38.8	13.5	93	2379	37.1	6.5	89	2590	41.8	7.1	101
COUNTY SIZE B	26819	7102	31.5	26.5	104	3923	30.7	14.6	101	1948	30.4	7.3	100	1609	25.9	6.0	86
COUNTY SIZE C	13597	3434	15.2	25.3	99	2086	16.3	15.3	106	1219	19.0	9.0	124	1104	17.8	8.1	116
COUNTY SIZE D	11344	2901	12.9	25.6	100	1822	14.2	16.1	111	862	13.4	7.6	105	899	14.5	7.9	113
METRO CENTRAL CITY	26825	6688	29.7	24.9	98	3834	30.0	14.3	99	1684	26.3	6.3	87	1865	30.1	7.0	99
METRO SUBURBAN	39912	10721	47.6	26.9	105	5696	44.5	14.3	99	2724	42.5	6.8	94	2796	45.1	7.0	100
NON METRO	21728	5126	22.7	23.6	93	3258	25.5	15.0	104	2001	31.2	9.2	127	1541	24.8	7.1	101
TOP 5 ADI'S	20847	5267	23.4	25.3	99	2680	21.0	12.9	89	1536	24.0	7.4	102	1458	23.5	7.0	100
TOP 10 ADI'S	28719	6920	30.7	24.1	95	3787	29.6	13.2	91	1995	31.1	6.9	96	1845	29.7	6.4	92
TOP 20 ADI'S	40904	10248	45.5	25.1	98	5707	44.6	14.0	97	2612	40.8	6.4	88	2728	44.0	6.7	95
HSOLD INC. \$50,000 OR MORE	7931	2689	11.9	33.9	133	1158	9.1	14.6	101	*562	8.8	7.1	98	*663	10.7	8.4	119
\$40,000 OR MORE	15233	4743	21.0	31.1	122	2306	18.0	15.1	105	1071	16.7	7.0	97	1250	20.2	8.2	117
\$30,000 OR MORE	28333	8639	38.3	30.5	120	4408	34.5	15.6	108	1898	29.6	6.7	92	2147	34.6	7.6	108
\$25,000 OR MORE	36417	11185	49.6	30.7	121	5652	44.2	15.5	107	2450	38.2	6.7	93	2813	45.4	7.7	110
\$20,000 - \$24,999	9943	2414	10.7	24.3	95	1325	10.4	13.3	92	585	9.1	5.9	81	639	10.3	6.4	92
\$15,000 - \$19,999	9211	2340	10.4	25.4	100	1470	11.5	16.0	110	717	11.2	7.8	107	599	9.7	6.5	93
\$10,000 - \$14,999	13477	2985	13.2	22.1	87	1762	13.8	13.1	90	1233	19.2	9.1	126	880	14.2	6.5	93
UNDER \$10,000	19418	3611	16.0	18.6	73	2579	20.2	13.3	92	1424	22.2	7.3	101	1271	20.5	6.5	93
HOUSEHOLD OF 1 PERSON	11987	2257	10.0	18.8	74	1678	13.1	14.0	97	506	7.9	4.2	58	637	10.3	5.3	76
2 PEOPLE	27046	5789	25.7	21.4	84	3652	28.6	13.5	93	1547	24.1	5.7	79	1780	28.7	6.6	94
3 OR 4 PEOPLE	34251	10084	44.7	29.4	116	5120	40.0	14.9	103	3069	47.9	9.0	124	2790	45.0	8.1	116
5 OR MORE PEOPLE	15180	4405	19.5	29.0	114	2338	18.3	15.4	107	1288	20.1	8.5	117	996	16.1	6.6	94
NO CHILD IN HSHLD	49819	10784	47.9	21.6	85	6361	49.7	12.8	88	2604	40.6	5.2	72	3178	51.2	6.4	91
CHILD(REN) UNDER 2 YRS	6045	1729	7.7	28.6	112	1025	8.0	17.0	117	742	11.6	12.3	169	*466	7.5	7.7	110
2 - 5 YEARS	15233	5073	22.5	33.3	131	2317	18.1	15.2	105	1676	26.2	11.0	152	1518	24.5	10.0	142
6 - 11 YEARS	16260	5377	23.9	33.1	130	2688	21.0	16.5	114	1781	27.8	11.0	151	1288	20.8	7.9	113
12 - 17 YEARS	19173	5315	23.6	27.7	109	3422	26.8	17.8	123	1641	25.6	8.6	118	1266	20.4	6.6	94
RESIDENCE OWNED	61371	15494	68.8	25.2	99	8719	68.2	14.2	98	3852	60.1	6.3	87	4027	64.9	6.6	94
VALUE: \$50,000 OR MORE	35355	9411	41.8	26.6	104	4870	38.1	13.8	95	1964	30.6	5.6	77	2371	38.2	6.7	96
VALUE: UNDER \$50,000	26016	6083	27.0	23.4	92	3849	30.1	14.8	102	1888	29.5	7.3	100	1656	26.7	6.4	91

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

		TOTAL U.S. '000	SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE				VAGINAL ITCH			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALES		88464	22535	100.0	25.5	100	12788	100.0	14.5	100	6409	100.0	7.2	100	6202	100.0	7.0	100
MAGAZINES	QUINTILE 1	17988	5633	25.0	31.3	123	2606	20.4	14.5	100	1406	21.9	7.8	108	1535	24.8	8.5	122
	QUINTILE 2	19446	5187	23.0	26.7	105	3315	25.9	17.0	118	1675	26.1	8.6	119	1719	27.7	8.8	126
	QUINTILE 3	14626	4027	17.9	27.5	108	1947	15.2	13.3	92	1124	17.5	7.7	106	967	15.6	6.6	94
	QUINTILE 4	16014	3726	16.5	23.3	91	2373	18.6	14.8	103	1153	18.0	7.2	99	1030	16.6	6.4	92
	QUINTILE 5	20389	3961	17.6	19.4	76	2547	19.9	12.5	86	1051	16.4	5.2	71	951	15.3	4.7	67
NEWSPAPERS	QUINTILE 1	13830	3474	15.4	25.1	99	1934	15.1	14.0	97	838	13.1	6.1	84	900	14.5	6.5	93
	QUINTILE 2	26350	6648	29.5	25.2	99	3606	28.2	13.7	95	1895	29.6	7.2	99	1775	28.6	6.7	99
	QUINTILE 3	12415	3621	16.1	29.2	114	1852	14.5	14.9	103	928	14.5	7.5	103	853	13.8	6.9	98
	QUINTILE 4	21911	5745	25.5	26.2	103	3206	25.1	14.6	101	1654	25.8	7.5	104	1832	29.5	8.4	119
	QUINTILE 5	13960	3047	13.5	21.8	86	2190	17.1	15.7	109	1095	17.1	7.8	108	842	13.6	6.0	86
OUTDOOR	QUINTILE 1	16810	5036	22.3	30.0	118	2585	20.2	15.4	106	1424	22.2	8.5	117	1532	24.7	9.1	130
	QUINTILE 2	17101	4443	19.7	26.0	102	2331	18.2	13.6	94	1223	19.1	7.2	99	1417	22.8	8.3	118
	QUINTILE 3	17579	4196	18.6	23.9	94	2677	20.9	15.2	105	1243	19.4	7.1	98	937	15.1	5.3	76
	QUINTILE 4	18343	4667	20.7	25.4	100	2877	22.5	15.7	109	1201	18.7	6.5	90	1261	20.3	6.9	98
	QUINTILE 5	18631	4193	18.6	22.5	88	2319	18.1	12.4	86	1318	20.6	7.1	98	1056	17.0	5.7	81
RADIO-DRIVE TIME	QUINTILE 1	17390	4675	20.7	26.9	106	2526	19.8	14.5	100	1291	20.1	7.4	102	1302	21.0	7.5	107
	QUINTILE 2	16591	4443	19.7	26.8	105	2607	20.4	15.7	109	1241	19.4	7.5	103	1124	18.1	6.8	97
	QUINTILE 3	16910	4494	19.9	26.6	104	2564	20.1	15.2	105	1393	21.7	8.2	114	1341	21.6	7.9	113
	QUINTILE 4	18002	4594	20.4	25.5	100	2385	18.7	13.2	92	1149	17.9	6.4	88	1300	21.0	7.2	103
	QUINTILE 5	19572	4329	19.2	22.1	87	2707	21.2	13.8	96	1335	20.8	6.8	94	1134	18.3	5.8	83
RADIO-MID- DAY	TERCILE 1	23248	6283	27.9	27.0	106	3115	24.4	13.4	93	1692	26.4	7.3	100	1682	27.1	7.2	103
	TERCILE 2	23667	6412	28.5	27.1	106	3954	27.8	15.0	104	1852	28.9	7.8	108	1844	29.7	7.8	111
	TERCILE 3	41549	9840	43.7	23.7	93	6119	47.8	14.7	102	2864	44.7	6.9	95	2676	43.1	6.4	92
	QUINTILE 1	17786	4822	21.4	27.1	106	2715	21.2	15.3	106	1297	20.2	7.3	101	1210	19.5	6.8	97
	QUINTILE 2	17316	4783	21.2	27.6	108	2371	18.5	13.7	95	1246	19.4	7.2	99	1259	20.3	7.3	104
RADIO-TOTAL	QUINTILE 3	18428	4856	21.5	26.4	103	2873	22.5	15.6	108	1547	24.1	8.4	116	1331	21.5	7.2	103
	QUINTILE 4	17669	4307	19.1	24.4	96	2505	19.6	14.2	98	1413	22.0	8.0	110	1302	21.0	7.4	105
	QUINTILE 5	17265	3768	16.7	21.8	86	2324	18.2	13.5	93	907	14.2	5.3	73	1101	17.8	6.4	91
	QUINTILE 1	17416	3714	16.5	21.3	84	2225	17.4	12.8	88	1433	22.4	8.2	114	1241	20.0	7.1	102
	QUINTILE 2	17413	4534	20.1	26.0	102	2333	18.2	13.4	93	1332	20.8	7.6	106	1175	18.9	6.7	96
TV-PRIME TIME	QUINTILE 3	17943	4757	21.1	26.5	104	2517	19.7	14.0	97	1133	17.7	6.3	87	1202	19.4	6.7	96
	QUINTILE 4	18442	5125	22.7	27.8	109	3169	24.8	17.2	119	1513	23.6	8.2	113	1294	20.9	7.0	100
	QUINTILE 5	17250	4404	19.5	25.5	100	2544	19.9	14.7	102	998	15.6	5.8	80	1290	20.8	7.5	107
	TERCILE 1	29966	6896	30.6	23.0	90	4205	32.9	14.0	97	2271	35.4	7.6	105	2287	36.9	7.6	109
	TERCILE 2	29480	8187	36.3	27.8	109	4397	34.4	14.9	103	2358	36.8	8.0	110	1984	32.0	6.7	96
TV-TOTAL	TERCILE 3	29018	7452	33.1	25.7	101	4186	32.7	14.4	100	1779	27.8	6.1	85	1931	31.1	6.7	95
	QUINTILE 1	17740	3725	16.5	21.0	82	2261	17.7	12.7	88	1336	20.8	7.5	104	1164	18.8	6.6	94
	QUINTILE 2	17674	4214	18.7	23.8	94	2202	17.2	12.5	86	1408	22.0	8.0	110	1292	20.8	7.3	104
	QUINTILE 3	17730	4489	19.9	25.3	99	2421	18.9	13.7	94	1298	20.3	7.3	101	1196	19.3	6.7	96
	QUINTILE 4	17563	5129	22.8	29.2	115	3120	24.4	17.8	123	1212	18.9	6.9	95	1145	18.5	6.5	93
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5	17757	4977	22.1	28.0	110	2785	21.8	15.7	108	1155	18.0	6.5	90	1405	22.7	7.9	113
	MAGAZINE IMPERATIVE	23278	6135	27.2	26.4	103	3278	25.6	14.1	97	1745	27.2	7.5	103	1771	28.6	7.6	109
	NEWSPAPER IMPERATIVE	21634	6754	30.0	31.2	123	3613	28.3	16.7	116	1945	30.3	9.0	124	2027	32.7	9.4	134
	NEWSPAPER IMPERATIVE	23455	5604	24.9	23.9	94	3051	23.9	13.0	90	1441	22.5	6.1	85	1277	20.6	5.4	78
	MAGAZINES-OUTDOOR: DUAL	17482	5123	22.7	29.3	115	2714	21.2	15.5	107	1561	24.4	8.9	123	1700	27.4	9.7	139
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	28830	7897	35.0	27.4	108	4309	33.7	14.9	103	2187	34.1	7.6	105	2048	33.0	7.1	101
	OUTDOOR IMPERATIVE	26119	6315	28.0	24.2	95	3582	28.0	13.7	95	1649	25.7	6.3	87	1640	26.4	6.3	90
	MAGAZINES-RADIO: DUAL	20162	5881	26.1	29.2	115	2849	22.3	14.1	98	1670	26.1	8.3	114	1818	29.3	9.0	129
	MAGAZINE IMPERATIVE	26292	7249	32.2	27.6	108	4192	32.8	15.9	110	2103	32.8	8.0	110	2110	34.0	8.0	114
	RADIO IMPERATIVE	25308	6209	27.6	24.5	96	3670	28.7	14.5	100	1692	26.4	6.7	92	1327	21.4	5.2	75
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	29099	4691	20.8	27.1	106	2210	17.3	12.8	88	1178	18.4	6.8	94	1404	22.6	8.1	116
	TELEVISION IMPERATIVE	27505	8899	39.5	30.6	120	4941	38.6	17.0	117	2436	38.0	8.4	116	2494	40.2	8.6	122
	MAGAZINES-TELEVISION: DUAL	17312	5375	23.9	19.5	77	3297	25.8	12.0	83	2081	32.5	7.6	104	1573	25.4	5.7	82
	MAGAZINE IMPERATIVE	29099	8899	39.5	30.6	120	4941	38.6	17.0	117	2436	38.0	8.4	116	2494	40.2	8.6	122
	TELEVISION IMPERATIVE	27505	5375	23.9	19.5	77	3297	25.8	12.0	83	2081	32.5	7.6	104	1573	25.4	5.7	82
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	18628	5231	23.2	28.1	110	2986	23.4	16.0	111	1373	21.4	7.4	102	1420	22.9	7.6	109
	OUTDOOR IMPERATIVE	29178	6981	31.0	23.9	94	3778	29.5	12.9	90	1938	30.2	6.6	92	1720	27.7	5.9	84
	OUTDOOR IMPERATIVE	25260	6592	29.3	26.1	102	3692	28.9	14.6	101	1913	29.8	7.6	105	2079	33.5	8.2	117
	NEWSPAPERS-RADIO: DUAL	19246	5129	22.8	26.6	105	2645	20.7	13.7	95	1285	20.0	6.7	92	1208	19.5	6.3	90
	NEWSPAPER IMPERATIVE	28155	7112	31.6	25.3	99	4076	31.9	14.5	100	1986	31.0	7.1	97	1994	32.2	7.1	101
NEWSPAPERS-RADIO: DUAL	RADIO IMPERATIVE	25308	6986	31.0	27.6	108	3884	30.4	15.3	106	2103	32.8	8.3	115	1860	30.0	7.3	105
	NEWSPAPERS-TELEVISION: DUAL	18615	4365	19.4	23.4	92	2367	18.5	12.7	88	1175	18.3	6.3	87	1201	19.4	6.5	92
	NEWSPAPER IMPERATIVE	29207	8158	36.2	27.9	110	4469	34.9	15.3	106	2075	32.4	7.1	98	2107	34.0	7.2	103
	TELEVISION IMPERATIVE	25472	5937	26.3	23.3													

	TOTAL U.S. '000	SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE				VAGINAL ITCH			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALES	85454	22535	100.0	25.5	100	12788	100.0	14.5	100	6409	100.0	7.2	100	6202	100.0	7.0	100
ATLANTIC MONTHLY	415	**86	0.4	20.7	81	**52	0.4	12.5	87	**7	0.1	1.7	23	**35	0.6	8.4	120
BARRON'S	522	**90	0.4	17.2	68	**87	0.7	16.7	115	**26	0.4	5.0	69	**85	1.4	16.3	232
BETTER HOMES & GARDENS	17429	4604	20.4	26.4	104	2332	18.2	13.4	93	1253	19.6	7.2	99	1374	22.2	7.9	112
BON APPETIT	2772	875	3.9	31.6	124	468	3.7	16.9	117	**115	1.8	4.1	57	318	5.1	11.5	164
BUSINESS WEEK	1469	396	1.8	27.0	106	*255	2.0	17.4	120	**89	1.4	6.1	84	**152	2.5	10.3	148
CAR AND DRIVER	397	**135	0.6	34.0	133	**124	1.0	31.2	216	**12	0.2	3.0	42	**18	0.3	4.5	65
CBS MAGAZINE NETWORK (GROSS)	1633	484	2.1	29.6	116	*275	2.2	16.8	116	**87	1.4	5.3	74	*150	2.4	9.2	131
CHANGING TIMES	1554	468	2.1	30.1	118	*228	1.8	14.7	101	**129	2.0	8.3	115	*164	2.6	10.6	151
COLONIAL HOMES	1304	397	1.8	30.4	120	*242	1.9	18.6	128	**157	2.4	12.0	166	**147	2.4	11.3	161
CONDE NAST MAG. PKG. (GROSS)	17858	5915	26.2	33.1	130	3305	25.8	18.5	128	1753	27.4	9.8	135	1731	27.9	9.7	138
CONSUMERS DIGEST	1406	308	1.4	21.9	86	*276	2.2	19.6	136	*67	1.0	4.8	66	**142	2.3	10.1	144
COSMOPOLITAN	8815	2833	12.6	32.1	126	1602	12.5	18.2	126	831	13.0	9.4	130	808	13.0	9.2	131
COUNTRY LIVING	2636	754	3.3	28.6	112	352	2.8	13.4	92	*284	4.4	10.8	149	*200	3.2	7.6	108
CUISINE	1554	456	2.0	29.3	115	*166	1.3	10.7	74	**73	1.1	4.7	65	**101	1.6	6.5	93
CYCLE WORLD	469	**159	0.7	33.9	133	**81	0.6	17.3	119	**27	0.4	5.8	79	**27	0.4	5.8	82
DCI:CREATIVE IDEAS FOR LIV	2631	710	3.2	27.0	106	448	3.5	17.0	118	*165	2.6	6.3	87	*172	2.8	6.5	93
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1847	8.2	26.1	103	1082	8.5	15.3	106	299	4.7	4.2	58	544	8.8	7.7	110
DISCOVER	998	277	1.2	27.8	109	*160	1.3	16.0	111	**35	0.5	3.5	48	*341	1.3	7.8	111
EBONY	4289	913	4.1	21.3	84	526	4.1	12.3	85	346	5.4	8.1	111	361	5.5	8.0	113
ESQUIRE	1176	354	1.6	30.1	118	**113	0.9	9.6	66	**60	0.9	5.1	70	**131	2.1	11.1	159
ESSENCE	2392	601	2.7	25.1	99	342	2.7	14.3	99	*178	2.8	7.4	103	*228	3.7	9.5	136
FAMILY CIRCLE	17209	4579	20.3	26.6	104	2417	18.9	14.0	97	1231	19.2	7.2	99	1266	20.4	7.4	105
THE FAMILY HANDYMAN	1184	375	1.7	31.7	124	*153	1.2	12.9	89	**68	1.1	5.7	79	**92	1.5	7.8	111
FAMILY WEEKLY	12391	3371	15.0	27.2	107	1825	14.3	14.7	102	792	12.4	6.4	88	848	13.7	6.8	98
FIELD & STREAM	2438	750	3.3	30.8	121	403	3.2	16.5	114	*189	2.9	7.8	107	*201	3.2	8.2	118
FOOD & WINE	614	*194	0.9	31.6	124	**75	0.6	12.2	85	**34	0.5	5.5	76	**36	0.6	5.9	84
FORBES	813	*194	0.9	23.9	94	**133	1.0	16.4	113	**38	0.6	4.7	65	**106	1.7	13.0	186
FORTUNE	1083	*363	1.6	33.5	132	*200	1.6	18.5	128	**18	0.3	1.7	23	**135	2.2	12.5	178
GENTLEMEN'S QUARTERLY	1197	410	1.8	34.3	134	*257	2.0	21.5	149	**99	1.5	8.3	114	*176	2.8	14.7	210
GLAMOUR	6625	2234	9.9	33.7	132	1307	10.2	19.7	136	611	9.5	9.2	127	636	10.3	9.6	137
GOLF DIGEST	707	*209	0.9	29.6	116	**88	0.7	12.4	86	**81	1.3	11.5	158	**47	0.8	6.6	95
GOLF DIGEST/TENNIS (GROSS)	1316	410	1.8	31.2	122	*173	1.4	13.1	91	**142	2.2	10.8	149	**96	1.5	7.3	104
GOLF MAGAZINE	469	**115	0.5	24.5	96	**49	0.4	10.4	72	*68	1.1	14.5	200	*31	0.5	6.6	94
GOLF MAGAZINE/SKI (GROSS)	1060	*240	1.1	22.6	89	*174	1.4	16.4	114	**112	1.7	10.6	146	**65	1.0	6.1	87
GOOD HOUSEKEEPING	17784	5163	22.9	29.0	114	2619	20.5	14.7	102	1339	20.9	7.5	104	1522	24.5	8.6	122
HARPER'S BAZAAR	2931	791	3.5	27.0	106	567	4.4	19.3	134	*349	5.4	11.9	164	334	5.4	11.4	163
HEALTH	2199	744	3.3	33.8	133	389	3.0	17.7	122	**132	2.1	6.0	83	*242	3.9	11.0	157
HEARST MAG CORP. BUY (GROSS)	49148	14295	63.4	29.1	114	7479	58.5	15.2	105	4215	65.8	8.6	118	4335	69.9	8.8	126
HEARST MAN POWER (GROSS)	2113	534	2.4	25.3	99	*203	1.6	9.6	66	**132	2.1	6.2	86	*211	3.4	10.0	142
HEARST WOMAN POWER (GROSS)	35062	10529	46.7	30.0	118	5403	42.3	15.4	107	2957	46.1	8.4	116	2979	48.0	8.5	121
HOUSE BEAUTIFUL	3865	972	4.3	25.1	99	475	3.7	12.3	85	*274	4.3	7.1	98	361	5.8	9.3	133
INC.	315	**80	0.4	25.4	100	**50	0.4	15.9	110	**12	0.2	3.8	53	**39	0.6	12.4	177
JET	3690	728	3.2	19.7	77	323	2.5	8.8	61	314	4.9	8.5	117	291	4.7	7.9	112
LADIES' HOME JOURNAL	12930	3482	15.5	26.9	106	1835	14.3	14.2	98	1182	18.4	9.1	126	988	15.9	7.6	109
LHJ FAMILY GRP COMBO(GROSS)	18161	5127	22.8	28.2	111	2628	20.6	14.5	100	1541	24.0	8.5	117	1548	25.0	8.5	122
LIFE	5065	1390	6.2	27.4	108	792	6.2	15.6	108	344	5.4	6.8	94	402	6.5	7.9	113
L.A. TIMES HOME MAGAZINE	1310	279	1.2	21.3	84	*250	2.0	19.1	132	**92	1.4	7.0	97	**111	1.8	8.5	121
MADEMOISELLE	3759	1359	6.0	36.2	142	712	5.6	18.9	131	337	5.3	9.0	124	322	5.2	8.6	122
MC CALL'S	14658	4004	17.8	27.3	107	2129	16.6	14.5	100	1043	16.3	7.1	98	1099	17.7	7.5	107
MC CALL'S/WRK MOTHER (GROSS)	15857	4470	19.8	28.2	111	2363	18.5	14.9	103	1151	18.0	7.3	100	1200	19.3	7.6	108
MECHANIX ILLUSTRATED	809	*143	0.6	17.7	69	**100	0.8	12.4	86	**22	0.3	2.7	38	**59	1.0	7.3	104
METROPOLITAN HOME	1009	249	1.1	24.7	97	*129	1.0	12.8	88	**90	1.4	8.9	123	**99	1.6	9.8	140
MONEY	1707	497	2.2	29.1	114	266	2.1	15.6	108	**120	1.9	7.0	97	*208	3.4	12.2	174
MOTHER EARTH NEWS	1123	438	1.9	39.9	153	**134	1.0	11.9	83	**48	0.7	4.3	59	**118	1.9	10.5	150
MS.	932	357	1.6	38.3	150	*149	1.2	16.0	111	**39	0.6	4.2	58	*132	2.1	14.2	202
NATIONAL ENQUIRER	11971	2921	13.0	24.4	96	1805	14.1	15.1	104	1108	17.3	9.3	128	783	12.6	6.5	93
NATIONAL GEOGRAPHIC	10503	2839	12.6	27.0	106	1401	11.0	13.3	92	555	8.7	5.3	73	825	13.3	7.9	112
NATIONAL SUNDAY MAGAZINE PKG	54325	14454	64.1	26.6	104	7720	60.4	14.2	98	3625	56.6	6.7	92	3820	61.6	7.0	100
NATURAL HISTORY	626	*198	0.9	31.6	124	**84	0.7	13.4	93	*30	0.5	4.8	66	**28	0.5	4.5	64
NEW WOMAN	1992	645	2.9	32.4	127	402	3.1	20.2	140	**137	2.1	6.9	95	*141	2.3	7.1	101
NEW YORK INCLUDING CUE	547	*136	0.6	24.9	98	**93	0.7	17.0	118	**71	1.1	13.0	179	**51	0.8	9.3	133
THE NEW YORKER	1380	341	1.5	24.7	97	*204	1.6	14.8	102	**76	1.2	5.5	76	*165	2.7	12.0	171
NEWSWEEK	6925	2022	9.0	29.2	115	1111	8.7	16.0	111	496	7.7	7.2	99	462	7.4	6.7	95
THE N.Y. TIMES DAILY EDITION	1363	323	1.4	23.7	93	*141	1.1	10.3	72	*139	2.2	10.2	141	*161	2.6	11.8	168
THE N.Y. TIMES MAGAZINE	2333	588	2.6	25.2	99	*347	2.7	14.9	103	*135	2.1	5.8	80	305	4.9	13.1	186
OWNI	872	243	1.1	27.9	109	*140	1.1	16.1	111	**54	0.8	6.2	85	**142	2.3	16.3	232
ON CABLE	1298	351	1.6	27.0	106	*220	1.7	16.9	117	**46	0.7	3.5	49	*176	2.8	13.6	193
1001 HOME IDEAS	3032	901	4.0	29.7	117	404	3.2	13.3	92	*227	3.5	7.5	103	319	5.1	10.5	150
ORGANIC GARDENING	1680	434	1.9	25.8	101	244	1.9	14.5	100	*62	1.0	3.7	51	**155	2.5	9.2	132
OUTDOOR LIFE	960	292	1.3	30.4	119	*136	1.1	14.2	98	*76	1.2	7.9	109	**58	0.9	6.0	86
PARADE MAGAZINE	26755	7154	31.7	26.7	105	3770	29.5	14.1	97	1849	28.9	6.9	95	1696	27.3	6.3	90

	TOTAL U.S. '000	SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE				VAGINAL ITCH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	22535	100.0	25.5	100	12788	100.0	14.5	100	6409	100.0	7.2	100	6202	100.0	7.0	100
PARENTS	4173	1625	7.2	38.9	153	651	5.1	15.6	108	539	8.4	12.9	178	488	7.9	11.7	167
PENTHOUSE	973	*288	1.3	29.6	116	**116	0.9	11.9	82	**93	1.5	9.6	132	**93	1.5	9.6	136
PEOPLE	13479	4208	18.7	31.2	123	2286	17.9	17.0	117	1218	19.0	9.0	125	1209	19.5	9.0	128
PLAYBOY	2183	551	2.4	25.2	99	326	2.5	14.9	103	*202	3.2	9.3	128	*177	2.9	8.1	116
POPULAR HOT RODDING	388	**54	0.2	13.9	55	**83	0.6	21.4	148	**18	0.3	4.6	64	**41	0.7	10.6	151
POPULAR MECHANICS	1037	*148	0.7	14.3	56	**82	0.6	7.9	55	**36	0.6	3.5	48	**73	1.2	7.0	100
POPULAR SCIENCE	920	*275	1.2	29.9	117	**127	1.0	13.8	95	**69	1.1	7.5	104	**23	0.4	2.5	36
PREVENTION	4071	1017	4.5	25.0	98	574	4.5	14.1	98	*178	2.8	4.4	60	325	5.2	8.0	114
PSYCHOLOGY TODAY	1940	510	2.3	26.3	103	340	2.7	17.5	121	*119	1.9	6.1	85	*160	2.6	8.2	118
READER'S DIGEST	24031	6437	28.6	26.8	105	3655	28.6	15.2	105	1664	26.0	6.9	96	1548	25.0	6.4	92
REDBOOK	8464	2533	11.2	29.9	117	1181	9.2	14.0	97	787	12.3	9.3	128	649	10.5	7.7	109
ROAD & TRACK	429	**177	0.8	41.3	162	**118	0.9	27.5	190	**17	0.3	4.0	55	**65	1.0	15.2	216
ROLLING STONE	1355	535	2.4	39.5	155	311	2.4	23.0	159	**159	2.5	11.7	162	291	4.7	21.5	306
RUNNER'S WORLD	329	**120	0.5	36.5	143	**56	0.4	17.0	118	**16	0.2	4.9	67	**22	0.4	6.7	95
SATURDAY EVENING POST	1268	303	1.3	23.9	94	*136	1.1	10.7	74	**54	0.8	4.3	59	**69	1.1	5.4	78
SCIENCE 84	702	*263	1.2	37.5	147	**90	0.7	12.8	89	**51	0.8	7.3	100	**93	1.5	13.2	189
SCIENCE DIGEST	553	*221	1.0	40.0	157	**67	0.5	12.1	84	**29	0.5	5.2	72	**77	1.2	13.9	199
SCIENTIFIC AMERICAN	615	*161	0.7	26.2	103	**96	0.8	15.6	108	**38	0.6	6.2	85	**72	1.2	11.7	167
SELF	2683	950	4.2	35.4	139	457	3.6	17.0	118	*363	5.7	13.5	187	379	6.1	14.1	201
SEVENTEEN	3309	1293	5.7	39.1	153	746	5.8	22.5	156	453	7.1	13.7	189	*251	4.0	7.6	108
SKI	591	*125	0.6	21.2	83	**125	1.0	21.2	146	**44	0.7	7.4	103	**34	0.5	5.8	82
SMITHSONIAN	3039	908	4.0	29.9	117	499	3.9	16.4	114	*187	2.9	6.2	85	316	5.1	10.4	148
SOAP OPERA DIGEST	3683	894	4.0	24.3	95	510	4.0	13.8	96	307	4.8	8.3	115	243	3.9	6.6	94
SOUTHERN LIVING	4434	1137	5.0	25.6	101	634	5.0	14.3	99	*134	2.1	3.0	42	372	6.0	8.4	120
SOUTH	701	**134	0.6	19.1	75	**76	0.6	10.8	75	**12	0.2	1.7	24	**40	0.6	5.7	81
THE SPORTING NEWS	518	**151	0.7	29.2	114	**87	0.7	16.8	116	**82	1.3	15.8	219	**62	1.0	12.0	171
SPORTS AFIELD	523	*165	0.7	31.5	124	**54	0.4	10.3	71	**67	1.0	12.8	177	**61	1.0	11.7	166
SPORTS ILLUSTRATED	3325	1199	5.3	36.1	142	487	3.8	14.6	101	*291	4.5	8.8	121	358	5.8	10.8	154
STAR	8567	2257	10.0	26.3	103	1198	9.4	14.0	97	706	11.0	8.2	114	494	8.0	5.8	82
SUNDAY	27630	7145	31.7	25.9	102	3741	29.3	13.5	94	1799	28.1	6.5	90	2013	32.5	7.3	104
SUNSET	2219	690	3.1	31.1	122	*290	2.3	13.1	90	**136	2.1	6.1	85	**134	2.2	6.0	86
TV GUIDE	24258	7266	32.2	30.0	118	3811	29.8	15.7	109	2022	31.5	8.3	115	1812	29.2	7.5	107
TENNIS	609	*200	0.9	32.8	129	**85	0.7	14.0	97	**61	1.0	10.0	138	**49	0.8	8.0	115
TIME	9929	2897	12.9	29.2	115	1513	11.8	15.2	105	617	9.6	6.2	86	799	12.9	8.0	115
TOWN & COUNTRY	1062	264	1.2	24.9	98	*225	1.8	21.2	147	**48	0.7	4.5	62	**92	1.5	8.7	124
TRAVEL & LEISURE	1051	246	1.1	23.4	92	*155	1.2	14.7	102	**70	1.1	6.7	92	**69	1.1	6.6	94
TRUE STORY	3946	1018	4.5	25.8	101	609	4.8	15.4	107	409	6.4	10.4	143	345	5.6	8.7	125
U.S. NEWS & WORLD REPORT	3782	1093	4.9	28.9	113	585	4.6	15.5	107	*246	3.8	6.5	90	252	4.1	6.7	95
USA TODAY	1874	512	2.3	27.3	107	252	2.0	13.4	93	**97	1.5	5.2	71	*164	2.6	8.8	125
US	2213	780	3.5	35.2	138	480	3.8	21.7	150	*235	3.7	10.6	147	*196	3.2	8.9	126
VOGUE	4792	1372	6.1	28.6	112	829	6.5	17.3	120	442	6.9	9.2	127	394	6.4	8.2	117
MALL STREET JOURNAL	2045	552	2.4	27.0	106	353	2.8	17.3	119	*180	2.8	8.8	121	*225	3.6	11.0	157
WEIGHT WATCHERS	2364	744	3.3	31.5	124	429	3.4	18.1	126	*142	2.2	6.0	83	*226	3.6	9.6	136
WOMAN'S DAY	15182	4164	18.5	27.4	108	2128	16.6	14.0	97	1169	18.2	7.7	106	1217	19.6	8.0	114
WORKING MOTHER	1198	466	2.1	38.9	153	*234	1.8	19.5	135	**108	1.7	9.0	124	**101	1.6	8.4	120
WORKING WOMAN	1523	559	2.5	36.7	144	*242	1.9	15.9	110	**83	1.3	5.4	75	*298	4.8	19.6	279
WORLD TENNIS	*183	**44	0.2	24.0	94	**9	0.1	4.9	34	**6	0.1	3.3	45	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2776	760	3.4	27.4	107	411	3.2	14.8	102	*143	2.2	5.2	71	*200	3.2	7.2	103
BLAIR INSERTS	47909	12648	56.1	26.4	104	6880	53.8	14.4	99	3236	50.5	6.8	93	3483	56.2	7.3	104
DAILY NEWSPAPERS																	
READ ANY	56731	14270	63.3	25.2	99	7762	60.7	13.7	95	3882	60.6	6.8	94	3831	61.8	6.8	96
READ ONE	47696	12122	53.8	25.4	100	6593	51.6	13.8	96	3356	52.4	7.0	97	3221	51.9	6.8	96
READ TWO OR MORE	9034	2149	9.5	23.8	93	1169	9.1	12.9	90	526	8.2	5.8	80	610	9.8	6.8	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	15375	68.2	26.6	105	8217	64.3	14.2	98	4033	62.9	7.0	96	4158	67.0	7.2	103
READ ONE	50513	13483	59.8	26.7	105	7151	55.9	14.2	98	3586	56.0	7.1	98	3665	59.1	7.3	103
READ TWO OR MORE	7219	1892	8.4	26.2	103	1066	8.3	14.8	102	446	7.0	6.2	85	493	7.9	6.8	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	30.69				29.65				30.99				32.69			
30 DAY REACH	78184	20239	89.8	25.9	102	11568	90.5	14.8	102	5644	88.1	7.2	100	5707	92.0	7.3	104
50 SHWG - 30 DAY AV FREQ	14.80	16.13				15.55				16.28				17.35			
30 DAY REACH	74239	19277	85.5	26.0	102	11047	86.4	14.9	103	5378	83.9	7.2	100	5384	86.8	7.3	103
25 SHWG - 30 DAY AV FREQ	8.05	8.76				8.39				8.70				9.32			
30 DAY REACH	68254	17804	79.0	26.1	102	10255	80.2	15.0	104	5020	78.3	7.4	102	5020	80.9	7.4	105
CABLE TV: HOME WIRED	35215	9615	42.7	27.3	107	5607	43.8	15.9	110	2478	38.7	7.0	97	2574	41.5	7.3	104
HOME NOT WIRED	53250	12920	57.3	24.3	95	7181	56.2	13.5	93	3931	61.3	7.4	102	3628	58.5	6.8	97
HAVE PAY CABLE	17885	5315	23.6	29.7	117	2750	21.5	15.4	106	1416	22.1	7.9	109	1458	23.5	8.2	116

	TOTAL U.S. '000	SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE				VAGINAL ITCH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	22535	100.0	25.5	100	12788	100.0	14.5	100	6409	100.0	7.2	100	6202	100.0	7.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	12996	57.7	27.1	106	7131	55.8	14.9	103	3485	54.4	7.3	100	3580	57.7	7.5	106
10:00 AM - 3:00 PM	33674	9120	40.5	27.1	106	4753	37.2	14.1	98	2519	39.3	7.5	103	2421	39.0	7.2	103
3:00 PM - 7:00 PM	34431	9700	43.0	28.2	111	5461	42.7	15.9	110	2680	41.8	7.8	107	2722	43.9	7.9	113
7:00 PM - MIDNIGHT	17761	5124	22.7	28.8	113	2995	23.4	16.9	117	1369	21.4	7.7	106	1282	20.7	7.2	103
MIDNIGHT - 6:00 AM	10087	2763	12.3	27.4	108	1501	11.7	14.9	103	612	9.5	6.1	84	755	12.2	7.5	107
6:00 AM - MIDNIGHT	64318	17342	77.0	27.0	106	9580	74.9	14.9	103	4818	75.2	7.5	103	4729	76.2	7.4	105
ENTIRE DAY	65181	17492	77.6	26.8	105	9667	75.6	14.8	103	4873	76.0	7.5	103	4771	76.9	7.3	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	4958	22.0	28.5	112	2744	21.5	15.8	109	1282	20.0	7.4	102	1255	20.2	7.2	103
ALL NEWS	2520	437	1.9	17.3	68	295	2.3	11.7	81	**121	1.9	4.8	66	*200	3.2	7.9	113
AOR/PROGRESSIVE	4419	1597	7.1	36.1	142	861	6.7	19.5	135	352	5.5	8.0	110	472	7.6	10.7	152
BEAUTIFUL MUSIC	6119	1566	6.9	25.6	100	802	6.3	13.1	91	340	5.3	5.6	77	538	8.7	8.8	125
BLACK	2623	549	2.4	20.9	82	358	2.8	13.6	94	185	2.9	7.1	97	*212	3.4	8.1	115
CLASSICAL	1553	468	2.1	30.1	118	*161	1.3	10.4	72	**75	1.2	4.8	67	**95	1.5	6.1	87
CHR/ROCK	11282	3717	16.5	32.9	129	2049	16.0	18.2	126	1161	18.1	10.3	142	941	15.2	8.3	119
COUNTRY	13343	3603	16.0	27.0	106	1926	15.1	14.4	100	996	15.5	7.5	103	935	15.1	7.0	100
GOLDEN OLDIES	1299	352	1.6	27.1	106	*228	1.8	17.6	121	**102	1.6	7.9	108	**100	1.6	7.7	110
MOR/NOSTALGIA	5241	1297	5.8	24.7	97	783	6.1	14.9	103	301	4.7	5.7	79	444	7.2	8.5	121
NEWS/TALK	4165	932	4.1	22.4	88	493	3.9	11.8	82	*204	3.2	4.9	68	*222	3.6	5.3	76
RELIGIOUS	3324	707	3.1	21.3	83	435	3.4	13.1	91	*152	2.4	4.6	63	**131	2.1	3.9	56
SOFT ROCK	609	*137	0.6	22.5	88	**68	0.5	11.2	77	**45	0.7	7.4	102	**41	0.7	6.7	96
URBAN CONTEMPORARY	1853	471	2.1	25.4	100	234	1.8	12.6	87	*164	2.6	8.9	122	*158	2.5	8.5	122
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	986	4.4	26.5	104	663	5.2	17.8	123	412	6.4	11.1	153	*342	5.5	9.2	131
ABC DIRECTION	2488	593	2.6	23.8	94	355	2.8	14.3	99	**151	2.4	6.1	84	*139	2.2	5.6	80
ABC ENTERTAINMENT	5129	1512	6.7	29.5	116	725	5.7	14.1	98	431	6.7	8.4	116	*270	4.4	5.3	75
ABC FM	2498	747	3.3	29.9	117	415	3.2	16.6	115	302	4.7	12.1	167	*190	3.1	7.6	108
ABC INFORMATION	5721	1556	6.9	27.2	107	804	6.3	14.1	97	353	5.5	6.2	85	326	5.3	5.7	81
ABC ROCK	2021	604	2.7	29.9	117	334	2.6	16.5	114	*188	2.9	9.3	128	*164	2.6	8.1	116
CBS	4756	1020	4.5	21.4	84	595	4.7	12.5	87	181	2.8	3.8	53	313	5.0	6.6	94
MUTUAL	5272	1410	6.3	26.7	105	861	6.7	16.3	113	342	5.3	6.5	90	373	6.0	7.1	101
NBC	4964	1362	6.0	27.4	108	759	5.9	15.3	106	383	6.0	7.7	106	391	6.3	7.9	112
RADIORADIO	2218	560	2.5	25.2	99	271	2.1	12.2	85	*197	3.1	8.9	123	*195	3.1	8.8	125
RKO ONE	2565	882	3.9	34.4	135	422	3.3	16.5	114	*226	3.5	8.8	122	248	4.0	9.7	138
RKO TWO	3640	1059	4.7	29.1	114	480	3.8	13.2	91	304	4.7	8.4	115	*185	3.0	5.1	72
THE SOURCE	2467	748	3.3	30.3	119	446	3.5	18.1	125	*173	2.7	7.0	97	*244	3.9	9.9	141
NON-WIRED : BLAIR	9466	2726	12.1	28.8	113	1588	12.4	16.8	116	687	10.7	7.3	100	814	13.1	8.6	123
INTERNET	13616	4056	18.0	29.8	117	2275	17.8	16.7	116	1110	17.3	8.2	113	1048	16.9	7.7	110
KATZ RADIO GROUP	16998	4701	20.9	27.7	109	2521	19.7	14.8	103	1309	20.4	7.7	106	1182	19.1	7.0	99
SUPERNET	11622	2848	12.6	24.5	96	1689	13.2	14.5	101	716	11.2	6.2	85	919	14.8	7.9	113
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	2133	9.5	22.6	89	1241	9.7	13.2	91	651	10.2	6.9	95	598	9.6	6.3	91
WKDAY 9:00 AM - 1:00 PM	13304	3107	13.8	23.4	92	1814	14.2	13.6	94	1040	16.2	7.8	108	965	15.6	7.3	103
WKDAY 1:00 PM - 4:30 PM	17591	4232	18.8	24.1	94	2449	19.2	13.9	96	1416	22.1	8.0	111	1299	20.9	7.4	105
WKDAY 4:30 PM - 7:30 PM	24418	5540	24.6	22.7	89	3119	24.4	12.8	88	1704	26.6	7.0	96	1576	25.4	6.5	92
WKDAY 7:30 PM - 8:00 PM	34400	7942	35.2	23.1	91	4443	34.7	12.9	89	2447	38.2	7.1	98	2226	35.9	6.5	92
WKDAY 11:00 PM - 11:30 PM	26120	6062	26.9	23.2	91	3564	27.9	13.6	94	2015	31.4	7.7	106	1770	28.5	6.8	97
WKDAY 11:30 PM - 1:00 AM	8402	2018	9.0	24.0	94	1163	9.1	13.8	96	718	11.2	8.5	118	549	8.9	6.5	93
M-SAT 8-11 PM-SUN 7-11 PM	36828	9057	40.2	24.6	97	5123	40.1	13.9	96	2760	43.1	7.5	103	2554	41.2	6.9	99
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	1779	7.9	24.6	97	1062	8.3	14.7	102	636	9.9	8.8	122	524	8.4	7.3	104
ANOTHER WORLD	N 4924	1170	5.2	23.8	93	666	5.2	13.5	94	365	5.7	7.4	102	353	5.7	7.2	102
AS THE WORLD TURNS	C 5966	1395	6.2	23.4	92	747	5.8	12.5	87	523	8.2	8.8	121	438	7.1	7.3	105
CAPITOL	C 3672	949	4.2	25.6	101	472	3.7	12.9	89	364	5.7	9.9	137	314	5.1	8.6	122
CBS MORN. NEWS 1	C 1590	300	1.3	18.9	74	173	1.4	10.9	75	*103	1.6	6.5	89	*82	1.3	5.2	74
CBS MORN. NEWS 2	C 1298	306	1.4	23.6	93	192	1.5	14.8	102	*69	1.1	5.3	73	*107	1.7	8.2	118
DAYS OF OUR LIVES	N 6389	1659	7.4	26.0	102	1014	7.9	15.9	110	426	6.6	6.7	92	504	8.1	7.9	113
FACTS OF LIFE - DAYTIME	N 2526	597	2.6	23.6	93	357	2.8	14.1	98	207	3.2	8.2	113	237	3.8	9.4	134
FAMILY FEUD	A 3427	740	3.3	21.6	85	463	3.6	13.5	93	328	5.1	9.6	132	229	3.7	6.7	95
GENERAL HOSPITAL	A 6870	1577	7.0	23.0	90	1075	8.4	15.6	108	436	6.8	6.3	88	508	8.2	7.4	105
GOOD MORNING, AMERICA-730	A 3767	860	3.8	22.8	90	595	4.7	15.8	109	287	4.5	7.6	105	224	3.6	5.9	85
GOOD MORNING, AMERICA-830	A 3076	700	3.1	22.8	89	350	2.7	11.4	79	189	2.9	6.1	85	213	3.4	6.9	99
GUIDING LIGHT	C 5789	1441	6.4	24.9	98	763	6.0	13.2	91	527	8.2	9.1	126	416	6.7	7.2	103
ONE LIFE TO LIVE	A 4918	1105	4.9	22.5	88	671	5.2	13.6	94	379	5.9	7.7	106	434	7.0	8.8	126
PRESS YOUR LUCK	C 2367	464	2.1	19.6	77	276	2.2	11.7	81	170	2.7	7.2	99	184	3.0	7.8	111
PRICE IS RIGHT 1	C 4727	861	3.8	18.2	72	579	4.5	12.2	85	304	4.7	6.4	89	268	4.3	5.7	81
PRICE IS RIGHT 2	C 5511	1188	5.3	21.6	85	723	5.7	13.1	91	380	5.9	6.9	95	352	5.7	6.4	91
RYAN'S HOPE	A																

AILMENTS - HAD IN THE LAST 12 MONTHS
(FEMALES)

	TOTAL U.S. '000	SORE THROAT				TIRED, RUN-DOWN FEELING				TOOTHACHE				VAGINAL ITCH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	22535	100.0	25.5	100	12788	100.0	14.5	100	6409	100.0	7.2	100	6202	100.0	7.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	6293	27.9	22.5	88	3498	27.4	12.5	87	1881	29.3	6.7	93	1811	29.2	6.5	92
NETWORK AFFILIATES - LATE	21966	5084	22.6	23.1	91	2990	23.4	13.6	94	1649	25.7	7.5	104	1470	23.7	6.7	95
INDEPENDENTS - LATE	2247	600	2.7	26.7	105	342	2.7	15.2	105	131	2.0	5.8	80	162	2.6	7.2	103
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11524	2936	13.0	25.5	100	1571	12.3	13.6	94	1014	15.8	8.8	121	932	15.0	8.1	115
ABC MONDAY NIGHT MOVIE	A 6879	1775	7.9	25.8	101	990	7.7	14.4	100	504	7.9	7.3	101	506	8.2	7.4	105
ABC SUNDAY NIGHT MOVIE	A 13690	3465	15.4	25.3	99	1957	15.3	14.3	99	1050	16.4	7.7	106	942	15.2	6.9	98
ABC WORLD NEWS TONIGHT	A 6589	1552	6.9	23.6	92	798	6.2	12.1	84	343	5.4	5.2	72	452	7.3	6.9	98
AFTERMASH	A 6391	1571	7.0	24.6	96	914	7.1	14.3	99	478	7.5	7.5	103	431	6.9	6.7	96
ALICE	C 10273	2496	11.1	24.3	95	1391	10.9	13.5	94	724	11.3	7.0	97	733	11.8	7.1	102
AMERICAN PARADE	C 7130	1750	7.8	24.5	96	1032	8.1	14.5	100	408	6.4	5.7	79	487	7.9	6.8	97
BENSON	A 11665	2760	12.2	23.7	93	1452	11.4	12.4	86	777	12.1	6.7	92	791	12.8	6.8	97
BLUE THUNDER	A 5442	1401	6.2	25.7	101	703	5.5	12.9	89	402	6.3	7.4	102	404	6.5	7.4	106
CAGNEY & LACEY	C 10565	2863	12.7	27.1	106	1456	11.4	13.8	95	853	13.3	8.1	111	886	14.3	8.4	120
CBS EVENING NEWS-DEAN	C 3668	672	3.0	18.3	72	395	3.1	10.8	74	*174	2.7	4.7	65	*198	3.2	5.4	77
CBS EVENING NEWS-RATHER	C 7561	1695	7.5	22.4	88	887	6.9	11.7	81	508	7.9	6.7	93	430	6.9	5.7	81
CBS SAT. NEWS-SCHIEFFER	C 3948	931	4.1	23.6	93	550	4.3	13.9	96	202	3.2	5.1	71	259	4.2	6.6	94
CBS SATURDAY NIGHT MOVIE	C 5966	1517	6.7	25.4	100	897	7.0	15.0	104	463	7.2	7.8	107	410	6.6	6.9	98
CBS WEDNESDAY NIGHT MOVIE	C 6529	1595	7.1	24.4	96	819	6.4	12.5	87	429	6.7	6.6	91	416	6.7	6.4	91
CHEERS	N 9842	2542	11.3	25.8	101	1580	12.4	16.1	111	856	13.4	8.7	120	827	13.3	8.4	120
DALLAS	C 23935	5363	23.8	22.4	88	3468	27.1	14.5	100	1433	22.4	6.0	83	1531	24.7	6.4	91
DIFF'RENT STROKES	N 7574	1854	8.2	24.5	96	1163	9.1	15.4	106	579	9.0	7.6	106	579	9.3	7.6	109
DOUBLE TROUBLE	N 7786	1749	7.8	22.5	88	1232	9.6	15.8	109	631	9.8	8.1	112	543	8.8	7.0	99
DUCK FACTORY	N 6290	1548	6.9	24.6	97	1051	8.2	16.7	116	476	7.4	7.6	104	528	8.5	8.4	120
DUKES OF HAZZARD	C 6402	1555	6.9	24.3	95	1009	7.9	15.8	109	356	5.6	5.6	77	470	7.6	7.3	105
DYNASTY	A 21955	5310	23.6	24.2	95	3069	24.0	14.0	97	1746	27.2	8.0	110	1546	24.9	7.0	100
FACTS OF LIFE	N 8898	2136	9.5	24.0	94	1361	10.6	15.3	106	636	9.9	7.1	99	630	10.2	7.1	101
FALCON CREST	C 21877	4851	21.5	22.2	87	3147	24.6	14.4	100	1263	19.7	5.8	80	1560	25.2	7.1	102
FALL GUY	A 10045	2676	11.9	26.6	105	1337	10.5	13.3	92	812	12.7	8.1	112	637	10.3	6.3	90
FAMILY TIES	N 8922	2079	9.2	23.3	91	1361	10.6	15.3	106	629	9.8	7.0	97	642	10.4	7.2	103
FANTASY ISLAND	A 8288	1846	8.2	22.3	87	988	7.7	11.9	82	598	9.3	7.2	100	511	8.2	6.2	88
FOULUPS, BLEEPS & BLUNDERS	A 9891	2384	10.6	24.1	95	1323	10.3	13.4	93	653	10.2	6.6	91	660	10.6	6.7	95
FOUR SEASONS	C 5429	1323	5.9	24.4	96	784	6.1	14.4	100	389	6.1	7.2	99	*374	6.0	6.9	98
GIMME A BREAK	N 9646	2104	9.3	21.8	86	1498	11.7	15.5	107	732	11.4	7.6	105	648	10.4	6.7	96
HART TO HART	A 9983	2466	10.9	24.7	97	1429	11.2	14.3	99	660	10.3	6.6	91	701	11.3	7.0	100
HILL STREET BLUES	N 9688	2612	11.6	27.0	106	1601	12.5	16.5	114	768	12.0	7.9	109	883	14.2	9.1	130
HOTEL	A 15435	3433	15.2	22.2	87	2102	16.4	13.6	94	1310	20.4	8.5	117	1173	18.9	7.6	108
JEFFERSONS	C 10031	2423	10.8	24.2	95	1416	11.1	14.1	98	688	10.7	6.9	95	664	10.7	6.6	94
JENNIFER SLEPT HERE	N 6376	1682	7.5	26.4	104	927	7.2	14.5	101	410	6.4	6.4	89	493	7.9	7.7	110
KATE & ALLIE	C 9951	2676	11.9	26.9	106	1520	11.9	15.3	106	851	13.3	8.6	118	828	13.4	8.3	119
KNIGHT RIDER	N 7908	2271	10.1	28.7	113	1170	9.1	14.8	102	693	10.8	8.8	121	627	10.1	7.9	113
LOVE BOAT	A 13226	2965	13.2	22.4	88	1614	12.6	12.2	84	820	12.8	6.2	86	856	13.8	6.5	92
MAGNUM PI	C 12105	3047	13.5	25.2	99	1431	11.2	11.8	82	1092	17.0	9.0	125	856	13.8	7.1	101
MAMA'S FAMILY	N 6364	1453	6.4	22.8	90	879	6.9	13.8	96	488	7.6	7.7	106	534	8.6	8.4	120
MASTER, THE	N 3955	1050	4.7	26.5	104	468	3.7	11.8	82	270	4.2	6.8	94	356	5.7	9.0	128
MATT HOUSTON	A 6903	1847	8.2	26.8	105	911	7.1	13.2	91	596	9.3	8.6	119	483	7.8	7.0	100
NBC MONDAY NIGHT MOVIE	N 13443	3635	16.1	27.0	106	2350	18.4	17.5	121	1029	16.1	7.7	106	1152	18.6	8.6	122
NBC NIGHTLY NEWS	N 5585	1235	5.5	22.1	87	741	5.8	13.3	92	409	6.4	7.3	101	403	6.5	7.2	103
NBC NIGHTLY NEWS-SAT	N 3688	713	3.2	19.3	76	454	3.6	12.3	85	*215	3.4	5.8	80	*231	3.7	6.3	89
NBC NIGHTLY NEWS-SUN	N 3310	696	3.1	21.0	83	395	3.1	11.9	83	*267	4.2	8.1	111	*254	4.1	7.7	109
NBC SUNDAY NIGHT MOVIE	N 9238	2531	11.2	27.4	108	1659	13.0	18.0	124	929	14.5	10.1	139	628	10.1	6.8	97
NEWMART	C 9876	2733	12.1	27.7	109	1557	12.2	15.8	109	807	12.6	8.2	113	857	13.8	8.7	124
ONE DAY AT A TIME	C 7954	2263	10.0	28.5	112	1289	10.1	16.2	112	665	10.4	8.4	115	499	8.0	6.3	89
PEOPLE ARE FUNNY	N 5182	1380	6.1	26.6	105	806	6.3	15.6	108	404	6.3	7.8	108	460	7.4	8.9	127
REAL PEOPLE	N 9674	2165	9.6	22.4	88	1403	11.0	14.5	100	618	9.6	6.4	88	724	11.7	7.5	107
REMINGTON STEELE	N 8511	2135	9.5	25.1	98	1284	10.0	15.1	104	638	10.0	7.5	103	666	10.7	7.8	112
RIPLEY'S BELIEVE IT - NOT	A 5656	1548	6.9	27.4	107	779	6.1	13.8	95	503	7.8	8.9	123	374	6.0	6.6	94
RITIDE	N 7718	2105	9.3	27.3	107	1176	9.2	15.2	105	800	12.5	10.4	143	604	9.7	7.8	112
SCARECROW & MRS. KING	C 11058	2915	12.9	26.4	103	1532	12.0	13.9	96	932	14.5	8.4	116	822	13.3	7.4	106
SIMON & SIMON	C 11615	2609	11.6	22.5	88	1476	11.5	12.7	88	958	14.9	8.2	114	865	13.9	7.4	106
60 MINUTES	C 14326	3321	14.7	23.2	91	1868	14.6	13.0	90	985	15.4	6.9	95	1126	18.2	7.9	112
ST. ELSEWHERE	N 7670	2047	9.1	26.7	105	1256	9.8	16.4	113	557	8.7	7.3	100	649	10.5	8.5	121
THREE'S COMPANY	A 12068	3097	13.7	25.7	101	1723	13.5	14.3	99	903	14.1	7					

ADHESIVE BANDAGES

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-6

'000	%	UNWEIGHTED
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3A. DO YOU YOURSELF USE THEM?

YES	135985	81.1	15282
NO	31742	18.9	3828

ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
'000	%	'000	%	'000	%	'000	%	

IF YOU DO

3B. WHICH BRANDS DO YOU USE?

CURAD PLASTIC/SHEER BANDAGES	46295	27.6	22280	13.3	16260	9.7	7755	4.6	5067
CURAD FLEXIBLE BANDAGES	23146	13.8	9569	5.7	8001	4.8	5576	3.3	2509
JOHNSON & JOHNSON BAND-AID PLASTIC/SHEER BANDAGES	58171	34.7	32208	19.2	19414	11.6	6550	3.9	6533
JOHNSON & JOHNSON BAND-AID FLEXIBLE FABRIC BANDAGES	22908	13.7	8947	5.3	8626	5.1	5335	3.2	2481
JOHNSON & JOHNSON BAND-AID TRICOT MESH BANDAGES	13775	8.2	4589	2.7	5298	3.2	3888	2.3	1491
JOHNSON & JOHNSON BAND-AID KITCHEN ASSORTMENT BANDAGES	16885	10.1	7891	4.7	5473	3.3	3520	2.1	1860
REXALL BANDAGES	2363	1.4	720	.4	868	.5	775	.5	268
OTHER BRANDS	11126	6.6	4570	2.7	2623	1.6	3933	2.3	1254
DO NOT KNOW	691	.4							88

	TOTAL U.S. '000	ADULTS				MALES				FEMALES				A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL ADULTS	167727	135985	100.0	81.1	100	62882	100.0	37.5	100	73103	100.0	43.6	100				
MALES	79263	62882	46.2	79.3	98	62882	100.0	79.3	212	**0	0.0	0.0	0				
FEMALES	88464	73103	53.8	82.6	102	**0	0.0	0.0	0	73103	100.0	82.6	190				
18 - 24	28671	22677	16.7	79.1	98	10589	16.8	36.9	99	12088	16.5	42.2	97				
25 - 34	39536	32401	23.8	82.0	101	15330	24.4	38.8	103	17072	23.4	43.2	99				
35 - 44	28978	24111	17.7	83.2	103	11450	18.2	39.5	105	12661	17.3	43.7	100				
45 - 54	22345	18237	13.4	81.6	101	8965	14.3	40.1	107	9272	12.7	41.5	95				
55 - 64	22224	18454	13.6	83.0	102	8549	13.6	38.5	103	9905	13.5	44.6	102				
65 OR OLDER	25973	20105	14.8	77.4	95	8000	12.7	30.8	82	12105	16.6	46.6	107				
18 - 34	68207	55078	40.5	80.8	100	25918	41.2	38.0	101	29160	39.9	42.8	98				
18 - 49	108058	88067	64.8	81.5	101	41868	66.6	38.7	103	46199	63.2	42.8	98				
25 - 54	90859	74749	55.0	82.3	101	35744	56.8	39.3	105	39005	53.4	42.9	98				
35 - 49	39851	32989	24.3	82.8	102	15950	25.4	40.0	107	17039	23.3	42.8	98				
50 OR OLDER	59669	47918	35.2	80.3	99	21014	33.4	35.2	94	26904	36.8	45.1	103				
GRADUATED COLLEGE	28091	23244	17.1	82.7	102	12845	20.4	45.7	122	10399	14.2	37.0	85				
ATTENDED COLLEGE	28938	24291	17.9	83.9	104	11080	17.6	38.3	102	13211	18.1	45.7	105				
GRADUATED HIGH SCHOOL	65503	54504	40.1	83.2	103	23320	37.1	35.6	95	31184	42.7	47.6	109				
DID NOT GRADUATE HIGH SCHOOL	45195	33946	25.0	75.1	93	15637	24.9	34.6	92	18309	25.0	40.5	93				
EMPLOYED MALES	56429	45701	33.6	81.0	100	45701	72.7	11.0	216	**0	0.0	0.0	0				
EMPLOYED FEMALES	43971	36988	27.2	84.1	104	**0	0.0	0.0	0	36988	50.6	84.1	193				
EMPLOYED FULL-TIME	87773	72141	53.1	82.2	101	42417	67.5	48.3	129	29724	40.7	33.9	78				
EMPLOYED PART-TIME	12627	10547	7.8	83.5	103	3284	5.2	26.0	69	7264	9.9	57.5	132				
NOT EMPLOYED	67327	53296	39.2	79.2	98	17181	27.3	25.5	68	36115	49.4	53.6	123				
PROFESSIONAL/MANAGER	25845	21488	15.8	83.1	103	12365	19.7	47.8	128	9123	12.5	35.3	81				
TECH/CLERICAL/SALES	30895	26341	19.4	85.3	105	9390	14.9	30.4	81	16950	23.2	54.9	126				
PRECISION/CRAFT	12629	10214	7.5	80.9	100	8391	14.9	74.4	198	823	1.1	6.5	15				
OTHER EMPLOYED	31031	24646	18.1	79.4	98	14555	23.1	46.9	125	10091	13.8	32.5	75				
SINGLE	35557	27393	20.1	77.0	95	14715	23.4	41.4	110	12678	17.3	35.7	82				
MARRIED	103585	84626	63.7	83.6	103	42377	67.4	40.9	109	44248	60.5	42.7	98				
DIVORCED/SEPARATED/WIDOWED	28585	21966	16.2	76.8	95	5789	9.2	20.3	54	16176	22.1	56.6	130				
PARENTS	59295	49230	36.2	83.0	102	20586	32.7	34.7	93	28645	39.2	48.3	111				
WHITE	146081	120761	88.8	82.7	102	56197	89.4	38.5	103	64565	88.3	44.2	101				
BLACK	17974	12388	9.1	68.9	85	5395	8.6	30.0	80	6993	9.6	38.9	89				
OTHER	3672	2835	2.1	77.2	95	1290	2.1	35.1	94	1545	2.1	42.1	97				
NORTH-CENSUS	37005	30354	22.3	82.0	101	13851	22.0	37.4	100	16503	22.6	44.6	102				
NORTH CENTRAL	42642	34908	25.7	81.9	101	16341	26.0	38.3	102	18566	25.4	43.5	100				
SOUTH	56777	44458	32.7	78.3	97	20510	32.6	36.1	96	23947	32.8	42.2	97				
WEST	31303	26265	19.3	83.9	103	12179	19.4	38.9	104	14086	19.3	45.0	103				
NORTHEAST-MKTG.	38125	31025	22.8	81.4	100	14429	22.9	37.8	101	16596	22.7	43.5	100				
EAST CENTRAL	24794	19943	14.7	80.4	99	9256	14.7	37.3	100	10686	14.6	43.1	99				
WEST CENTRAL	28511	23711	17.4	83.2	103	10905	17.3	38.2	102	12806	17.5	44.9	103				
SOUTH	48953	38435	28.3	78.5	97	17807	28.3	36.4	97	20628	28.2	42.1	97				
PACIFIC	27344	22871	16.8	83.6	103	10485	16.7	38.3	102	12386	16.9	45.3	104				
COUNTY SIZE A	69301	56102	41.3	81.0	100	25639	40.8	37.0	99	30463	41.7	44.0	101				
COUNTY SIZE B	50633	40903	30.1	80.8	100	19015	30.2	37.6	100	21888	29.9	43.2	99				
COUNTY SIZE C	26259	21792	16.0	83.0	102	10078	16.0	38.4	102	11714	16.0	44.6	102				
COUNTY SIZE D	21534	17187	12.6	79.8	98	8149	13.0	37.8	101	9039	12.4	42.0	96				
METRO CENTRAL CITY	50014	38730	28.5	77.4	96	17451	27.8	34.9	93	21278	29.1	42.5	98				
METRO SUBURBAN	76832	64323	47.3	83.7	103	30248	48.1	39.4	105	34075	46.6	44.4	102				
NON METRO	40881	32932	24.2	80.6	99	15183	24.1	37.1	99	17750	24.3	43.4	100				
TOP 5 ADI'S	39550	32354	23.8	81.8	101	14945	23.8	37.8	101	17409	23.8	44.0	101				
TOP 10 ADI'S	54877	44143	32.5	80.4	99	20702	32.9	37.7	101	23441	32.1	42.7	98				
TOP 20 ADI'S	77516	62998	46.3	81.3	100	29129	46.3	37.6	100	33869	46.3	43.7	100				
HSGLD INC. \$50,000 OR MORE	17257	14692	10.8	85.1	105	7868	12.5	45.6	122	6825	9.3	39.5	91				
\$40,000 OR MORE	33235	28264	20.8	85.0	105	14990	23.8	45.1	120	13275	18.2	39.9	92				
\$30,000 OR MORE	59693	50731	37.3	85.0	105	26167	41.6	43.8	117	24563	33.6	41.1	94				
\$25,000 OR MORE	76275	64205	47.2	84.2	104	32943	52.4	43.2	115	31262	42.8	41.0	94				
\$20,000 - \$24,999	18607	15342	11.3	82.5	102	6866	10.9	36.9	98	8476	11.6	45.6	105				
\$15,000 - \$19,999	17175	14331	10.5	83.4	103	6439	10.2	37.5	100	7892	10.8	46.0	105				
\$10,000 - \$14,999	24569	19456	14.3	79.2	98	8497	13.5	34.6	92	10959	15.0	44.6	102				
UNDER \$10,000	31101	22651	16.7	72.8	90	8137	12.9	26.2	70	14514	19.9	46.7	107				
HOUSEHOLD OF 1 PERSON	19441	14396	10.6	74.0	91	5182	8.2	26.7	71	9215	12.6	47.4	109				
2 PEOPLE	51803	42724	31.4	82.5	102	20083	31.9	38.8	103	22641	31.0	43.7	100				
3 OR 4 PEOPLE	66933	54614	40.2	81.6	101	26304	41.8	39.3	105	28310	38.7	42.3	97				
5 OR MORE PEOPLE	29550	24251	17.8	82.1	101	11313	18.0	38.3	102	12937	17.7	43.8	100				
NO CHILD IN HSHLD	96587	77174	56.8	79.9	99	36732	58.4	38.0	101	40442	55.3	41.9	96				
CHILD(REN) UNDER 2 YRS	10844	8803	6.5	81.2	100	3660	5.8	33.8	90	5143	7.0	47.4	109				
2 - 5 YEARS	26358	21468	15.8	81.4	100	8847	14.1	33.6	90	12621	17.3	47.9	110				
6 - 11 YEARS	30453	25117	18.5	82.5	102	11473	18.2	37.7	100	13644	18.7	44.8	103				
12 - 17 YEARS	36575	30366	22.3	83.0	102	14136	22.5	38.6	103	16230	22.2	44.4	102				
RESIDENCE OWNED	117770	98239	72.2	83.4	103	46317	73.7	39.3	105	51923	71.0	44.1	101				
VALUE: \$50,000 OR MORE	70166	59016	43.4	84.1	104	28940	46.0	41.2	110	30076	41.1	42.9	98				
VALUE: UNDER \$50,000	47604	39223	28.8	82.4	102	17376	27.6	36.5	97	21846	29.9	45.9	105				

		TOTAL U.S. '000	A '000	ADULTS B % DOWN	C ACROSS %	D INDX	A '000	MALES B % DOWN	C ACROSS %	D INDX	A '000	FEMALES B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	135985	100.0	81.1	100	62882	100.0	37.5	100	73103	100.0	43.6	100				
MAGAZINES	QUINTILE 1	34022	28550	21.0	83.9	104	13085	20.8	38.5	103	15465	21.2	45.5	104				
	QUINTILE 2	34800	29543	21.7	84.3	105	12774	20.3	36.7	98	16769	22.9	48.2	111				
	QUINTILE 3	30514	24794	18.2	81.3	100	12740	20.3	41.8	111	12054	16.5	39.5	91				
	QUINTILE 4	33324	26785	19.7	80.4	99	13535	21.5	40.6	108	13250	18.1	39.8	91				
	QUINTILE 5	35066	26312	19.3	75.0	93	10747	17.1	30.6	82	15565	21.3	44.4	102				
NEWSPAPERS	QUINTILE 1	29107	24199	17.8	83.1	103	12447	19.8	42.8	114	11753	16.1	40.4	93				
	QUINTILE 2	49095	40880	30.1	83.3	103	18514	29.4	37.7	101	22366	30.6	45.6	105				
	QUINTILE 3	23107	19077	14.0	82.6	102	8701	13.8	37.7	100	10376	14.2	44.9	103				
	QUINTILE 4	33556	27247	20.0	81.2	100	9266	14.7	27.6	74	17981	24.6	53.6	123				
	QUINTILE 5	32863	24581	18.1	74.8	92	13954	22.2	42.5	113	10627	14.5	32.3	74				
OUTDOOR	QUINTILE 1	33431	27656	20.3	82.7	102	13428	21.4	40.2	107	14228	19.5	42.6	98				
	QUINTILE 2	33478	27235	20.0	81.4	100	13021	20.7	38.9	104	14214	19.4	42.5	97				
	QUINTILE 3	33574	27514	20.2	82.0	101	12787	20.3	38.1	102	14728	20.1	43.9	101				
	QUINTILE 4	33935	27177	20.0	80.1	99	12214	19.4	36.0	96	14962	20.5	44.1	101				
	QUINTILE 5	33310	26402	19.4	79.3	98	11432	18.2	34.3	92	14970	20.5	44.9	103				
RADIO-DRIVE TIME	QUINTILE 1	33136	27382	20.1	82.6	102	12717	20.2	38.4	102	14665	20.1	44.3	102				
	QUINTILE 2	31658	25583	18.8	80.8	100	11797	18.8	37.3	99	13786	18.9	43.5	100				
	QUINTILE 3	32541	26861	19.8	82.5	102	12676	20.2	39.0	104	14185	19.4	43.6	100				
	QUINTILE 4	34247	27706	20.4	80.9	100	13028	20.7	38.0	101	14678	20.1	42.9	98				
	QUINTILE 5	36144	28452	20.9	78.7	97	12664	20.1	35.0	93	15789	21.6	43.7	100				
RADIO-MID- DAY	TERCILE 1	45037	36904	27.1	81.9	101	17256	27.4	38.3	102	19648	26.9	43.6	100				
	TERCILE 2	44819	36282	26.7	81.0	100	16833	26.8	37.6	100	19450	26.6	43.4	100				
	TERCILE 3	77872	62798	46.2	80.6	99	28793	45.8	37.0	99	34005	46.5	43.7	100				
RADIO-TOTAL	QUINTILE 1	33763	27721	20.4	82.1	101	12727	20.2	37.7	101	14994	20.5	44.4	102				
	QUINTILE 2	33240	26972	19.8	81.1	100	12519	19.9	37.7	100	14454	19.8	43.5	100				
	QUINTILE 3	33408	27549	20.3	82.5	102	12129	19.3	36.3	97	15420	21.1	46.2	106				
	QUINTILE 4	34792	28247	20.8	81.2	100	13752	21.9	39.5	105	14495	19.8	41.7	96				
	QUINTILE 5	32524	25497	18.7	78.4	97	11756	18.7	36.1	96	13741	18.8	42.2	97				
TV-PRIME TIME	QUINTILE 1	33090	26854	19.7	81.2	100	12537	19.9	37.9	101	14317	19.6	43.3	99				
	QUINTILE 2	33357	27210	20.0	81.6	101	12767	20.3	38.3	102	14444	19.8	43.3	99				
	QUINTILE 3	33980	27895	20.5	82.1	101	12978	20.6	38.2	102	14917	20.4	43.9	101				
	QUINTILE 4	33854	27740	20.4	81.9	101	12379	19.7	36.6	98	15361	21.0	45.4	104				
	QUINTILE 5	33444	26286	19.3	78.6	97	12222	19.4	36.5	97	14064	19.2	42.1	96				
TV-DAYTIME	TERCILE 1	49121	39377	29.0	80.2	99	14961	23.8	30.5	81	24416	33.4	49.7	114				
	TERCILE 2	48823	39987	29.4	81.9	101	15381	24.5	31.5	84	24606	33.7	50.4	116				
	TERCILE 3	69782	56621	41.6	81.1	100	32540	51.7	46.6	124	24081	32.9	34.5	79				
TV-TOTAL	QUINTILE 1	33584	26514	19.5	78.9	97	12232	19.5	36.4	97	14282	19.5	42.5	98				
	QUINTILE 2	33441	27775	20.4	83.1	102	13080	20.8	39.1	104	14696	20.1	43.9	101				
	QUINTILE 3	33505	27474	20.2	82.0	101	12600	20.0	37.6	100	14874	20.3	44.4	102				
	QUINTILE 4	33466	27202	20.0	81.3	100	12636	20.1	37.8	101	14566	19.9	43.5	100				
	QUINTILE 5	33731	27019	19.9	80.1	99	12334	19.6	36.6	98	14685	20.1	43.5	100				
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	44503	38001	27.9	85.4	105	17804	28.3	40.0	107	20198	27.6	45.4	104				
	NEWSPAPER IMPERATIVE	39363	32280	23.7	82.0	101	14157	22.5	36.0	96	18123	24.8	46.0	106				
		46441	37441	27.5	80.6	99	18216	29.0	39.2	105	19225	26.3	41.4	95				
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	33726	28518	21.0	84.6	104	13370	21.3	39.6	106	15148	20.7	44.9	103				
	OUTDOOR IMPERATIVE	52846	43950	32.3	83.2	103	19595	31.2	37.1	99	24356	33.3	46.1	106				
		52140	41464	30.5	79.5	98	20283	32.3	38.9	104	21181	29.0	40.6	93				
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	37081	31234	23.0	84.2	104	13813	22.0	37.3	99	17422	23.8	47.0	108				
	RADIO IMPERATIVE	49747	41689	30.7	83.8	103	19399	30.8	39.0	104	22290	30.5	44.8	103				
		49208	39120	28.8	79.5	98	18583	29.6	37.8	101	20537	28.1	41.7	96				
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	27557	20.3	83.2	103	13020	20.7	39.3	105	14536	19.9	43.9	101				
	TELEVISION IMPERATIVE	54575	45616	33.5	83.6	103	20528	32.6	37.6	100	25088	34.3	46.0	105				
		53249	42223	31.0	79.3	98	20066	31.9	37.7	101	22157	30.3	41.6	95				
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	36255	30042	22.1	82.9	102	14250	22.7	39.3	105	15793	21.6	43.6	100				
	OUTDOOR IMPERATIVE	55591	46135	33.9	83.0	102	21501	34.2	38.7	103	24634	33.7	44.3	102				
		48319	38952	28.6	80.6	99	18117	28.8	37.5	100	20835	28.5	43.1	99				
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	37242	30871	22.7	82.9	102	14560	23.2	39.1	104	16311	22.3	43.8	100				
	RADIO IMPERATIVE	54423	45101	33.2	82.9	102	21394	34.0	39.3	105	23707	32.4	43.6	100				
		46650	37607	27.7	80.6	99	16715	26.6	35.8	96	20892	28.6	44.8	103				
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	35974	29915	22.0	83.2	103	14208	22.6	39.5	105	15707	21.5	43.7	100				
	TELEVISION IMPERATIVE	56095	46598	34.3	83.1	102	21857	34.8	39.0	104	24742	33.8	44.1	101				
		47170	37359	27.5	79.2	98	16932	26.9	35.9	96	20427	27.9	43.3	99				
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	33748	27866	20.5	82.6	102	13053	20.8	38.7	103	14813	20.3	43.9	101				
	RADIO IMPERATIVE	52785	42911	31.6	81.3	100	20799	33.1	39.4	105	22112	30.2	41.9	96				
		52882	43063	31.7	81.4	100	19070	30.3	36.1	96	23993	32.8	45.4	104				
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	32030	26154	19.2	81.7	101	12819	20.4	40.0	107	13335	18.2	41.6	96				
	TELEVISION IMPERATIVE	54626	45007	33.1	82.4	102	21033	33.4	38.5	103	23974	32.8	43.9	101				
		54874	44324	32.6	80.8	100	19772	31.4	36.0	96	24552	33.6	44.7	103				
RADIO-TELEVISION: DUAL	RADIO IMPERATIVE	33386	26887	19.8	80.5	99	12343	19.6	37.0	99	14544	19.9	43.6	100				
	TELEVISION IMPERATIVE	53810	44470	32.7	82.6	102	20313	32.3	37.7	101	24157	33.0	44.9	103				
		54023	43899	32.3	81.3	100	20524	32.6	38.0	101	23374	32.0	43.3	99				

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	135985	100.0	81.1	100	62882	100.0	37.5	100	73103	100.0	43.6	100				
ATLANTIC MONTHLY	867	704	0.5	81.2	100	389	0.6	44.9	120	314	0.4	36.2	83				
BARRON'S	1580	1375	1.0	87.0	107	929	1.5	58.8	157	446	0.6	28.2	65				
BETTER HOMES & GARDENS	22203	18740	13.8	84.4	104	3957	6.3	17.8	48	14783	20.2	66.6	153				
BON APPETIT	3810	3230	2.4	84.8	105	851	1.4	22.3	60	2380	3.3	62.5	143				
BUSINESS WEEK	4663	3977	2.9	85.3	105	2709	4.3	58.1	155	1268	1.7	27.2	62				
CAR AND DRIVER	3102	2463	1.8	79.4	98	2123	3.4	68.4	183	341	0.5	11.0	25				
CBS MAGAZINE NETWORK (GROSS)	7311	5849	4.3	80.9	99	4470	7.1	61.1	163	1379	1.9	18.9	43				
CHANGING TIMES	3400	2874	2.1	84.5	104	1573	2.5	46.3	123	1301	1.8	38.3	88				
COLONIAL HOMES	1796	1482	1.1	82.5	102	393	0.6	21.9	58	1089	1.5	60.6	139				
CONDE NAST MAG. PKG. (GROSS)	19924	16824	12.4	84.4	104	1624	2.6	8.2	22	15201	20.8	76.3	175				
CONSUMERS DIGEST	3125	2668	2.0	85.4	105	1466	2.3	46.9	125	1202	1.6	38.5	88				
COSMOPOLITAN	10577	8995	6.6	85.0	105	1571	2.5	14.9	40	7424	10.2	70.2	161				
COUNTRY LIVING	3746	3219	2.4	85.9	106	907	1.4	24.2	65	2311	3.2	61.7	142				
CUISINE	2214	1961	1.4	88.6	109	609	1.0	27.5	73	1353	1.9	61.1	140				
CYCLE WORLD	2394	1893	1.4	79.1	98	1507	2.4	62.9	168	386	0.5	16.1	37				
DCI:CREATIVE IDEAS FOR LIV	3068	2638	1.9	86.0	106	389	0.6	12.7	34	2249	3.1	73.3	168				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	8144	6.0	85.2	105	2047	3.3	21.4	57	6098	8.3	63.8	146				
DISCOVER	2277	1969	1.4	86.5	107	1121	1.8	49.2	131	848	1.2	37.2	85				
EBONY	7187	5298	3.9	73.7	91	2050	3.3	28.5	76	3248	4.4	45.2	104				
ESQUIRE	2560	2040	1.5	79.7	98	1103	1.8	43.1	115	937	1.3	36.6	84				
ESSENCE	3242	2464	1.8	76.0	94	631	1.0	19.5	52	1833	2.5	56.5	130				
FAMILY CIRCLE	19639	16825	12.4	85.7	106	2035	3.2	10.4	28	14790	20.2	75.3	173				
THE FAMILY HANDYMAN	3540	3042	2.2	85.9	106	2026	3.2	57.2	153	1016	1.4	28.7	66				
FAMILY WEEKLY	23924	19934	14.7	83.3	103	9458	15.0	39.5	105	10477	14.3	43.8	100				
FIELD & STREAM	9883	8068	5.9	81.6	101	5920	9.4	59.9	160	2148	2.9	21.7	50				
FOOD & WINE	1030	897	0.7	87.1	107	380	0.6	36.9	98	517	0.7	50.2	115				
FORBES	2679	2267	1.7	84.6	104	1571	2.5	58.6	156	696	1.0	26.0	60				
FORTUNE	2931	2399	1.8	81.8	101	1517	2.4	51.8	138	883	1.2	30.1	69				
GENTLEMEN'S QUARTERLY	3481	2778	2.0	79.8	98	1762	2.8	50.6	135	1016	1.4	29.2	67				
GLAMOUR	7163	6053	4.5	84.5	104	429	0.7	6.0	16	5624	7.7	78.5	180				
GOLF DIGEST	2355	2028	1.5	86.1	106	1392	2.2	59.1	158	636	0.9	27.0	62				
GOLF DIGEST/TENNIS (GROSS)	3610	3000	2.2	83.1	103	1872	3.0	51.9	138	1128	1.5	31.2	72				
GOLF MAGAZINE	2046	1779	1.3	87.0	107	1335	2.1	65.2	174	444	0.6	21.7	50				
GOLF MAGAZINE/SKI (GROSS)	3547	3070	2.3	86.6	107	2086	3.3	58.8	157	984	1.3	27.7	64				
GOOD HOUSEKEEPING	20353	17426	12.8	85.6	106	2165	3.4	10.6	28	15262	20.9	75.0	172				
HARPER'S BAZAAR	3362	2836	2.1	84.4	104	361	0.6	10.7	29	2475	3.4	73.6	169				
HEALTH	2987	2547	1.9	85.3	105	685	1.1	22.9	61	1862	2.5	62.3	143				
HEARST MAG CORP. BUY (GROSS)	67928	57500	42.3	84.6	104	15312	24.4	22.5	60	42188	57.7	62.1	142				
HEARST MAN POWER (GROSS)	11282	9194	6.8	81.5	101	7272	11.6	64.5	172	1923	2.6	17.0	39				
HEARST WOMAN POWER (GROSS)	40514	34657	25.5	85.5	106	4660	7.4	11.5	31	29997	41.0	74.0	170				
HOUSE BEAUTIFUL	4885	4202	3.1	86.0	106	840	1.3	17.2	46	3361	4.6	68.8	158				
INC.	1308	1135	0.8	86.8	107	854	1.4	65.3	174	281	0.4	21.5	49				
JET	6498	4788	3.5	73.7	91	2024	3.2	31.1	83	2765	3.8	42.6	98				
LADIES' HOME JOURNAL	14797	12477	9.2	84.3	104	1483	2.4	10.0	27	10995	15.0	74.3	170				
LHJ FAMILY GRP COMBO(GROSS)	21743	18299	13.5	84.2	104	2874	4.6	13.2	35	15425	21.1	70.9	163				
LIFE	9881	8078	5.9	81.8	101	3854	6.1	39.0	104	4224	5.8	42.7	98				
L.A. TIMES HOME MAGAZINE	2775	2378	1.7	85.7	106	1254	2.0	45.2	121	1123	1.5	40.5	93				
MADEMOISELLE	4219	3644	2.7	86.4	107	*356	0.6	8.4	23	3288	4.5	77.9	179				
MC CALL'S	16422	14097	10.4	85.8	106	1603	2.5	9.8	26	12494	17.1	76.1	175				
MC CALL'S/WRK MOTHER (GROSS)	17919	15370	11.3	85.8	106	1884	3.0	10.5	28	13486	18.4	75.3	173				
MECHANIX ILLUSTRATED	4433	3560	2.6	80.3	99	2879	4.6	64.9	173	681	0.9	15.4	35				
METROPOLITAN HOME	1504	1304	1.0	86.7	107	433	0.7	28.8	77	872	1.2	58.0	133				
MONEY	4723	4005	2.9	84.8	105	2557	4.1	54.1	144	1447	2.0	30.6	70				
MOTHER EARTH NEWS	2325	2021	1.5	86.9	107	1009	1.6	43.4	116	1012	1.4	43.5	100				
MS.	1189	985	0.7	82.8	102	*240	0.4	20.2	54	745	1.0	62.7	144				
NATIONAL ENQUIRER	18892	15646	11.5	82.8	102	5641	9.0	29.9	80	10005	13.7	53.0	122				
NATIONAL GEOGRAPHIC	22129	18804	13.8	85.0	105	9778	15.5	44.2	118	9026	12.3	40.8	94				
NATIONAL SUNDAY MAGAZINE PKG	103750	85799	63.1	82.7	102	39952	63.5	38.5	103	45847	62.7	44.2	101				
NATURAL HISTORY	1379	1114	0.8	80.8	100	629	1.0	45.6	122	486	0.7	35.2	81				
NEW WOMAN	2289	1958	1.4	85.5	106	*271	0.4	11.8	32	1687	2.3	73.7	169				
NEW YORK INCLUDING CUE	1088	875	0.6	80.4	99	450	0.7	41.4	110	425	0.6	39.1	90				
THE NEW YORKER	2459	2070	1.5	84.2	104	912	1.5	37.1	99	1159	1.6	47.1	108				
NEWSWEEK	16527	13674	10.1	82.7	102	7718	12.3	46.7	125	5956	8.1	36.0	83				
THE N.Y. TIMES DAILY EDITION	2739	2290	1.7	83.6	103	1130	1.8	41.3	110	1159	1.6	42.3	97				
THE N.Y. TIMES MAGAZINE	4443	3715	2.7	83.6	103	1743	2.8	39.2	105	1972	2.7	44.4	102				
OMNI	2799	2448	1.8	87.5	108	1615	2.6	57.7	154	834	1.1	29.8	68				
ON CABLE	2209	1755	1.3	79.4	98	755	1.2	34.2	91	1001	1.4	45.3	104				
1001 HOME IDEAS	3959	3274	2.4	82.7	102	706	1.1	17.8	48	2568	3.5	64.9	149				
ORGANIC GARDENING	3111	2718	2.0	87.4	108	1211	1.9	38.9	104	1507	2.1	48.4	111				
OUTDOOR LIFE	5024	4141	3.0	82.4	102	3275	5.2	65.2	174	866	1.2	17.2	40				
PARADE MAGAZINE	51292	42333	31.1	82.5	102	19791	31.5	38.6	103	22542	30.8	43.9	101				

	TOTAL U.S. '000	ADULTS				MALES				FEMALES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	135985	100.0	81.1	100	62882	100.0	37.5	100	73103	100.0	43.6	100				
PARENTS	5298	4670	3.4	88.1	109	936	1.5	17.7	47	3734	5.1	70.5	162				
PENTHOUSE	5129	4265	3.1	83.2	103	3433	5.5	66.9	179	831	1.1	16.2	37				
PEOPLE	21070	17752	13.1	84.3	104	6199	9.9	29.4	78	11553	15.8	54.8	126				
PLAYBOY	10562	8644	6.4	81.8	101	6802	10.8	64.4	172	1842	2.5	17.4	40				
POPULAR HOT RODDING	2498	2006	1.5	80.3	99	1668	2.7	66.8	178	338	0.5	13.5	31				
POPULAR MECHANICS	5887	4814	3.5	81.8	101	3859	6.1	65.6	175	956	1.3	16.2	37				
POPULAR SCIENCE	4317	3652	2.7	84.6	104	2880	4.6	66.7	178	772	1.1	17.9	41				
PREVENTION	5792	4910	3.6	84.8	105	1379	2.2	23.8	64	3531	4.8	61.0	140				
PSYCHOLOGY TODAY	3284	2835	2.1	86.3	106	1163	1.8	35.4	94	1671	2.3	50.9	117				
READER'S DIGEST	40046	34061	25.0	85.1	105	13477	21.4	33.7	90	20584	28.2	51.4	118				
REDBOOK	9584	8235	6.1	85.9	106	925	1.5	9.7	26	7311	10.0	76.3	175				
ROAD & TRACK	2590	2055	1.5	79.3	98	1690	2.7	65.3	174	365	0.5	14.1	32				
ROLLING STONE	3302	2765	2.0	83.7	103	1536	2.4	46.5	124	1228	1.7	37.2	85				
RUNNER'S WORLD	1229	1002	0.7	81.5	101	739	1.2	60.1	160	263	0.4	21.4	49				
SATURDAY EVENING POST	2110	1829	1.3	86.7	107	697	1.1	33.0	88	1132	1.5	53.6	123				
SCIENCE 84	1543	1362	1.0	88.3	109	705	1.1	45.7	122	657	0.9	42.6	98				
SCIENCE DIGEST	1747	1415	1.0	81.0	100	924	1.5	52.9	141	491	0.7	28.1	64				
SCIENTIFIC AMERICAN	1994	1685	1.2	84.5	104	1181	1.9	59.2	158	504	0.7	25.3	58				
SELF	3119	2633	1.9	84.4	104	359	0.6	11.5	31	2275	3.1	72.9	167				
SEVENTEEN	3923	3289	2.4	83.8	103	517	0.8	13.2	35	2772	3.8	70.7	162				
SKI	1501	1291	0.9	86.0	106	751	1.2	50.0	133	540	0.7	36.0	83				
SMITHSONIAN	5976	5067	3.7	84.8	105	2515	4.0	42.1	112	2552	3.5	42.7	98				
SOAP OPERA DIGEST	4228	3561	2.6	84.2	104	494	0.8	11.7	31	3067	4.2	72.5	166				
SOUTHERN LIVING	6488	5506	4.0	84.9	105	1658	2.6	25.6	68	3848	5.3	59.3	136				
SPORT	3500	2994	2.2	85.5	106	2349	3.7	67.1	179	645	0.9	18.4	42				
THE SPORTING NEWS	2456	2087	1.5	85.0	105	1617	2.6	65.8	176	470	0.6	19.1	44				
SPORTS AFIELD	3648	2965	2.2	81.3	100	2489	4.0	68.2	182	476	0.7	13.0	30				
SPORTS ILLUSTRATED	14484	11639	8.6	80.4	99	8810	14.0	60.8	162	2830	3.9	19.5	45				
STAR	12661	10437	7.7	82.4	102	3362	5.3	26.6	71	7076	9.7	55.9	128				
SUNDAY	52799	43225	31.8	81.9	101	20146	32.0	38.2	102	23079	31.6	43.7	100				
SUNSET	3513	2977	2.2	84.7	105	1149	1.8	32.7	87	1828	2.5	52.0	119				
TV GUIDE	42766	35649	26.2	83.4	103	15047	23.9	35.2	94	20602	28.2	48.2	111				
TENNIS	1254	972	0.7	77.5	96	480	0.8	38.3	102	492	0.7	39.2	90				
TIME	22054	18344	13.5	83.2	103	9893	15.7	44.9	120	8451	11.6	38.3	88				
TOWN & COUNTRY	1555	1268	0.9	81.5	101	371	0.6	23.9	64	896	1.2	57.6	132				
TRAVEL & LEISURE	2173	1875	1.4	86.3	106	912	1.5	42.0	112	963	1.3	44.3	102				
TRUE STORY	4636	3921	2.9	84.6	104	578	0.9	12.5	33	3343	4.6	72.1	165				
U.S. NEWS & WORLD REPORT	10353	8800	6.5	85.0	105	5515	8.8	53.3	142	3286	4.5	31.7	73				
USA TODAY	4994	4317	3.2	86.4	107	2622	4.2	52.5	140	1695	2.3	33.9	78				
US	3528	3079	2.3	87.3	108	1121	1.8	31.8	85	1958	2.7	55.5	127				
VOGUE	5424	4494	3.3	82.9	102	480	0.8	8.8	24	4014	5.5	74.0	170				
WALL STREET JOURNAL	6292	5329	3.9	84.7	104	3600	5.7	57.2	153	1730	2.4	27.5	63				
WEIGHT WATCHERS	2762	2336	1.7	84.6	104	340	0.5	12.3	33	1996	2.7	72.3	166				
WOMAN'S DAY	16320	14071	10.3	86.2	106	932	1.5	5.7	15	13139	18.0	80.5	185				
WORKING MOTHER	1496	1273	0.9	85.1	105	*281	0.4	18.8	50	992	1.4	66.3	152				
WORKING WOMAN	1851	1543	1.1	83.4	103	*281	0.4	15.2	40	1262	1.7	68.2	156				
WORLD TENNIS	580	495	0.4	85.3	105	340	0.5	58.6	156	*155	0.2	26.7	61				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	10242	7.5	82.5	102	7802	12.4	62.9	168	2440	3.3	19.7	45				
BLAIR INSERTS	91671	75706	55.7	82.6	102	35394	56.3	38.6	103	40312	55.1	44.0	101				
DAILY NEWSPAPERS																	
READ ANY	109190	90373	66.5	82.8	102	42553	67.7	39.0	104	47820	65.4	43.8	100				
READ ONE	89587	73984	54.4	82.6	102	33850	53.8	37.8	101	40134	54.9	44.8	103				
READ TWO OR MORE	19602	16389	12.1	83.6	103	8703	13.8	44.4	118	7686	10.5	39.2	90				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	90702	66.7	82.7	102	42011	66.8	38.3	102	48691	66.6	44.4	102				
READ ONE	95074	78414	57.7	82.5	102	35889	57.1	37.7	101	42525	58.2	44.7	103				
READ TWO OR MORE	14588	12288	9.0	84.2	104	6122	9.7	42.0	112	6166	8.4	42.3	97				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.97				29.66				28.37							
30 DAY REACH	149706	121703	89.5	81.3	100	56869	90.4	38.0	101	64834	88.7	43.3	99				
50 SHWG - 30 DAY AV FREQ	15.16	15.24				15.58				14.94							
30 DAY REACH	142406	115846	85.2	81.3	100	54145	86.1	38.0	101	61701	84.4	43.3	99				
25 SHWG - 30 DAY AV FREQ	8.23	8.25				8.42				8.10							
30 DAY REACH	131152	106964	78.7	81.6	101	50095	79.7	38.2	102	56869	77.8	43.4	99				
CABLE TV: HOME WIRED	66879	55968	41.2	83.7	103	25759	41.0	38.5	103	30210	41.3	45.2	104				
HOME NOT WIRED	100848	80016	58.8	79.3	98	37123	59.0	36.8	98	42893	58.7	42.5	98				
HAVE PAY CABLE	35024	29637	21.8	84.6	104	13901	22.1	39.7	106	15736	21.5	44.9	103				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	ADULTS				MALES				FEMALES				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL ADULTS	167727	135985	100.0	81.1	100	62882	100.0	37.5	100	73103	100.0	43.6	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	78810	58.0	82.4	102	38478	61.2	40.2	107	40331	55.2	42.2	97				
10:00 AM - 3:00 PM	36599	51967	38.2	81.7	101	23763	37.8	37.4	100	28204	38.6	44.3	102				
3:00 PM - 7:00 PM	72097	59590	43.8	82.7	102	30554	48.6	42.4	113	29037	39.7	40.3	92				
7:00 PM - MIDNIGHT	36670	29989	22.1	81.8	101	14958	23.8	40.8	109	15031	20.6	41.0	94				
MIDNIGHT - 6:00 AM	21908	17995	13.2	82.1	101	9384	14.9	42.8	114	8611	11.8	39.3	90				
6:00 AM - MIDNIGHT	127571	104599	76.9	82.0	101	50755	80.7	39.8	106	53843	73.7	42.2	97				
ENTIRE DAY	129239	105960	77.9	82.0	101	51373	81.7	39.8	106	54587	74.7	42.2	97				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	28216	20.7	83.0	102	13433	21.4	39.5	105	14784	20.2	43.5	100				
ALL NEWS	6062	4965	3.7	81.9	101	2898	4.6	47.8	128	2067	2.8	34.1	78				
AOR/PROGRESSIVE	11884	9801	7.2	82.5	102	5986	9.5	50.4	134	3815	5.2	32.1	74				
BEAUTIFUL MUSIC	11180	9446	6.9	84.5	104	4250	6.8	38.0	101	5196	7.1	46.5	107				
BLACK	4538	3303	2.4	72.8	90	1405	2.2	31.0	83	1898	2.6	41.8	96				
CLASSICAL	3857	3186	2.3	82.6	102	1841	2.9	47.7	127	1344	1.8	34.8	80				
CHR/ROCK	21946	18296	13.5	83.4	103	8510	13.5	38.8	103	9785	13.4	44.6	102				
COUNTRY	27247	22478	16.5	82.5	102	11223	17.8	41.2	110	11255	15.4	41.3	95				
GOLDEN OLDIES	3339	2681	2.0	80.3	99	1670	2.7	50.0	133	1011	1.4	30.3	69				
MOR/NOSTALGIA	10346	8535	6.3	82.5	102	4152	6.6	40.1	107	4383	6.0	42.4	97				
NEWS/TALK	8929	7325	5.4	82.0	101	3953	6.3	44.3	118	3373	4.6	37.8	87				
RELIGIOUS	5488	4351	3.2	79.3	98	1674	2.7	30.5	81	2677	3.7	48.8	112				
SOFT ROCK	1232	1028	0.8	83.4	103	523	0.8	42.5	113	506	0.7	41.1	94				
URBAN CONTEMPORARY	3184	2385	1.8	74.9	92	912	1.5	28.6	76	1473	2.0	46.3	106				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	5870	4.3	84.9	105	2664	4.2	38.5	103	3206	4.4	46.4	106				
ABC DIRECTION	5212	4313	3.2	82.8	102	2142	3.4	41.1	110	2171	3.0	41.7	96				
ABC ENTERTAINMENT	10385	8424	6.2	81.1	100	4166	6.6	40.1	107	4257	5.8	41.0	94				
ABC FM	4762	3841	2.8	80.7	99	1713	2.7	36.0	96	2128	2.9	44.7	103				
ABC INFORMATION	11339	9460	7.0	83.4	103	4686	7.5	41.3	110	4773	6.5	42.1	97				
ABC ROCK	4878	3996	2.9	81.9	101	2212	3.5	45.3	121	1785	2.4	36.6	84				
CBS	10709	8848	6.5	82.6	102	4833	7.7	45.1	120	4015	5.5	37.5	86				
MUTUAL	10251	8618	6.3	84.1	104	4160	6.6	40.6	108	4458	6.1	43.5	100				
NBC	12243	10239	7.5	83.6	103	6068	9.6	49.6	132	4171	5.7	34.1	78				
RADIO RADIO	4606	3584	2.6	77.8	96	1782	2.8	38.7	103	1802	2.5	39.1	90				
RKO ONE	5148	4394	3.2	85.4	105	2171	3.5	42.2	112	2223	3.0	43.2	99				
RKO TWO	7313	5906	4.3	80.8	100	2884	4.6	39.4	105	3022	4.1	41.3	95				
THE SOURCE	5981	4964	3.7	83.0	102	2792	4.4	46.7	125	2172	3.0	36.3	83				
NON-HIRED : BLAIR	19329	15875	11.7	82.1	101	7936	12.6	41.1	110	7938	10.9	41.1	94				
INTERNET	27139	22369	16.4	82.4	102	10730	17.1	39.5	105	11639	15.9	42.9	98				
KATZ RADIO GROUP	36319	29837	21.9	82.2	101	15483	24.6	42.6	114	14354	19.6	39.5	91				
SUPERNET	22361	18551	13.6	83.0	102	8865	14.1	39.6	106	9686	13.2	43.3	99				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	11860	8.7	81.6	101	4062	6.5	28.0	75	7798	10.7	53.7	123				
WKDAY 9:00 AM - 1:00 PM	18688	14966	11.0	80.1	99	4122	6.6	22.1	59	10844	14.8	58.0	133				
WKDAY 1:00 PM - 4:30 PM	24061	19240	14.1	80.0	99	4999	7.9	20.8	55	14241	19.5	59.2	136				
WKDAY 4:30 PM - 7:30 PM	44079	35480	26.1	80.5	99	15591	24.8	35.4	94	19890	27.2	45.1	104				
WKDAY 7:30 PM - 8:00 PM	61979	49978	36.8	80.6	99	21824	34.7	35.2	94	28154	38.5	45.4	104				
WKDAY 11:00 PM - 11:30 PM	49084	39803	29.3	81.1	100	18052	28.7	36.8	98	21751	29.8	44.3	102				
WKDAY 11:30 PM - 1:00 AM	16560	13232	9.7	79.9	99	6278	10.0	37.9	101	6954	9.5	42.0	96				
M-SAT 8-11 PM+SUN 7-11 PM	66967	54588	40.1	81.5	101	24089	38.3	36.0	96	30499	41.7	45.5	104				
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A	9269	7401	5.4	79.8	98	1586	2.5	17.1	46	5815	8.0	62.7	144			
ANOTHER WORLD	N	6138	4983	3.7	81.2	100	957	1.5	15.6	42	4026	5.5	65.6	150			
AS THE WORLD TURNS	C	7707	6160	4.5	79.9	99	1326	2.1	17.2	46	4834	6.6	62.7	144			
CAPITOL	C	4688	3642	2.7	77.7	96	765	1.2	16.3	44	2878	3.9	61.4	141			
CBS MORN. NEWS 1	C	2792	2382	1.8	85.3	105	1023	1.6	36.6	98	1360	1.9	48.7	112			
CBS MORN. NEWS 2	C	2071	1705	1.3	82.3	102	624	1.0	30.1	80	1081	1.5	52.2	120			
DAYS OF OUR LIVES	N	8018	6537	4.8	81.5	101	1252	2.0	15.6	42	5285	7.2	65.9	151			
FACTS OF LIFE - DAYTIME	N	3487	2677	2.0	76.8	95	741	1.2	21.3	57	1936	2.6	55.5	127			
FAMILY FEUD	A	4817	3828	2.8	79.5	98	1092	1.7	22.7	60	2736	3.7	56.8	130			
GENERAL HOSPITAL	A	8333	6722	4.9	80.7	99	1222	1.9	14.7	39	5500	7.5	66.0	151			
GOOD MORNING, AMERICA-730	A	5472	4511	3.3	82.4	102	1391	2.2	25.4	68	3120	4.3	57.0	131			
GOOD MORNING, AMERICA-830	A	3965	3342	2.5	84.3	104	724	1.2	18.3	49	2618	3.6	66.0	151			
GUIDING LIGHT	C	7542	6140	4.5	81.4	100	1348	2.1	17.9	48	4792	6.6	63.5	146			
ONE LIFE TO LIVE	A	6018	4859	3.6	80.7	100	907	1.4	15.1	40	3952	5.4	65.7	151			
PRESS YOUR LUCK	C	3589	2832	2.1	78.9	97	911	1.4	25.4	68	1921	2.6	53.5	123			
PRICE IS RIGHT 1	C	7418	5950	4.4	80.2	99	2110	3.4	28.4	76	3841	5.3	51.8	119			
PRICE IS RIGHT 2	C	8276	6700	4.9	81.0	100	2187	3.5	26.4	70	4513	6.2	54.5	125			
RYAN'S HOPE	A	4358	3454	2.5	79.3	98	671	1.1	15.4	41	2783	3.8	63.9	147			
SALE OF THE CENTURY	N	3749	2903	2.1	77.4	96	658	1.0	17.6	47	2244	3.1	59.9	137			
SEARCH FOR TOMORROW	N	2884	2363	1.7	81.9	101	249	0.4	8.6	23	2114	2.9	73.3	168			
TODAY SHOW 1	N	4869	3939	2.9	80.9	100	1501	2.4	30.8	82	2438	3.3	50.1	115			
TODAY SHOW 2	N	4135	3302	2.4	79.9	98	989	1.6	23.9	64	2312	3.2	55.9	128			
\$25,000 PYRAMID	C	4361	3630	2.7	83.2	103	1156	1.8	26.5	71	2474	3.4	56.7	130			
WHEEL OF FORTUNE	N	6187	4958	3.6	80.1	99	1171	1.9	18.9	50	3786	5.2	61.2	140			
YOUNG AND THE RESTLESS	C	8186	6530	4.8	79.8	98	1489	2.4	18.2	49	5041	6.9	61.6	141			
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A	4727	3895	2.9	82.4	102	2237	3.6	47.3	126	1658	2.3	35.1	80			
NBA PLAYOFF GAME -1	C	5127	3989	2.9	77.8	96	2982	4.7	58.2	155	1007	1.4	19.6	45			
NBC MAJOR LEAGUE PRE-GAME	N	3945	3111	2.3	78.9	97	2256	3.6	57.2	153	855	1.2	21.7	50			
SPORTSWORLD - SUN	N	3370	2814	2.1	83.5	103	1681	2.7	49.9	133	1133	1.5	33.6	77			
SUNDAY MORNING	C	4200	3541	2.6	84.3	104	2079	3.3	49.5	132	1461	2.0	34.8	80			

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION,

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	135985	100.0	81.1	100	62882	100.0	37.5	100	73103	100.0	43.6	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	42287	31.1	80.9	100	19475	31.0	37.2	99	22812	31.2	43.6	100				
NETWORK AFFILIATES - LATE	39164	31864	23.4	81.4	100	13602	21.6	34.7	93	18262	25.0	46.6	107				
INDEPENDENTS - LATE	5133	4202	3.1	81.9	101	2267	3.6	44.2	118	1935	2.6	37.7	86				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	18408	13.5	80.6	99	8930	14.2	39.1	104	9477	13.0	41.5	95				
ABC MONDAY NIGHT MOVIE	A 11258	9108	6.7	80.9	100	3515	5.6	31.2	83	5593	7.7	49.7	114				
ABC SUNDAY NIGHT MOVIE	A 23600	19370	14.2	82.1	101	8029	12.8	34.0	91	11341	15.5	48.1	110				
ABC WORLD NEWS TONIGHT	A 12801	10331	7.6	80.7	100	5020	8.0	39.2	105	5311	7.3	41.5	95				
AFTERMASH	C 10966	9009	6.6	82.2	101	3671	5.8	33.5	89	5338	7.3	48.7	112				
ALICE	C 17050	14113	10.4	82.8	102	5415	8.6	31.8	85	8698	11.9	51.0	117				
AMERICAN PARADE	C 11998	9831	7.2	81.9	101	3955	6.3	33.0	88	5875	8.0	49.0	112				
BENSON	A 19258	15515	11.4	80.6	99	6049	9.6	31.4	84	9467	13.0	49.2	113				
BLUE THUNDER	A 11478	9250	6.8	80.6	99	4703	7.5	41.0	109	4547	6.2	39.6	91				
CAGNEY & LACEY	C 18263	15157	11.1	83.0	102	6164	9.8	33.8	90	8993	12.3	49.2	113				
CBS EVENING NEWS-DEAN	C 7733	6095	4.5	78.8	97	3145	5.0	40.7	108	2950	4.0	38.1	88				
CBS EVENING NEWS-RATHER	C 15653	12729	9.4	81.3	100	6490	10.3	41.5	111	6239	8.5	39.9	91				
CBS SAT. NEWS-SCHIEFFER	C 8744	6968	5.1	79.7	98	3725	5.9	42.6	114	3243	4.4	37.1	85				
CBS SATURDAY NIGHT MOVIE	C 12000	9963	7.3	83.0	102	4857	7.7	40.5	108	5106	7.0	42.5	98				
CBS WEDNESDAY NIGHT MOVIE	C 11522	9407	6.9	81.6	101	3980	6.3	34.5	92	5427	7.4	47.1	108				
CHEERS	N 16818	13880	10.2	82.5	102	5699	9.1	33.9	90	8181	11.2	48.6	112				
DALLAS	C 37510	30461	22.4	81.2	100	10937	17.4	29.2	78	19524	26.7	52.1	119				
DIFF'RENT STROKES	N 11258	9018	6.6	80.1	99	2910	4.6	25.8	69	6109	8.4	54.3	125				
DOUBLE TROUBLE	N 12248	10186	7.5	83.2	103	3639	5.8	29.7	79	6547	9.0	53.5	123				
DUCK FACTORY	N 11100	9078	6.7	81.8	101	3949	6.3	35.6	95	5128	7.0	46.2	106				
DUKES OF HAZZARD	C 12353	9691	7.1	78.5	97	4538	7.2	36.7	98	5153	7.0	41.7	96				
DYNASTY	A 33279	27161	20.0	81.6	101	9190	14.6	27.6	74	17970	24.6	54.0	124				
FACTS OF LIFE	N 13410	10908	8.0	81.3	100	3571	5.7	26.6	71	7337	10.0	54.7	126				
FALCON CREST	C 31093	25293	18.6	81.3	100	7428	11.8	23.9	64	17865	24.4	57.5	132				
FALL GUY	A 18649	14822	10.9	79.5	98	6844	10.9	36.7	98	7978	10.9	42.8	98				
FAMILY TIES	N 13101	10765	7.9	82.2	101	3319	5.3	25.3	68	7446	10.2	56.8	130				
FANTASY ISLAND	A 13069	10565	7.8	80.8	100	3865	6.1	29.6	79	6700	9.2	51.3	118				
FOULUPS, BLEEP & BLUNDERS	A 16588	13536	10.0	81.6	101	5492	8.7	33.1	88	8044	11.0	48.5	111				
FOUR SEASONS	C 9302	7647	5.6	82.2	101	3063	4.9	32.9	88	4583	6.3	49.3	113				
GIMME A BREAK	N 13955	11101	8.2	79.5	98	3262	5.2	23.4	62	7839	10.7	56.2	129				
HART TO HART	A 15735	12855	9.5	81.7	101	4604	7.3	29.3	78	8251	11.3	52.4	120				
HILL STREET BLUES	N 18257	14842	10.9	81.3	100	6772	10.8	37.1	99	8070	11.0	44.2	101				
HOTEL	A 24236	19815	14.6	81.8	101	7017	11.2	29.0	77	12798	17.5	52.8	121				
JEFFERSONS	C 17010	13785	10.1	81.0	100	5405	8.6	31.8	85	8381	11.5	49.3	113				
JENNIFER SLEPT HERE	N 9397	7612	5.6	81.0	100	2460	3.9	26.2	70	5152	7.0	54.8	126				
KATE & ALLIE	C 16762	13727	10.1	81.9	101	5434	8.6	32.4	86	8293	11.3	49.5	114				
KNIGHT RIDER	N 13164	10810	7.9	82.1	101	4179	6.6	31.7	85	6631	9.1	50.4	116				
LOVE BOAT	A 20400	16330	12.0	80.0	99	5710	9.1	28.0	75	10620	14.5	52.1	119				
MAGNUM PI	C 22543	18400	13.5	81.6	101	8512	13.5	37.8	101	9888	13.5	43.9	101				
MAMA'S FAMILY	N 9852	8022	5.9	81.4	100	2706	4.3	27.5	73	5316	7.3	54.0	124				
MASTER, THE	N 8082	6514	4.8	80.6	99	3284	5.2	40.6	108	3230	4.4	40.0	92				
MATT HOUSTON	A 12881	10481	7.7	81.4	100	4747	7.5	36.9	98	5734	7.8	44.5	102				
NBC MONDAY NIGHT MOVIE	N 23889	19510	14.3	81.7	101	8357	13.3	35.0	93	11153	15.3	46.7	107				
NBC NIGHTLY NEWS	N 11156	8968	6.6	80.4	99	4388	7.0	39.3	105	4580	6.3	41.1	94				
NBC NIGHTLY NEWS-SAT	N 7363	5897	4.3	80.1	99	2982	4.7	40.5	108	2914	4.0	39.6	91				
NBC NIGHTLY NEWS-SUN	N 6214	5130	3.8	82.6	102	2417	3.8	38.9	104	2713	3.7	43.7	100				
NBC SUNDAY NIGHT MOVIE	N 17590	14287	10.5	81.2	100	6609	10.5	37.6	100	7678	10.5	43.6	100				
NEWMART	C 16740	13903	10.2	83.1	102	5524	8.8	33.0	88	8379	11.5	50.1	115				
ONE DAY AT A TIME	C 11820	9703	7.1	82.1	101	3028	4.8	25.6	68	6674	9.1	56.5	130				
PEOPLE ARE FUNNY	N 9138	7402	5.4	81.0	100	3172	5.0	34.7	93	4230	5.8	46.3	106				
REAL PEOPLE	N 15979	12888	9.5	80.7	99	5066	8.1	31.7	85	7822	10.7	49.0	112				
REMINGTON STEELE	N 14395	11707	8.6	81.3	100	4820	7.7	33.5	89	6886	9.4	47.8	110				
RIPLY'S BELIEVE IT - NOT	A 11362	9306	6.8	81.9	101	4688	7.5	41.3	110	4618	6.3	40.6	93				
RIPTIDE	N 13920	11295	8.3	81.1	100	4966	7.9	35.7	95	6329	8.7	45.5	104				
SCARECROW & MRS. KING	C 17571	14458	10.6	82.3	101	5283	8.4	30.1	80	9175	12.6	52.2	120				
SIMON & SIMON	C 20208	16265	12.0	80.5	99	6786	10.8	33.6	90	9479	13.0	46.9	108				
60 MINUTES	C 27668	22566	16.6	81.6	101	10714	17.0	38.7	103	11852	16.2	42.8	98				
ST. ELSEWHERE	N 13699	11320	8.3	82.6	102	4871	7.7	35.6	95	6449	8.8	47.1	108				
THREE'S COMPANY	A 20632	16925	12.4	82.0	101	6909	11.0	33.5	89	10016	13.7	48.5	111				
T.J. HOOKER	A 17136	13771	10.1	80.4	99	5740	9.1	33.5	89	8032	11.0	46.9	108				
TONIGHT SHOW	N 4963	4018	3.0	81.0	100	1873	3.0	37.7	101	2145	2.9	43.2	99				
TRAPPER JOHN, M.D.	C 16332	13411	9.9	82.1	101	4774	7.6	29.2	78	8637	11.8	52.9	121				
TV BLOOPERS & PRAC. JOKES	N 18881	15439	11.4	81.8	101	7422	11.8	39.3	105	8017	11.0	42.5	97				
20/20	A 18315	14852	10.9	81.1	100	6609	10.5	36.1	96	8243	11.3	45.0	103				
WEBSTER	A 18722	15068	11.1	80.5	99	5421	8.6	29.0	77	9647	13.2	51.5	118				
WORLD NEWS - SUN	A 5327	444															

	TOTAL U.S. '000	CURAD PLASTIC/ SHEER BANDAGES				CURAD FLEXIBLE BANDAGES				JOHNSON & JOHNSON BAND-AID PLASTIC/ SHEER BANDAGES				JOHNSON & JOHNSON BAND-AID FLEXIBLE FABRIC BANDAGES			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	46295	100.0	27.6	100	23146	100.0	13.8	100	58171	100.0	34.7	100	22908	100.0	13.7	100
MALES	79263	20353	44.0	25.7	93	10437	45.1	13.2	95	28356	48.7	35.8	103	10784	47.1	13.6	100
FEMALES	88464	25942	56.0	29.3	106	12709	54.9	14.4	104	29816	51.3	33.7	97	12124	52.9	13.7	100
18 - 24	28671	7074	15.3	24.7	89	4631	20.0	16.2	117	9263	15.9	32.3	93	4632	20.2	16.2	118
25 - 34	39536	10616	22.9	26.9	97	6292	27.2	15.9	115	13876	23.9	35.1	101	5389	23.5	13.6	100
35 - 44	28978	8149	17.6	28.1	102	3638	15.7	12.6	91	10662	18.3	36.8	106	4428	19.3	15.3	112
45 - 54	22345	6397	13.8	28.6	104	2808	12.1	12.6	91	8366	14.4	37.4	108	3123	13.6	14.0	102
55 - 64	22224	6909	14.9	31.1	113	2825	12.2	12.7	92	8028	13.8	36.1	104	2666	11.6	12.0	88
65 OR OLDER	25973	7151	15.4	27.5	100	2951	12.7	11.4	82	7976	13.7	30.7	89	2671	11.7	10.3	75
18 - 34	68207	17689	38.2	25.9	94	10924	47.2	16.0	116	23139	39.8	33.9	98	10021	43.7	14.7	108
18 - 49	108058	29035	62.7	26.9	97	16335	70.6	15.1	110	37837	65.0	35.0	101	16017	69.9	14.8	109
25 - 54	90859	25161	54.3	27.7	100	12738	55.0	14.0	102	32904	56.6	36.2	104	12939	56.5	14.2	104
35 - 49	39851	11346	24.5	28.5	103	5411	23.4	13.6	98	14698	25.3	36.9	106	5996	26.2	15.0	110
50 OR OLDER	59669	17260	37.3	28.9	105	6811	29.4	11.4	83	20334	35.0	34.1	98	6891	30.1	11.5	85
GRADUATED COLLEGE	28091	8226	17.8	29.3	106	3110	13.4	11.1	80	11155	19.2	39.7	114	3812	16.6	13.6	99
ATTENDED COLLEGE	28938	8216	17.7	28.4	103	4334	18.7	15.0	109	10567	18.2	36.5	105	4107	17.9	14.2	104
GRADUATED HIGH SCHOOL	65503	18903	40.8	28.9	105	9729	42.0	14.9	108	23183	39.9	35.4	102	9426	41.1	14.4	105
DID NOT GRADUATE HIGH SCHOOL	45195	10949	23.7	24.2	88	5973	25.8	13.2	96	13266	22.8	29.4	85	5564	24.3	12.3	90
EMPLOYED MALES	56429	15100	32.6	26.8	97	7278	31.4	12.9	93	20383	35.0	36.1	104	7538	32.9	13.4	98
EMPLOYED FEMALES	43971	13294	28.7	30.2	110	6364	27.5	14.5	105	15923	27.4	36.2	104	5885	25.7	13.4	98
EMPLOYED FULL-TIME	87773	24678	53.3	28.1	102	11590	49.9	13.2	95	31511	54.2	35.9	104	11790	51.5	13.4	98
EMPLOYED PART-TIME	12627	3716	8.0	29.4	107	2092	9.0	16.6	120	4795	8.2	38.0	109	1633	7.1	12.9	95
NOT EMPLOYED	67327	17901	38.7	26.6	96	9504	41.1	14.1	102	21865	37.6	32.5	94	9485	41.4	14.1	103
PROFESSIONAL/MANAGER	25845	7395	16.0	28.6	104	2955	12.8	11.4	83	10438	17.9	40.4	116	3396	14.8	13.1	96
TECH/CLERICAL/SALES	30895	9484	20.5	30.7	111	4198	18.1	13.6	98	11323	19.5	36.6	106	3952	17.3	12.8	94
PRECISION/CRAFT	12629	3324	7.2	26.3	95	1714	7.4	13.6	98	4727	8.1	37.4	108	1798	7.8	14.2	104
OTHER EMPLOYED	31031	8191	17.7	26.4	96	4778	20.6	15.4	112	9818	16.9	31.6	91	4277	18.7	13.8	101
SINGLE	35557	8260	17.8	23.2	84	5303	22.9	14.9	108	11581	19.9	32.6	94	5507	24.0	15.5	113
MARRIED	103585	30161	65.1	29.1	105	14251	61.6	13.8	100	38066	65.4	36.7	106	14105	61.6	13.6	100
DIVORCED/SEPARATED/WIDOWED	28585	7874	17.0	27.5	100	3593	15.5	12.6	91	8524	14.7	29.8	86	3297	14.4	11.5	84
PARENTS	59295	16506	35.7	27.8	101	9655	41.7	16.3	118	20987	36.1	35.4	102	9073	39.6	15.3	112
WHITE	146081	41429	89.5	28.4	103	20149	87.1	13.8	100	51877	89.2	35.5	102	19876	86.8	13.6	100
BLACK	17974	3866	8.4	21.5	78	2448	10.6	13.6	99	4970	8.5	27.7	80	2388	10.4	13.3	97
OTHER	3672	1001	2.2	27.3	99	*549	2.4	15.0	106	1324	2.3	36.1	104	*645	2.8	17.6	129
NORTHEAST-CENSUS	37005	10403	22.5	28.1	102	4808	20.8	13.0	94	13653	23.5	36.9	106	5534	24.2	15.0	109
NORTH CENTRAL	42642	12682	27.4	29.7	108	6318	27.3	14.8	107	15147	26.0	35.5	102	5562	24.3	13.0	96
SOUTH	56777	13930	30.1	24.5	89	6996	30.2	12.3	89	18331	31.5	32.3	93	7158	31.2	12.6	92
WEST	31303	9279	20.0	29.6	107	5024	21.7	16.0	116	11041	19.0	35.3	102	4655	20.3	14.9	109
NORTHEAST-MKTG.	38125	10030	21.7	26.3	95	4811	20.8	12.6	91	13788	23.7	36.2	104	5635	24.6	14.8	108
EAST CENTRAL	24794	7428	16.0	30.0	109	3203	13.8	12.9	94	8605	14.8	34.7	100	3226	14.1	13.0	95
WEST CENTRAL	28511	8589	18.6	30.1	109	4507	19.5	15.8	115	9954	17.1	34.9	101	3781	16.5	13.3	97
SOUTH	48953	12210	26.4	24.9	90	6335	27.4	12.9	94	15986	27.5	32.7	94	6145	26.8	12.6	92
PACIFIC	27344	8037	17.4	24.9	106	4290	18.5	15.7	114	9839	16.9	36.0	104	4121	18.0	15.1	110
COUNTY SIZE A	69301	19037	41.1	27.5	100	9710	42.0	14.0	102	24268	41.7	35.0	101	9953	43.4	14.4	105
COUNTY SIZE B	50633	14039	30.3	27.7	100	6777	29.3	13.4	97	17125	29.4	33.8	98	6923	30.2	13.7	100
COUNTY SIZE C	26259	7717	16.7	29.4	106	3710	16.0	14.1	102	9333	16.0	35.5	102	3335	14.6	12.7	93
COUNTY SIZE D	21534	5503	11.9	25.6	93	2949	12.7	13.7	99	7446	12.8	34.6	100	2697	11.8	12.5	92
METRO CENTRAL CITY	50014	13103	28.3	26.2	95	6761	29.2	13.5	98	16521	28.4	33.0	95	7214	31.5	14.4	106
METRO SUBURBAN	76832	22236	48.0	28.9	105	11149	48.2	14.5	105	27288	46.9	35.5	102	10778	47.0	14.0	103
NON METRO	40861	10956	23.7	26.8	97	5236	22.6	12.8	93	14362	24.7	35.1	101	4916	21.5	12.0	88
TOP 5 ADI'S	39550	11223	24.2	28.4	103	6194	26.8	15.7	113	14337	24.6	36.3	105	6129	26.8	15.5	113
TOP 10 ADI'S	54877	14550	31.4	26.5	96	7900	34.1	14.4	104	19235	33.1	35.1	101	7971	34.8	14.5	106
TOP 20 ADI'S	77516	20855	45.0	26.9	97	11086	47.9	14.3	104	27103	46.6	35.0	101	11061	48.3	14.3	104
HSOLD INC. \$50,000 OR MORE	17257	4976	10.7	28.8	104	2333	10.1	13.5	98	7169	12.3	41.5	120	2245	9.8	13.0	95
\$40,000 OR MORE	33235	9719	21.0	29.2	106	4377	18.9	13.2	95	13200	22.7	39.7	115	4464	19.5	13.4	98
\$30,000 OR MORE	59693	17569	38.0	29.4	107	8042	34.7	13.5	98	22814	39.2	38.2	110	8510	37.1	14.3	104
\$25,000 OR MORE	76275	22283	48.1	29.2	106	10454	45.2	13.7	99	28724	49.4	37.7	109	10830	47.3	14.2	104
\$20,000 - \$24,999	18607	5290	11.4	28.4	103	2530	10.9	13.6	99	6720	11.6	36.1	104	2697	11.8	14.5	106
\$15,000 - \$19,999	17175	4782	10.3	27.8	101	2624	11.3	15.3	111	6163	10.6	35.9	103	2276	9.9	13.3	97
\$10,000 - \$14,999	24569	6682	14.4	27.2	99	3386	14.6	13.8	100	7599	13.1	30.9	89	3165	13.8	12.9	94
UNDER \$10,000	31101	7257	15.7	23.3	85	4153	17.9	13.4	97	8965	15.4	28.8	83	3940	17.2	12.7	93
HOUSEHOLD OF 1 PERSON	19441	4599	9.9	23.7	86	2088	9.0</										

		CURAD PLASTIC/ SHEER BANDAGES					CURAD FLEXIBLE BANDAGES					JOHNSON & JOHNSON BAND-AID PLASTIC/ SHEER BANDAGES					JOHNSON & JOHNSON BAND-AID FLEXIBLE FABRIC BANDAGES				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX			
TOTAL ADULTS		167727	46295	100.0	27.6	100	23146	100.0	13.8	100	58171	100.0	34.7	100	22908	100.0	13.7	100			
MAGAZINES	QUINTILE 1	34022	9895	21.4	29.1	105	5144	22.2	15.1	110	12930	22.2	38.0	110	5004	21.8	14.7	108			
	QUINTILE 2	34800	10162	22.0	29.2	106	4654	20.1	13.4	97	12705	21.8	36.5	105	5297	23.1	15.2	111			
	QUINTILE 3	30514	8292	17.9	27.2	98	4179	18.1	13.7	99	10477	18.0	34.3	99	4095	17.9	13.4	98			
	QUINTILE 4	33324	9102	19.7	27.3	99	4852	21.0	14.6	106	11455	19.7	34.4	99	4338	18.9	13.0	95			
	QUINTILE 5	35066	8843	19.1	25.2	91	4317	18.7	12.3	89	10604	18.2	30.2	87	4174	18.2	11.9	87			
NEWSPAPERS	QUINTILE 1	29107	8716	18.8	29.9	108	4045	17.5	13.9	101	11062	19.0	38.0	110	3877	16.9	13.3	98			
	QUINTILE 2	49095	13892	30.0	28.3	103	6523	28.2	13.3	96	17801	30.6	36.3	105	6959	30.4	14.2	104			
	QUINTILE 3	23107	6847	14.8	29.6	107	3189	13.8	13.8	100	8275	14.2	35.8	103	3227	14.1	14.0	102			
	QUINTILE 4	33556	8957	19.3	26.7	97	4973	21.5	14.8	107	11083	19.1	33.0	95	4670	20.4	13.9	102			
	QUINTILE 5	32863	7884	17.0	24.0	87	4416	19.1	13.4	97	9950	17.1	30.3	87	4175	18.2	12.7	93			
OUTDOOR	QUINTILE 1	33431	9872	21.3	29.5	107	4630	20.0	13.8	100	12164	20.9	36.4	105	5079	22.2	15.2	111			
	QUINTILE 2	33478	8814	19.0	26.3	95	4501	19.4	13.4	97	11988	20.6	35.8	103	4623	20.2	13.8	101			
	QUINTILE 3	33574	9571	20.7	28.5	103	4761	20.6	14.2	103	12129	20.9	36.1	104	4417	19.3	13.2	96			
	QUINTILE 4	33935	9269	20.0	27.3	99	5041	21.8	14.9	108	10992	18.9	32.4	93	4394	19.2	12.9	95			
	QUINTILE 5	33310	8769	18.9	26.3	95	4214	18.2	12.7	92	10898	18.7	32.7	94	4395	19.2	13.2	97			
RADIO-DRIVE TIME	QUINTILE 1	33136	9312	20.1	28.1	102	4711	20.4	14.2	103	11908	20.5	35.9	104	4386	19.1	13.2	97			
	QUINTILE 2	31658	9180	19.8	29.0	105	4281	18.5	13.5	98	10688	18.4	33.8	97	4510	19.7	14.2	104			
	QUINTILE 3	32541	9005	19.5	27.7	100	4367	18.9	13.4	97	11352	19.5	34.9	101	4926	21.5	15.1	111			
	QUINTILE 4	34247	9355	20.2	27.3	99	4773	20.6	13.9	101	12002	20.6	35.0	101	4433	19.4	12.9	95			
	QUINTILE 5	36144	9443	20.4	26.1	95	5014	21.7	13.9	101	12222	21.0	33.8	97	4654	20.3	12.9	94			
RADIO-MID- DAY	TERCILE 1	45037	12917	27.9	28.7	104	6280	27.1	13.9	101	16017	27.5	35.6	103	5966	26.0	13.2	97			
	TERCILE 2	44819	12342	26.7	27.5	100	6331	27.4	14.1	102	15383	26.4	34.3	99	6266	27.4	14.0	102			
	TERCILE 3	77872	21035	45.4	27.0	98	10535	45.5	13.5	98	26772	46.0	34.4	99	10676	46.6	13.7	100			
RADIO-TOTAL	QUINTILE 1	33763	9285	20.1	27.5	100	4872	21.0	14.4	105	12122	20.8	35.9	104	4822	21.0	14.3	105			
	QUINTILE 2	33240	9379	20.3	28.2	102	4404	19.0	13.2	96	11237	19.3	33.8	97	4571	20.0	13.8	101			
	QUINTILE 3	33408	9425	20.4	28.2	102	4713	20.4	14.1	102	11871	20.4	35.5	102	4636	20.2	13.9	102			
	QUINTILE 4	34792	9894	21.4	28.4	103	4896	21.2	14.1	102	12152	20.9	34.9	101	4792	20.9	13.8	101			
	QUINTILE 5	32524	8312	18.0	25.6	93	4261	18.4	13.1	95	10790	18.5	33.2	96	4087	17.8	12.6	92			
TV-PRIME TIME	QUINTILE 1	33090	8917	19.3	26.9	98	4663	20.1	14.1	102	11665	20.1	35.3	102	4876	21.3	14.7	108			
	QUINTILE 2	33357	9084	19.6	27.2	99	4535	19.6	13.6	99	11517	19.8	34.5	100	4545	19.8	13.6	100			
	QUINTILE 3	33980	10063	21.7	29.6	107	4571	19.7	13.5	97	12218	21.0	36.0	104	4514	19.7	13.3	97			
	QUINTILE 4	33854	9261	20.0	27.4	99	4618	20.0	13.6	99	11782	20.3	34.8	100	4586	20.0	13.5	99			
	QUINTILE 5	33444	8970	19.4	26.8	97	4760	20.6	14.2	103	10990	18.9	32.9	95	4386	19.1	13.1	96			
TV-DAYTIME	TERCILE 1	49121	13296	28.7	27.1	98	6828	29.5	13.9	101	16730	28.8	34.1	98	6833	29.8	13.9	102			
	TERCILE 2	48823	13578	29.3	27.8	101	7278	31.4	14.9	108	16932	29.1	34.7	100	6900	30.1	14.1	103			
	TERCILE 3	69782	19420	41.9	27.8	101	9040	39.1	13.0	94	24510	42.1	35.1	101	9175	40.1	13.1	96			
TV-TOTAL	QUINTILE 1	33584	8796	19.0	26.2	95	4888	21.1	14.6	105	11456	19.7	34.1	98	4954	21.6	14.8	108			
	QUINTILE 2	33441	9755	21.1	29.2	106	4364	18.9	13.0	95	11659	20.0	34.9	101	4729	20.6	14.1	104			
	QUINTILE 3	33505	8886	19.2	26.5	96	4572	19.8	13.6	99	11897	20.5	35.5	102	4439	19.4	13.2	97			
	QUINTILE 4	33466	9714	21.0	29.0	105	4619	20.0	13.8	100	11665	20.1	34.9	101	4510	19.7	13.5	99			
	QUINTILE 5	33731	9144	19.8	27.1	98	4703	20.3	13.9	101	11493	19.8	34.1	98	4276	18.7	12.7	93			
MAGAZINES-NEWSPAPERS: DUAL		44503	13595	29.4	30.5	111	6420	27.7	14.4	105	16985	29.2	38.2	110	6549	28.6	14.7	108			
MAGAZINE IMPERATIVE		39363	10531	22.7	26.8	97	5555	24.0	14.1	102	13718	23.6	34.8	100	5730	25.0	14.6	107			
NEWSPAPER IMPERATIVE		46441	12864	27.8	27.7	100	5968	25.8	12.9	93	16339	28.1	35.2	101	5947	26.0	12.8	94			
MAGAZINES-OUTDOOR: DUAL		33726	9859	21.3	29.2	106	4554	19.7	13.5	98	12986	22.3	38.5	111	5024	21.9	14.9	109			
MAGAZINE IMPERATIVE		52846	15029	32.5	28.4	103	7671	33.1	14.5	105	18487	31.8	35.0	101	7549	33.0	14.3	105			
OUTDOOR IMPERATIVE		52140	13932	30.1	26.7	97	7073	30.6	13.6	98	17835	30.7	34.2	99	6912	30.2	13.3	97			
MAGAZINES-RADIO: DUAL		37081	10586	22.9	28.5	103	5325	23.0	14.4	104	13603	23.4	36.7	106	5333	23.3	14.4	105			
MAGAZINE IMPERATIVE		49747	14375	31.1	28.9	105	6966	30.1	14.0	101	18411	31.6	37.0	107	7298	31.9	14.7	107			
RADIO IMPERATIVE		49208	13209	28.5	26.8	97	6622	28.6	13.5	98	16458	28.3	33.4	96	6347	27.7	12.9	94			
MAGAZINES-TELEVISION: DUAL		33103	9073	19.6	27.4	99	5048	21.8	15.2	111	12117	20.8	36.6	106	5232	22.8	15.8	116			
MAGAZINE IMPERATIVE		54575	15895	34.3	29.1	106	7257	31.4	13.3	96	20025	34.4	36.7	106	7585	33.1	13.9	102			
TELEVISION IMPERATIVE		53249	14310	30.9	26.9	97	6749	29.2	12.7	92	18032	31.0	33.9	98	6710	29.3	12.6	92			
NEWSPAPERS-OUTDOOR: DUAL		36255	10623	22.9	29.3	106	4796	20.7	13.2	96	13595	23.4	37.5	108	5192	22.7	14.3	105			
NEWSPAPER IMPERATIVE		55591	15965	34.5	28.7	104	7696	33.2	13.8	100	19941	34.3	35.9	103	7465	32.6	13.4	98			
OUTDOOR IMPERATIVE		48319	12954	28.0	26.8	97	6988	30.2	14.5	105	16457	28.3	34.1	98	6809	29.7	14.1	103			
NEWSPAPERS-RADIO: DUAL		37242	10493	22.7	28.2	102	4973	21.5	13.4	97	14044	24.1	37.7	109	5168	22.6	13.9	102			
NEWSPAPER IMPERATIVE		54423	15953	34.5	29.3	106	7370	31.8	13.5	98	19788	34.0	36.4	105	7425	32.4	13.6	100			
RADIO IMPERATIVE		46650	12776	27.6	27.4	99	6653	28.7	14.3	103	15341	26.4	32.9	95	6509	28.4	14.0	102			
NEWSPAPERS-TELEVISION: DUAL		35974	10519	22.7	29.2	106	4834	20.9	13.4	97	13595	23.4	37.8	109	5120	22.4	14.2	104			
NEWSPAPER IMPERATIVE		56095	16234	35.1	28.9	105	7584	32.8	13.5	98	20458	35.2	36.5	105	7422	32.4	13.2	97			
TELEVISION IMPERATIVE		47170	12189	26.3	25.8	94	6554	28.3	13.9	101	1										

	TOTAL U.S. '000	CURAD PLASTIC/ SHEER BANDAGES				CURAD FLEXIBLE BANDAGES				JOHNSON & JOHNSON BAND-AID PLASTIC/ SHEER BANDAGES				JOHNSON & JOHNSON BAND-AID FLEXIBLE FABRIC BANDAGES			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	46295	100.0	27.6	100	23146	100.0	13.8	100	58171	100.0	34.7	100	22908	100.0	13.7	100
ATLANTIC MONTHLY	867	279	0.6	32.2	117	**108	0.5	12.5	90	208	0.4	24.0	69	**133	0.6	15.3	112
BARRON'S	1580	451	1.0	28.5	103	*219	0.9	13.9	100	685	1.2	43.4	125	*268	1.2	17.0	124
BETTER HOMES & GARDENS	22203	6484	14.0	29.2	106	3134	13.5	14.1	102	8119	14.0	36.6	105	3203	14.0	14.4	104
BON APPETIT	3810	1061	2.3	27.8	101	571	2.5	15.0	109	1331	2.3	34.9	101	660	2.9	17.3	127
BUSINESS WEEK	4463	1226	2.6	26.3	95	581	2.5	12.5	90	1866	3.2	40.0	115	623	2.7	13.4	98
CAR AND DRIVER	3102	697	1.5	22.5	81	333	1.4	10.7	78	1175	2.0	37.9	109	469	2.0	15.1	111
CBS MAGAZINE NETWORK (GROSS)	7311	1717	3.7	23.5	85	900	3.9	12.3	89	2604	4.5	35.6	103	1130	4.9	15.5	113
CHANGING TIMES	3400	962	2.1	28.3	103	470	2.0	13.8	100	1150	2.0	33.8	98	460	2.0	13.5	99
COLONIAL HOMES	1796	555	1.2	30.9	112	285	1.2	15.9	115	743	1.3	41.4	119	*250	1.1	13.9	102
CONDE NAST MAG. PKG. (GROSS)	19924	5809	12.5	29.2	106	2972	12.8	14.9	108	7412	12.7	37.2	107	2699	11.8	13.5	99
CONSUMERS DIGEST	3125	865	1.9	27.7	100	402	1.7	12.9	93	1299	2.2	41.6	120	412	1.8	13.2	97
COSMOPOLITAN	10577	3162	6.8	29.9	108	1398	6.0	13.2	96	3920	6.7	37.1	107	1432	6.3	13.5	99
COUNTRY LIVING	3746	1015	2.2	27.1	98	677	2.9	18.1	131	1256	2.2	33.5	97	586	2.6	15.6	115
CUISINE	2214	669	1.4	30.2	109	384	1.7	17.3	126	905	1.6	40.9	118	313	1.4	14.1	104
CYCLE WORLD	2394	667	1.4	27.9	101	341	1.5	14.2	103	788	1.4	32.9	95	348	1.5	14.5	106
DCI:CREATIVE IDEAS FOR LIV	3068	757	1.6	24.7	89	440	1.9	14.3	104	1179	2.0	38.4	111	481	2.1	15.7	115
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2555	5.5	26.7	97	1193	5.2	12.5	90	3700	6.4	38.7	112	1279	5.6	13.4	98
DISCOVER	2277	633	1.4	27.8	101	432	1.9	10.9	137	860	1.5	37.8	109	291	1.3	12.8	94
EBONY	7187	1740	3.8	24.2	88	929	4.0	12.9	94	2241	3.9	31.2	90	1168	5.1	16.3	119
ESQUIRE	2560	577	1.2	22.5	82	373	1.6	14.6	106	1043	1.8	40.7	117	390	1.7	15.2	112
ESSENCE	3242	756	1.6	23.3	84	399	1.7	12.3	89	1122	1.9	34.6	100	564	2.5	17.4	127
FAMILY CIRCLE	19639	6347	13.7	32.3	117	3159	13.6	16.1	117	7088	12.2	36.1	104	2872	12.5	14.6	107
THE FAMILY HANDYMAN	3540	1039	2.2	29.4	106	383	1.7	10.8	78	1533	2.6	43.3	125	636	2.8	18.0	132
FAMILY WEEKLY	23924	7023	15.2	29.4	106	3431	14.8	14.3	104	8585	14.8	35.9	103	3142	13.7	13.1	96
FIELD & STREAM	9883	2641	5.7	26.7	97	1451	6.3	14.7	106	3738	6.4	37.8	109	1212	5.3	12.3	90
FOOD & WINE	1030	281	0.6	27.3	99	*175	0.8	17.0	123	271	0.5	26.3	76	*205	0.9	19.9	146
FORBES	2679	752	1.6	28.1	102	396	1.7	14.8	107	1046	1.8	39.0	113	401	1.8	15.0	110
FORTUNE	2931	680	1.5	23.2	84	455	2.0	15.5	112	1199	2.1	40.9	118	365	1.6	12.5	91
GENTLEMEN'S QUARTERLY	3481	843	1.8	24.8	88	638	2.8	18.3	133	1134	1.9	32.6	94	620	2.7	17.8	130
GLAMOUR	7163	2102	4.5	29.3	106	1031	4.5	14.4	104	2766	4.8	38.6	111	1065	4.6	14.9	109
GOLF DIGEST	2355	657	1.4	27.9	101	408	1.8	17.3	126	994	1.7	42.2	122	253	1.1	10.7	79
GOLF DIGEST/TENNIS (GROSS)	3610	939	2.0	26.0	94	574	2.5	15.9	115	1362	2.3	37.7	109	438	1.9	12.1	89
GOLF MAGAZINE	2046	563	1.2	27.5	100	317	1.4	15.5	112	818	1.4	40.0	115	325	1.4	15.9	116
GOLF MAGAZINE/SKI (GROSS)	3547	926	2.0	26.1	95	554	2.4	15.6	113	1393	2.4	39.3	113	522	2.3	14.7	108
GOOD HOUSEKEEPING	20353	6290	13.6	30.9	112	3152	13.6	15.5	112	7473	12.8	36.7	106	2763	12.1	13.6	99
HARPER'S BAZAAR	3362	1185	2.6	35.2	128	524	2.3	15.6	113	1204	2.1	35.8	103	453	2.0	13.5	99
HEALTH	2987	802	1.7	26.8	97	438	1.9	14.7	106	1175	2.0	39.3	113	491	2.1	16.4	120
HEARST MAG CORP. BUY (GROSS)	67928	20345	43.9	30.0	109	10415	45.0	15.3	111	24610	42.3	36.2	104	9763	42.6	14.4	105
HEARST MAN POWER (GROSS)	11282	2976	6.4	26.4	96	1658	7.2	14.7	106	4141	7.1	36.7	106	1731	7.6	15.3	112
HEARST WOMAN POWER (GROSS)	40514	12524	27.1	30.9	112	6121	26.4	15.1	109	14697	25.3	36.3	105	5797	25.3	14.3	105
HOUSE BEAUTIFUL	4885	1441	3.1	29.5	107	921	4.0	18.9	137	1703	2.9	34.9	101	668	2.9	13.7	100
INC.	1308	330	0.7	25.2	91	*214	0.9	16.4	119	527	0.9	40.3	116	*188	0.8	14.4	105
JET	6498	1507	3.3	23.2	84	900	3.9	13.9	100	2002	3.4	30.8	89	1130	4.9	17.4	127
LADIES' HOME JOURNAL	14797	4509	9.7	30.5	110	2340	10.1	15.8	115	5350	9.2	36.2	104	2108	9.2	14.2	104
LHJ FAMILY GRP COMBO(GROSS)	21743	6399	13.8	29.4	107	3435	14.8	15.8	114	7778	13.4	35.8	103	3294	14.4	15.1	111
LIFE	9881	2309	5.0	23.4	85	1549	6.7	15.7	114	3703	6.4	37.5	108	1614	7.0	16.3	120
L.A. TIMES HOME MAGAZINE	2775	742	1.6	26.7	97	374	1.6	13.5	98	1236	2.1	44.5	128	484	2.1	17.4	128
MADAMOISELLE	4219	1239	2.7	29.4	106	655	2.8	15.5	113	1498	2.6	35.5	102	539	2.4	12.8	94
MC CALL'S	16422	5151	11.1	31.4	114	2671	11.5	16.3	118	5828	10.0	35.5	102	2488	10.9	15.2	111
MC CALL'S/WRK MOTHER (GROSS)	17919	5715	12.3	31.9	116	2858	12.3	15.9	116	6449	11.1	36.0	104	2685	11.7	15.0	110
MECHANIX ILLUSTRATED	4433	1070	2.3	24.1	87	556	2.4	12.5	91	1700	2.9	38.3	111	625	2.7	14.1	103
METROPOLITAN HOME	1504	475	1.0	31.6	114	*221	1.0	14.7	106	628	1.1	41.8	120	*184	0.8	12.2	90
MONEY	4723	1281	2.8	27.1	98	616	2.7	13.0	95	1931	3.3	40.9	118	721	3.1	15.3	112
MOTHER EARTH NEWS	2325	592	1.3	25.5	92	336	1.5	14.5	105	854	1.5	36.7	106	409	1.8	17.6	129
MS.	1189	220	0.5	18.5	67	*227	1.0	19.1	138	402	0.7	33.8	97	*174	0.8	14.6	107
NATIONAL ENQUIRER	18892	5520	11.9	29.2	106	2892	12.5	15.3	111	6305	10.8	33.4	96	2714	11.8	14.4	105
NATIONAL GEOGRAPHIC	22129	6412	13.9	29.0	105	3053	13.2	13.8	100	8982	15.4	40.6	117	3364	14.7	15.2	111
NATIONAL SUNDAY MAGAZINE PKG	103750	29354	63.4	28.3	103	14562	62.9	14.0	102	37833	65.0	36.5	105	14381	62.8	13.9	97
NATURAL HISTORY	1379	316	0.7	22.9	83	*171	0.7	12.4	90	639	1.1	46.3	134	*183	0.8	13.3	101
NEW WOMAN	2289	712	1.5	31.1	113	375	1.6	16.4	119	734	1.3	32.1	92	250	1.1	10.9	80
NEW YORK INCLUDING CUE	1088	*211	0.5	19.4	70	*162	0.7	14.9	108	364	0.6	33.5	96	*175	0.8	16.1	118
THE NEW YORKER	2459	596	1.3	24.2	88	329	1.4	13.4	97	991	1.7	40.3	116	369	1.6	15.0	110
NEWSWEEK	16527	4575	9.9	27.7	100	2182	9.4	13.2	96	6335	10.9	38.3	111	2426	10.6	14.7	107
THE N.Y. TIMES DAILY EDITION	2739	833	1.8	30.4	110	406	1.8	14.8	107	1107	1.9	40.4	117	381	1.7	13.9	102
THE N.Y. TIMES MAGAZINE	4443	1311	2.8	29.5	107	581	2.5	13.1	95	1833	3.2	41.3	119	575	2.5	12.9	95
ON CABLE	2799	679	1.5	24.3	88	406	1.8	14.5	105	1159	2.0	41.4	119	530	2.3	18.9	139
1001 HOME IDEAS	2209	514	1.1	23.3	84	*192	0.8	8.7	63	753	1.3	34.1	98	218	1.0	9.9	72
ORGANIC GARDENING	3959	1089	2.4	27.5	100	657	2.8	16.6	120	1253	2.2	31.6	91	695	3.0	17.6	129
OUTDOOR LIFE	3111	1013	2.2	32.6	118	454	2.0	14.6	106	1085	1.9	34.9	101	397	1.7	12.8	93
PARADE MAGAZINE	5024	1278	2.8	25.4	92	743	3.2	14.8	107	1955	3.4	38.9	112	669	2.9	13.3	97
	51292	14239	30.8	27.8	101	7110	30.7	13.9	100	18894	32.5	36.8	106	7389	32.3	14.4	105

ADHESIVE BANDAGES - BRANDS USED
(ADULTS)

	TOTAL U.S. '000	CURAD PLASTIC/ SHEER BANDAGES				CURAD FLEXIBLE BANDAGES				JOHNSON & JOHNSON BAND-AID PLASTIC/ SHEER BANDAGES				JOHNSON & JOHNSON BAND-AID FLEXIBLE FABRIC BANDAGES			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	46295	100.0	27.6	100	23146	100.0	13.8	100	58171	100.0	34.7	100	22908	100.0	13.7	100
PARENTS	5298	1595	3.4	30.1	109	1018	4.4	19.2	139	1841	3.2	34.7	100	898	3.9	16.9	124
PENTHOUSE	5129	1196	2.6	23.3	84	773	3.3	15.1	109	2020	3.5	39.4	114	787	3.4	15.3	112
PEOPLE	21070	6021	13.0	28.6	104	3179	13.7	15.1	109	7518	12.9	35.7	103	3239	14.1	15.4	113
PLAYBOY	10562	2811	6.1	26.6	96	1449	6.3	13.7	99	3758	6.5	35.6	103	1602	7.0	15.2	111
POPULAR HOT RODDING	2498	504	1.1	20.2	73	420	1.8	16.8	122	677	1.2	27.1	78	510	2.2	20.4	149
POPULAR MECHANICS	5887	1636	3.5	27.8	101	882	3.8	15.0	109	2137	3.7	36.3	105	922	4.0	15.7	115
POPULAR SCIENCE	4317	1162	2.5	26.9	98	666	2.9	15.4	112	1745	3.0	40.4	117	663	2.9	15.4	112
PREVENTION	5792	1821	3.9	31.4	114	687	3.0	11.9	86	1961	3.4	33.9	98	622	2.7	10.7	79
PSYCHOLOGY TODAY	3284	852	1.8	25.9	94	426	1.8	13.0	94	1263	2.2	38.5	111	502	2.2	15.3	112
READER'S DIGEST	40046	11878	25.7	29.7	107	5587	24.1	14.0	101	15050	25.9	37.6	108	5448	23.8	13.6	100
REDBOOK	9584	3072	6.6	32.1	116	1570	6.8	16.4	119	3304	5.7	34.5	99	1602	7.0	16.7	122
ROAD & TRACK	2590	495	1.1	19.1	69	272	1.2	10.5	76	1003	1.7	38.7	112	389	1.7	15.0	110
ROLLING STONE	3302	886	1.9	26.8	97	459	2.0	13.9	101	1179	2.0	35.7	103	539	2.4	16.3	120
RUNNER'S WORLD	1229	351	0.8	28.6	103	*105	0.5	8.5	62	536	0.9	43.6	126	*171	0.7	13.9	102
SATURDAY EVENING POST	2110	656	1.4	31.1	113	256	1.1	12.1	88	845	1.5	40.0	115	364	1.6	17.3	126
SCIENCE 84	1543	512	1.1	33.2	120	*173	0.7	11.2	81	701	1.2	45.4	131	*268	1.2	17.4	127
SCIENCE DIGEST	1747	452	1.0	25.9	94	*236	1.0	13.5	98	650	1.1	37.2	107	*294	1.3	16.8	123
SCIENTIFIC AMERICAN	1994	550	1.2	27.6	100	307	1.3	15.4	112	801	1.4	40.2	116	289	1.3	14.5	106
SELF	3119	846	1.8	27.1	98	475	2.1	15.2	110	1178	2.0	37.8	109	367	1.6	11.8	86
SEVENTEEN	3923	1169	2.5	29.8	108	627	2.7	16.0	116	1329	2.3	33.9	98	521	2.3	13.3	97
SKI	1501	363	0.8	24.2	88	237	1.0	15.8	114	575	1.0	38.3	110	*197	0.9	13.1	96
SMITHSONIAN	5976	1587	3.4	26.6	96	737	3.2	12.3	89	2441	4.2	40.8	118	957	4.2	16.0	117
SOAP OPERA DIGEST	4228	1203	2.6	28.5	103	647	2.8	15.3	111	1354	2.3	32.0	92	754	3.3	17.8	131
SOUTHERN LIVING	6488	1799	3.9	27.7	100	753	3.3	11.6	84	2522	4.3	38.9	112	798	3.5	12.3	90
SPORT	3500	946	2.0	27.0	98	507	2.2	14.5	105	1358	2.3	38.8	112	457	2.0	13.1	96
THE SPORTING NEWS	2456	661	1.4	26.9	98	346	1.5	14.1	102	776	1.3	31.6	91	416	1.8	16.9	124
SPORTS AFIELD	3648	888	1.9	24.3	88	540	2.3	14.8	107	1354	2.3	37.1	107	516	2.3	14.1	104
SPORTS ILLUSTRATED	14484	3519	7.6	24.3	88	1976	8.5	13.6	99	5312	9.1	36.7	106	2025	8.8	14.0	102
STAR	12661	3523	7.6	27.8	101	2201	9.5	17.4	126	4144	7.1	32.7	94	1880	8.2	14.8	109
SUNDAY	52799	14755	31.9	27.9	101	7432	32.1	14.1	102	18858	32.4	35.7	103	7357	32.1	13.9	102
SUNSET	3513	1068	2.3	30.4	110	539	2.3	15.3	111	1458	2.5	41.5	120	530	2.3	15.1	110
TV GUIDE	42766	12091	26.1	28.3	102	6310	27.3	14.8	107	15293	26.3	35.8	103	6436	28.1	15.0	110
TENNIS	1254	*282	0.6	22.5	81	*166	0.7	13.2	96	368	0.6	29.3	85	*186	0.8	14.8	109
TIME	22054	5804	12.5	26.3	95	3331	14.4	15.1	109	8477	14.6	38.4	111	3404	14.9	15.4	113
TOWN & COUNTRY	1555	465	1.0	29.9	108	*138	0.6	8.9	64	584	1.0	37.6	108	*161	0.7	10.4	76
TRAVEL & LEISURE	2173	721	1.6	33.2	120	281	1.2	12.9	94	886	1.5	40.8	118	337	1.5	15.5	114
TRUE STORY	4636	1147	2.5	24.7	90	794	3.4	17.1	124	1510	2.6	32.6	94	909	4.0	19.6	144
U.S. NEWS & WORLD REPORT	10353	2746	5.9	26.5	96	1527	6.6	14.7	107	3925	6.7	37.9	109	1529	6.7	14.8	108
USA TODAY	4994	1341	2.9	26.9	97	665	2.9	13.3	96	1989	3.4	39.8	115	813	3.5	16.3	119
US	3528	945	2.0	26.8	97	599	2.6	17.0	123	1349	2.3	38.2	110	488	2.1	13.8	101
VOGUE	5424	1623	3.5	29.9	108	812	3.5	15.0	108	1969	3.4	36.3	105	728	3.2	13.4	98
MALL STREET JOURNAL	6292	1963	4.2	31.2	113	833	3.6	13.2	96	2428	4.2	38.6	111	870	3.8	13.8	101
WEIGHT WATCHERS	2762	1043	2.3	37.8	137	409	1.8	14.8	107	937	1.6	33.9	98	389	1.7	14.1	103
WOMAN'S DAY	16320	5230	11.3	32.0	116	2563	11.1	15.7	114	6049	10.4	37.1	107	2389	10.4	14.6	107
WORKING MOTHER	1496	564	1.2	37.7	137	*188	0.8	12.6	91	620	1.1	41.4	119	*197	0.9	13.2	96
WORKING WOMAN	1851	425	0.9	23.0	83	261	1.1	14.1	102	811	1.4	43.8	126	*234	1.0	12.6	93
WORLD TENNIS	580	*142	0.3	24.5	89	*89	0.4	15.3	111	*148	0.3	25.5	74	*89	0.4	15.3	112
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3078	6.6	24.8	90	1821	7.9	14.7	106	4749	8.2	38.3	110	1699	7.4	13.7	100
BLAIR INSERTS	91671	25854	55.8	28.2	102	12481	53.9	13.6	99	33336	57.3	36.4	105	12968	56.6	14.1	104
DAILY NEWSPAPERS																	
READ ANY	109190	31348	67.7	28.7	104	15110	65.3	13.8	100	39728	68.3	36.4	105	14997	65.5	13.7	101
READ ONE	89587	25220	54.5	28.2	102	12496	54.0	13.9	101	32279	55.5	36.0	104	12402	54.1	13.8	101
READ TWO OR MORE	19602	6128	13.2	31.3	113	2615	11.3	13.3	97	7450	12.8	38.0	110	2595	11.3	13.2	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	31091	67.2	28.4	103	15092	65.2	13.8	100	39548	68.0	36.1	104	15357	67.0	14.0	103
READ ONE	95074	26759	57.8	28.1	102	13029	56.3	13.7	99	33897	58.3	35.7	103	13379	58.4	14.1	103
READ TWO OR MORE	14588	4332	9.4	29.7	108	2063	8.9	14.1	102	5651	9.7	38.7	112	1979	8.6	13.6	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.17				28.72				29.33				30.57			
30 DAY REACH	149706	41589	89.8	27.8	101	20650	89.2	13.8	100	52157	89.7	34.8	100	20496	89.5	13.7	100
50 SHWG - 30 DAY AV FREQ	15.16	15.26				14.97				15.40				16.03			
30 DAY REACH	142406	39816	86.0	28.0	101	19858	85.8	13.9	101	49727	85.5	34.9	101	19577	85.5	13.7	101
25 SHWG - 30 DAY AV FREQ	8.23	8.31				8.05				8.27				8.66			
30 DAY REACH	131152	36545	78.9	27.9	101	18445	79.7	14.1	102	46258	79.5	35.3	102	18086	79.0	13.8	101
CABLE TV: HOME WIRED	66879	19440	42.0	29.1	105	9432	40.8	14.1	102	23813	40.9	35.6	103	8847	38.6	13.2	97
HOME NOT WIRED	100848	26855	58.0	26.6	96	13714	59.2	13.6	99	34358	59.1	34.1	98	14061	61.4	13.9	102
HAVE PAY CABLE	35024	9971	21.5	28.5	103	5137	22.2	14.7	106	12954	22.3	37.0	107	5076	22.2	14.5	106

	TOTAL U.S. '000	CURAD PLASTIC/ SHEER BANDAGES				CURAD FLEXIBLE BANDAGES				JOHNSON & JOHNSON BAND-AID PLASTIC/ SHEER BANDAGES				JOHNSON & JOHNSON BAND-AID FLEXIBLE FABRIC BANDAGES			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	46295	100.0	27.6	100	23146	100.0	13.8	100	58171	100.0	34.7	100	22908	100.0	13.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	26708	57.7	27.9	101	13102	56.6	13.7	99	34033	58.5	35.6	103	13592	59.3	14.2	104
10:00 AM - 3:00 PM	63599	17979	38.8	28.3	102	8933	38.6	14.0	102	22104	38.0	34.8	100	8811	38.5	13.9	101
3:00 PM - 7:00 PM	72097	20466	44.2	28.4	103	9917	42.8	13.8	100	26040	44.8	36.1	104	9818	42.9	13.6	100
7:00 PM - MIDNIGHT	36670	10060	21.7	27.4	99	5152	22.3	14.0	102	12999	22.3	35.4	102	5404	23.6	14.7	108
MIDNIGHT - 6:00 AM	21908	5959	12.9	27.2	99	3237	14.0	14.8	107	8007	13.8	36.5	105	3166	13.8	14.5	106
6:00 AM - MIDNIGHT	127571	35711	77.1	28.0	101	17752	76.7	13.9	101	45017	77.4	35.3	102	17745	77.5	13.9	102
ENTIRE DAY	129239	36257	78.3	28.1	102	18016	77.8	13.9	101	45529	78.3	35.2	102	18020	78.7	13.9	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	9951	21.5	29.3	106	4573	19.8	13.4	97	12337	21.2	36.3	105	5075	22.2	14.9	109
ALL NEWS	6062	1549	3.3	25.6	93	728	3.1	12.0	87	2401	4.1	39.6	114	822	3.6	13.6	99
AOR/PROGRESSIVE	11884	3126	6.8	26.3	95	1907	8.2	16.0	116	4154	7.1	35.0	101	1722	7.5	14.5	106
BEAUTIFUL MUSIC	11180	3569	7.7	31.9	116	1379	6.0	12.3	89	4151	7.1	37.1	107	1342	5.9	12.0	88
BLACK	4538	998	2.2	22.0	80	779	3.4	17.2	124	1298	2.2	28.6	82	751	3.3	16.5	121
CLASSICAL	3857	858	1.9	22.2	81	427	1.8	11.1	80	1377	2.4	35.7	103	530	2.3	13.7	101
CHR/ROCK	21946	6085	13.1	27.7	100	3414	14.7	15.6	113	8145	14.0	37.1	107	3377	14.7	15.4	113
COUNTRY	27262	7920	17.1	29.1	105	3783	16.3	13.9	101	9629	16.6	35.3	102	3545	15.5	13.0	95
GOLDEN OLDIES	3339	890	1.9	26.7	97	453	2.0	13.6	98	1129	1.9	33.8	97	473	2.1	14.2	104
MOR/NOSTALGIA	10346	2863	6.2	27.7	100	1467	6.3	14.2	103	3660	6.3	35.4	102	1449	6.3	14.0	103
NEWS/TALK	8929	2663	5.8	29.8	108	1171	5.1	13.1	95	3294	5.7	36.9	106	1194	5.2	13.4	98
RELIGIOUS	5488	1454	3.1	26.5	96	715	3.1	13.0	94	1677	2.9	30.6	88	798	3.5	14.5	106
SOFT ROCK	1232	287	0.6	23.3	84	*236	1.0	19.2	139	340	0.6	27.6	80	*220	1.0	17.9	131
URBAN CONTEMPORARY	3184	751	1.6	23.6	85	619	2.7	19.4	141	1011	1.7	31.8	92	409	1.8	12.8	94
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1778	3.8	25.7	93	1237	5.3	17.9	130	2600	4.5	37.6	108	1072	4.7	15.5	114
ABC DIRECTION	5212	1456	3.1	27.9	101	743	3.2	14.3	103	1849	3.2	35.5	102	698	3.0	13.4	98
ABC ENTERTAINMENT	10385	2994	6.5	28.8	104	1264	5.5	12.2	88	3949	6.8	38.0	110	1178	5.1	11.3	83
ABC FM	4762	1192	2.6	25.0	91	912	3.9	19.2	139	1644	2.8	34.5	100	728	3.2	15.3	112
ABC INFORMATION	11339	3242	7.0	28.6	104	1375	5.9	12.1	88	4061	7.0	35.8	103	1698	7.4	15.0	110
ABC ROCK	4878	1228	2.7	25.2	91	809	3.5	16.6	120	1764	3.0	36.2	104	683	3.0	14.0	103
CBS	10709	3173	6.9	29.6	107	1242	5.4	11.6	84	4141	7.1	38.7	111	1329	5.8	12.4	91
MUTUAL	10251	3185	6.9	31.1	113	1439	6.2	14.0	102	3973	6.8	38.8	112	1319	5.8	12.9	94
NBC	12243	3785	8.2	30.9	112	1350	5.8	11.0	80	4459	7.7	36.4	105	1634	7.1	13.3	98
RADIORADIO	4606	1171	2.5	25.4	92	577	2.5	12.5	91	1615	2.8	35.1	101	509	2.2	11.1	81
RKO ONE	5148	1371	3.0	26.6	96	789	3.4	15.3	111	1967	3.4	38.2	110	838	3.7	16.3	119
RKO TWO	7313	1870	4.0	25.6	93	1017	4.4	13.9	101	2447	4.2	33.5	96	897	3.9	12.3	90
THE SOURCE	5981	1712	3.7	28.6	104	1000	4.3	16.7	121	2034	3.5	34.0	98	903	3.9	15.1	111
NON-WIRED : BLAIR	19329	4965	10.7	25.7	93	2986	12.9	15.4	112	6835	11.7	35.4	102	2538	11.1	13.1	96
INTERNET	27139	7805	16.9	28.8	104	3871	16.7	14.3	103	9363	16.1	34.5	99	4078	17.8	15.0	110
KATZ RADIO GROUP	36319	10472	22.6	28.8	104	4952	21.4	13.6	99	13488	23.2	37.1	107	4970	21.7	13.7	100
SUPERNET	22361	6332	13.7	28.3	103	3155	13.6	14.1	102	8078	13.9	36.1	104	3149	13.7	14.1	103
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	3953	8.6	27.4	99	1956	8.5	13.5	98	5037	8.7	34.7	100	2028	8.9	14.0	102
WKDAY 9:00 AM - 1:00 PM	18688	5180	11.2	27.7	100	2663	11.5	14.2	103	6222	10.7	33.3	96	2636	11.5	14.1	103
WKDAY 1:00 PM - 4:30 PM	24061	6497	14.0	27.0	98	3492	15.1	14.5	105	8064	13.9	33.5	97	3370	14.7	14.0	103
WKDAY 4:30 PM - 7:30 PM	44079	11892	25.7	27.0	98	6049	26.1	13.7	99	15108	26.0	34.3	99	6439	28.1	14.6	107
WKDAY 7:30 PM - 8:00 PM	61979	16588	35.8	26.8	97	8470	36.6	13.7	99	21202	36.4	34.2	99	8593	37.5	13.9	102
WKDAY 11:00 PM - 11:30 PM	49084	13787	29.8	28.1	102	6664	28.8	13.6	98	17048	29.3	34.7	100	6871	30.0	14.0	102
WKDAY 11:30 PM - 1:00 AM	16560	4676	10.1	28.2	102	2319	10.0	14.0	101	5549	9.5	33.5	97	2380	10.4	14.4	105
M-SAT 8-11 PM-SUN 7-11 PM	66967	18479	39.9	27.6	100	9311	40.2	13.9	101	23489	40.4	35.1	101	9389	41.0	14.0	103
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	2424	5.2	26.2	95	1393	6.0	15.0	109	2949	5.1	31.8	92	1300	5.7	14.0	103
ANOTHER WORLD	N 6138	1657	3.6	27.0	98	750	3.2	12.2	89	2130	3.7	34.7	100	736	3.2	12.0	88
AS THE WORLD TURNS	C 7707	2159	4.7	28.0	101	1011	4.4	13.1	95	2513	4.3	32.6	94	1008	4.4	13.1	96
CAPITOL	C 4666	1282	2.8	27.3	99	654	2.8	14.0	101	1522	2.6	32.5	94	696	3.0	14.8	109
CBS MORN. NEWS 1	C 2792	805	1.7	28.8	104	418	1.8	15.0	108	984	1.7	35.2	102	423	1.8	15.2	111
CBS MORN. NEWS 2	C 2071	650	1.4	31.4	114	237	1.0	11.4	83	718	1.2	34.7	100	288	1.3	13.9	102
DAYS OF OUR LIVES	N 8018	2403	5.2	30.0	109	924	4.0	11.5	84	2758	4.7	34.4	99	930	4.1	11.6	85
FACTS OF LIFE - DAYTIME	N 3487	945	2.0	27.1	98	616	2.7	17.7	128	1096	1.9	31.4	91	501	2.2	14.4	105
FAMILY FEUD	A 4817	1194	2.6	24.8	90	641	2.8	13.3	96	1670	2.9	34.7	100	743	3.2	15.4	113
GENERAL HOSPITAL	A 8333	2164	4.7	26.0	94	1385	6.0	16.6	120	2795	4.8	33.5	97	1309	5.7	15.7	115
GOOD MORNING, AMERICA-730A	A 5472	1622	3.5	29.6	107	770	3.3	14.1	102	2058	3.5	37.6	108	724	3.2	13.2	97
GOOD MORNING, AMERICA-830A	A 3965	1310	2.8	33.0	120	636	2.7	16.0	116	1411	2.4	35.6	103	524	2.3	13.2	97
GUIDING LIGHT	C 7542	2111	4.6	28.0	101	1048	4.5	13.9	101	2543	4.4	33.7	97	933	4.1	12.4	91
ONE LIFE TO LIVE	A 6018	1532	3.3	25.5	92	1071	4.6	17.8	129	2056	3.5	34.2	99	903	3.9	15.0	110
PRESS YOUR LUCK	C 3589	1051	2.3	29.3	106	525	2.3	14.6	106	1293	2.2</						

ADHESIVE BANDAGES - BRANDS USED
(ADULTS)

	TOTAL U.S. '000	CURAD PLASTIC/ SHEER BANDAGES				CURAD FLEXIBLE BANDAGES				JOHNSON & JOHNSON BAND-AID PLASTIC/ SHEER BANDAGES				JOHNSON & JOHNSON BAND-AID FLEXIBLE FABRIC BANDAGES			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	46295	100.0	27.6	100	23146	100.0	13.8	100	58171	100.0	34.7	100	22908	100.0	13.7	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	14192	30.7	27.1	98	6823	29.5	13.0	95	18057	31.0	34.5	100	7484	32.7	14.3	105
NETWORK AFFILIATES - LATE	39164	11167	24.1	28.5	103	5148	22.2	13.1	95	13947	24.0	35.6	103	5345	23.3	13.6	100
INDEPENDENTS - LATE	5133	1462	3.2	28.5	103	747	3.2	14.6	105	1992	3.4	38.8	112	788	3.4	15.4	112
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	6157	13.3	27.0	98	3173	13.7	13.9	101	7895	13.6	34.6	100	3073	13.4	13.5	99
ABC MONDAY NIGHT MOVIE	A 11258	2994	6.5	26.6	96	1631	7.0	14.5	105	3935	6.8	35.0	101	1451	6.3	12.9	99
ABC SUNDAY NIGHT MOVIE	A 23600	6713	14.5	28.4	103	3436	14.8	14.6	106	8270	14.2	35.0	101	3576	15.6	15.2	111
ABC WORLD NEWS TONIGHT	A 12801	3269	7.1	25.5	93	1598	6.9	12.5	90	4312	7.4	33.7	97	1873	8.2	14.6	107
AFTERMASH	C 10966	3191	6.9	29.1	105	1679	7.3	15.3	111	3702	6.4	33.8	97	1303	5.7	11.9	87
ALICE	C 17050	4734	10.2	27.8	101	2522	10.9	14.8	107	5920	10.2	34.7	100	2260	9.9	13.3	97
AMERICAN PARADE	C 11998	3225	7.0	26.9	97	1322	5.7	11.0	80	4138	7.1	34.5	99	1661	7.3	13.8	101
BENSON	A 19258	5002	10.8	26.0	94	2559	11.1	13.3	96	6596	11.3	34.3	99	2881	12.6	15.0	110
BLUE THUNDER	A 11478	3054	6.6	26.6	96	1533	6.6	13.4	97	3668	6.3	32.0	92	1578	6.9	13.7	101
CAGNEY & LACEY	C 18263	5502	11.9	30.1	109	2433	10.5	13.3	97	6284	10.8	34.4	99	2584	11.3	14.1	104
CBS EVENING NEWS-DEAN	C 7733	2063	4.5	26.7	97	1158	5.0	15.0	109	2682	4.6	34.7	100	940	4.1	12.2	89
CBS EVENING NEWS-RATHER	C 15653	4416	9.5	28.2	102	2307	10.0	14.7	107	5527	9.5	35.3	102	2202	9.6	14.1	103
CBS SAT. NEWS-SCHIEFFER	C 8744	2565	5.5	29.3	106	1137	4.9	13.0	94	3049	5.2	34.9	101	1144	5.0	13.1	96
CBS SATURDAY NIGHT MOVIE	C 12000	3323	7.2	27.7	100	1658	7.2	13.8	100	4264	7.3	35.5	102	1764	7.7	14.7	108
CBS WEDNESDAY NIGHT MOVIE	C 11522	3196	6.9	27.7	100	1603	6.9	13.9	101	4159	7.1	36.1	104	1652	7.2	14.3	105
CHEERS	N 16818	5194	11.2	30.9	112	2210	9.5	13.1	95	5881	10.1	35.0	101	2358	10.3	14.0	103
DALLAS	C 37510	10503	22.7	28.0	101	4864	21.0	13.0	94	13152	22.6	35.1	101	4672	20.4	12.5	91
DIFF'RENT STROKES	N 11258	3058	6.6	27.2	98	1491	6.4	13.2	96	3777	6.5	33.5	97	1550	6.8	13.8	101
DOUBLE TROUBLE	N 12248	3384	7.3	27.6	100	1709	7.4	14.0	101	4294	7.4	35.1	101	1690	7.4	13.8	101
DUCK FACTORY	N 11100	3431	7.4	30.9	112	1418	6.1	12.8	93	3806	6.5	34.3	99	1545	6.7	13.9	102
DUKES OF HAZZARD	C 12353	3172	6.9	25.7	93	1403	6.1	11.4	82	4135	7.1	33.5	97	1485	6.5	12.0	88
DYNASTY	A 33279	9112	19.7	27.4	99	4776	20.6	14.4	104	11698	20.1	35.2	101	4608	20.1	13.8	101
FACTS OF LIFE	N 13410	3526	7.6	26.3	95	1909	8.2	14.2	103	4851	8.3	36.2	104	1693	7.4	12.6	92
FALCON CREST	C 31093	8829	19.1	28.4	103	4106	17.7	13.2	96	10937	18.8	35.2	101	4185	18.3	13.5	99
FALL GUY	A 18649	4830	10.4	25.9	94	2477	10.7	13.3	96	6239	10.7	33.5	96	2638	11.5	14.1	104
FAMILY TIES	N 13101	3710	8.0	28.3	103	1807	7.8	13.8	100	4739	8.1	36.2	104	2028	8.9	15.5	113
FANTASY ISLAND	A 13069	3419	7.4	26.2	95	1611	7.0	12.3	89	4629	8.0	35.4	102	1788	7.8	13.7	100
FOULUPS, BLEEPs & BLUNDERS	A 16588	4816	10.4	29.0	105	2281	9.9	13.8	100	5695	9.8	34.3	99	2578	11.3	15.5	114
FOUR SEASONS	C 9302	2760	6.0	29.7	107	1399	6.0	15.0	109	3170	5.4	34.1	98	1177	5.1	12.7	93
GIMME A BREAK	N 13955	3938	8.5	28.2	102	1679	7.3	12.0	87	4638	8.0	33.2	96	1957	8.5	14.0	103
HART TO HART	A 15735	4404	9.5	28.0	101	2190	9.5	13.9	101	5144	8.8	32.7	94	2148	9.4	13.7	100
HILL STREET BLUES	N 18257	5326	11.5	29.2	106	2261	9.8	12.4	90	6759	11.6	37.0	107	2296	10.0	12.6	92
HOTEL	A 24236	6487	14.0	26.8	97	3354	14.5	13.8	100	8536	14.7	35.2	102	3356	14.6	13.8	101
JEFFERSONS	C 17010	4698	10.1	27.6	100	2451	10.6	14.4	104	5779	9.9	34.0	98	2277	9.9	13.4	98
JENNIFER SLEPT HERE	N 9397	2607	5.6	27.7	101	1212	5.2	12.9	93	3173	5.5	33.8	97	1288	5.6	13.7	100
KATE & ALLIE	C 16762	4407	9.5	26.3	95	2282	9.9	13.6	99	5708	9.8	34.1	98	2316	10.1	13.8	101
KNIGHT RIDER	N 13164	3734	8.1	28.4	103	1949	8.4	14.8	107	4819	8.3	36.6	106	1917	8.4	14.6	107
LOVE BOAT	A 20400	5540	12.0	27.2	98	2459	10.6	12.1	87	7046	12.1	34.5	100	2832	12.4	13.9	102
MAGNUM PI	C 22543	6098	13.2	27.1	98	3115	13.5	13.8	100	7891	13.6	35.0	101	3146	13.7	14.0	102
MAMA'S FAMILY	N 9852	2807	6.1	28.5	103	1395	6.0	14.2	103	3437	5.9	34.9	101	1182	5.2	12.0	88
MASTER, THE	N 8082	2328	5.0	28.8	104	1173	5.1	14.5	105	2948	5.1	36.5	105	1133	4.9	14.0	103
MATT HOUSTON	A 12881	3467	7.5	26.9	98	1944	8.4	15.1	109	4229	7.3	32.8	95	1847	8.1	14.3	105
NBC MONDAY NIGHT MOVIE	N 23889	6592	14.2	27.6	100	3396	14.7	14.2	103	8196	14.1	34.3	99	3278	14.3	13.7	100
NBC NIGHTLY NEWS	N 11156	3064	6.6	27.5	100	1382	6.0	12.4	90	4049	7.0	36.3	105	1477	6.4	13.2	97
NBC NIGHTLY NEWS-SAT	N 7363	2055	4.4	27.9	101	1012	4.4	13.7	100	2362	4.1	32.1	92	1056	4.6	14.3	105
NBC NIGHTLY NEWS-SUN	N 6214	1942	4.2	31.3	113	779	3.4	12.5	91	2119	3.6	34.1	98	846	3.7	13.6	100
NBC SUNDAY NIGHT MOVIE	N 17590	4827	10.4	27.4	99	2649	11.4	15.1	109	6055	10.4	34.4	99	2425	10.6	13.8	101
NEWMART	C 16740	4849	10.5	29.0	105	2170	9.4	13.0	94	5852	10.1	35.0	101	2386	10.4	14.3	104
ONE DAY AT A TIME	C 11820	3201	6.9	27.1	98	1638	7.1	13.9	100	4138	7.1	35.0	101	1633	7.1	13.8	101
PEOPLE ARE FUNNY	N 9138	2708	5.8	29.6	107	1301	5.6	14.2	103	3214	5.5	35.2	101	1184	5.2	13.0	95
REAL PEOPLE	N 15979	4310	9.3	27.0	98	2029	8.8	12.7	92	5754	9.9	36.0	104	1846	8.1	11.6	85
REMINGTON STEELE	N 14395	3933	8.5	27.3	99	1891	8.2	13.1	95	4932	8.5	34.3	99	2134	9.3	14.8	109
RIPLEY'S BELIEVE IT - NOT	A 11362	3386	7.3	29.8	108	1658	7.2	14.6	106	4038	6.9	35.5	102	1718	7.5	15.1	111
RIPTIDE	N 13920	3934	8.5	28.3	102	1947	8.4	14.0	101	5088	8.7	36.6	105	1787	7.8	12.8	94
SCARECROW & MRS. KING	C 17571	4763	10.3	27.1	98	2386	10.3	13.6	98	6063	10.4	34.5	99	2402	10.5	13.7	100
SIMON & SIMON	C 20208	5718	12.4	28.3	103	2894	12.5	14.3	104	6924	11.9	34.3	99	2776	12.1	13.7	101
60 MINUTES	C 27668	7476	16.1	27.0	98	3873	16.7	14.0	101	9570	16.5	34.6	100	3898</			

	TOTAL U.S. '000	JOHNSON & JOHNSON BAND-AID TRICOT MESH BANDAGES				JOHNSON & JOHNSON BAND-AID KITCHEN ASSORTMENT BANDAGES				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	13775	100.0	8.2	100	16885	100.0	10.1	100								
MALES	79263	5469	39.7	6.9	84	7133	42.2	9.0	89								
FEMALES	88464	8306	60.3	9.4	114	9752	57.8	11.0	110								
18 - 24	28671	2742	19.9	9.6	116	3099	18.4	10.8	107								
25 - 34	39536	3346	24.3	8.5	103	3986	23.6	10.1	100								
35 - 44	28978	2396	17.4	8.3	101	2889	17.1	10.0	99								
45 - 54	22345	1721	12.5	7.7	94	2250	13.3	10.1	100								
55 - 64	22224	1514	11.0	6.8	83	2223	13.2	10.0	99								
65 OR OLDER	25973	2057	14.9	7.9	96	2438	14.4	9.4	93								
18 - 34	68207	6088	44.2	8.9	109	7085	42.0	10.4	103								
18 - 49	108058	9387	68.1	8.7	106	11135	65.9	10.3	102								
25 - 54	90859	7463	54.2	8.2	100	9125	54.0	10.0	100								
35 - 49	39851	3299	23.9	8.3	101	4051	24.0	10.2	101								
50 OR OLDER	59669	4388	31.9	7.4	90	5749	34.0	9.6	96								
GRADUATED COLLEGE	28091	2247	16.3	8.0	97	2947	17.5	10.5	104								
ATTENDED COLLEGE	28938	2678	19.4	9.3	113	3683	21.8	12.7	126								
GRADUATED HIGH SCHOOL	65503	5537	40.2	8.5	103	6354	37.6	9.7	96								
DID NOT GRADUATE HIGH SCHOOL	45195	3313	24.1	7.3	89	3900	23.1	8.6	86								
EMPLOYED MALES	56429	3853	28.0	6.8	83	5173	30.6	9.2	91								
EMPLOYED FEMALES	43971	4103	29.8	9.3	114	4709	27.9	10.7	106								
EMPLOYED FULL-TIME	87773	6982	50.7	8.0	97	8277	49.0	9.4	94								
EMPLOYED PART-TIME	12627	974	7.1	7.7	94	1604	9.5	12.7	126								
NOT EMPLOYED	67327	5820	42.3	8.6	105	7004	41.5	10.4	103								
PROFESSIONAL/MANAGER	25845	2085	15.1	8.1	98	2852	16.9	11.0	110								
TECH/CLERICAL/SALES	30895	2611	19.0	8.5	103	3171	18.8	10.3	102								
PRECISION/CRAFT	12629	850	6.2	6.7	82	967	5.7	7.7	76								
OTHER EMPLOYED	31031	2409	17.5	7.8	95	2891	17.1	9.3	93								
SINGLE	35557	3351	24.3	9.4	115	3525	20.9	9.9	98								
MARRIED	103585	8438	61.3	8.1	99	10947	64.8	10.6	105								
DIVORCED/SEPARATED/WIDOWED	28585	1987	14.4	7.0	85	2413	14.3	8.4	84								
PARENTS	59295	5228	38.0	8.8	107	6434	38.1	10.9	108								
WHITE	146081	12007	87.2	8.2	100	15277	90.5	10.5	104								
BLACK	17974	1482	10.8	8.2	100	1308	7.7	7.3	72								
OTHER	3672	**287	2.1	7.8	95	**299	1.8	8.1	81								
NORTHEAST-CENSUS	37005	3348	24.3	9.0	110	3853	22.8	10.4	103								
NORTH CENTRAL	42642	3232	23.5	7.6	92	4445	26.3	10.4	104								
SOUTH	56777	4849	35.2	8.5	104	5371	31.8	9.5	94								
WEST	31303	2347	17.0	7.5	91	3215	19.0	10.3	102								
NORTHEAST-MKTG.	38125	3677	26.7	9.6	117	4275	25.3	11.2	111								
EAST CENTRAL	24794	1964	14.3	7.9	96	2411	14.3	9.7	97								
WEST CENTRAL	28511	2126	15.4	7.5	91	3153	18.7	11.1	110								
SOUTH	48953	4008	29.1	8.2	100	4339	25.7	8.9	88								
PACIFIC	27344	2001	14.5	7.3	89	2707	16.0	9.9	98								
COUNTY SIZE A	69301	5996	43.5	8.7	105	6882	40.8	9.9	99								
COUNTY SIZE B	50633	3888	28.2	7.7	93	5141	30.4	10.2	101								
COUNTY SIZE C	26259	2266	16.5	8.6	105	2781	16.5	10.6	105								
COUNTY SIZE D	21534	1625	11.8	7.5	92	2080	12.3	9.7	96								
METRO CENTRAL CITY	50014	3815	27.7	7.6	93	4929	29.2	9.9	98								
METRO SUBURBAN	76832	6787	49.3	8.8	108	7885	46.7	10.3	102								
NON METRO	40861	3173	23.0	7.8	95	4071	24.1	10.0	99								
TOP 5 ADI'S	39550	3319	24.1	8.4	102	3875	22.9	9.8	97								
TOP 10 ADI'S	54877	4644	33.7	8.5	103	5529	32.7	10.1	100								
TOP 20 ADI'S	77516	6651	48.3	8.6	104	7815	46.3	10.1	100								
HSHLD INC. \$50,000 OR MORE	17257	1559	11.3	9.0	110	2063	12.2	12.0	119								
\$40,000 OR MORE	33235	3069	22.3	9.2	112	3931	23.3	11.8	117								
\$30,000 OR MORE	59693	5651	41.0	9.5	115	6605	39.1	11.1	110								
\$25,000 OR MORE	76275	7032	51.0	9.2	112	8352	49.5	10.9	109								
\$20,000 - \$24,999	18607	1286	9.3	6.9	84	1738	10.3	9.3	93								
\$15,000 - \$19,999	17175	1423	10.3	8.3	101	1656	9.8	9.6	96								
\$10,000 - \$14,999	24569	1910	13.9	7.8	95	2451	14.5	10.0	99								
UNDER \$10,000	31101	2125	15.4	6.8	83	2689	15.9	8.6	86								
HOUSEHOLD OF 1 PERSON	19441	1146	8.3	5.9	72	1476	8.7	7.6	75								
2 PEOPLE	51803	3596	26.1	6.9	85	5210	30.9	10.1	100								
3 OR 4 PEOPLE	66933	6314	45.8	9.4	115	6850	40.6	10.2	102								
5 OR MORE PEOPLE	29550	2720	19.7	9.2	112	3349	19.8	11.3	113								
NO CHILD IN HSHLD	96587	7598	55.2	7.9	96	9453	56.0	9.8	97								
CHILD(REN) UNDER 2 YRS	10844	971	7.0	9.0	109	1098	6.5	10.1	101								
2 - 5 YEARS	26358	1986	14.4	7.5	92	3027	17.9	11.5	114								
6 - 11 YEARS	30453	2585	18.8	8.5	103	3127	18.5	10.3	102								
12 - 17 YEARS	36575	3236	23.5	8.8	108	3459	20.5	9.5	94								
RESIDENCE OWNED	117770	10347	75.1	8.8	107	12690	75.2	10.8	107								
VALUE: \$50,000 OR MORE	70166	6593	47.9	9.4	114	8192	48.5	11.7	116								
VALUE: UNDER \$50,000	47604	3754	27.3	7.9	96	4498	26.6	9.4	94								

ADHESIVE BANDAGES - BRANDS USED
(ADULTS)

		JOHNSON & JOHNSON BAND-AID TRICOT MESH BANDAGES					JOHNSON & JOHNSON BAND-AID KITCHEN ASSORTMENT BANDAGES												
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX					A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL ADULTS		167727	13775	100.0	8.2	100	16885	100.0	10.1	100									
MAGAZINES	QUINTILE 1	34022	3454	25.1	10.2	124	3798	22.5	11.2	111									
	QUINTILE 2	34800	3215	23.3	9.2	112	4299	25.5	12.4	123									
	QUINTILE 3	30514	2321	16.8	7.6	93	2861	16.9	9.4	93									
	QUINTILE 4	33324	2353	17.1	7.1	86	2900	17.2	8.7	86									
	QUINTILE 5	35066	2433	17.7	6.9	84	3027	17.9	8.6	86									
NEWSPAPERS	QUINTILE 1	29107	2519	18.3	8.7	105	3096	18.3	10.5	106									
	QUINTILE 2	49095	4523	32.8	9.2	112	5437	32.2	11.1	110									
	QUINTILE 3	23107	1839	13.4	8.0	97	2306	13.7	10.0	99									
	QUINTILE 4	33556	2652	19.3	7.9	96	3090	18.3	9.2	91									
	QUINTILE 5	32863	2242	16.3	6.8	83	2956	17.5	9.0	89									
OUTDOOR	QUINTILE 1	33431	3085	22.4	9.2	112	3338	19.8	10.0	99									
	QUINTILE 2	33478	2678	19.4	8.0	97	3478	20.6	10.4	103									
	QUINTILE 3	33574	2592	18.8	7.7	94	3468	20.5	10.3	103									
	QUINTILE 4	33935	2938	21.3	8.7	105	3600	21.3	10.6	105									
	QUINTILE 5	33310	2482	18.0	7.5	91	3001	17.8	9.0	89									
RADIO-DRIVE TIME	QUINTILE 1	33136	2825	20.5	8.5	104	3449	20.4	10.4	103									
	QUINTILE 2	31658	2394	17.4	7.6	92	3051	18.1	9.6	96									
	QUINTILE 3	32541	2748	19.9	8.4	103	3276	19.4	10.1	100									
	QUINTILE 4	34247	3113	22.6	9.1	111	3791	22.5	11.1	110									
	QUINTILE 5	36144	2695	19.6	7.5	91	3318	19.7	9.2	91									
RADIO-MID- DAY	TERCILE 1	45037	3919	28.5	8.7	106	4520	26.8	10.0	100									
	TERCILE 2	44819	3736	27.1	8.3	101	4733	28.0	10.6	105									
	TERCILE 3	77872	6120	44.4	7.9	96	7632	45.2	9.8	97									
RADIO-TOTAL	QUINTILE 1	33763	3032	22.0	9.0	109	3502	20.7	10.4	103									
	QUINTILE 2	33240	2688	19.5	8.1	98	3352	19.9	10.1	100									
	QUINTILE 3	33408	2435	17.7	7.3	89	3338	19.8	10.0	99									
	QUINTILE 4	34792	3324	24.1	9.6	116	3477	20.6	10.0	99									
	QUINTILE 5	32524	2296	16.7	7.1	86	3215	19.0	9.9	98									
TV-PRIME TIME	QUINTILE 1	33090	3153	22.9	9.5	116	3488	20.7	10.5	105									
	QUINTILE 2	33357	2736	19.9	8.2	100	3601	21.3	10.8	107									
	QUINTILE 3	33980	2798	20.3	8.2	100	3171	18.8	9.3	93									
	QUINTILE 4	33854	2607	18.9	7.7	94	3572	21.2	10.6	105									
	QUINTILE 5	33444	2480	18.0	7.4	90	3052	18.1	9.1	91									
TV-DAYTIME	TERCILE 1	49121	4159	30.2	8.5	103	4939	29.3	10.1	100									
	TERCILE 2	48823	3994	29.0	8.2	100	5203	30.8	10.7	106									
	TERCILE 3	69782	5622	40.8	8.1	98	6743	39.9	9.7	96									
TV-TOTAL	QUINTILE 1	33584	3216	23.3	9.6	117	3543	21.0	10.5	105									
	QUINTILE 2	33441	2554	18.5	7.6	93	3277	19.4	9.8	97									
	QUINTILE 3	33505	2679	19.4	8.0	97	3287	19.5	9.8	97									
	QUINTILE 4	33466	2531	18.4	7.6	92	3360	19.9	10.0	100									
	QUINTILE 5	33731	2795	20.3	8.3	101	3417	20.2	10.1	101									
MAGAZINES-NEWSPAPERS: DUAL		44503	4421	32.1	9.9	121	5092	30.2	11.4	114									
MAGAZINE IMPERATIVE		39363	3342	24.3	8.5	103	4379	25.9	11.1	111									
NEWSPAPER IMPERATIVE		46441	3569	25.9	7.7	94	4486	26.6	9.7	96									
MAGAZINES-OUTDOOR: DUAL		33726	3183	23.1	9.4	115	3702	21.9	11.0	109									
MAGAZINE IMPERATIVE		52846	4905	35.6	9.3	113	6130	36.3	11.6	115									
OUTDOOR IMPERATIVE		52140	3959	28.7	7.6	92	4634	27.4	8.9	88									
MAGAZINES-RADIO: DUAL		37081	3400	24.7	9.2	112	4153	24.6	11.2	111									
MAGAZINE IMPERATIVE		49747	4557	33.1	9.2	112	5716	33.9	11.5	114									
RADIO IMPERATIVE		49208	3519	25.5	7.2	87	4316	25.6	8.8	87									
MAGAZINES-TELEVISION: DUAL		33103	3191	23.2	9.6	117	3862	22.9	11.7	116									
MAGAZINE IMPERATIVE		54575	4837	35.1	8.9	108	5927	35.1	10.9	108									
TELEVISION IMPERATIVE		53249	3849	27.9	7.2	88	4757	28.2	8.9	89									
NEWSPAPERS-OUTDOOR: DUAL		36255	3353	24.3	9.2	113	3902	23.1	10.8	107									
NEWSPAPER IMPERATIVE		55591	4758	34.5	8.6	104	5985	35.4	10.8	107									
OUTDOOR IMPERATIVE		48319	3665	26.6	7.6	92	4604	27.3	9.5	95									
NEWSPAPERS-RADIO: DUAL		37242	3470	25.2	9.3	113	4016	23.8	10.8	107									
NEWSPAPER IMPERATIVE		54423	4606	33.4	8.5	103	5884	34.8	10.8	107									
RADIO IMPERATIVE		46650	3330	24.2	7.1	87	4338	25.7	9.3	92									
NEWSPAPERS-TELEVISION: DUAL		35974	3361	24.4	9.3	114	3786	22.4	10.5	105									
NEWSPAPER IMPERATIVE		56095	4750	34.5	8.5	103	6147	36.4	11.0	109									
TELEVISION IMPERATIVE		47170	3643	26.4	7.7	94	4544	26.9	9.6	96									
OUTDOOR-RADIO: DUAL		33748	2861	20.8	8.5	103	3287	19.5	9.7	97									
OUTDOOR IMPERATIVE		52785	4467	32.4	8.5	103	5453	32.3	10.3	103									
RADIO IMPERATIVE		52882	4296	31.2	8.1	99	5519	32.7	10.4	104									
OUTDOOR-TELEVISION: DUAL		32030	2696	19.6	8.4	102	3048	18.1	9.5	95									
OUTDOOR IMPERATIVE		54626	4539	33.0	8.3	101	5797	34.3	10.6	105									
TELEVISION IMPERATIVE		54874	4489	32.6	8.2	100	5504	32.6	10.0	100									
RADIO-TELEVISION: DUAL		33386	2840	20.6	8.5	104	3620	21.4	10.8	108									
RADIO IMPERATIVE		53810	4234	30.7	7.9	96	5379	31.9	10.0	99									
TELEVISION IMPERATIVE		54023	4479	32.5	8.3	101	5174	30.6	9.6	95									

ADHESIVE BANDAGES - BRANDS USED
(ADULTS)

	TOTAL U.S. '000	JOHNSON & JOHNSON BAND-AID TRICOT MESH BANDAGES				JOHNSON & JOHNSON BAND-AID KITCHEN ASSORTMENT BANDAGES				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL ADULTS	167727	13775	100.0	8.2	100	16885	100.0	10.1	100								
ATLANTIC MONTHLY	867	**46	0.3	5.3	65	**118	0.7	13.6	135								
BARRON'S	1580	*139	1.0	8.8	107	*230	1.4	14.6	145								
BETTER HOMES & GARDENS	22203	2208	16.0	9.9	121	2609	15.5	11.8	117								
BON APPETIT	3810	486	3.5	12.8	155	633	3.7	16.6	165								
BUSINESS WEEK	4663	429	3.1	9.2	112	532	3.2	11.4	113								
CAR AND DRIVER	3102	*222	1.6	7.2	87	333	2.0	10.7	107								
CBS MAGAZINE NETWORK (GROSS)	7311	756	5.5	10.3	126	891	5.3	12.2	121								
CHANGING TIMES	3400	251	1.8	7.4	90	509	3.0	15.0	149								
COLONIAL HOMES	1796	*181	1.3	10.1	123	*185	1.1	10.3	102								
CONDE NAST MAG. PKG. (GROSS)	19924	2269	16.5	11.4	139	2487	14.7	12.5	124								
CONSUMERS DIGEST	3125	346	2.5	11.1	135	392	2.3	12.5	125								
COSMOPOLITAN	10577	1234	9.0	11.7	142	1129	6.7	10.7	106								
COUNTRY LIVING	3746	414	3.0	11.1	135	447	2.6	11.9	119								
CUISINE	2214	*225	1.6	10.2	124	312	1.8	14.1	140								
CYCLE WORLD	2394	*220	1.6	9.2	112	*270	1.6	11.3	112								
DCI:CREATIVE IDEAS FOR LIV	3068	251	1.8	8.2	100	479	2.8	15.6	155								
DCI:CREAT. IDEA/SO. LIV (GROSS)	9556	915	6.6	9.6	117	1162	6.9	12.2	121								
DISCOVER	2277	*202	1.5	8.9	108	*269	1.6	11.8	117								
EBONY	7187	555	4.0	7.7	94	667	4.0	9.3	92								
ESQUIRE	2560	*227	1.6	8.9	108	234	1.4	9.1	91								
ESSENCE	3242	350	2.5	10.8	131	307	1.8	9.5	94								
FAMILY CIRCLE	19639	2059	14.9	10.5	128	2365	14.0	12.0	120								
THE FAMILY HANDYMAN	3540	320	2.3	9.0	110	458	2.7	12.9	129								
FAMILY WEEKLY	23924	2158	15.7	9.0	110	2608	15.4	10.9	108								
FIELD & STREAM	9883	867	6.3	8.8	107	842	5.0	8.5	85								
FOOD & WINE	1030	**143	1.0	13.9	169	*165	1.0	16.0	159								
FORBES	2679	219	1.6	8.2	100	366	2.2	13.7	136								
FORTUNE	2931	197	1.4	6.7	82	302	1.8	10.3	102								
GENTLEMEN'S QUARTERLY	3481	*248	1.8	7.1	87	345	2.0	9.9	98								
GLAMOUR	7163	936	6.8	13.1	159	917	5.4	12.8	127								
GOLF DIGEST	2355	*166	1.2	7.0	86	316	1.9	13.4	133								
GOLF DIGEST/TENNIS (GROSS)	3610	338	2.5	9.4	114	495	2.9	13.7	136								
GOLF MAGAZINE	2046	*229	1.7	11.2	136	*277	1.6	13.5	134								
GOLF MAGAZINE/SKI (GROSS)	3547	301	2.2	8.5	103	476	2.8	13.4	133								
GOOD HOUSEKEEPING	20353	2165	15.7	10.6	130	2269	13.4	11.1	111								
HARPER'S BAZAAR	3362	*289	2.1	8.6	105	411	2.4	12.2	121								
HEALTH	2987	325	2.4	10.9	132	322	1.9	10.8	107								
HEARST MAG CORP. BUY (GROSS)	67928	7097	51.5	10.4	127	8075	47.8	11.9	118								
HEARST MAN POWER (GROSS)	11282	1057	7.7	9.4	114	1324	7.8	11.7	117								
HEARST WOMAN POWER (GROSS)	40514	4443	32.3	11.0	134	4636	27.5	11.4	114								
HOUSE BEAUTIFUL	4885	514	3.7	10.5	128	673	4.0	13.8	137								
INC.	1308	**114	0.8	8.7	106	*152	0.9	11.6	115								
JET	6498	515	3.7	7.9	97	449	2.7	6.9	69								
LADIES' HOME JOURNAL	14797	1560	11.3	10.5	128	1719	10.2	11.6	115								
LHJ FAMILY GRP COMBO (GROSS)	21743	2306	16.7	10.6	129	2606	15.4	12.0	119								
LIFE	9881	1094	7.9	11.1	135	1013	6.0	10.3	102								
L.A. TIMES HOME MAGAZINE	2775	*263	1.9	9.5	115	323	1.9	11.6	116								
MADEMOISELLE	4219	551	4.0	13.1	159	560	3.3	13.3	132								
MC CALL'S	16422	1882	13.7	11.5	140	2313	13.7	14.1	140								
MC CALL'S/WRK MOTHER (GROSS)	17919	2027	14.7	11.3	138	2508	14.9	14.0	139								
MECHANIX ILLUSTRATED	4433	293	2.1	6.6	80	559	3.3	12.6	125								
METROPOLITAN HOME	1504	**184	1.3	12.2	149	*181	1.1	12.0	120								
MONEY	4723	423	3.1	9.0	109	494	2.9	10.5	104								
MOTHER EARTH NEWS	2325	*363	2.6	15.6	190	353	2.1	15.2	151								
MS.	1189	*180	1.3	15.1	184	*167	1.0	14.0	140								
NATIONAL ENQUIRER	18892	1845	13.4	9.8	119	1970	11.7	10.4	104								
NATIONAL GEOGRAPHIC	22129	1924	14.0	8.7	106	2437	14.4	11.0	109								
NATIONAL SUNDAY MAGAZINE PKG	103750	9224	67.0	8.9	108	10846	64.2	10.5	104								
NATURAL HISTORY	1379	**133	1.0	9.6	117	*169	1.0	12.3	122								
NEW WOMAN	2289	*266	1.9	11.6	141	*242	1.4	10.6	105								
NEW YORK INCLUDING CUE	1088	*151	1.1	13.9	169	*186	1.1	17.1	170								
THE NEW YORKER	2459	271	2.0	11.0	134	337	2.0	13.7	136								
NEWSWEEK	16527	1347	9.8	8.2	99	1703	10.1	10.3	102								
THE N.Y. TIMES DAILY EDITION	2739	311	2.3	11.4	138	365	2.2	13.3	132								
THE N.Y. TIMES MAGAZINE	4443	488	3.5	11.0	134	506	3.0	11.4	113								
OMNI	2799	*271	2.0	9.7	118	390	2.3	13.9	138								
ON CABLE	2209	*181	1.3	8.2	100	*242	1.4	11.0	109								
1001 HOME IDEAS	3959	421	3.1	10.6	129	565	3.3	14.3	142								
ORGANIC GARDENING	3111	344	2.5	11.1	135	477	2.8	15.3	152								
OUTDOOR LIFE	5024	468	3.4	9.3	113	461	2.7	9.2	91								
PARADE MAGAZINE	51292	4586	33.3	8.9	109	5437	32.2	10.6	105								

ADHESIVE BANDAGES - BRANDS USED
(ADULTS)

	TOTAL U.S. '000	JOHNSON & JOHNSON BAND-AID TRICOT MESH BANDAGES				JOHNSON & JOHNSON BAND-AID KITCHEN ASSORTMENT BANDAGES				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	13775	100.0	8.2	100	16885	100.0	10.1	100								
PARENTS	5298	605	4.4	11.4	139	757	4.5	14.3	142								
PENTHOUSE	5129	534	3.9	10.4	127	541	3.2	10.5	105								
PEOPLE	21070	1960	14.2	9.3	113	2786	16.5	13.2	131								
PLAYBOY	10562	880	6.4	8.3	101	926	5.5	8.8	87								
POPULAR HOT RODDING	2498	*209	1.5	8.4	102	*393	2.3	15.7	156								
POPULAR MECHANICS	5887	556	4.0	9.4	115	745	4.4	12.7	126								
POPULAR SCIENCE	4317	449	3.3	10.4	127	486	2.9	11.3	112								
PREVENTION	5792	509	3.7	8.8	107	686	4.1	11.8	118								
PSYCHOLOGY TODAY	3284	507	3.7	15.4	188	504	3.0	15.3	152								
READER'S DIGEST	40046	3525	25.6	8.8	107	4545	26.9	11.3	113								
REDBOOK	9584	1043	7.6	10.9	133	1238	7.3	12.9	128								
ROAD & TRACK	2590	*288	2.1	11.1	135	*272	1.6	10.5	104								
ROLLING STONE	3302	363	2.6	11.0	134	455	2.7	13.8	137								
RUNNER'S WORLD	1229	**141	1.0	11.5	140	**93	0.6	7.6	75								
SATURDAY EVENING POST	2110	*224	1.6	10.6	129	*226	1.3	10.7	106								
SCIENCE 84	1543	**83	0.6	5.4	65	*155	0.9	10.0	100								
SCIENCE DIGEST	1747	*217	1.6	12.4	151	*206	1.2	11.8	117								
SCIENTIFIC AMERICAN	1994	*168	1.2	8.4	103	*222	1.3	11.1	111								
SELF	3119	*227	1.6	7.3	89	406	2.4	13.0	129								
SEVENTEEN	3923	*333	2.4	8.5	103	414	2.5	10.6	105								
SKI	1501	**72	0.5	4.8	58	*199	1.2	13.3	132								
SMITHSONIAN	5976	568	4.1	9.5	116	910	5.4	15.2	151								
SOAP OPERA DIGEST	4228	358	2.6	8.5	103	572	3.4	13.5	134								
SOUTHERN LIVING	6488	665	4.8	10.2	125	683	4.0	10.5	105								
SPORT	3500	408	3.0	11.7	142	323	1.9	9.2	92								
THE SPORTING NEWS	2456	*202	1.5	8.2	100	*325	1.9	13.2	131								
SPORTS AFIELD	3648	*284	2.1	7.8	95	374	2.2	10.3	102								
SPORTS ILLUSTRATED	14484	1148	8.3	7.9	97	1569	9.3	10.8	108								
STAR	12661	1355	9.8	10.7	130	1494	8.8	11.8	117								
SUNDAY	52799	4874	35.4	9.2	112	5379	31.9	10.2	101								
SUNSET	3513	*205	1.5	5.8	71	392	2.3	11.2	111								
TV GUIDE	42766	4081	29.6	9.5	116	4859	28.8	11.4	113								
TENNIS	1254	*171	1.2	13.6	166	*179	1.1	14.3	142								
TIME	22054	2217	16.1	10.1	122	2506	14.8	11.4	113								
TOWN & COUNTRY	1555	**161	1.2	10.4	126	*263	1.6	16.9	168								
TRAVEL & LEISURE	2173	*202	1.5	9.3	113	281	1.7	12.9	128								
TRUE STORY	4636	440	3.2	9.5	116	494	2.9	10.7	106								
U.S. NEWS & WORLD REPORT	10353	988	7.2	9.5	116	1297	7.7	12.5	124								
USA TODAY	4994	401	2.9	8.0	98	568	3.4	11.4	113								
US	3528	319	2.3	9.0	110	437	2.6	12.4	123								
VOGUE	5424	556	4.0	10.3	125	604	3.6	11.1	111								
WALL STREET JOURNAL	6292	550	4.0	8.7	106	611	3.6	9.7	96								
WEIGHT WATCHERS	2762	*195	1.4	7.1	86	319	1.9	11.5	115								
WOMAN'S DAY	16320	1604	11.6	9.8	120	2010	11.9	12.3	122								
WORKING MOTHER	1496	*146	1.1	9.8	119	*196	1.2	13.1	130								
WORKING WOMAN	1851	**124	0.9	6.7	82	*242	1.4	13.1	130								
WORLD TENNIS	580	**72	0.5	12.4	151	*110	0.7	19.0	188								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	952	6.9	7.7	93	1438	8.5	11.6	115								
BLAIR INSERTS	91671	8061	58.5	8.8	107	9555	56.6	10.4	104								
DAILY NEWSPAPERS																	
READ ANY	109190	9463	68.7	8.7	106	11228	66.5	10.3	102								
READ ONE	89587	7795	56.6	8.7	106	9036	53.5	10.1	100								
READ TWO OR MORE	19602	1669	12.1	8.5	104	2192	13.0	11.2	111								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	9542	69.3	8.7	106	11673	69.1	10.6	106								
READ ONE	95074	8136	59.1	8.6	104	9942	58.9	10.5	104								
READ TWO OR MORE	14588	1407	10.2	9.6	117	1732	10.3	11.9	118								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.51				29.06											
30 DAY REACH	149706	12316	89.4	8.2	100	15196	90.0	10.2	101								
50 SHWG - 30 DAY AV FREQ	15.16	15.92				15.24											
30 DAY REACH	142406	11804	85.7	8.3	101	14514	86.0	10.2	101								
25 SHWG - 30 DAY AV FREQ	8.23	8.53				8.11											
30 DAY REACH	131152	11019	80.0	8.4	102	13649	80.8	10.4	103								
CABLE TV: HOME WIRED	66879	5703	41.4	8.5	104	7416	43.9	11.1	110								
HOME NOT WIRED	100848	8072	58.6	8.0	97	9469	56.1	9.4	93								
HAVE PAY CABLE	35024	3171	23.0	9.1	110	4033	23.9	11.5	114								

ADHESIVE BANDAGES - BRANDS USED
(ADULTS)

	TOTAL U.S. '000	JOHNSON & JOHNSON BAND-AID TRICOT MESH BANDAGES				JOHNSON & JOHNSON BAND-AID KITCHEN ASSORTMENT BANDAGES				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX								
TOTAL ADULTS	167727	13775	100.0	8.2	100	16885	100.0	10.1	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	7815	56.7	8.2	100	9707	57.5	10.2	101								
10:00 AM - 3:00 PM	63599	5366	39.0	8.4	103	6650	39.4	10.5	104								
3:00 PM - 7:00 PM	72097	6082	44.2	8.4	103	7686	45.5	10.7	106								
7:00 PM - MIDNIGHT	36670	3333	24.2	9.1	111	3765	22.3	10.3	102								
MIDNIGHT - 6:00 AM	21908	1832	13.3	8.4	102	2006	11.9	9.2	91								
6:00 AM - MIDNIGHT	127571	10657	77.4	8.4	102	13030	77.2	10.2	101								
ENTIRE DAY	129239	10783	78.3	8.3	102	13128	77.7	10.2	101								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3193	23.2	9.4	114	3590	21.3	10.6	105								
ALL NEWS	6062	495	3.6	8.2	99	598	3.5	9.9	98								
AOR/PROGRESSIVE	11884	1081	7.8	9.1	111	1116	6.6	9.4	93								
BEAUTIFUL MUSIC	11180	1086	7.9	9.7	118	1144	6.8	10.2	102								
BLACK	4538	394	2.9	8.7	106	386	2.3	8.5	84								
CLASSICAL	3857	390	2.8	10.1	123	415	2.5	10.8	107								
CHR/ROCK	21946	2057	14.9	9.4	114	2239	13.3	10.2	101								
COUNTRY	27262	1931	14.0	7.1	86	2716	16.1	10.0	99								
GOLDEN OLDIES	3339	*171	1.2	5.1	62	359	2.1	10.8	107								
MOR/NOSTALGIA	10346	843	6.1	8.1	99	1144	6.8	11.1	110								
NEWS/TALK	8929	697	5.1	7.8	95	776	4.6	8.7	86								
RELIGIOUS	5488	427	3.1	7.8	95	573	3.4	10.4	104								
SOFT ROCK	1232	**56	0.4	4.5	55	**151	0.9	12.3	122								
URBAN CONTEMPORARY	3184	*234	1.7	7.3	89	*262	1.6	8.2	82								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	608	4.4	8.8	107	677	4.0	9.8	97								
ABC DIRECTION	5212	358	2.6	6.9	84	549	3.3	10.5	105								
ABC ENTERTAINMENT	10385	785	5.7	7.6	92	1030	6.1	9.9	99								
ABC FM	4762	476	3.5	10.0	122	486	2.9	10.2	101								
ABC INFORMATION	11339	992	7.2	8.7	107	1275	7.6	11.2	112								
ABC ROCK	4878	440	3.2	9.0	110	473	2.8	9.7	96								
CBS	10709	811	5.9	7.6	92	990	5.9	9.2	92								
MUTUAL	10251	907	6.6	8.8	108	1117	6.6	10.9	108								
NBC	12243	923	6.7	7.5	92	1164	6.9	9.5	94								
RADIORADIO	4606	284	2.1	6.2	75	432	2.6	9.4	93								
RKO ONE	5148	504	3.7	9.8	119	433	2.6	8.4	84								
RKO TWO	7313	587	4.3	8.0	98	770	4.6	10.5	105								
THE SOURCE	5981	488	3.5	8.2	99	412	2.4	6.9	68								
NON-WIRED : BLAIR	19329	1429	10.4	7.4	90	2008	11.9	10.4	103								
INTERNET	27139	2839	20.6	10.5	127	2935	17.4	10.8	107								
KATZ RADIO GROUP	36319	2910	21.1	8.0	98	3511	20.8	9.7	96								
SUPERNET	22361	1954	14.2	8.7	106	2382	14.1	10.7	106								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1317	9.6	9.1	110	1323	7.8	9.1	90								
MKDAY 9:00 AM - 1:00 PM	18688	1686	12.2	9.0	110	1923	11.4	10.3	102								
MKDAY 1:00 PM - 4:30 PM	24061	1985	14.4	8.2	100	2463	14.6	10.2	102								
MKDAY 4:30 PM - 7:30 PM	44079	3752	27.2	8.5	104	4299	25.5	9.8	97								
MKDAY 7:30 PM - 8:00 PM	61979	5330	38.7	8.6	105	6115	36.2	9.9	98								
MKDAY 11:00 PM - 11:30 PM	49084	4288	31.1	8.7	106	5351	31.7	10.9	108								
MKDAY 11:30 PM - 1:00 AM	16560	1417	10.3	8.6	104	1735	10.3	10.5	104								
M-SAT 8-11 PM-SUN 7-11 PM	66967	5819	42.2	8.7	106	6954	41.2	10.4	103								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	671	4.9	7.2	88	915	5.4	9.9	98								
ANOTHER WORLD	N 6138	488	3.5	8.0	97	667	4.0	10.9	108								
AS THE WORLD TURNS	C 7707	556	4.0	7.2	88	673	4.0	8.7	87								
CAPITOL	C 4688	345	2.5	7.4	90	358	2.1	7.6	76								
CBS MORN. NEWS 1	C 2792	275	2.0	9.8	120	240	1.4	8.6	85								
CBS MORN. NEWS 2	C 2071	191	1.4	9.2	112	206	1.2	9.9	99								
DAYS OF OUR LIVES	N 8018	691	5.0	8.6	105	1006	6.0	12.5	125								
FACTS OF LIFE - DAYTIME	N 3487	315	2.3	9.0	110	391	2.3	11.2	111								
FAMILY FEUD	A 4817	354	2.6	7.3	89	440	2.6	9.1	91								
GENERAL HOSPITAL	A 8333	883	6.4	10.6	129	947	5.6	11.4	113								
GOOD MORNING, AMERICA-730	A 5472	540	3.9	9.9	120	530	3.1	9.7	96								
GOOD MORNING, AMERICA-830	A 3965	435	3.2	11.0	134	363	2.1	9.2	91								
GUIDING LIGHT	C 7542	612	4.4	8.1	99	634	3.8	8.4	84								
ONE LIFE TO LIVE	A 6018	471	3.4	7.8	95	676	4.0	11.2	112								
PRESS YOUR LUCK	C 3589	305	2.2	8.5	103	383	2.3	10.7	106								
PRICE IS RIGHT 1	C 7418	687	5.0	9.3	113	748	4.4	10.1	100								
PRICE IS RIGHT 2	C 8276	839	6.1	10.1	123	804	4.8	9.7	97								
RYAN'S HOPE	A 4358	392	2.8	9.0	110	427	2.5	9.8	97								
SALE OF THE CENTURY	N 3749	374	2.7	10.0	121	390	2.3	10.4	103								
SEARCH FOR TOMORROW	N 2884	234	1.7	8.1	99	350	2.1	12.1	121								
TODAY SHOW 1	N 4869	397	2.9	8.2	99	389	2.3	8.0	79								
TODAY SHOW 2	N 4135	372	2.7	9.0	110	355	2.1	8.6	85								
\$25,000 PYRAMID	C 4361	423	3.1	9.7	118	446	2.6	10.2	102								
WHEEL OF FORTUNE	N 6187	520	3.8	8.4	102	745	4.4	12.0	120								
YOUNG AND THE RESTLESS	C 8186	650	4.7	7.9	97	748	4.4	9.1	91								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	391	2.8	8.3	101	407	2.4	8.6	86								
NBA PLAYOFF GAME -1 C	5127	409	3.0	8.0	97	379	2.2	7.4	73								
NBC MAJOR LEAGUE PRE-GAME N	3945	294	2.1	7.5	91	428	2.5	10.8	108								
SPORTSWORLD - SUN N	3370	257	1.9	7.6	93	426	2.5	12.6	126								
SUNDAY MORNING C	4200	362	2.6	8.6	105	343	2.0	8.2	81								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	JOHNSON & JOHNSON BAND-AID TRICOT MESH BANDAGES				JOHNSON & JOHNSON BAND-AID KITCHEN ASSORTMENT BANDAGES				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	13775	100.0	8.2	100	16885	100.0	10.1	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	4338	31.5	8.3	101	5088	30.1	9.7	97								
NETWORK AFFILIATES - LATE	39164	3370	24.5	8.6	105	4158	24.6	10.6	105								
INDEPENDENTS - LATE	5133	467	3.4	9.1	111	658	3.9	12.8	127								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	2093	15.2	9.2	112	2110	12.5	9.2	92								
ABC MONDAY NIGHT MOVIE	A 11258	1065	7.7	9.5	115	1188	7.0	10.6	105								
ABC SUNDAY NIGHT MOVIE	A 23600	2046	14.9	8.7	106	2299	13.6	9.7	97								
ABC WORLD NEWS TONIGHT	A 12801	1149	8.3	9.0	109	1275	7.6	10.0	99								
AFTERMASH	C 10966	846	6.1	7.7	94	1108	6.6	10.1	100								
ALICE	C 17050	1331	9.7	7.8	95	1657	9.8	9.7	97								
AMERICAN PARADE	C 11998	1167	8.5	9.7	118	1140	6.8	9.5	94								
BENSON	A 19258	1773	12.9	9.2	112	1919	11.4	10.0	99								
BLUE THUNDER	A 11478	977	7.1	8.5	104	1070	6.3	9.3	93								
CAGNEY & LACEY	C 18263	1538	11.2	8.4	103	1863	11.0	10.2	101								
CBS EVENING NEWS-DEAN	C 7733	618	4.5	8.0	97	604	3.6	7.8	78								
CBS EVENING NEWS-RATHER	C 15653	1275	9.3	8.1	99	1494	8.8	9.5	95								
CBS SAT. NEWS-SCHIEFFER	C 8744	600	4.4	6.9	84	730	4.3	8.3	83								
CBS SATURDAY NIGHT MOVIE	C 12000	1003	7.3	8.4	102	1222	7.2	10.2	101								
CBS WEDNESDAY NIGHT MOVIE	C 11522	1020	7.4	8.9	108	1190	7.0	10.3	103								
CHEERS	N 16818	1501	10.9	8.9	109	1873	11.1	11.1	111								
DALLAS	C 37510	3323	24.1	8.9	108	3825	22.7	10.2	101								
DIFF'RENT STROKES	N 11258	893	6.5	7.9	97	1096	6.5	9.7	97								
DOUBLE TROUBLE	N 12248	1121	8.1	9.2	111	1450	8.6	11.8	118								
DUCK FACTORY	N 11100	1029	7.5	9.3	113	1173	6.9	10.6	105								
DUKES OF HAZZARD	C 12353	897	6.5	7.3	88	1236	7.3	10.0	99								
DYNASTY	A 33279	2701	19.6	8.1	99	3243	19.2	9.7	97								
FACTS OF LIFE	N 13410	1143	8.3	8.5	104	1452	8.6	10.8	108								
FALCON CREST	C 31093	2624	19.0	8.4	103	3379	20.0	10.9	108								
FALL GUY	A 18649	1543	11.2	8.3	101	1622	9.6	8.7	86								
FAMILY TIES	N 13101	1191	8.6	9.1	111	1392	8.2	10.6	106								
FANTASY ISLAND	A 13069	1214	8.8	9.3	113	1355	8.0	10.4	103								
FOULUPS, BLEEPs & BLUNDERS	A 16588	1328	9.6	8.0	97	1338	7.9	8.1	80								
FOUR SEASONS	C 9302	636	4.6	6.8	83	910	5.4	9.8	97								
GIMME A BREAK	N 13955	1246	9.0	8.9	109	1364	8.1	9.8	97								
HART TO HART	A 15735	1297	9.4	8.2	100	1598	9.5	10.2	101								
HILL STREET BLUES	N 18257	1635	11.9	9.0	109	2097	12.4	11.5	114								
HOTEL	A 24236	2218	16.1	9.2	111	2713	16.1	11.2	111								
JEFFERSONS	C 17010	1228	8.9	7.2	88	1701	10.1	10.0	99								
JENNIFER SLEPT HERE	N 9397	815	5.9	8.7	106	875	5.2	9.3	92								
KATE & ALLIE	C 16762	1427	10.4	8.5	104	1637	9.7	9.8	97								
KNIGHT RIDER	N 13164	1211	8.8	9.2	112	1456	8.6	11.1	110								
LOVE BOAT	A 20400	1675	12.2	8.2	100	2034	12.0	10.0	99								
MAGNUM PI	C 22543	1779	12.9	7.9	96	2325	13.8	10.3	102								
MAMA'S FAMILY	N 9852	776	5.6	7.9	96	1044	6.2	10.6	105								
MASTER, THE	N 8082	648	4.7	8.0	98	797	4.7	9.9	98								
MATT HOUSTON	A 12881	1240	9.0	9.6	117	1140	6.8	8.9	88								
NBC MONDAY NIGHT MOVIE	N 23889	2113	15.3	8.8	108	2578	15.3	10.8	107								
NBC NIGHTLY NEWS	N 11156	685	5.0	6.1	75	1086	6.4	9.7	97								
NBC NIGHTLY NEWS-SAT	N 7363	542	3.9	7.4	90	749	4.4	10.2	101								
NBC NIGHTLY NEWS-SUN	N 6214	411	3.0	6.6	81	544	3.2	8.8	87								
NBC SUNDAY NIGHT MOVIE	N 17590	1878	13.6	10.7	130	1640	9.7	9.3	93								
NEWHART	C 16740	1273	9.2	7.6	93	1661	9.8	9.9	99								
ONE DAY AT A TIME	C 11820	932	6.8	7.9	96	1096	6.5	9.3	92								
PEOPLE ARE FUNNY	N 9138	831	6.0	9.1	111	930	5.5	10.2	101								
REAL PEOPLE	N 15979	1370	9.9	8.6	104	1755	10.4	11.0	109								
REMINING STEELE	N 14395	1382	10.0	9.6	117	1707	10.1	11.9	118								
RIPLY'S BELIEVE IT - NOT	A 11362	979	7.1	8.6	105	1093	6.5	9.6	96								
RIPTIDE	N 13920	1152	8.4	8.3	101	1486	8.8	10.7	106								
SCARECROW & MRS. KING	C 17571	1598	11.6	9.1	111	1963	11.6	11.2	111								
SIMON & SIMON	C 20208	1649	12.0	8.2	99	2108	12.5	10.4	104								
60 MINUTES	C 27668	2353	17.1	8.5	104	2573	15.2	9.3	92								
ST. ELSEWHERE	N 13699	1240	9.0	9.1	110	1573	9.3	11.5	114								
THREE'S COMPANY	A 20632	1774	12.9	8.6	105	2065	12.2	10.0	99								
T.J. HOOKER	A 17136	1470	10.7	8.6	104	1683	10.0	9.8	98								
TONIGHT SHOW	N 4963	422	3.1	8.5	104	451	2.7	9.1	90								
TRAPPER JOHN, M.D.	C 16332	1236	9.0	7.6	92	1719	10.2	10.5	105								
TV BLOOPERS & PRAC. JOKES	N 18881	1378	10.0	7.3	89	1590	9.4	8.4	84								
20/20	A 18315	1777	12.9	9.7	118	1968	11.7	10.7	107								
WEBSTER	A 18722	1814	13.2	9.7	118	1804	10.7	9.6	96								
WORLD NEWS - SUN	A 5327	453	3.3	8.5	104	485	2.9	9.1	90								
YELLOW ROSE	N 8370	785	5.7	9.4	114	900	5.3	10.8	107								
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	2356	17.1	9.1	111	2659	15.7	10.3	102								
BASKETBALL - COLLEGE GAMES	14468	1230	8.9	8.5	104	1440	8.5	10.0	99								
BASKETBALL - PRO GAMES	12124	991	7.2	8.2	100	1125	6.7	9.3	92								
BOWLING	9412	902	6.5	9.6	117	1108	6.6	11.8	117								
BOXING	15409	1100	8.0	7.1	87	1585	9.4	10.3	102								
FOOTBALL - COLLEGE GAMES	21400	1929	14.0	9.0	110	1857	11.0	8.7	86								
FOOTBALL - PRO GAMES	35944	3277	23.8	9.1	111	3766	22.3	10.5	104								
GOLF	9759	784	5.7	8.0	98	947	5.6	9.7	96								
POST-SEASON COLL. FOOTBALL	18123	1470	10.7	8.1	99	1719	10.2	9.5	94								
POST-SEASON PRO FOOTBALL	22091	2032	14.8	9.2	112	2516	14.9	11.4	113								
TENNIS	6764	780	5.7	11.5	140	715	4.2	10.6	105								
WRESTLING - PROFESSIONAL	9695	922	6.7	9.5	116	1058	6.3	10.9	108								

COUGH SYRUP & COUGH DROPS (NON-PRESCRIPTION)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-12

		COUGH SYRUP			COUGH DROPS		
		'000	%	UNWEIGHTED	'000	%	UNWEIGHTED
3A. DO YOU YOURSELF USE THEM?							
	YES	74439	44.4	8115	56685	33.8	6270
	NO	93288	55.6	10995	111042	66.2	12840
IF YOU DO							
3B. ABOUT HOW OFTEN DID YOU USE COUGH SYRUP OR COUGH DROPS IN THE LAST 6 MONTHS?							
ONCE A DAY OR MORE OFTEN	H	4687	2.8	503	4516	2.7	501
2 OR 3 TIMES A WEEK	H	5054	3.0	578	4276	2.5	522
ONCE A WEEK	H	2594	1.5	295	2318	1.4	273
2 OR 3 TIMES A MONTH	H	9126	5.4	979	6543	3.9	748
ONCE A MONTH	H	5810	3.5	653	4668	2.8	505
ONCE EVERY 2 MONTHS	M	7261	4.3	758	5668	3.4	583
ONCE EVERY 3 MONTHS OR LESS OFTEN	M	22239	13.3	2425	17278	10.3	1849
NEVER IN LAST 6 MONTHS	L	17668	10.5	1924	11419	6.8	1289

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	74439	100.0	44.4	100	27271	100.0	16.3	100	29500	100.0	17.6	100	17668	100.0	10.5	100
MALES	79263	32700	43.9	41.3	93	12201	44.7	15.4	95	13268	45.0	16.7	95	7230	40.9	9.1	87
FEMALES	88464	41739	56.1	47.2	106	15070	55.3	17.0	105	16232	55.0	18.3	104	10438	59.1	11.8	112
18 - 24	28671	12860	17.3	44.9	101	4984	18.3	17.4	107	5079	17.2	17.7	101	2798	15.8	9.8	93
25 - 34	39536	20197	27.1	51.1	115	6412	23.5	16.2	100	9640	32.7	24.4	139	4144	23.5	10.5	100
35 - 44	28978	13648	18.3	47.1	106	4619	16.9	15.9	98	5606	19.0	19.3	110	3423	19.4	11.8	112
45 - 54	22345	9720	13.1	43.5	98	3333	12.2	14.9	92	3789	12.8	17.0	96	2598	14.7	11.6	110
55 - 64	22224	9073	12.2	40.8	92	3601	13.2	16.2	100	3007	10.2	13.5	77	2465	14.0	11.1	105
65 OR OLDER	25973	8941	12.0	34.4	78	4322	15.8	16.6	102	2379	8.1	9.2	52	2240	12.7	8.6	82
18 - 34	68207	33057	44.4	48.5	109	11396	41.8	16.7	103	14719	49.9	21.6	123	6942	39.3	10.2	97
18 - 49	108058	51558	69.3	47.7	108	17731	65.0	16.4	101	22180	75.2	20.5	117	11647	65.9	10.8	102
25 - 54	90859	43564	58.5	47.9	108	14364	52.7	15.8	97	19035	64.5	21.0	119	10165	57.5	11.2	106
35 - 49	39851	18501	24.9	46.4	105	6334	23.2	15.9	98	7461	25.3	18.7	106	4705	26.6	11.8	112
50 OR OLDER	59669	22882	30.7	38.3	86	9541	35.0	16.0	98	7320	24.8	12.3	70	6021	34.1	10.1	96
GRADUATED COLLEGE	28091	11898	16.0	42.4	95	3247	11.9	11.6	71	5513	18.7	19.6	112	3137	17.8	11.2	106
ATTENDED COLLEGE	28938	13190	17.7	45.6	103	3864	14.2	13.4	82	6157	20.9	21.3	121	3169	17.9	11.0	104
GRADUATED HIGH SCHOOL	65503	30309	40.7	46.3	104	10556	38.7	16.1	99	12115	41.1	18.5	105	7637	43.2	11.7	111
DID NOT GRADUATE HIGH SCHOOL	45195	19043	25.6	42.1	95	9603	35.2	21.2	131	5715	19.4	12.6	72	3725	21.1	8.2	78
EMPLOYED MALES	56429	23718	31.9	42.0	95	7863	28.8	13.9	86	10269	34.8	18.2	103	5586	31.6	9.9	94
EMPLOYED FEMALES	43971	21898	29.4	49.8	112	6357	23.3	14.5	89	10024	34.0	22.8	130	5517	31.2	12.5	119
EMPLOYED FULL-TIME	87773	39308	52.8	44.8	101	12283	45.0	14.0	86	17381	58.9	19.8	113	9644	54.6	11.0	104
EMPLOYED PART-TIME	12627	6309	8.5	50.0	113	1937	7.1	15.3	94	2913	9.9	23.1	131	1459	8.3	11.6	110
NOT EMPLOYED	67327	28823	38.7	42.8	96	13052	47.9	19.4	119	9207	31.2	13.7	78	6565	37.2	9.8	93
PROFESSIONAL/MANAGER	25845	10992	14.8	42.5	96	2887	10.6	11.2	69	5358	18.2	20.7	118	2747	15.5	10.6	101
TECH/CLERICAL/SALES	30895	14379	19.3	46.5	105	4121	15.1	13.3	82	6656	22.6	21.5	122	3603	20.4	11.7	111
PRECISION/CRAFT	12629	5616	7.5	44.5	100	1961	7.2	15.5	96	2335	7.9	18.5	105	1319	7.5	10.4	99
OTHER EMPLOYED	31031	14629	19.7	47.1	106	5251	19.3	16.9	104	5944	20.1	19.2	109	3434	19.4	11.1	105
SINGLE	35557	15624	21.0	43.9	99	5683	20.8	16.0	98	6404	21.7	18.0	102	3537	20.0	9.9	94
MARRIED	103585	46821	62.9	45.2	102	16492	60.5	15.9	98	18782	63.7	18.1	103	11546	65.3	11.1	106
DIVORCED/SEPARATED/WIDOWED	28585	11995	16.1	42.0	95	5096	18.7	17.8	110	4314	14.6	15.1	86	2584	14.6	9.0	86
PARENTS	59295	30346	40.8	51.2	115	11162	40.9	18.8	116	12944	43.9	21.8	124	6241	35.3	10.5	100
WHITE	146081	64114	86.1	43.9	99	21847	80.1	15.0	92	26493	89.8	18.1	103	15774	89.3	10.8	103
BLACK	17974	8597	11.5	47.8	108	4796	17.6	26.7	164	2360	8.0	13.1	75	1441	8.2	8.0	76
OTHER	3672	1728	2.3	47.1	106	*628	2.3	17.1	105	*647	2.2	17.6	100	*453	2.6	12.3	117
NORTHEAST-CENSUS	37005	17758	23.9	48.0	108	6440	23.6	17.4	107	6842	23.2	18.5	105	4476	25.3	12.1	115
NORTH CENTRAL	42642	19403	26.1	45.5	103	6838	25.1	16.0	99	7911	26.8	18.6	105	4654	26.3	10.9	104
SOUTH	56777	24317	32.7	42.8	97	10422	38.2	18.4	113	8551	29.0	15.1	86	5345	30.3	9.4	89
WEST	31303	12960	17.4	41.4	93	3571	13.1	11.4	70	6196	21.0	19.8	113	3193	18.1	10.2	97
NORTHEAST-MKTG.	38125	17728	23.8	46.5	105	6565	24.1	17.2	106	7119	24.1	18.7	106	4043	22.9	10.6	101
EAST CENTRAL	24794	11162	15.0	45.0	101	3913	14.3	15.8	97	4530	15.4	18.3	104	2719	15.4	11.0	104
WEST CENTRAL	28511	12988	17.4	45.6	103	4593	16.8	16.1	99	5122	17.4	18.0	102	3273	18.5	11.5	109
SOUTH	48953	21208	28.5	43.3	98	9119	33.4	18.6	115	7269	24.6	14.8	84	4820	27.3	9.8	93
PACIFIC	27344	11354	15.3	41.5	94	3081	11.3	11.3	69	5461	18.5	20.0	114	2812	15.9	10.3	98
COUNTY SIZE A	69301	30519	41.0	44.0	99	10067	36.9	14.5	89	12546	42.5	18.1	103	7906	44.7	11.4	108
COUNTY SIZE B	50633	23018	30.9	45.5	102	8327	30.5	16.4	101	9304	31.5	18.4	104	5387	30.5	10.6	101
COUNTY SIZE C	26259	11368	15.3	43.3	98	4597	16.9	17.5	108	4319	14.6	16.4	94	2452	13.9	9.3	89
COUNTY SIZE D	21534	9535	12.8	44.3	100	4281	15.7	19.9	122	3331	11.3	15.5	88	1923	10.9	8.9	85
METRO CENTRAL CITY	50014	21445	28.8	42.9	97	8505	31.2	17.0	105	8197	27.8	16.4	93	4743	26.8	9.5	90
METRO SUBURBAN	76832	35108	47.2	45.7	103	10645	39.0	13.9	85	15167	51.4	19.7	112	9295	52.6	12.1	115
NON METRO	40881	17886	24.0	43.8	99	8121	29.8	19.9	122	6136	20.8	15.0	85	3629	20.5	8.9	84
TOP 5 ADI'S	39550	17991	24.2	45.5	102	5942	21.8	15.0	92	7526	25.5	19.0	108	4523	25.6	11.4	109
TOP 10 ADI'S	54877	23973	32.2	43.7	98	8203	30.1	14.9	92	9793	33.2	17.8	101	5978	33.8	10.9	103
TOP 20 ADI'S	77516	33893	45.5	43.7	99	11188	41.0	14.4	89	14071	47.7	18.2	103	8634	48.9	11.1	106
HSHLD INC. \$50,000 OR MORE	17257	7644	10.3	44.3	100	1891	6.9	11.0	67	3585	12.2	20.8	118	2167	12.3	12.6	119
\$40,000 OR MORE	33235	14420	19.4	43.4	98	3740	13.7	11.3	69	6864	23.3	20.7	117	3815	21.6	11.5	109
\$30,000 OR MORE	59693	27022	36.3	45.3	102	7607	27.9	12.7	78	12456	42.2	20.9	119	6959	39.4	11.7	111
\$25,000 OR MORE	76275	34166	45.9	44.8	101	9899	36.3	13.0	80	15629	53.0	20.5	117	8638	48.9	11.3	108
\$20,000 - \$24,999	18607	8476	11.4	45.6	103	2846	10.4	15.3	94	3736	12.7	20.1	114	1894	10.7	10.2	97
\$15,000 - \$19,999	17175	7968	10.7	46.4	105	2870	10.5	16.7	103	3112	10.5	18.1	103	1986	11.2	11.6	110
\$10,000 - \$14,999	24569	11199	15.0	45.6	103	4689	17.2	19.1	117	3815	12.9	15.5	88	2695	15.3	11.0	104
UNDER \$10,000	31101	12630	17.0	40.6	92	6968	25.6	22.4	138	3207	10.9	10.3	59	2455	13.9	7.9	75
HOUSEHOLD OF 1 PERSON	19441	6485	8.7	33.4	75	2602	9.5	13.4	82	2333	7						

COUGH SYRUP (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(ADULTS)

		ADULTS																			
		ALL USERS								HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX			
TOTAL ADULTS		167727	74439	100.0	44.4	100	27271	100.0	16.3	100	29500	100.0	17.6	100	17668	100.0	10.5	100			
MAGAZINES	QUINTILE 1	34022	16639	22.4	48.9	110	5704	20.9	16.8	103	6861	23.3	20.2	115	4074	23.1	12.0	114			
	QUINTILE 2	34800	16433	22.1	47.2	106	5833	21.4	16.8	103	6631	22.5	19.1	108	3969	22.5	11.4	108			
	QUINTILE 3	30514	13325	17.9	43.7	98	4489	16.5	14.7	90	5794	19.6	19.0	108	3042	17.2	10.0	95			
	QUINTILE 4	33324	14440	19.4	43.3	98	5313	19.5	15.9	98	5682	19.3	17.1	97	3446	19.5	10.3	98			
	QUINTILE 5	35066	13603	18.3	38.8	87	5933	21.8	16.9	104	4533	15.4	12.9	73	3137	17.8	8.9	85			
NEWSPAPERS	QUINTILE 1	29107	13517	18.2	46.4	105	4269	15.7	14.7	90	5454	18.5	18.7	107	3794	21.5	13.0	121			
	QUINTILE 2	49095	22167	29.8	45.2	102	7978	29.3	16.3	100	8650	29.3	17.6	100	5539	31.4	11.3	107			
	QUINTILE 3	23107	10847	14.6	46.9	106	3746	13.7	16.2	100	4629	15.7	20.0	114	2471	14.0	10.7	102			
	QUINTILE 4	33556	14519	19.5	43.3	97	5364	19.7	16.0	98	5806	19.7	17.3	98	3349	19.0	10.0	95			
	QUINTILE 5	32863	13389	18.0	40.7	92	5915	21.7	18.0	111	4961	16.8	15.1	86	2514	14.2	7.6	73			
OUTDOOR	QUINTILE 1	33431	15325	20.6	45.8	103	4743	17.4	14.2	87	6839	23.2	20.5	116	3742	21.2	11.2	106			
	QUINTILE 2	33478	15511	20.8	46.3	104	5632	20.7	16.8	103	6500	22.0	19.4	110	3378	19.1	10.1	96			
	QUINTILE 3	33574	14904	20.0	44.4	100	5530	20.3	16.5	101	5880	19.9	17.5	100	3495	19.8	10.4	99			
	QUINTILE 4	33935	14674	19.7	43.2	97	5607	20.6	16.5	102	5284	17.9	15.6	89	3784	21.4	11.2	106			
	QUINTILE 5	33310	14025	18.8	42.1	95	5759	21.1	17.3	106	4998	16.9	15.0	85	3269	18.5	9.8	93			
RADIO-DRIVE TIME	QUINTILE 1	33136	15485	20.8	46.7	105	5574	20.4	16.8	103	6147	20.8	18.6	105	3764	21.3	11.4	108			
	QUINTILE 2	31658	14227	19.1	44.9	101	5255	19.3	16.6	102	5784	19.6	18.3	104	3187	18.0	10.1	96			
	QUINTILE 3	32541	15393	20.7	47.3	107	5268	19.3	16.2	100	6358	21.6	19.5	111	3768	21.3	11.6	110			
	QUINTILE 4	34247	14929	20.1	43.6	98	5300	19.4	15.5	95	6051	20.5	17.7	100	3578	20.3	10.4	99			
	QUINTILE 5	36144	14406	19.4	39.9	90	5874	21.5	16.3	100	5160	17.5	14.3	81	3372	19.1	9.3	89			
RADIO-MID- DAY	TERCILE 1	45037	20775	27.9	46.1	104	7359	27.0	16.3	100	8290	28.1	18.4	105	5126	29.0	11.4	108			
	TERCILE 2	44819	19938	26.8	44.5	100	7946	29.1	17.7	109	7591	25.7	16.9	96	4401	24.9	9.8	93			
	TERCILE 3	77872	33726	45.3	43.3	98	11967	43.9	15.4	95	13619	46.2	17.5	99	8141	46.1	10.5	99			
RADIO-TOTAL	QUINTILE 1	33763	15781	21.2	46.7	105	5743	21.1	17.0	105	6267	21.2	18.6	106	3772	21.3	11.2	106			
	QUINTILE 2	33240	15385	20.7	46.3	104	5387	19.8	16.2	100	6455	21.9	19.4	110	3543	20.1	10.7	101			
	QUINTILE 3	33408	15497	20.8	46.4	105	5759	21.1	17.2	106	6046	20.5	18.1	103	3693	20.9	11.1	105			
	QUINTILE 4	34792	14949	20.1	43.0	97	5448	20.0	15.7	96	6101	20.7	17.5	100	3401	19.2	9.8	93			
	QUINTILE 5	32524	12826	17.2	39.4	89	4934	18.1	15.2	93	4632	15.7	14.2	81	3260	18.5	10.0	95			
TV-PRIME TIME	QUINTILE 1	33090	14948	20.1	45.2	102	5722	21.0	17.3	106	5819	19.7	17.6	100	3407	19.3	10.3	98			
	QUINTILE 2	33357	15396	20.7	46.2	104	5569	20.4	16.7	103	6271	21.3	18.8	107	3557	20.1	10.7	101			
	QUINTILE 3	33980	15646	21.0	46.0	104	5700	20.9	16.8	103	6391	21.7	18.8	107	3555	20.1	10.5	99			
	QUINTILE 4	33854	15100	20.3	44.6	101	5529	20.3	16.3	100	5728	19.4	16.9	96	3843	21.8	11.4	108			
	QUINTILE 5	33444	13349	17.9	39.9	90	4752	17.4	14.2	87	5291	17.9	15.8	90	3307	18.7	9.9	94			
TV-DAYTIME	TERCILE 1	49121	22405	30.1	45.6	103	9685	35.5	19.7	121	7470	25.3	15.2	86	5250	29.7	10.7	101			
	TERCILE 2	48823	22178	29.8	45.4	102	7486	27.5	15.3	94	9461	32.1	19.4	110	5232	29.6	10.7	102			
	TERCILE 3	69782	29856	40.1	42.8	96	10101	37.0	14.5	89	12569	42.6	18.0	102	7186	40.7	10.3	98			
TV-TOTAL	QUINTILE 1	33584	15112	20.3	45.0	101	6716	24.6	20.0	123	5028	17.0	15.0	85	3368	19.1	10.0	95			
	QUINTILE 2	33441	14990	20.1	44.8	101	5426	19.9	16.2	100	5848	19.8	17.5	99	3717	21.0	11.1	106			
	QUINTILE 3	33505	15154	20.4	45.2	102	5170	19.0	15.4	95	6543	22.2	19.5	111	3442	19.5	10.3	98			
	QUINTILE 4	33466	14816	19.9	44.3	100	5200	19.1	15.5	96	6100	20.7	18.2	104	3516	19.9	10.5	100			
	QUINTILE 5	33731	14367	19.3	42.6	96	4760	17.5	14.1	87	5982	20.3	17.7	101	3625	20.5	10.7	102			
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	44503	21493	28.9	48.3	109	7081	26.0	15.9	98	9014	30.6	20.3	115	5399	30.6	12.1	115			
	MAGAZINE IMPERATIVE	39363	18524	24.9	47.1	106	6849	25.1	17.4	107	7635	25.9	19.4	110	4040	22.9	10.3	97			
	NEWSPAPER IMPERATIVE	46441	19788	26.6	42.6	96	7130	26.1	15.4	94	7475	25.3	16.1	92	5183	29.3	11.2	106			
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	33726	16321	21.9	48.4	109	5098	18.7	15.1	93	7169	24.3	21.3	121	4054	22.9	12.0	114			
	MAGAZINE IMPERATIVE	52846	24306	32.7	46.0	104	9153	33.6	17.3	107	9409	31.9	17.8	101	5743	32.5	10.9	103			
	OUTDOOR IMPERATIVE	52140	21891	29.4	42.0	95	8129	29.8	15.6	96	9018	30.6	17.3	98	4745	26.9	9.1	86			
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	37081	17944	24.1	48.4	109	6270	23.0	16.9	104	7448	25.2	20.1	114	4227	23.9	11.4	108			
	MAGAZINE IMPERATIVE	49747	22605	30.4	45.4	102	7760	28.5	15.6	96	9152	31.0	18.4	105	5693	32.2	11.4	109			
	RADIO IMPERATIVE	49208	21672	29.1	44.0	99	8123	29.8	16.5	102	8574	29.1	17.4	99	4975	28.2	10.1	96			
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	16134	21.7	48.7	110	6029	22.1	18.2	112	6372	21.6	19.2	109	3733	21.1	11.3	107			
	MAGAZINE IMPERATIVE	54575	25148	33.8	46.1	104	8043	29.5	14.7	91	10947	37.1	20.1	114	6158	34.9	11.3	107			
	TELEVISION IMPERATIVE	53249	22324	30.0	41.9	94	8960	32.9	16.8	103	8067	27.3	15.1	86	5296	30.0	9.9	94			
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	36255	17008	22.8	46.9	106	5237	19.2	14.4	89	7298	24.7	20.1	114	4472	25.3	12.3	117			
	NEWSPAPER IMPERATIVE	55591	24948	33.5	44.9	101	9066	33.2	16.3	100	9457	32.1	17.0	97	6425	36.4	11.6	110			
	OUTDOOR IMPERATIVE	48319	21370	28.7	44.2	100	8103	29.7	16.8	103	9029	30.6	18.7	106	4238	24.0	8.8	83			
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	37242	17592	23.6	47.2	106	5903	21.6	15.9	97	7429	25.2	19.9	113	4260	24.1	11.4	109			
	NEWSPAPER IMPERATIVE	54423	24294	32.6	44.6	101	8555	31.4	15.7	97	9329	31.6	17.1	97	6410	36.3	11.8	112			
	RADIO IMPERATIVE	46650	21406	28.8	45.9	103	8365	30.7	17.9	110	8422	28.5	18.1	103	4620	26.1	9.9	94			
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	35974	16789	22.6	46.7	105	6239	22.9	17.3	107	6407	21.7	17.8	101	4143	23.4	11.5	109			
	NEWSPAPER IMPERATIVE	56095	25415	34.1	45.3	102	8080	29.6	14.4	89	10677	36.2	19.0	108	6658	37.7	11.9	113			
	TELEVISION IMPERATIVE	47170	20785	27.9	44.1	99	8566	31.4	18.2	112	7830	26.5	1								

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	74439	100.0	44.4	100	27271	100.0	16.3	100	29500	100.0	17.6	100	17668	100.0	10.5	100
ATLANTIC MONTHLY	867	343	0.5	39.6	89	**53	0.2	6.1	38	*186	0.6	21.5	122	**103	0.6	11.9	113
BARRON'S	1580	658	0.9	41.6	94	*175	0.6	11.1	68	288	1.0	18.2	104	**195	1.1	12.3	117
BETTER HOMES & GARDENS	22203	10664	14.3	48.0	108	3715	13.6	16.7	103	4176	14.2	18.8	107	2774	15.7	12.5	119
BON APPETIT	3810	1686	2.3	44.3	100	585	2.1	15.4	94	650	2.2	17.1	97	450	2.5	11.8	112
BUSINESS WEEK	4663	2032	2.7	43.6	98	672	2.5	14.4	89	873	3.0	18.7	106	487	2.8	10.4	99
CAR AND DRIVER	3102	1408	1.9	45.4	102	479	1.8	15.4	95	598	2.0	19.3	110	331	1.9	10.7	101
CBS MAGAZINE NETWORK (GROSS)	7311	3004	4.0	41.1	93	963	3.5	13.2	81	1273	4.3	17.4	99	769	4.4	10.5	100
CHANGING TIMES	3400	1463	2.0	43.0	97	498	1.8	14.6	90	567	1.9	16.7	95	399	2.3	11.7	111
COLONIAL HOMES	1796	771	1.0	42.9	97	206	0.8	11.5	71	342	1.2	19.0	108	*223	1.3	12.4	118
CONDE NAST MAG. PKG. (GROSS)	19924	9855	13.2	49.5	111	3245	11.9	16.3	100	3946	13.4	19.8	113	2665	15.1	13.4	127
CONSUMERS DIGEST	3125	1554	2.1	49.7	112	446	1.6	14.3	88	673	2.3	21.5	122	435	2.5	13.9	132
COSMOPOLITAN	10577	5312	7.1	50.2	113	1779	6.5	16.8	103	2303	7.8	21.8	124	1231	7.0	11.6	110
COUNTRY LIVING	3746	1760	2.4	47.0	106	501	1.8	13.4	82	809	2.7	21.6	123	450	2.5	12.0	114
CUISINE	2214	1075	1.4	48.6	109	361	1.3	16.3	100	444	1.5	20.1	114	*270	1.5	12.2	116
CYCLE WORLD	2394	1008	1.4	42.1	95	320	1.2	13.4	82	460	1.6	19.2	109	*227	1.3	9.5	90
DCI:CREATIVE IDEAS FOR LIV	3068	1574	2.1	51.3	116	627	2.3	20.4	126	562	1.9	18.3	104	385	2.2	12.5	119
DCI:CREAT. IDEA/SO. LIV(GROSS)	9556	4083	5.5	42.7	96	1462	5.4	15.3	94	1437	4.9	15.0	85	1185	6.7	12.4	118
DISCOVER	2277	1011	1.4	44.4	100	310	1.1	13.6	84	396	1.3	17.4	99	305	1.7	13.4	127
EBONY	7187	3674	4.9	51.1	115	2087	7.7	29.0	179	974	3.3	13.6	77	613	3.5	8.5	81
ESQUIRE	2560	1353	1.8	52.9	119	528	1.9	20.6	127	510	1.7	19.9	113	315	1.8	12.3	117
ESSENCE	3242	1871	2.5	57.7	130	985	3.6	30.4	187	504	1.7	15.5	88	382	2.2	11.8	112
FAMILY CIRCLE	19639	9822	13.2	50.0	113	3577	13.1	18.2	112	3897	13.2	19.8	113	2348	13.3	12.0	113
THE FAMILY HANDYMAN	3540	1829	2.5	57.7	116	746	2.7	21.1	130	678	2.3	19.2	109	405	2.3	11.4	109
FAMILY WEEKLY	23924	10846	14.6	45.3	102	3965	14.5	16.6	102	4356	14.8	18.2	104	2525	14.3	10.6	100
FIELD & STREAM	9883	4758	6.4	48.1	108	1695	6.2	17.2	105	1980	6.7	20.0	114	1083	6.1	11.0	104
FOOD & WINE	1030	402	0.5	39.0	88	*131	0.5	12.7	78	*159	0.5	15.4	88	**112	0.6	10.9	103
FORBES	2679	1156	1.6	43.2	97	307	1.1	11.5	70	505	1.7	18.9	107	344	1.9	12.8	122
FORTUNE	2931	1387	1.9	47.3	107	356	1.3	12.1	75	613	2.1	20.9	119	419	2.4	14.3	136
GENTLEMEN'S QUARTERLY	3481	1628	2.2	46.8	105	616	2.3	17.7	109	604	2.0	17.4	99	407	2.3	11.7	111
GLAMOUR	7163	3596	4.8	50.2	113	1117	4.1	15.6	96	1522	5.2	21.2	121	958	5.4	13.4	127
GOLF DIGEST	2355	1081	1.5	45.9	103	374	1.4	15.9	98	503	1.7	21.4	121	*204	1.2	8.7	82
GOLF DIGEST/TENNIS (GROSS)	3610	1665	2.2	46.1	104	636	2.3	17.6	108	672	2.3	18.6	106	357	2.0	9.9	94
GOLF MAGAZINE	2046	899	1.2	43.9	99	286	1.0	14.0	86	440	1.5	21.5	122	*174	1.0	8.5	81
GOLF MAGAZINE/SKI (GROSS)	3547	1485	2.0	41.9	94	417	1.5	11.8	72	725	2.5	20.4	116	342	1.9	9.6	92
GOOD HOUSEKEEPING	20353	9942	13.4	48.8	110	3382	12.4	16.6	102	3957	13.4	19.4	111	2602	14.7	12.8	121
HARPER'S BAZAAR	3362	1770	2.4	52.6	119	599	2.2	17.8	110	604	2.0	18.0	102	567	3.2	16.9	160
HEALTH	2987	1614	2.2	54.0	122	540	2.0	18.1	111	519	1.8	17.4	99	555	3.1	18.6	176
HEARST MAG CORP. BUY (GROSS)	67928	32828	44.1	48.3	109	10878	39.9	16.0	98	13189	44.7	19.4	110	8761	49.6	12.9	122
HEARST MAN POWER (GROSS)	11282	5232	7.0	46.4	104	1724	6.3	15.3	94	2043	6.9	18.1	103	1465	8.3	13.0	123
HEARST WOMAN POWER (GROSS)	40514	20025	26.9	49.4	111	6866	25.2	16.9	104	8101	27.5	20.0	114	5057	28.6	12.5	118
HOUSE BEAUTIFUL	4885	2189	2.9	44.8	101	698	2.6	14.3	88	771	2.6	15.8	90	720	4.1	14.7	140
INC.	1308	604	0.8	46.6	104	**102	0.4	7.8	48	281	1.0	21.5	122	*221	1.3	16.9	160
JET	6498	3218	4.3	49.5	112	1798	6.6	27.7	170	870	2.9	13.4	76	550	3.1	8.5	80
LADIES' HOME JOURNAL	14797	7279	9.8	49.2	111	2524	9.3	17.1	105	3143	10.7	21.2	121	1612	9.1	10.9	103
LHJ FAMILY GRP COMBO(GROSS)	21743	11027	14.8	50.7	114	3731	13.7	17.2	106	4440	15.1	20.4	116	2855	16.2	13.1	125
LIFE	9881	4732	6.4	47.9	108	1592	5.8	16.1	99	1814	6.1	18.4	104	1326	7.5	13.4	127
L.A. TIMES HOME MAGAZINE	2775	1125	1.5	40.5	91	*175	0.6	6.3	39	617	2.1	22.2	126	333	1.9	12.0	114
MADAMOISELLE	4219	2080	2.8	49.3	111	716	2.6	17.0	104	802	2.7	19.0	108	563	3.2	13.3	127
MC CALL'S	16422	7740	10.4	47.1	106	2844	10.4	17.3	107	2870	9.7	17.5	99	2026	11.5	12.3	117
MC CALL'S/HRK MOTHER (GROSS)	17919	8562	11.5	47.8	108	3202	11.7	17.9	110	3215	10.9	17.9	102	2145	12.1	12.0	114
MECHANIX ILLUSTRATED	4433	2028	2.7	45.7	103	732	2.7	16.5	102	697	2.4	15.7	89	599	3.4	13.5	128
METROPOLITAN HOME	1504	640	0.9	42.6	96	*192	0.7	12.8	79	267	0.9	17.8	101	*181	1.0	12.0	114
MONEY	4723	2165	2.9	45.8	103	693	2.5	14.7	90	946	3.2	20.0	114	526	3.0	11.1	106
MOTHER EARTH NEWS	2325	1032	1.4	44.4	100	330	1.2	14.2	87	514	1.7	22.1	126	*189	1.1	8.1	77
MS.	1189	687	0.9	57.8	130	*241	0.9	20.3	125	262	0.9	22.0	125	*183	1.0	15.4	146
NATIONAL ENQUIRER	18892	9643	13.0	51.0	115	3588	13.2	19.0	117	3772	12.8	20.0	114	2283	12.9	12.1	115
NATIONAL GEOGRAPHIC	22129	9741	13.1	44.0	99	2830	10.4	12.8	79	4399	14.9	19.9	113	2513	14.2	11.4	108
NATIONAL SUNDAY MAGAZINE PKG	103750	47316	63.6	45.6	103	15960	58.5	15.4	95	19502	66.1	18.8	107	11853	67.1	11.4	108
NATURAL HISTORY	1379	544	0.7	39.4	89	*128	0.5	9.3	57	*237	0.8	17.2	98	*179	1.0	13.0	123
NEW WOMAN	2289	1051	1.4	45.9	103	316	1.2	13.8	85	435	1.5	19.0	108	*300	1.7	13.1	124
NEW YORK INCLUDING CUE	1088	472	0.6	43.4	98	*182	0.7	16.7	103	*209	0.7	19.2	109	**81	0.5	7.4	71
THE NEW YORKER	2459	1129	1.5	45.9	103	337	1.2	13.7	84	471	1.6	19.2	109	320	1.8	13.0	124
NEWSWEEK	16527	7389	9.9	44.7	101	2516	9.2	15.2	94	3013	10.2	18.2	104	1859	10.5	11.2	107
THE N.Y. TIMES DAILY EDITION	2739	1228	1.6	44.8	101	490	1.8	17.9	110	433	1.5	15.8	90	305	1.7	11.1	106
THE N.Y. TIMES MAGAZINE	4443	1995	2.7	44.9	101	656	2.4	14.8	91	749	2.5	16.9	96	589	3.3	13.3	126
OMNI	2799	1434	1.9	51.2	115	446	1.6	15.9	98	579	2.0	20.7	118	410	2.3	14.6	139
ON CABLE	2209	1281	1.7	58.0	131	370	1.4	16.7	103	544	1.8	24.6	140	367	2.1	16.6	158
1001 HOME IDEAS	3959	2134	2.9	53.9	121	667	2.4	16.8	104	779	2.6	19.7	112	688	3.9	17.4	165
ORGANIC GARDENING	3111	1292	1.7	41.5	94	452	1.7	14.5	89	403	1.4	13.0	74	437	2.5	14.0	133
OUTDOOR LIFE	5024	2525	3.4	50.3	113	945	3.5	18.8	116	914	3.1	18.2	103	666	3.8	13.3	126
PARADE MAGAZINE	51292	23531	31.6	45.9	103	7814	28.7	15.2	94	9644	32.7	18.8	107	6073	34.4	11.8	112

COUGH SYRUP (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	74439	100.0	44.4	100	27271	100.0	16.3	100	29500	100.0	17.6	100	17668	100.0	10.5	100
PARENTS	5298	2936	3.9	55.4	125	1031	3.8	19.5	120	1226	4.2	23.1	132	679	3.8	12.8	122
PENTHOUSE	5129	2531	3.4	49.3	111	810	3.0	15.8	97	1139	3.9	22.2	126	582	3.3	11.3	108
PEOPLE	21070	10326	13.9	49.0	110	3372	12.4	16.0	98	4552	15.4	21.6	123	2401	13.6	11.4	108
PLAYBOY	10562	5135	6.9	48.6	110	1554	5.7	14.7	90	2391	8.1	22.6	129	1190	6.7	11.3	107
POPULAR HOT RODDING	2128	1239	1.7	49.6	112	426	1.6	17.1	105	459	1.6	18.4	104	*354	2.0	14.2	135
POPULAR MECHANICS	5887	2734	3.7	46.4	105	907	3.3	15.4	95	1072	3.6	18.2	104	756	4.3	12.8	122
POPULAR SCIENCE	4317	2064	2.8	47.8	108	574	2.1	13.3	82	827	2.8	19.2	109	663	3.8	15.4	146
PREVENTION	5792	2532	3.4	43.7	99	906	3.3	15.6	96	1027	3.5	17.7	101	600	3.4	10.4	98
PSYCHOLOGY TODAY	3284	1726	2.3	52.6	118	421	1.5	12.8	79	702	2.4	21.4	122	603	3.4	18.4	174
READER'S DIGEST	40046	18380	24.7	45.9	103	6536	24.0	16.3	100	7408	25.1	18.5	105	4436	25.1	11.1	105
REDBOOK	9584	4771	6.4	49.8	112	1705	6.3	17.8	109	1841	6.2	19.2	109	1224	6.9	12.8	121
ROAD & TRACK	2590	1162	1.6	44.9	101	357	1.3	13.8	85	484	1.6	18.7	106	*321	1.8	12.4	118
ROLLING STONE	3302	1759	2.4	53.3	120	509	1.9	15.4	95	822	2.8	24.9	142	428	2.4	13.0	123
RUNNER'S WORLD	1229	614	0.8	50.0	113	**131	0.5	10.7	66	*306	1.0	24.9	142	**178	1.0	14.5	137
SATURDAY EVENING POST	2110	920	1.2	43.6	98	357	1.3	16.9	104	352	1.2	16.7	95	*211	1.2	10.0	95
SCIENCE 84	1543	753	1.0	48.8	110	*165	0.6	10.7	66	432	1.5	28.0	159	*156	0.9	10.1	96
SCIENCE DIGEST	1747	759	1.0	43.4	98	*202	0.7	11.6	71	336	1.1	19.2	109	*220	1.2	12.6	120
SCIENTIFIC AMERICAN	1994	850	1.1	42.6	96	*267	1.0	13.4	82	370	1.3	18.6	106	*212	1.2	10.6	101
SELF	3119	1568	2.1	50.3	113	523	1.9	16.8	103	627	2.1	20.1	114	418	2.4	13.4	127
SEVENTEEN	3923	2229	3.0	56.8	128	830	3.0	21.2	130	885	3.0	22.6	128	514	2.9	13.1	124
SKI	1501	586	0.8	39.0	88	**132	0.5	8.8	54	285	1.0	19.0	108	*169	1.0	11.3	107
SMITHSONIAN	5976	2440	3.3	40.8	92	652	2.4	10.9	67	1066	3.6	17.8	101	722	4.1	12.1	115
SOAP OPERA DIGEST	4228	2473	3.3	58.5	132	1256	4.6	29.7	183	806	2.7	19.1	108	411	2.3	9.7	92
SOUTHERN LIVING	6488	2509	3.4	38.7	87	834	3.1	12.9	79	874	3.0	13.5	77	800	4.5	12.3	117
SPORT	3500	1852	2.5	52.9	119	690	2.5	19.7	121	765	2.6	21.9	124	397	2.2	11.3	108
THE SPORTING NEWS	2456	1264	1.7	51.5	116	411	1.5	16.7	103	629	2.1	25.6	146	*223	1.3	9.1	86
SPORTS AFIELD	3648	1739	2.3	47.7	107	615	2.3	16.9	104	635	2.2	17.4	99	489	2.8	13.4	127
SPORTS ILLUSTRATED	14484	6669	9.0	46.0	104	2340	8.6	16.2	99	2852	9.7	19.7	112	1478	8.4	10.2	97
STAR	12661	6472	8.7	51.1	115	2477	9.1	19.6	120	2391	8.1	18.9	107	1605	9.1	12.7	120
SUNDAY	52799	23944	32.2	45.3	102	8140	29.8	15.4	95	9610	32.6	18.2	103	6194	35.1	11.7	111
SUNSET	3513	1347	1.8	38.3	86	305	1.1	8.7	53	730	2.5	20.8	118	313	1.8	8.9	85
TV GUIDE	42766	21167	28.4	49.5	112	7874	28.9	18.4	113	8619	29.2	20.2	115	4674	26.5	10.9	104
TENNIS	1254	584	0.8	46.6	105	*262	1.0	20.9	129	*169	0.6	13.5	77	*153	0.9	12.2	116
TIME	22054	10088	13.6	45.7	103	3055	11.2	13.9	85	4385	14.9	19.9	113	2648	15.0	12.0	114
TOWN & COUNTRY	1555	735	1.0	47.3	107	*180	0.7	11.6	71	380	1.3	24.4	139	*175	1.0	11.3	107
TRAVEL & LEISURE	2173	912	1.2	42.0	95	208	0.8	9.6	59	474	1.6	21.8	124	*229	1.3	10.5	100
TRUE STORY	4636	2515	3.4	54.2	122	1278	4.7	27.6	170	821	2.8	17.7	101	416	2.4	9.0	85
U.S. NEWS & WORLD REPORT	10353	4572	6.1	44.2	100	1504	5.5	14.5	89	2104	7.1	20.3	116	964	5.5	9.3	88
USA TODAY	4994	2426	3.3	48.6	109	764	2.8	15.3	94	962	3.3	19.3	110	700	4.0	14.0	133
US	3528	1858	2.5	52.7	119	559	2.0	15.8	97	906	3.1	25.7	146	393	2.2	11.1	106
VOGUE	5424	2610	3.5	48.1	108	890	3.3	16.4	101	994	3.4	18.3	104	726	4.1	13.4	127
HALL STREET JOURNAL	6292	2651	3.6	42.1	95	745	2.7	11.8	73	1240	4.2	19.7	112	666	3.8	10.6	100
WEIGHT WATCHERS	2762	1228	1.6	44.5	100	411	1.5	14.9	92	508	1.7	18.4	105	*309	1.7	11.2	106
WOMAN'S DAY	16320	7721	10.4	47.3	107	2881	10.6	17.7	109	3078	10.4	18.9	107	1763	10.0	10.8	103
WORKING MOTHER	1496	822	1.1	54.9	124	358	1.3	23.9	147	345	1.2	23.1	131	*120	0.7	8.0	76
WORKING WOMAN	1851	1035	1.4	55.9	126	272	1.0	14.7	90	431	1.5	23.3	132	332	1.9	17.9	170
WORLD TENNIS	580	*229	0.3	39.5	89	**76	0.3	13.1	81	**93	0.3	16.0	91	**60	0.3	10.3	98
ZIFF-DAVIS MAG NETWK (GROSS)	12412	5796	7.8	46.7	105	1876	6.9	15.1	93	2490	8.4	20.1	114	1429	8.1	11.5	109
BLAIR INSERTS	91671	41868	56.2	45.7	103	13872	50.9	15.1	93	17287	58.6	18.9	107	10709	60.6	11.7	111
DAILY NEWSPAPERS																	
READ ANY	109190	49588	66.6	45.4	102	17702	64.9	16.2	100	19463	66.0	17.8	101	12424	70.3	11.4	108
READ ONE	89587	40831	54.9	45.6	103	14831	54.4	16.6	102	15902	53.9	17.8	101	10098	57.2	11.3	107
READ TWO OR MORE	19602	8757	11.8	44.7	101	2871	10.5	14.6	90	3560	12.1	18.2	103	2326	13.2	11.9	113
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	49963	67.1	45.6	103	16927	62.1	15.4	95	20392	69.1	18.6	106	12644	71.6	11.5	109
READ ONE	95074	43156	58.0	45.4	102	14842	54.4	15.6	96	17610	59.7	18.5	105	10705	60.6	11.3	107
READ TWO OR MORE	14588	6807	9.1	46.7	105	2085	7.6	14.3	88	2782	9.4	19.1	108	1939	11.0	13.3	126
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.51				27.98				31.75				28.05			
30 DAY REACH	149706	66838	89.8	44.6	101	24002	88.0	16.0	99	26856	91.0	17.9	102	15980	90.4	10.7	101
50 SHWG - 30 DAY AV FREQ	15.16	15.47				14.74				16.56				14.73			
30 DAY REACH	142406	63861	85.8	44.8	101	22832	83.7	16.0	99	25794	87.4	18.1	103	15235	86.2	10.7	102
25 SHWG - 30 DAY AV FREQ	8.23	8.38				8.09				8.90				7.94			
30 DAY REACH	131152	58935	79.2	44.9	101	20808	76.3	15.9	98	24024	81.4	18.3	104	14103	79.8	10.8	102
CABLE TV: HOME WIRED	66879	31837	42.8	47.6	107	10528	38.6	15.7	97	13088	44.4	19.6	111	8220	46.5	12.3	117
HOME NOT WIRED	100848	42602	57.2	42.2	95	16743	61.4	16.6	102	16412	55.6	16.3	93	9447	53.5	9.4	89
HAVE PAY CABLE	35024	17637	23.7	50.4	113	5808	21.3	16.6	102	7410	25.1	21.2	120	4418	25.0	12.6	120

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	74439	100.0	44.4	100	27271	100.0	16.3	100	29500	100.0	17.6	100	17668	100.0	10.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	43713	58.7	45.7	103	15160	55.6	15.9	98	18002	61.0	18.8	107	10550	59.7	11.0	105
10:00 AM - 3:00 PM	63599	28899	38.8	45.4	102	10685	39.2	16.8	103	11371	38.5	17.9	102	6843	38.7	10.8	102
3:00 PM - 7:00 PM	72097	33234	44.6	46.1	104	11383	41.7	15.8	97	13986	47.4	19.4	117	7865	44.5	10.9	104
7:00 PM - MIDNIGHT	36670	17008	22.8	46.4	105	6138	22.5	16.7	103	6972	23.6	19.0	108	3899	22.1	10.6	101
MIDNIGHT - 6:00 AM	21908	10206	13.7	46.6	105	3364	12.3	15.4	94	4519	15.3	20.6	117	2323	13.1	10.6	101
6:00 AM - MIDNIGHT	127571	58018	77.9	45.5	102	20768	76.2	16.3	100	23477	79.6	18.4	105	13773	78.0	10.8	101
ENTIRE DAY	129239	58824	79.0	45.5	103	21025	77.1	16.3	100	23771	80.6	18.4	105	14028	79.4	10.9	103
AVG DAILY M-F CUME: 6AM-MONT																	
FORMATS: ADULT CONTEMPORARY	34009	15847	21.3	46.6	105	5691	20.9	16.7	103	6597	22.4	19.4	110	3559	20.1	10.5	99
ALL NEWS	6062	2532	3.4	41.8	94	782	2.9	12.9	79	1069	3.6	17.6	100	681	3.9	11.2	107
AOR/PROGRESSIVE	11884	5413	7.3	45.5	103	1807	6.6	15.2	94	2295	7.8	19.3	110	1311	7.4	11.0	105
BEAUTIFUL MUSIC	11180	4617	6.2	41.3	93	1635	6.0	14.6	90	1722	5.8	15.4	88	1261	7.1	11.3	107
BLACK	4538	2378	3.2	52.4	118	1265	4.6	27.9	171	776	2.6	17.1	97	338	1.9	7.4	71
CLASSICAL	3857	1686	2.3	43.7	98	538	2.0	13.9	86	644	2.2	16.7	95	504	2.9	13.1	124
CHR/ROCK	21946	10805	14.5	49.2	111	3708	13.6	16.9	104	4780	16.2	21.8	124	2317	13.1	10.6	100
COUNTRY	27262	12425	16.7	45.6	103	4586	16.8	16.8	103	4779	16.2	17.5	100	3060	17.3	11.2	107
GOLDEN OLDIES	3339	1560	2.1	46.7	105	613	2.2	18.4	113	673	2.3	20.2	115	273	1.5	8.2	78
MOR/NOSTALGIA	10346	4461	6.0	43.1	97	1418	5.2	13.7	84	1820	6.2	17.6	100	1222	6.9	11.8	112
NEWS/TALK	8929	3847	5.2	43.1	97	1053	3.9	11.8	73	1753	5.9	19.6	112	1041	5.9	11.7	111
RELIGIOUS	5488	2359	3.2	43.0	97	872	3.2	15.9	98	914	3.1	16.7	95	573	3.2	10.4	99
SOFT ROCK	1232	567	0.8	46.0	104	*182	0.7	14.8	91	*238	0.8	19.3	110	**147	0.8	11.9	113
URBAN CONTEMPORARY	3184	1719	2.3	54.0	122	834	3.1	26.2	161	530	1.8	16.6	95	354	2.0	11.1	106
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	3357	4.5	48.6	109	1528	5.6	22.1	136	1286	4.4	18.6	106	542	3.1	7.8	74
ABC DIRECTION	5212	2092	2.8	40.1	90	893	3.3	17.1	105	754	2.6	14.5	82	445	2.5	8.5	81
ABC ENTERTAINMENT	10385	4693	6.3	45.2	102	1675	6.1	16.1	99	1857	6.3	17.9	102	1162	6.6	11.2	106
ABC FM	4762	2435	3.3	51.1	115	1004	3.7	21.1	130	1003	3.4	21.1	120	429	2.4	9.0	86
ABC INFORMATION	11339	5120	6.9	45.2	102	1671	6.1	14.7	91	2209	7.5	19.5	111	1241	7.0	10.9	104
ABC ROCK	4878	2213	3.0	45.4	102	746	2.7	15.3	94	1011	3.4	20.7	118	457	2.6	9.4	89
CBS	10709	4525	6.1	42.3	95	1457	5.3	13.6	84	1935	6.6	18.1	103	1134	6.4	10.6	101
MUTUAL	10251	4645	6.2	45.3	102	1635	6.0	15.9	98	1987	6.7	19.4	110	1023	5.8	10.0	95
NBC	12243	5440	7.3	44.4	100	1761	6.5	14.4	88	2321	7.9	19.0	108	1358	7.7	11.1	105
RADIORADIO	4606	2188	2.9	47.5	107	896	3.3	19.5	120	911	3.1	19.8	112	382	2.2	8.3	79
RKO ONE	5148	2606	3.5	50.6	114	974	3.6	18.9	116	1129	3.8	21.9	125	502	2.8	9.8	93
RKO TWO	7313	3033	4.1	41.5	93	1131	4.1	15.5	95	1061	3.6	14.5	82	840	4.8	11.5	109
THE SOURCE	5981	2636	3.5	44.1	99	1042	3.8	17.4	107	992	3.4	16.6	94	602	3.4	10.1	96
NON-WIRED : BLAIR	19329	8819	11.8	45.6	103	2967	10.9	15.3	94	3713	12.6	19.2	109	2140	12.1	11.1	105
INTERNET	27139	12941	17.4	47.7	107	4243	15.6	15.6	96	5285	17.9	19.5	111	3412	19.3	12.6	119
KATZ RADIO GROUP	36319	16649	22.4	45.8	103	5554	20.4	15.3	94	6951	23.6	19.1	109	4145	23.5	11.4	108
SUPERNET	22361	10432	14.0	46.7	105	3886	14.2	17.4	107	4245	14.4	19.0	108	2301	13.0	10.3	98
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	6268	8.4	43.1	97	2320	8.5	16.0	98	2422	8.2	16.7	95	1526	8.6	10.5	100
WKDAY 9:00 AM - 1:00 PM	18688	8488	11.4	45.4	102	3684	13.5	19.7	121	2832	9.6	15.2	86	1973	11.2	10.6	100
WKDAY 1:00 PM - 4:30 PM	24061	11145	15.0	46.3	104	4964	18.2	20.6	127	3601	12.2	15.0	85	2580	14.6	10.7	102
WKDAY 4:30 PM - 7:30 PM	44079	19547	26.3	44.3	100	7751	28.4	17.6	108	7172	24.3	16.3	93	4624	26.2	10.5	100
WKDAY 7:30 PM - 8:00 PM	61979	27276	36.6	44.0	99	10621	38.9	17.1	105	10294	34.9	16.6	94	6360	36.0	10.3	97
WKDAY 11:00 PM - 11:30 PM	49084	22143	29.7	45.1	102	8569	31.4	17.5	107	8442	28.6	17.2	98	5131	29.0	10.5	99
WKDAY 11:30 PM - 1:00 AM	16560	7562	10.2	45.7	103	3015	11.1	18.2	112	2778	9.4	16.8	95	1768	10.0	10.7	101
M-SAT 8-11 PM+SUN 7-11 PM	66967	30412	40.9	45.4	102	11252	41.3	16.8	103	12049	40.8	18.0	102	7110	40.2	10.6	101
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	4694	6.3	50.6	114	2066	7.6	22.3	137	1483	5.0	16.0	91	1144	6.5	12.3	117
ANOTHER WORLD	N 6138	2819	3.8	45.9	103	1255	4.6	20.4	126	895	3.0	14.6	83	669	3.8	10.9	103
AS THE WORLD TURNS	C 7707	3432	4.6	44.5	100	1681	6.2	21.8	134	1028	3.5	13.3	76	722	4.1	9.4	89
CAPITOL	C 4688	2203	3.0	47.0	106	1092	4.0	23.3	143	668	2.3	14.2	81	443	2.5	9.4	90
CBS MORN. NEWS 1	C 2792	1125	1.5	40.3	91	453	1.7	16.2	100	407	1.4	14.6	83	264	1.5	9.5	90
CBS MORN. NEWS 2	C 2071	784	1.1	37.9	85	311	1.1	15.0	92	273	0.9	13.2	75	200	1.1	9.7	92
DAYS OF OUR LIVES	N 8018	3741	5.0	46.7	105	1481	5.4	18.5	114	1362	4.6	17.0	97	898	5.1	11.2	106
FACTS OF LIFE - DAYTIME	N 3487	1641	2.2	47.1	106	660	2.4	18.9	116	565	1.9	16.2	92	415	2.3	11.9	113
FAMILY FEUD	A 4817	2051	2.8	42.6	96	988	3.6	20.5	126	677	2.3	14.1	80	385	2.2	8.0	76
GENERAL HOSPITAL	A 8333	4228	5.7	50.7	114	1936	7.1	23.2	143	1277	4.3	15.3	87	1014	5.7	12.2	116
GOOD MORNING, AMERICA-730	A 5472	2460	3.3	45.0	101	949	3.5	17.3	107	845	2.9	15.4	88	666	3.8	12.2	116
GOOD MORNING, AMERICA-830	A 3965	1823	2.4	46.0	104	687	2.5	17.3	107	652	2.2	16.4	93	484	2.7	12.2	116
GUIDING LIGHT	C 7542	3292	4.4	43.6	98	1535	5.6	20.4	125	1036	3.5	13.7	78	721	4.1	9.6	91
ONE LIFE TO LIVE	A 6018	3048	4.1	50.6	114	1409	5.2	23.4	144	940	3.2	15.6	89	700	4.0	11.6	110
PRESS YOUR LUCK	C 3589	1617	2.2	45.1	102	753	2.8	21.0	129	444	1.5	12.4	70	419			

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	74439	100.0	44.4	100	27271	100.0	16.3	100	29500	100.0	17.6	100	17668	100.0	10.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	22372	30.1	42.8	96	8855	32.5	16.9	104	8125	27.5	15.5	88	5392	30.5	10.3	98
NETWORK AFFILIATES - LATE		39164	17620	23.7	45.0	101	6783	24.9	17.3	107	6694	22.7	17.1	97	4143	23.4	10.6	100
INDEPENDENTS - LATE		5133	2257	3.0	44.0	99	765	2.8	14.9	92	992	3.4	19.3	110	499	2.8	9.7	92
TV EVENING NTKK 6 PM - 2 AM																		
A TEAM	N	22825	10414	14.0	45.6	103	4236	15.5	18.6	114	3802	12.9	16.7	95	2376	13.4	10.4	99
ABC MONDAY NIGHT MOVIE	A	11258	5138	6.9	45.6	103	1897	7.0	16.9	104	2015	6.8	17.9	102	1226	6.9	10.9	100
ABC SUNDAY NIGHT MOVIE	A	23600	10880	14.6	46.1	104	3973	14.6	16.8	104	4454	15.1	18.9	107	2453	13.9	10.4	99
ABC WORLD NEWS TONIGHT	A	12801	5559	7.5	43.4	98	2173	8.0	17.0	104	2016	6.8	15.7	90	1370	7.8	10.7	102
AFTERMASH	C	10966	4912	6.6	44.8	101	1826	6.7	16.7	102	1915	6.5	17.5	99	1170	6.6	10.7	101
ALICE	C	17050	7805	10.5	45.8	103	3066	11.2	18.0	111	2943	10.0	17.3	98	1796	10.2	10.5	100
AMERICAN PARADE	C	11998	5097	6.8	42.5	96	1903	7.0	15.9	98	2030	6.9	16.9	96	1164	6.6	9.7	92
BENSON	A	19258	8700	11.7	45.2	102	3419	12.5	17.8	109	3342	11.3	17.4	99	1940	11.0	10.1	96
BLUE THUNDER	A	11478	5338	7.2	46.5	105	2178	8.0	19.0	117	2000	6.8	17.4	99	1160	6.6	10.1	96
CAGNEY & LACEY	C	18263	8456	11.4	46.3	104	2989	11.0	16.4	101	3423	11.6	18.7	107	2043	11.6	11.2	106
CBS EVENING NEWS-DEAN	C	7733	3238	4.3	41.9	94	1309	4.8	16.9	104	1242	4.2	16.1	91	687	3.9	8.9	84
CBS EVENING NEWS-RATHER	C	15653	6395	8.6	40.9	92	2569	9.4	16.4	101	2312	7.8	14.8	84	1513	8.6	9.7	92
CBS SAT. NEWS-SCHIEFFER	C	8744	3623	4.9	41.4	93	1500	5.5	17.2	106	1250	4.2	14.3	81	874	4.9	10.0	95
CBS SATURDAY NIGHT MOVIE	C	12000	5495	7.4	45.8	103	2004	7.3	16.7	103	2340	7.9	19.5	111	1151	6.5	9.6	91
CBS WEDNESDAY NIGHT MOVIE	C	11522	4899	6.6	42.5	96	1928	7.1	16.7	103	1907	6.5	16.6	94	1063	6.0	9.2	88
CHEERS	N	16818	8275	11.1	49.2	111	2917	10.7	17.3	107	3528	12.0	21.0	119	1831	10.4	10.9	103
DALLAS	C	37510	16947	22.8	45.2	102	6733	24.7	17.9	110	6252	21.2	16.7	95	3962	22.4	10.6	100
DIFF'RENT STROKES	N	11258	5196	7.0	46.2	104	2201	8.1	19.6	120	1789	6.1	15.9	90	1206	6.8	10.7	102
DOUBLE TROUBLE	N	12248	5739	7.7	46.9	106	2006	7.4	16.4	101	2380	8.1	19.4	110	1353	7.7	11.0	105
DUCK FACTORY	N	11100	5536	7.4	49.9	112	2046	7.5	18.4	113	2229	7.6	20.1	114	1261	7.1	11.4	108
DUKES OF HAZZARD	C	12353	5546	7.5	44.9	101	2146	7.9	17.4	107	2216	7.5	17.9	102	1184	6.7	9.6	91
DYNASTY	A	33279	15612	21.0	46.9	106	6246	22.9	18.8	115	6016	20.4	18.1	103	3349	19.0	10.1	96
FACTS OF LIFE	N	13410	6490	8.7	48.4	109	2348	8.6	17.5	108	2761	9.4	20.6	117	1381	7.8	10.3	98
FALCON CREST	C	31093	14215	19.1	45.7	103	5794	21.2	18.6	115	5234	17.7	16.8	96	3187	18.0	10.2	97
FALL GUY	A	18649	8686	11.7	46.6	105	3474	12.7	18.6	115	3222	10.9	17.3	98	1990	11.3	10.7	101
FAMILY TIES	N	13101	6266	8.4	47.8	108	2538	9.3	19.4	119	2351	8.0	17.9	102	1377	7.8	10.5	100
FANTASY ISLAND	A	13069	6045	8.1	46.3	104	2411	8.8	18.4	113	2242	7.6	17.2	98	1392	7.9	10.7	101
FOULUPS, BLEEPs & BLUNDERS	A	16588	7275	9.8	43.9	99	2934	10.8	17.7	109	2534	8.6	15.3	87	1807	10.2	10.9	103
FOUR SEASONS	C	9302	4036	5.4	43.4	98	1470	5.4	15.8	97	1669	5.7	17.9	102	897	5.1	9.6	92
GIMME A BREAK	N	13955	6497	8.7	46.6	105	2785	10.2	20.0	123	2249	7.6	16.1	92	1464	8.3	10.5	100
HART TO HART	A	15735	7200	9.7	45.8	103	2640	9.7	16.8	103	2640	8.9	16.8	95	1920	10.9	12.2	116
HILL STREET BLUES	N	18257	8529	11.5	46.7	105	2903	10.6	15.9	98	3741	12.7	20.5	117	1886	10.7	10.3	98
HOTEL	A	24236	10404	14.0	42.9	97	4360	16.0	18.0	111	3715	12.6	15.3	87	2329	13.2	9.6	91
JEFFERSONS	C	17010	7503	10.1	44.1	99	3009	11.0	17.7	109	2704	9.2	15.9	90	1790	10.1	10.5	100
JENNIFER SLEPT HERE	N	9397	4300	5.8	45.8	103	1828	6.7	19.5	120	1533	5.2	16.3	93	939	5.3	10.0	95
KATE & ALLIE	C	16762	7720	10.4	46.1	104	2820	10.3	16.8	103	3114	10.6	18.6	106	1786	10.1	10.7	101
KNIGHT RIDER	N	13164	6195	8.3	47.1	106	2332	8.6	17.7	109	2451	8.3	18.6	106	1413	8.0	10.7	102
LOVE BOAT	A	20400	8996	12.1	44.1	99	3707	13.6	18.2	112	3341	11.3	16.4	93	1948	11.0	9.5	91
MAGNUM PI	C	22543	10048	13.5	44.6	100	3627	13.3	16.1	99	4055	13.7	18.0	102	2365	13.4	10.5	100
MAMA'S FAMILY	N	9852	4325	5.8	43.9	99	1521	5.6	15.4	95	1675	5.7	17.0	97	1130	6.4	11.5	109
MASTER, THE	N	8082	3744	5.0	46.3	104	1391	5.1	17.2	106	1450	4.9	17.9	102	903	5.1	11.2	106
MATT HOUSTON	A	12881	5704	7.7	44.3	100	2038	7.5	15.8	97	2439	8.3	18.9	108	1227	6.9	9.5	90
NBC MONDAY NIGHT MOVIE	N	23889	11221	15.1	47.0	106	3924	14.4	16.4	101	4671	15.8	19.6	111	2626	14.9	11.0	104
NBC NIGHTLY NEWS	N	11156	4793	6.4	43.0	97	1652	6.1	14.8	91	1971	6.7	17.7	100	1170	6.6	10.5	100
NBC NIGHTLY NEWS-SAT	N	7363	2881	3.9	39.1	88	1066	3.9	14.5	89	1053	3.6	14.3	81	762	4.3	10.3	98
NBC NIGHTLY NEWS-SUN	N	6214	2478	3.3	39.9	90	849	3.1	13.7	84	853	2.9	13.7	78	776	4.4	12.5	119
NBC SUNDAY NIGHT MOVIE	N	17590	8341	11.2	47.4	107	2923	10.7	16.6	102	3241	11.0	18.4	105	2178	12.3	12.4	118
NEWHART	C	16740	7947	10.7	47.5	107	2978	10.9	17.8	109	3028	10.3	18.1	103	1942	11.0	11.6	110
ONE DAY AT A TIME	C	11820	5519	7.4	46.7	105	2168	7.9	18.3	113	2237	7.6	18.9	108	1114	6.3	9.4	89
PEOPLE ARE FUNNY	N	9138	4097	5.5	44.8	101	1561	5.7	17.1	105	1421	4.8	15.6	88	1115	6.3	12.2	116
REAL PEOPLE	N	15979	6964	9.4	43.6	98	2648	9.7	16.6	102	2909	9.9	18.2	104	1407	8.0	8.8	84
REMINGTON STEELE	N	14395	6757	9.1	46.9	106	2555	9.4	17.7	109	2678	9.1	18.6	106	1525	8.6	10.6	101
RIPLEY'S BELIEVE IT - NOT	N	11362	5163	6.9	45.4	102	1816	6.7	16.0	98	2171	7.4	19.1	109	1176	6.7	10.4	98
RIPTIDE	N	13920	6469	8.7	46.5	105	2523	9.3	18.1	111	2655	9.0	19.1	108	1292	7.3	9.3	88
SCARECROW & MRS. KING	C	17571	7949	10.7	45.2	102	2917	10.7	16.6	102	3033	10.3	17.3	98	1999	11.3	11.4	108
SIMON & SIMON	C	20208	9055	12.2	44.8	101	3675	13.5	18.2	112	3501	11.9	17.3	99	1880	10.6	9.3	88
60 MINUTES	C	27668	11405	15.3	41.2	93	4046	14.8	1									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263					12201				13268				7230			
HOUSEHOLD HEADS	66405	27324	83.6	41.1	100	9933	81.4	15.0	97	11235	84.7	16.9	101	6155	85.1	9.3	102
18 - 24	13945	5654	17.3	40.5	98	2376	19.5	17.0	111	2165	16.3	15.5	93	1113	15.4	8.0	88
25 - 34	19334	9007	27.5	46.6	113	2948	24.2	15.2	99	4326	32.6	22.4	134	1733	24.0	9.0	98
35 - 44	14196	6040	18.5	42.5	103	2052	16.8	14.5	94	2408	19.7	18.4	110	1379	19.1	9.7	106
45 - 54	10896	4398	13.3	40.0	97	1426	11.7	13.1	85	1773	13.4	16.3	87	1160	16.0	10.6	117
55 - 64	10378	3961	12.1	38.2	93	1570	12.9	15.1	98	1345	10.1	13.0	77	1046	14.5	10.1	110
65 OR OLDER	10514	3681	11.3	35.0	85	1830	15.0	17.4	113	1051	7.9	10.0	60	799	11.1	7.6	83
18 - 34	33279	14661	44.8	44.1	107	5323	43.6	16.0	104	6491	48.9	19.5	117	2846	39.4	8.6	94
18 - 49	52904	22881	70.0	43.3	105	8095	66.3	15.3	99	9936	74.9	18.8	112	4850	67.1	9.2	101
25 - 54	44426	19404	59.3	43.7	106	6425	52.7	14.5	94	8707	65.6	19.6	117	4272	59.1	9.6	105
35 - 49	19625	8221	25.1	41.9	102	2771	22.7	14.1	92	3445	26.0	17.6	105	2004	27.7	10.2	112
50 OR OLDER	26359	9819	30.0	37.3	90	4107	33.7	15.6	101	3332	25.1	12.6	76	2380	32.9	9.0	99
GRADUATED COLLEGE	15982	6178	18.9	38.7	94	1671	13.7	10.5	68	2895	21.8	18.1	108	1613	22.3	10.1	111
ATTENDED COLLEGE	13629	5766	17.6	42.3	103	1710	14.0	12.5	82	2694	20.3	19.8	118	1362	18.8	10.0	110
GRADUATED HIGH SCHOOL	28591	12019	36.8	42.0	102	4414	36.2	15.4	100	4985	37.6	17.4	104	2620	36.2	9.2	100
DID NOT GRADUATE HIGH SCHOOL	21061	8737	26.7	41.5	101	4407	36.1	20.9	136	2695	20.3	12.8	76	1635	22.6	7.8	85
EMPLOYED FULL-TIME	52316	21849	66.8	41.8	101	7178	58.8	13.7	89	9507	71.7	18.2	109	5164	71.4	9.9	108
EMPLOYED PART-TIME	4113	1869	5.7	45.4	110	684	5.6	16.6	108	762	5.7	18.5	111	*423	5.9	10.3	113
NOT EMPLOYED	22834	8982	27.5	39.3	95	4339	35.6	19.0	123	3000	22.6	13.1	78	1644	22.7	7.2	79
PROFESSIONAL/MANAGER	15034	5745	17.6	38.2	93	1492	12.2	9.9	64	2721	20.5	18.1	108	1532	21.2	10.2	112
TECH/CLERICAL/SALES	11255	4622	14.1	41.1	100	1531	12.5	13.6	88	2039	15.4	18.1	108	1051	14.5	9.3	102
PRECISION/CRAFT	11607	5113	15.6	44.1	107	1760	14.4	15.2	99	2183	16.5	18.8	112	1170	16.2	10.1	111
OTHER EMPLOYED	18534	8238	25.2	44.4	108	3080	25.2	16.6	108	3325	25.1	17.9	107	1833	25.4	9.9	108
SINGLE	19562	7696	23.5	39.3	95	2894	23.7	14.8	96	3142	23.7	16.1	96	1660	23.0	8.5	93
MARRIED	51896	22120	67.6	42.6	103	8130	66.6	15.7	102	8949	67.4	17.2	103	5040	69.7	9.7	106
DIVORCED/SEPARATED/WIDOWED	7804	2884	8.8	37.0	90	1177	9.6	15.1	98	1177	8.9	15.1	90	530	7.3	6.8	74
PARENTS	25372	12025	36.8	47.4	115	4305	35.3	17.0	110	5429	40.9	21.4	128	2292	31.7	9.0	99
WHITE	69658	28389	86.8	40.8	99	10060	82.5	14.4	94	11796	88.9	16.9	101	6533	90.4	9.4	103
BLACK	7909	3526	10.8	44.6	108	1875	15.4	23.7	154	1160	8.7	14.7	88	491	6.8	6.2	68
OTHER	1696	784	2.4	46.2	112	**266	2.2	15.7	102	**312	2.4	18.4	110	**206	2.8	12.1	133
NORTHEAST-CENSUS	17202	7249	22.2	42.1	102	2760	22.6	16.0	104	2614	19.7	15.2	91	1875	25.9	10.9	119
NORTH CENTRAL	20461	8395	25.6	40.8	99	2884	23.6	14.1	92	3615	27.2	17.7	106	1855	25.7	9.1	99
SOUTH	26695	11148	34.1	41.8	101	4893	40.1	18.3	119	4304	32.4	16.1	96	1950	27.0	7.3	80
WEST	14906	5949	18.2	39.9	97	1664	13.6	11.2	73	2735	20.6	18.3	110	1550	21.4	10.4	114
NORTHEAST-MKTG.	17962	7249	22.2	40.4	98	2764	22.7	15.4	100	2830	21.3	15.8	94	1655	22.9	9.2	101
EAST CENTRAL	11741	4943	15.1	42.1	102	1884	15.4	16.0	104	1987	15.0	16.9	101	1072	14.8	9.1	100
WEST CENTRAL	13518	5509	16.8	40.8	99	1842	15.1	13.6	89	2326	17.5	17.2	103	1341	18.5	9.9	109
SOUTH	23168	9888	30.2	42.7	103	4302	35.3	18.6	121	3782	28.5	16.3	98	1804	25.0	7.8	85
PACIFIC	12874	5111	15.6	39.7	96	1409	11.5	10.9	71	2343	17.7	18.2	100	1359	18.8	10.6	116
COUNTY SIZE A	32596	13071	40.0	40.1	97	4367	35.8	13.4	87	5378	40.5	16.5	99	3326	46.0	10.2	112
COUNTY SIZE B	23814	10079	30.8	42.3	103	3740	30.7	15.7	102	4334	32.7	18.2	109	2005	27.7	8.4	92
COUNTY SIZE C	12663	5278	16.1	41.7	101	2227	18.3	17.6	114	1958	14.8	15.5	92	1093	15.1	8.6	95
COUNTY SIZE D	10190	4272	13.1	41.9	102	1867	15.3	18.3	119	1599	12.1	15.7	94	806	11.1	7.9	87
METRO CENTRAL CITY	23190	9357	28.6	40.3	98	3681	30.2	15.9	103	3747	28.2	16.2	97	1929	26.7	8.3	91
METRO SUBURBAN	36920	15299	46.8	41.4	100	4799	39.3	13.0	84	6671	50.3	18.1	108	3828	52.9	10.4	114
NON METRO	19152	8045	24.6	42.0	102	3721	30.5	19.4	126	2850	21.5	14.9	89	1473	20.4	7.7	84
TOP 5 ADI'S	18703	7454	22.8	39.9	97	2382	19.5	12.7	83	3180	24.0	17.0	102	1892	26.2	10.1	111
TOP 10 ADI'S	26158	10204	31.2	39.0	95	3395	27.8	13.0	84	4297	32.4	16.4	98	2512	34.7	9.6	105
TOP 20 ADI'S	36612	14614	44.7	39.9	97	4865	39.9	13.3	86	6174	46.5	16.9	101	3576	49.5	9.8	107
HSHLD INC. \$50,000 OR MORE	9326	3655	11.2	39.2	95	1071	8.8	11.5	75	1606	12.1	17.2	103	979	13.5	10.5	115
\$40,000 OR MORE	18002	6914	21.1	38.4	93	1961	16.1	10.9	71	2998	22.6	16.7	99	1955	27.0	10.9	119
\$30,000 OR MORE	31361	12819	39.2	40.9	99	3645	29.9	11.6	76	5811	43.8	18.5	111	3363	46.5	10.7	118
\$25,000 OR MORE	39858	16028	49.0	40.2	97	4798	39.3	12.0	78	7225	54.5	18.1	108	4004	55.4	10.0	110
\$20,000 - \$24,999	8664	3622	11.1	41.8	101	1258	10.3	14.5	94	1717	12.9	19.8	118	647	8.9	7.5	82
\$15,000 - \$19,999	7964	3550	10.9	44.6	108	1370	11.2	17.2	112	1392	10.5	17.5	104	788	10.9	9.9	108
\$10,000 - \$14,999	11093	4864	14.9	43.8	106	2295	18.8	20.7	134	1578	11.9	14.2	85	991	13.7	8.9	98
UNDER \$10,000	11683	4637	14.2	39.7	96	2480	20.3	21.2	138	1357	10.2	11.6	69	799	11.1	6.8	75
HOUSEHOLD OF 1 PERSON	7453	2192	6.7	29.4	71	919	7.5	12.3	80	831	6.3	11.1	67	442	6.1	5.9	65
2 PEOPLE	24757	9480	29.0	38.3	93	3491	28.6	14.1	92	3505	26.4	14.2	85	2484	34.4	10.0	110
3 OR 4 PEOPLE	32682	14291	43.7	43.7	106	5307	43.5	16.2	105	6035	45.5	18.5	110	2949	40.8	9.0	99
5 OR MORE PEOPLE	14370	6738	20.6	46.9	114	2484	20.4	17.3	112	2898	21.8	20.2	120	1355	18.7	9.4	103
NO CHILD IN HSHLD	46768	17401	53.2	37.2	90	6630	54.3	14.2	92	6523	49.2	13.9	83	4249	58.8	9.1	100
CHILD(REN) UNDER 2 YRS	4799	2441	7.5	50.9	123	895	7.3	18.6	121	1129	8.5	23.5	141	*417	5.8	8.7	95
2 - 5 YEARS	11125	5725	17.5	51.5	125	2054	16.8	18.5	120	2684	20.2	24.1	144	987	13.7	8.9	97
6 - 11 YEARS	14193	6662	20.4	46.9	114	2483	20.4	17.5	114	3108	23.4	19.9	131	1070	14.8	7.5	83
12 - 17 YEARS	17402	7809	23.9	44.9	109	2793	22.9	16.0	104	3324	25.1	19.1	114	1693	23.4	9.7	107
RESIDENCE OWNED	56398	22949	70.2	40.7	99	7924	64.9	14.1	91	9554	72.0	16.9	101	5471	75.7	9.7	106
VALUE: \$50,000 OR MORE	34811	13741	42.0	39.5	96	4176	34.2	12.0	78	5849	44.1	16.8	100	3717	51.4	10.7	117
VALUE: UNDER \$50,000	21587	9208	28.2	42.7	103	3748	30.7	17.4	113	3705	27.9	17.2	103	1755	24.3	8.1	89

COUGH SYRUP (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	32700	100.0	41.3	100	12201	100.0	15.4	100	13268	100.0	16.7	100	7230	100.0	9.1	100
MAGAZINES	QUINTILE 1	16033	7358	22.5	45.9	111	2405	19.7	15.0	97	3260	24.6	20.3	121	1693	23.4	10.6	116
	QUINTILE 2	15354	6620	20.2	43.1	105	2312	18.9	15.1	98	2783	21.0	18.1	108	1525	21.1	9.9	109
	QUINTILE 3	15888	6482	19.8	40.8	99	2376	19.5	15.0	97	2641	19.9	16.6	99	1466	20.3	9.2	101
	QUINTILE 4	17310	6971	21.3	40.3	98	2676	21.9	15.5	100	2790	21.0	16.1	96	1505	20.8	8.7	95
	QUINTILE 5	14677	5269	16.1	35.9	87	2433	19.9	16.6	108	1794	13.5	12.2	73	1042	14.4	7.1	78
NEWSPAPERS	QUINTILE 1	15277	6501	19.9	42.6	103	2134	17.5	14.0	91	2578	19.4	16.9	101	1790	24.8	11.7	121
	QUINTILE 2	22745	9429	28.8	41.5	100	3348	27.4	14.7	96	3917	29.5	17.2	103	2164	29.9	9.5	104
	QUINTILE 3	10692	4590	14.0	42.9	104	1547	12.7	14.5	94	2134	16.1	20.0	119	909	12.6	8.5	93
	QUINTILE 4	11646	4713	14.4	40.5	98	1812	14.9	15.6	101	1753	13.2	15.1	90	1148	15.9	9.9	108
	QUINTILE 5	18903	7467	22.8	39.5	96	3361	27.5	17.8	116	2886	21.8	15.3	91	1220	16.9	6.5	71
OUTDOOR	QUINTILE 1	16620	7091	21.7	42.7	103	2380	19.5	14.3	93	3256	24.5	19.6	117	1456	20.1	8.8	96
	QUINTILE 2	16377	7077	21.6	43.2	105	2701	22.1	16.5	107	2809	21.2	17.2	102	1567	21.7	9.6	105
	QUINTILE 3	15995	6611	20.2	41.3	100	2443	20.0	15.3	99	2633	19.8	16.5	98	1535	21.2	9.6	105
	QUINTILE 4	15592	6307	19.3	40.5	98	2329	19.1	14.9	97	2397	18.1	15.4	92	1581	21.9	10.1	111
	QUINTILE 5	14679	5614	17.2	38.2	93	2349	19.3	16.0	104	2174	16.4	14.8	88	1092	15.1	7.4	82
RADIO-DRIVE TIME	QUINTILE 1	15746	6798	20.8	43.2	105	2290	18.8	14.5	94	2856	21.5	18.1	108	1652	22.8	10.5	115
	QUINTILE 2	15067	6209	19.0	41.2	100	2245	18.4	14.9	97	2726	20.5	18.1	108	1238	17.1	8.2	90
	QUINTILE 3	15631	6984	21.4	44.7	108	2511	20.6	16.1	104	2893	21.8	18.5	111	1581	21.9	10.1	111
	QUINTILE 4	16245	6251	19.1	38.5	93	2247	18.4	13.8	90	2570	19.4	15.8	95	1433	19.8	8.8	97
	QUINTILE 5	16573	6459	19.8	39.0	94	2909	23.8	17.6	114	2223	16.8	13.4	80	1327	18.4	8.0	88
RADIO-MID- DAY	TERCILE 1	21788	9262	28.3	42.5	103	3128	25.6	14.4	93	3832	28.9	17.6	105	2302	31.8	10.6	116
	TERCILE 2	21151	8573	26.2	40.5	98	3584	29.4	16.9	110	3355	25.3	15.9	95	1635	22.6	7.7	85
	TERCILE 3	36323	14864	45.5	40.9	99	5490	45.0	15.1	98	6081	45.8	16.7	100	3294	45.6	9.1	99
	QUINTILE 1	15977	7033	21.5	44.0	107	2428	19.9	15.2	99	2923	22.0	18.3	109	1682	23.3	10.5	115
	QUINTILE 2	15923	6487	19.8	40.7	99	2252	18.5	14.1	92	2811	21.2	17.7	105	1424	19.7	8.9	98
RADIO-TOTAL	QUINTILE 3	14980	6500	19.9	43.4	105	2547	20.9	17.0	110	2606	19.6	17.4	104	1347	18.6	9.0	99
	QUINTILE 4	17123	6799	20.8	39.7	96	2697	22.1	15.8	102	2870	21.6	16.8	100	1232	17.0	7.2	79
	QUINTILE 5	15260	5882	18.0	38.5	93	2277	18.7	14.9	97	2058	15.5	13.5	81	1546	21.4	10.1	111
	QUINTILE 1	15674	6885	21.1	43.9	106	2606	21.4	16.6	108	2899	21.8	18.5	110	1381	19.1	8.8	97
	QUINTILE 2	15944	6759	20.7	42.4	103	2505	20.5	15.7	102	2814	21.2	17.6	105	1440	19.9	9.0	99
TV-PRIME TIME	QUINTILE 3	16037	6747	20.6	42.1	102	2375	19.5	14.8	96	2845	21.4	17.7	106	1528	21.1	9.5	104
	QUINTILE 4	15412	6174	18.9	40.1	97	2489	20.4	16.1	105	2248	16.9	14.6	87	1438	19.9	9.3	102
	QUINTILE 5	16194	6135	18.8	37.9	92	2228	18.3	13.8	89	2463	18.6	15.2	91	1444	20.0	8.9	98
	TERCILE 1	19156	8272	25.3	43.2	105	3649	29.9	19.0	124	3126	23.6	16.3	97	1498	20.7	7.8	86
	TERCILE 2	19343	8165	25.0	42.2	102	2926	24.0	15.1	98	3423	25.8	17.7	106	1816	25.1	9.4	103
TV-DAYTIME	TERCILE 3	40764	16263	49.7	39.9	97	5627	46.1	13.8	90	6720	50.6	16.5	98	3916	54.2	9.6	105
	QUINTILE 1	15844	7125	21.8	45.0	109	3066	25.1	19.4	126	2755	20.8	17.4	104	1304	18.0	8.2	90
	QUINTILE 2	15767	6421	19.6	40.7	99	2330	19.1	14.8	96	2677	20.2	17.0	101	1414	19.6	9.0	98
	QUINTILE 3	15775	6506	19.9	41.2	100	2198	18.0	13.9	91	2784	21.0	17.6	105	1525	21.1	9.7	106
	QUINTILE 4	15903	6360	19.4	40.0	97	2264	18.6	14.2	92	2667	20.1	16.8	100	1429	19.8	9.0	99
TV-TOTAL	QUINTILE 5	15974	6288	19.2	39.4	95	2343	19.2	14.7	95	2385	18.0	14.9	89	1560	21.6	9.8	107
	QUINTILE 1	21225	9611	29.4	45.3	110	2992	24.5	14.1	92	4336	32.7	20.4	122	2283	31.6	10.8	118
	MAGAZINE IMPERATIVE	17728	7693	23.5	43.4	105	2950	24.2	16.6	108	3114	23.5	17.6	105	1629	22.5	9.2	101
	NEWSPAPER IMPERATIVE	22987	8812	26.9	38.3	93	3324	27.2	14.5	94	3346	25.2	14.6	87	2141	29.6	9.3	102
	QUINTILE 4	16244	7378	22.6	45.4	110	3223	19.0	14.3	93	3365	25.4	20.7	124	1690	23.4	10.4	114
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 5	24016	10219	31.3	42.6	103	3709	30.4	15.4	100	4163	31.4	17.3	104	2347	32.5	9.8	107
	QUINTILE 1	26020	10221	31.3	39.3	95	4170	34.2	16.0	104	3962	29.9	15.2	91	2089	28.9	8.0	88
	QUINTILE 2	16918	7832	24.0	46.3	112	2636	21.6	15.6	101	3351	25.3	19.8	118	1845	25.5	10.9	120
	QUINTILE 3	23456	9809	30.0	41.8	101	3529	28.9	15.0	98	4110	31.0	17.5	105	2169	30.0	9.2	101
	QUINTILE 4	23900	9573	29.3	40.1	97	3616	29.6	15.1	98	3878	29.2	16.2	97	2079	28.8	8.7	95
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 5	15791	7145	21.9	45.2	110	2644	21.7	16.7	109	3068	23.1	19.4	116	1433	19.8	9.1	99
	QUINTILE 1	25476	10743	32.9	42.2	102	3444	28.2	13.5	88	4629	34.9	18.2	109	2670	36.9	10.5	115
	QUINTILE 2	25744	10274	31.4	39.9	97	4147	34.0	16.1	105	3950	29.8	15.3	92	2177	30.1	8.5	93
	QUINTILE 3	17628	7452	22.8	42.3	102	2392	19.6	13.6	88	3168	23.9	18.0	107	1892	26.2	10.7	118
	QUINTILE 4	26414	10916	33.4	41.3	100	3847	31.5	14.6	95	4497	33.9	17.0	102	2572	35.6	9.7	107
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 5	23059	9664	29.6	41.9	102	3872	31.7	16.8	109	4009	30.2	17.4	104	1783	24.7	7.7	85
	QUINTILE 1	17996	7717	23.6	42.9	104	2551	20.9	14.2	92	3337	25.2	18.5	111	1829	25.3	10.2	111
	QUINTILE 2	26269	10882	33.3	41.4	100	3914	32.1	14.9	97	4303	32.4	16.4	98	2666	36.9	10.1	111
	QUINTILE 3	21342	9112	27.9	42.7	103	3521	28.9	16.5	107	3699	27.9	17.3	104	1893	26.2	8.9	97
	QUINTILE 4	17359	7591	23.2	43.7	106	2713	22.2	15.6	102	3285	24.8	18.9	113	1592	22.0	9.2	101
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 5	26889	10951	33.5	40.7	99	3514	28.8	13.1	85	4476	33.7	16.6	99	2961	41.0	11.0	121
	QUINTILE 1	21698	9122	27.9	42.0	102	3763	30.8	17.3	113	3637	27.4	16.8	100	1721	23.8	7.9	87
	QUINTILE 2	16456	7363	22.5	44.7	108	2591	21.2	15.7	102	3198							

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	32700	100.0	41.3	100	12201	100.0	15.4	100	13268	100.0	16.7	100	7230	100.0	9.1	100
ATLANTIC MONTHLY	452	*110	0.3	24.3	59	**21	0.2	4.6	30	**65	0.5	14.4	86	**24	0.3	5.3	58
BARRON'S	1058	390	1.2	36.9	89	**106	0.9	10.0	65	*178	1.3	16.8	101	**106	1.5	10.0	110
BETTER HOMES & GARDENS	4773	2180	6.7	45.7	111	682	5.6	14.3	93	930	7.0	19.5	116	568	7.9	11.9	130
BON APPETIT	1037	324	1.0	31.2	76	**87	0.7	8.4	55	*172	1.3	16.6	97	**66	0.9	6.4	70
BUSINESS WEEK	3193	1249	3.8	39.1	95	458	3.8	14.3	93	490	3.7	15.3	92	*301	4.2	9.4	103
CAR AND DRIVER	2705	1187	3.6	43.9	106	432	3.5	16.0	104	519	3.9	19.2	115	*236	3.3	8.7	96
CBS MAGAZINE NETWORK (GROSS)	5678	2336	7.1	41.1	100	777	6.4	13.7	89	982	7.4	17.3	103	577	8.0	10.2	111
CHANGING TIMES	1847	780	2.4	42.2	102	*229	1.9	12.4	81	300	2.3	16.2	97	*251	3.5	13.6	149
COLONIAL HOMES	492	*206	0.6	41.9	101	**56	0.5	11.4	74	**90	0.7	18.3	109	*261	0.8	12.4	136
CONDE NAST MAG. PKG. (GROSS)	2066	747	2.3	36.2	88	*216	1.8	10.5	68	258	1.9	12.5	75	*273	3.8	13.2	145
CONSUMERS DIGEST	1719	849	2.6	49.4	120	*272	2.2	15.8	103	330	2.5	19.2	115	*247	3.4	14.4	158
COSMOPOLITAN	1762	687	2.1	39.0	95	*236	1.9	13.4	87	317	2.4	18.0	107	**134	1.9	7.6	83
COUNTRY LIVING	1110	380	1.2	34.2	83	**90	0.7	8.1	53	*234	1.8	21.1	126	**56	0.8	5.0	55
CUISINE	660	249	0.8	37.7	91	**74	0.6	11.2	73	*110	0.8	16.7	100	**66	0.9	10.0	110
CYCLE WORLD	1924	787	2.4	40.9	99	*267	2.2	13.9	90	359	2.7	18.7	111	**161	2.2	8.4	92
DCI:CREATIVE IDEAS FOR LIV	437	*180	0.6	41.2	100	**90	0.7	20.6	134	**37	0.3	8.5	51	**52	0.7	11.9	130
DCI:CREAT. IDEA/SO.LIV(GROSS)	2491	814	2.5	32.7	79	265	2.2	10.6	69	326	2.5	13.1	78	*223	3.1	9.0	98
DISCOVER	1279	559	1.7	43.7	106	*210	1.7	16.4	107	*217	1.6	17.0	101	**132	1.8	10.3	113
EBONY	2898	1257	3.8	43.4	105	687	5.6	23.7	154	351	2.6	12.1	72	*220	3.0	7.6	83
ESQUIRE	1384	672	2.1	48.6	118	*224	1.8	16.2	105	260	2.0	18.8	112	*187	2.6	13.5	148
ESSENCE	850	459	1.4	54.0	131	*194	1.6	22.8	148	*161	1.2	18.9	113	**104	1.4	12.2	134
FAMILY CIRCLE	2430	1179	3.6	48.5	118	430	3.5	17.7	115	519	3.9	21.4	128	*231	3.2	9.5	104
THE FAMILY HANDYMAN	2356	1110	3.4	47.1	114	436	3.6	18.5	120	452	3.4	19.2	115	*222	3.1	9.4	103
FAMILY WEEKLY	11533	4845	14.8	42.0	102	1736	14.2	15.1	98	2061	15.5	17.9	107	1048	14.5	9.1	100
FIELD & STREAM	7444	3339	10.2	44.9	109	1110	9.1	14.9	97	1449	10.9	19.5	116	780	10.8	10.5	115
FOOD & WINE	416	*96	0.3	23.1	56	**36	0.3	8.7	56	**36	0.3	8.7	52	**24	0.3	5.8	63
FORBES	1865	731	2.2	39.2	95	183	1.5	9.8	64	343	2.6	18.4	110	*204	2.8	10.9	120
FORTUNE	1849	699	2.1	37.8	92	*172	1.4	9.3	60	325	2.4	17.6	105	*202	2.8	10.9	120
GENTLEMAN'S QUARTERLY	2284	1072	3.3	46.9	114	417	3.4	18.3	119	377	2.8	16.5	99	*278	3.8	12.2	133
GLAMOUR	538	*163	0.5	30.3	73	**45	0.4	8.4	54	**68	0.5	12.6	76	**50	0.7	9.3	102
GOLF DIGEST	1649	718	2.2	43.5	106	265	2.2	16.1	104	309	2.3	18.7	112	*143	2.0	8.7	95
GOLF DIGEST/TENNIS (GROSS)	2294	993	3.0	43.3	105	419	3.4	18.3	119	378	2.8	16.5	98	*197	2.7	8.6	94
GOLF MAGAZINE	1577	691	2.1	43.8	106	*246	2.0	15.6	101	339	2.6	21.5	128	**106	1.5	6.7	74
GOLF MAGAZINE/SKI (GROSS)	2487	1018	3.1	40.9	99	342	2.8	13.8	89	485	3.7	19.5	117	*192	2.7	7.7	85
GOOD HOUSEKEEPING	2569	1074	3.3	41.8	101	388	3.2	15.1	98	445	3.4	17.3	103	241	3.3	9.4	103
HARPER'S BAZAAR	431	*121	0.4	28.1	68	**55	0.5	12.8	83	**54	0.4	12.5	75	**12	0.2	2.8	31
HEALTH	788	357	1.1	45.3	110	**122	1.0	15.5	101	*119	0.9	15.1	97	**116	1.6	14.7	161
HEARST MAG CORP. BUY (GROSS)	18781	7750	23.7	41.3	100	2633	21.6	14.0	91	3221	24.3	17.2	102	1896	26.2	10.1	111
HEARST MAN POWER (GROSS)	9169	4073	12.5	44.4	108	1384	11.3	15.1	98	1589	12.0	17.3	104	1100	15.2	12.0	132
HEARST WOMAN POWER (GROSS)	5452	2206	6.7	40.5	98	826	6.8	15.2	98	911	6.9	16.7	100	469	6.5	8.6	94
HOUSE BEAUTIFUL	1020	349	1.1	34.2	83	**60	0.5	5.9	38	*191	1.4	18.7	112	**98	1.4	9.6	105
INC.	993	429	1.3	43.2	105	**70	0.6	7.0	46	*209	1.6	21.0	126	**150	2.1	15.1	166
JET	2808	1168	3.6	41.6	101	644	5.3	22.9	149	378	2.8	13.5	80	*146	2.0	5.2	57
LADIES' HOME JOURNAL	1868	967	3.0	51.8	125	*254	2.1	13.6	88	561	4.2	30.0	179	**152	2.1	8.1	89
LHJ FAMILY GRP COMBO(GROSS)	3582	1806	5.5	50.4	122	528	4.3	14.7	96	847	6.4	23.6	141	431	6.0	12.0	132
LIFE	4817	2142	6.6	44.5	108	798	6.5	16.6	108	783	5.9	16.3	97	561	7.8	11.6	128
L.A. TIMES HOME MAGAZINE	1465	539	1.6	36.8	89	**77	0.6	5.3	34	303	2.3	20.7	124	*159	2.2	10.9	119
MADMOISELLE	460	*139	0.4	30.2	73	**48	0.4	10.4	68	**33	0.2	7.2	43	**59	0.8	12.8	141
MC CALL'S	1764	780	2.4	44.2	107	303	2.5	17.2	112	337	2.5	19.1	114	*140	1.9	7.9	87
MC CALL'S/MRK MOTHER (GROSS)	2062	945	2.9	45.8	111	339	2.8	16.4	107	435	3.3	21.1	126	*172	2.4	8.3	91
MECHANIX ILLUSTRATED	3625	1613	4.9	44.5	108	619	5.1	17.1	111	533	4.0	14.7	88	461	6.4	12.7	139
METROPOLITAN HOME	495	*246	0.8	49.7	120	**65	0.5	13.1	85	**84	0.6	17.0	101	**97	1.3	19.6	215
MONEY	3017	1332	4.1	44.1	107	477	3.9	15.8	103	573	4.3	19.0	113	282	3.9	9.3	102
MOTHER EARTH NEWS	1203	484	1.5	40.2	98	**137	1.1	11.4	74	237	1.8	19.7	118	**110	1.5	9.1	100
MS.	*257	*74	0.2	28.8	70	**21	0.2	8.2	53	**39	0.3	15.2	91	**14	0.2	5.4	60
NATIONAL ENQUIRER	6921	3159	9.7	45.6	111	1109	9.1	16.0	104	1299	9.8	18.8	112	752	10.4	10.9	119
NATIONAL GEOGRAPHIC	11626	4810	14.7	41.4	100	1347	11.0	11.6	75	2220	16.7	19.1	114	1243	17.2	10.7	117
NATIONAL SUNDAY MAGAZINE PKG	49424	20746	63.4	42.0	102	7015	57.5	14.2	92	8774	66.1	17.8	106	4956	68.5	10.0	110
NATURAL HISTORY	753	*275	0.8	36.5	89	**69	0.6	9.2	60	**130	1.0	17.3	103	*776	1.1	10.1	111
NEW WOMAN	*296	**123	0.4	41.6	101	**61	0.5	20.6	134	**50	0.4	16.9	101	**11	0.2	3.7	41
NEW YORK INCLUDING CUE	541	*185	0.6	34.2	83	**70	0.6	12.9	84	**78	0.6	14.4	86	**37	0.5	6.8	75
THE NEW YORKER	1078	487	1.5	45.2	110	*150	1.2	13.9	90	*191	1.4	17.7	106	*145	2.0	13.5	147
NEWSWEEK	9602	3931	12.0	40.9	99	1318	10.8	13.7	89	1665	12.5	17.3	104	948	13.1	9.9	108
THE N.Y. TIMES DAILY EDITION	1376	555	1.7	40.3	98	270	2.2	19.6	127	138	1.0	10.0	60	*147	2.0	10.7	117
THE N.Y. TIMES MAGAZINE	2110	802	2.5	38.0	92	293	2.4	13.9	90	263	2.0	12.5	74	246	3.4	11.7	128
OMNI	1927	887	2.7	46.0	112	*300	2.5	15.6	101	304	2.3	15.8	94	*283	3.9	14.7	161
ON CABLE	911	449	1.4	43.9	119	*100	0.8	11.0	71	*173	1.3	19.0	113	*176	2.4	19.3	212
1001 HOME IDEAS	927	482	1.5	52.0	126	*151	1.2	16.3	106	*168	1.3	18.1	108	**163	2.3	17.6	193
ORGANIC GARDENING	1430	480	1.5	33.6	81	*123	1.0	8.6	56	*167	1.3	11.7	70	*190	2.6	13.3	146
OUTDOOR LIFE	4064	1983	6.1	48.8	118	693	5.7	17.1	111	731	5.5	18.0	107	558	7.7	13.7	151
PARADE MAGAZINE	24538	10588	32.4	43.1	105	3546	29.1	14.5	94	4425	33.4	18.0	108	2617	36.2	10.7	117

COUGH SYRUP (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	32700	100.0	41.3	100	12201	100.0	15.4	100	13268	100.0	16.7	100	7230	100.0	9.1	100
PARENTS	1126	604	1.8	53.6	130	*148	1.2	13.1	85	327	2.5	29.0	173	**130	1.8	11.5	127
PENTHOUSE	4157	1949	6.0	46.9	114	592	4.9	14.2	93	891	6.7	21.4	128	465	6.4	11.2	123
PEOPLE	7591	3503	10.7	46.1	112	1228	10.1	16.2	105	1518	11.4	20.0	119	757	10.5	10.0	109
PLAYBOY	8379	3915	12.0	46.7	113	1212	9.9	14.5	94	1814	13.7	21.6	129	889	12.3	10.6	116
POPULAR HOT RODDING	2110	1038	3.2	49.2	119	360	2.8	16.1	105	404	3.0	19.1	114	*294	4.1	13.9	153
POPULAR MECHANICS	4850	2188	6.7	45.1	109	704	5.8	14.5	94	871	6.6	18.0	107	612	8.5	12.6	138
POPULAR SCIENCE	3397	1513	4.6	44.5	108	417	3.4	12.3	80	609	4.6	17.9	107	487	6.7	14.3	157
PREVENTION	1720	693	2.1	40.3	98	239	2.0	13.9	90	268	2.0	15.6	93	*186	2.6	10.8	119
PSYCHOLOGY TODAY	1344	729	2.2	54.2	131	*245	2.0	18.2	118	281	2.1	20.9	125	*203	2.8	15.1	166
READER'S DIGEST	16016	6929	21.2	43.3	105	2356	19.3	14.7	96	2892	21.8	18.1	108	1682	23.3	10.5	115
REDBOOK	1121	445	1.4	39.7	96	*203	1.7	18.1	118	*149	1.1	13.3	79	**94	1.3	8.4	92
ROAD & TRACK	2161	976	3.0	45.2	109	318	2.6	14.7	96	396	3.0	18.3	109	*262	3.6	12.1	133
ROLLING STONE	1948	904	2.8	46.4	112	*250	2.0	12.8	83	422	3.2	21.7	129	*231	3.2	11.9	130
RUNNER'S WORLD	899	467	1.4	51.9	126	**112	0.9	12.5	81	*265	2.0	29.5	176	**90	1.2	10.0	110
SATURDAY EVENING POST	841	328	1.0	39.0	95	*132	1.1	15.7	102	**110	0.8	13.1	78	**86	1.2	10.2	112
SCIENCE 84	841	370	1.1	44.0	107	**99	0.8	11.8	76	*174	1.3	20.7	124	**97	1.3	11.5	126
SCIENCE DIGEST	1194	443	1.4	37.1	90	*155	1.3	13.0	84	*200	1.5	16.8	100	**87	1.2	7.3	80
SCIENTIFIC AMERICAN	1379	618	1.9	44.8	109	*213	1.7	15.4	100	*252	1.9	18.3	109	*153	2.1	11.1	122
SELF	436	*194	0.6	44.5	108	**55	0.5	12.6	82	*556	0.4	12.8	77	**82	1.1	18.8	206
SEVENTEEN	614	*296	0.9	48.2	117	**99	0.8	16.1	105	*146	1.1	23.8	142	**51	0.7	8.3	91
SKI	910	327	1.0	35.9	87	**96	0.8	10.5	69	*146	1.1	16.0	96	**86	1.2	9.5	104
SMITHSONIAN	2937	1203	3.7	41.0	99	290	2.4	9.9	64	542	4.1	18.5	110	371	5.1	12.6	138
SOAP OPERA DIGEST	545	*224	0.7	41.1	100	**88	0.7	16.1	105	**63	0.5	11.6	69	**73	1.0	13.4	147
SOUTHERN LIVING	2054	634	1.9	30.9	75	*175	1.4	8.5	55	289	2.2	14.1	84	*170	2.4	8.3	91
SPORT	2799	1445	4.4	51.6	125	604	5.0	21.6	140	545	4.1	19.5	116	*296	4.1	10.6	116
THE SPORTING NEWS	1938	916	2.8	47.3	115	317	2.6	16.4	106	400	3.0	20.6	123	*199	2.8	10.3	113
SPORTS AFIELD	3125	1443	4.4	46.2	112	525	4.3	16.8	109	517	3.9	16.5	99	401	5.5	12.8	141
SPORTS ILLUSTRATED	11159	4849	14.8	43.5	105	1797	14.7	16.1	105	2024	15.3	18.1	108	1028	14.2	9.2	101
STAR	4095	1922	5.9	46.9	114	678	5.6	16.6	108	710	5.4	17.3	104	534	7.4	13.0	143
SUNDAY	25169	10390	31.8	41.3	100	3640	29.8	14.5	94	4128	31.1	16.4	98	2622	36.3	10.4	114
SUNSET	1294	465	1.4	35.9	87	**105	0.9	8.1	53	*263	2.0	20.3	121	**97	1.3	7.5	82
TV GUIDE	18508	8543	26.1	46.2	112	3247	26.6	17.5	114	3509	26.4	19.0	113	1787	24.7	9.7	106
TENNIS	645	275	0.8	42.6	103	**154	1.3	23.9	155	**68	0.5	10.5	63	**53	0.7	8.2	90
TIME	12124	5264	16.1	43.4	105	1497	12.3	12.3	80	2292	17.3	18.9	113	1474	20.4	12.2	133
TOWN & COUNTRY	493	*178	0.5	36.1	88	**62	0.5	12.6	82	**88	0.7	17.8	107	**28	0.4	5.7	62
TRAVEL & LEISURE	1122	381	1.2	34.0	82	**104	0.9	9.3	60	*181	1.4	16.1	96	**96	1.3	8.6	94
TRUE STORY	690	*334	1.0	48.4	117	**99	0.8	14.3	93	**113	0.9	16.4	98	**122	1.7	17.7	194
U.S. NEWS & WORLD REPORT	6571	2810	8.6	42.8	104	1039	8.5	15.8	103	1234	9.3	18.8	112	537	7.4	8.2	90
USA TODAY	3120	1396	4.3	44.7	108	435	3.6	13.9	91	636	4.8	20.4	122	325	4.5	10.4	114
US	1315	594	1.8	45.2	109	*168	1.4	12.8	83	*282	2.1	21.4	128	**144	2.0	11.0	120
VOGUE	632	*252	0.8	39.9	97	**68	0.6	10.8	70	**101	0.8	16.0	95	**83	1.1	13.1	144
WALL STREET JOURNAL	4247	1693	5.2	39.9	97	486	4.0	11.4	74	787	5.9	18.5	111	419	5.8	9.9	108
WEIGHT WATCHERS	398	*218	0.7	54.8	133	**42	0.3	10.6	69	**112	0.8	28.1	168	**64	0.9	16.1	176
WOMAN'S DAY	1139	452	1.4	39.7	96	*209	1.7	18.3	119	*146	1.1	12.8	77	**96	1.3	8.4	92
WORKING MOTHER	*298	**165	0.5	55.4	134	**35	0.3	11.7	76	**98	0.7	32.9	196	**32	0.4	10.7	118
WORKING WOMAN	327	*165	0.5	50.5	122	**22	0.2	6.7	44	**71	0.5	21.7	130	**73	1.0	22.3	245
WORLD TENNIS	397	**144	0.4	36.3	88	**39	0.3	9.8	64	**62	0.5	15.6	93	**43	0.6	10.8	119
ZIFF-DAVIS MAG NETWK (GROSS)	9635	4433	13.6	46.0	112	1511	12.4	15.7	102	1937	14.6	20.1	120	985	13.6	10.2	112
BLAIR INSERTS	43762	18276	55.9	41.8	101	5978	49.0	13.7	89	7698	58.0	17.6	105	4600	63.6	10.5	115
DAILY NEWSPAPERS																	
READ ANY	52459	21973	67.2	41.9	102	7970	65.3	15.2	99	8863	66.8	16.9	101	5140	71.1	9.8	107
READ ONE	41891	17619	53.9	42.1	102	6559	53.8	15.7	102	7037	53.0	16.8	100	4023	55.6	9.6	105
READ TWO OR MORE	10568	4354	13.3	41.2	100	1411	11.6	13.4	87	1826	13.8	17.3	103	1117	15.4	10.6	116
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	21783	66.6	41.9	102	7293	59.8	14.0	91	9216	69.5	17.7	106	5275	73.0	10.2	111
READ ONE	44561	18704	57.2	42.0	102	6271	51.4	14.1	91	7957	60.0	17.9	107	4475	61.9	10.0	110
READ TWO OR MORE	7368	3079	9.4	41.8	101	1021	8.4	13.9	90	1258	9.5	17.1	102	800	11.1	10.9	119
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.30				29.47				32.03				28.48			
30 DAY REACH	71522	29698	90.8	41.5	101	10855	89.0	15.2	99	12193	91.9	17.0	102	6650	92.0	9.3	102
50 SHWG - 30 DAY AV FREQ	15.55	15.81				15.41				16.72				14.80			
30 DAY REACH	68168	28503	87.2	41.8	101	10407	85.3	15.3	99	11700	88.2	17.2	103	6396	88.5	9.4	103
25 SHWG - 30 DAY AV FREQ	8.43	8.54				8.48				8.96				7.85			
30 DAY REACH	62898	26357	80.6	41.9	102	9436	77.3	15.0	97	10936	82.4	17.4	104	5985	82.8	9.5	104
CABLE TV: HOME WIRED	31664	14121	43.2	44.6	108	4942	40.5	15.6	101	5849	44.1	18.5	110	3329	46.0	10.5	115
HOME NOT WIRED	47599	18579	56.8	39.0	95	7259	59.5	15.3	99	7419	55.9	15.6	93	3902	54.0	8.2	90
HAVE PAY CABLE	17139	7964	24.4	46.5	113	2781	22.8	16.2	105	3270	24.6	19.1	114	1913	26.5	11.2	122

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL MALES	79263	32700	100.0	41.3	100	12201	100.0	15.4	100	13268	100.0	16.7	100	7230	100.0	9.1	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47626	20184	61.7	42.4	103	6845	56.1	14.4	93	8685	65.5	18.2	109	4654	64.4	9.8	107	
10:00 AM - 3:00 PM	29926	12448	38.1	41.6	101	4627	37.9	15.5	100	5054	38.1	16.9	101	2768	38.3	9.2	101	
3:00 PM - 7:00 PM	37666	16134	49.3	42.8	104	5601	45.9	14.9	97	6930	52.2	18.4	111	3603	49.8	9.6	105	
7:00 PM - MIDNIGHT	18909	8164	25.0	43.2	105	3145	25.8	16.6	108	3312	25.0	17.5	105	1706	23.6	9.0	99	
MIDNIGHT - 6:00 AM	11822	5053	15.5	42.7	104	1680	13.8	14.2	92	2316	17.5	19.6	117	1058	14.6	8.9	98	
6:00 AM - MIDNIGHT	63254	26552	81.2	42.0	102	9615	78.8	15.2	99	11076	83.5	17.5	105	5860	81.1	9.3	101	
ENTIRE DAY	64057	26879	82.2	42.0	102	9761	80.0	15.2	99	11201	84.4	17.5	104	5917	81.8	9.2	101	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16598	7100	21.7	42.8	104	2564	21.0	15.4	100	3123	23.5	18.8	112	1413	19.5	8.5	93	
ALL NEWS	3542	1458	4.5	41.2	100	490	4.0	13.8	90	537	4.0	15.2	91	431	6.0	12.2	133	
AOR/PROGRESSIVE	7465	3041	9.3	40.7	99	1038	8.5	13.9	90	1283	9.7	17.2	103	721	10.0	9.7	106	
BEAUTIFUL MUSIC	5061	1956	6.0	38.6	94	737	6.0	14.6	95	772	5.8	15.3	91	448	6.2	8.9	97	
BLACK	1914	950	2.9	49.6	120	431	3.5	22.5	146	361	2.7	18.9	113	*158	2.2	8.3	90	
CLASSICAL	2304	973	3.0	42.2	102	296	2.4	12.8	83	355	2.7	15.4	92	322	4.5	14.0	153	
CHR/ROCK	10663	4689	14.3	44.0	107	1609	13.2	15.1	98	2118	16.0	19.9	119	961	13.3	9.0	99	
COUNTRY	13919	6012	18.4	43.2	105	2358	19.3	16.9	110	2272	17.1	16.3	98	1383	19.1	9.9	109	
GOLDEN OLDIES	2040	966	3.0	47.4	115	336	2.8	16.5	107	448	3.4	22.0	131	*183	2.5	9.0	98	
MOR/NOSTALGIA	5105	2181	6.7	42.7	104	755	6.2	14.8	96	862	6.5	16.9	101	564	7.8	11.0	121	
NEWS/TALK	4764	1986	6.1	41.7	101	636	5.2	13.4	87	893	6.7	18.7	112	456	6.3	9.6	105	
RELIGIOUS	2164	876	2.7	40.5	98	*269	2.2	12.4	81	382	2.9	17.7	105	*226	3.1	10.4	114	
SOFT ROCK	623	320	1.0	51.4	125	*116	1.0	20.2	131	*116	0.9	18.6	111	*78	1.1	12.5	137	
URBAN CONTEMPORARY	1331	528	1.6	39.7	96	258	2.1	19.4	126	*191	1.4	14.4	86	*78	1.1	5.9	64	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3186	1433	4.4	45.0	109	641	5.3	20.1	131	614	4.6	19.3	115	*179	2.5	5.6	62	
ABC DIRECTION	2724	1110	3.4	40.7	99	485	4.0	17.8	116	392	3.0	14.4	86	232	3.2	8.5	93	
ABC ENTERTAINMENT	5256	2231	6.8	42.4	103	812	6.7	15.4	100	938	7.1	17.8	107	481	6.7	9.2	100	
ABC FM	2263	1056	3.2	46.7	113	469	3.8	20.7	135	434	3.3	19.2	115	*153	2.1	6.8	74	
ABC INFORMATION	5618	2375	7.3	42.3	102	848	7.0	15.1	98	1023	7.7	18.2	109	504	7.0	9.0	98	
ABC ROCK	2857	1115	3.4	39.0	95	375	3.1	13.1	85	515	3.9	18.0	108	*226	3.1	7.9	87	
CBS	5953	2503	7.7	42.0	102	859	7.0	14.4	94	1051	7.9	17.7	105	594	8.2	10.0	109	
MUTUAL	4979	2015	6.2	40.5	98	679	5.6	13.6	89	909	6.9	18.3	109	427	5.9	8.6	94	
NBC	7279	3116	9.5	42.8	104	1071	8.8	14.7	96	1375	10.4	18.9	113	671	9.3	9.2	101	
RADIORADIO	2389	1083	3.3	45.3	110	467	3.8	19.5	127	406	3.1	17.0	102	210	2.9	8.8	96	
RKO ONE	2583	1200	3.7	46.5	113	524	4.3	20.3	132	487	3.7	18.9	113	*189	2.6	7.3	80	
RKO TWO	3674	1353	4.1	36.8	89	554	4.5	15.1	98	474	3.6	12.9	77	324	4.5	8.8	97	
THE SOURCE	3514	1433	4.4	40.8	99	678	5.6	19.3	125	466	3.5	13.3	79	289	4.0	8.2	90	
NON-WIRED: BLAIR	9864	4125	12.6	41.8	101	1389	11.4	14.1	91	1899	14.3	19.3	115	836	11.6	8.5	93	
INTERNET	13522	5781	17.7	42.8	104	1937	15.9	14.3	93	2249	17.0	16.6	99	1596	22.1	11.8	129	
KATZ RADIO GROUP	19321	8255	25.2	42.7	104	2667	21.9	13.8	90	3579	27.0	18.5	111	2010	27.8	10.4	114	
SUPERNET	10739	4627	14.1	43.1	104	1806	14.8	16.8	109	2002	15.1	18.6	111	819	11.3	7.6	84	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	5106	2162	6.6	42.3	103	876	7.2	17.2	111	876	6.6	17.2	102	409	5.7	8.0	88	
MKDAY 9:00 AM - 1:00 PM	5383	2277	7.0	42.3	103	998	8.2	18.5	120	822	6.2	15.3	91	457	6.3	8.5	93	
MKDAY 1:00 PM - 4:30 PM	6469	2772	8.5	42.9	104	1262	10.3	19.5	127	990	7.5	15.3	91	520	7.2	8.0	88	
MKDAY 4:30 PM - 7:30 PM	19661	8306	25.4	42.2	102	3205	26.3	16.3	106	3310	24.9	16.8	101	1791	24.8	9.1	100	
MKDAY 7:30 PM - 8:00 PM	27579	11475	35.1	41.6	101	4416	36.2	16.0	104	4621	34.8	16.8	100	2438	33.7	8.8	97	
MKDAY 11:00 PM - 11:30 PM	22964	9638	29.5	42.0	102	3839	31.5	16.7	109	3827	28.8	16.7	100	1971	27.3	8.6	94	
MKDAY 11:30 PM - 1:00 AM	8158	3365	10.3	41.2	100	1320	10.8	16.2	105	1308	9.9	16.0	96	737	10.2	9.0	99	
M-SAT 8-11 PM+SUN 7-11 PM	30140	12767	39.0	42.4	103	4793	39.3	15.9	103	5253	39.6	17.4	104	2721	37.6	9.0	99	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	1029	3.1	50.2	122	390	3.2	19.0	124	353	2.7	17.2	103	286	4.0	14.0	153
ANOTHER WORLD	N	1214	494	1.5	40.7	99	216	1.8	17.8	116	221	1.7	18.2	109	*556	0.8	4.6	51
AS THE WORLD TURNS	C	1740	725	2.2	41.7	101	387	3.2	22.2	144	242	1.8	13.9	83	*96	1.3	5.5	60
CAPITOL	C	1016	431	1.3	42.4	103	252	2.1	24.6	161	*137	1.0	13.5	81	*442	0.6	4.1	45
CBS MORN. NEWS 1	C	1203	469	1.4	39.0	94	197	1.6	16.4	106	158	1.2	13.1	78	*114	1.6	9.5	104
CBS MORN. NEWS 2	C	773	268	0.8	34.7	84	132	1.1	17.1	111	*95	0.7	12.3	73	*441	0.6	5.3	58
DAYS OF OUR LIVES	N	1629	694	2.1	42.6	103	318	2.6	19.5	127	296	2.2	18.2	109	*81	1.1	5.0	55
FACTS OF LIFE - DAYTIME	N	961	397	1.2	41.3	100	200	1.6	20.8	135	*129	1.0	13.4	80	*68	0.9	7.1	78
FAMILY FEUD	A	1390	578	1.8	41.6	101	271	2.2	19.5	127	240	1.8	17.3	103	*67	0.9	4.8	53
GENERAL HOSPITAL	A	1463	654	2.0	44.7	108	280	2.3	19.1	124	212	1.6	14.5	87	162	2.2	11.1	121
GOOD MORNING, AMERICA-730A	A	1705	764	2.3	44.8	109	399	3.3	23.4	152	189	1.4	11.1	66	176	2.4	10.3	113
GOOD MORNING, AMERICA-830A	A	889	404	1.2	45.4	110	166	1.4	18.7	121	126	0.9	14.2	85	111	1.5	12.5	137
GUIDING LIGHT	C	1754	690	2.1	39.3	95	383	3.1	21.8	142	197	1.5	11.2	67	*110	1.5	6.3	69
ONE LIFE TO LIVE	A	1100	541	1.7	49.2	119	218	1.8	19.8	129	165	1.2	15.0	90	*159	2.2	14.5	158
PRESS YOUR LUCK	C	1222	460	1.4	37.6	91	235	1.9	19.2	125	139	1.0	11.4	68	*86	1.2	7.0	77
PRICE IS RIGHT 1	C	2692	1186	3.6	44.1	107	478	3.9	17.8									

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	32700	100.0	41.3	100	12201	100.0	15.4	100	13268	100.0	16.7	100	7230	100.0	9.1	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	10024	30.7	41.2	100	3901	32.0	16.0	104	3957	29.8	16.3	97	2166	30.0	8.9	98
NETWORK AFFILIATES - LATE		17197	7286	22.3	42.4	103	2886	23.7	16.8	109	2904	21.9	16.9	101	1496	20.7	8.7	95
INDEPENDENTS - LATE		2887	1173	3.6	40.6	98	413	3.4	14.3	93	543	4.1	18.8	112	217	3.0	7.5	82
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	4905	15.0	43.4	105	2058	16.9	18.2	118	1811	13.6	16.0	96	1037	14.3	9.2	101
ABC MONDAY NIGHT MOVIE	A	4379	1816	5.6	41.5	101	699	5.7	16.0	104	662	5.0	15.1	90	456	6.3	10.4	113
ABC SUNDAY NIGHT MOVIE	A	9910	4319	13.2	43.6	106	1704	14.0	17.2	112	1752	13.2	17.7	106	863	11.9	8.7	99
ABC WORLD NEWS TONIGHT	A	6212	2581	7.9	41.5	101	894	7.3	14.4	93	1129	8.5	18.2	109	558	7.7	9.0	98
AFTERMASH	C	4575	1854	5.7	40.5	98	690	5.7	15.1	98	773	5.8	16.9	101	392	5.4	8.6	94
ALICE	C	6777	2871	8.8	42.4	103	1192	9.8	17.6	114	1106	8.3	16.3	97	574	7.9	8.5	93
AMERICAN PARADE	C	4868	2042	6.2	41.9	102	764	6.3	15.7	102	867	6.5	17.8	106	411	5.7	8.4	93
BENSON	A	7593	3253	9.9	42.8	104	1194	9.8	15.7	102	1396	10.5	18.4	110	664	9.2	8.7	96
BLUE THUNDER	A	6036	2612	8.0	43.3	105	1013	8.3	16.8	109	1114	8.4	18.5	110	485	6.7	8.0	88
CAGNEY & LACEY	C	7698	3236	9.9	42.0	102	1241	10.2	16.1	105	1289	9.7	16.7	100	706	9.8	9.2	101
CBS EVENING NEWS-DEAN	C	4066	1664	5.1	40.9	99	670	5.5	16.5	107	708	5.3	17.4	104	286	4.0	7.0	77
CBS EVENING NEWS-RATHER	C	8092	3107	9.5	38.4	93	1303	10.7	16.1	105	1171	8.8	14.5	86	633	8.8	7.8	86
CBS SAT. NEWS-SCHIEFFER	C	4795	1925	5.9	40.1	97	825	6.8	17.2	112	655	4.9	13.7	82	445	6.2	9.3	102
CBS SATURDAY NIGHT MOVIE	C	6034	2557	7.8	42.4	103	996	8.2	16.5	107	1063	8.0	17.6	105	497	6.9	8.2	90
CBS WEDNESDAY NIGHT MOVIE	C	4993	1959	6.0	39.2	95	746	6.1	14.9	97	788	5.9	15.8	94	424	5.9	8.5	93
CHEERS	N	6976	3338	10.2	47.8	116	1166	9.6	16.7	109	1474	11.1	21.1	126	697	9.6	10.0	110
DALLAS	C	13575	5809	17.8	42.8	104	2521	20.7	18.6	121	1963	14.8	14.5	86	1325	18.3	9.8	107
DIFF'RENT STROKES	N	3684	1734	5.3	47.1	114	677	5.5	18.4	119	774	5.8	20.1	126	283	3.9	7.7	84
DOUBLE TROUBLE	N	4462	1931	5.9	43.3	105	770	6.3	17.3	112	805	6.1	18.0	108	356	4.9	8.0	87
DUCK FACTORY	N	4810	2309	7.1	48.0	116	871	7.1	18.1	118	955	7.2	19.9	119	483	6.7	10.0	110
DUKES OF HAZZARD	C	5951	2504	7.7	42.1	102	992	8.1	16.7	108	1024	7.7	17.2	103	488	6.7	8.2	90
DYNASTY	A	11325	5075	15.5	44.8	109	2102	17.2	18.6	121	1968	14.8	17.4	104	1005	13.9	8.9	97
FACTS OF LIFE	N	4512	1998	6.1	44.3	107	810	6.6	18.0	117	902	6.8	20.0	119	285	3.9	6.3	69
FALCON CREST	C	9215	3860	11.8	41.9	102	1688	13.8	18.3	119	1369	10.3	14.9	89	802	11.1	8.7	95
FALL GUY	A	8604	3712	11.4	43.1	105	1560	12.8	18.1	118	1406	10.6	16.3	98	745	10.3	8.7	95
FAMILY TIES	N	4179	1906	5.8	45.6	111	869	7.1	20.8	135	712	5.4	17.0	102	325	4.5	7.8	85
FANTASY ISLAND	A	4781	1983	6.1	41.5	101	747	6.1	15.6	102	780	5.9	16.3	97	457	6.3	9.6	105
FOULUPS, BLEEPERS & BLUNDERS	A	6697	2609	8.0	39.0	94	1072	8.8	16.0	104	910	6.9	13.6	81	627	8.7	9.4	103
FOUR SEASONS	C	3873	1477	4.5	38.1	92	531	4.4	13.7	89	631	4.8	16.3	97	316	4.4	8.2	89
GIMME A BREAK	N	4310	1948	6.0	45.2	110	870	7.1	20.2	131	764	5.8	17.7	106	315	4.4	7.3	80
HART TO HART	A	5751	2406	7.4	41.8	101	911	7.5	15.8	103	815	6.1	14.2	85	680	9.4	11.8	130
HILL STREET BLUES	N	8568	3676	11.2	42.9	104	1207	9.9	14.1	92	1682	12.7	19.6	117	788	10.9	9.2	101
HOTEL	A	8801	3547	10.8	40.3	98	1508	12.4	17.1	111	1306	9.8	14.8	89	732	10.1	8.3	91
JEFFERSONS	C	6978	2765	8.5	39.6	96	1060	8.7	15.2	99	1076	8.1	15.4	92	628	8.7	9.0	99
JENNIFER SLEPT HERE	N	3021	1253	3.8	41.5	101	556	4.6	18.4	120	532	4.0	17.6	105	*165	2.3	5.5	60
KATE & ALLIE	C	6811	2996	9.2	44.0	107	1098	9.0	16.1	105	1185	8.9	17.4	104	714	9.9	10.5	115
KNIGHT RIDER	N	5256	2155	6.6	41.0	99	894	7.3	17.0	110	869	6.5	16.5	99	393	5.4	7.5	82
LOVE BOAT	A	7174	2995	9.2	41.7	101	1196	9.8	16.7	108	1241	9.4	17.3	103	558	7.7	7.8	85
MAGNUM PI	C	10438	4393	13.4	42.1	102	1598	13.1	15.3	99	1973	14.9	18.9	113	822	11.4	7.9	86
MAMA'S FAMILY	N	3488	1438	4.4	41.2	100	553	4.5	15.9	103	513	3.9	14.7	88	372	5.1	10.7	117
MASTER, THE	N	4127	1777	5.4	43.1	104	637	5.2	15.4	100	790	6.0	19.1	114	350	4.8	8.5	93
MATT HOUSTON	A	5978	2557	7.8	42.8	104	866	7.1	14.5	94	1187	8.9	19.9	119	503	7.0	8.4	92
NBC MONDAY NIGHT MOVIE	N	10446	4445	13.6	42.6	103	1472	12.1	14.1	92	1937	14.6	18.5	111	1036	14.3	9.9	109
NBC NIGHTLY NEWS	N	5571	2387	7.3	42.8	104	809	6.6	14.5	94	1028	7.7	18.5	110	550	7.6	9.9	108
NBC NIGHTLY NEWS-SAT	N	3675	1448	4.4	39.4	96	512	4.2	13.9	91	608	4.6	16.5	99	329	4.6	9.0	98
NBC NIGHTLY NEWS-SUN	N	2905	1086	3.3	37.4	91	405	3.3	13.9	91	343	2.6	11.8	71	337	4.7	11.6	127
NBC SUNDAY NIGHT MOVIE	N	8352	3756	11.5	45.0	109	1211	9.9	14.5	94	1518	11.4	18.2	109	1027	14.2	12.3	135
NEWMART	C	6864	3041	9.3	44.3	107	1211	9.9	17.6	115	1141	8.6	16.6	99	689	9.5	10.0	110
ONE DAY AT A TIME	C	3866	1628	5.0	42.1	102	649	5.3	16.8	109	724	5.5	18.7	112	256	3.5	6.6	73
PEOPLE ARE FUNNY	N	3956	1653	5.1	41.8	101	651	5.3	16.5	107	578	4.4	14.6	87	424	5.9	10.7	118
REAL PEOPLE	N	6305	2457	7.5	39.0	94	890	7.3	14.1	92	1161	8.8	18.4	110	406	5.6	6.4	71
REMINGTON STEELE	N	5884	2566	7.8	43.6	106	1041	8.5	17.7	115	1090	8.2	18.5	111	435	6.0	7.4	81
RIPLEY'S BELIEVE IT - NOT	A	5706	2411	7.4	42.3	102	821	6.7	14.4	93	1108	8.4	19.4	116	482	6.7	8.4	93
RIPTIDE	N	6202	2587	7.9	41.7	101	1099	9.0	17.7	115	965	7.3	15.6	93	523	7.2	8.4	92
SCARECROW & MRS. KING	C	6513	2720	8.3	41.8	101	881	7.2	13.5	88	1142	8.6	17.5	105	697	9.6	10.7	117
SIMON & SIMON	C	8593	3530	10.8	41.1	100	1319	10.8	15.3	100	1512	11.4	17.6	105	699	9.7	8.1	89
60 MINUTES	C	13342	5218	16.0	39.1	95	1862	15.3	14.0	91	2162	16.3	16.2	97	1193	16.5	8.9	98
ST. ELSEWHERE	N	6029	2570	7.9	42.6	103	848	7.0	14.1	91	1184	8.9	19.6	117	538	7.4	8.9	98
THREE'S COMPANY	A	8565	3686	11.3	43.0	1												

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	41739	100.0	47.2	100	15070	100.0	17.0	100	16232	100.0	18.3	100	10438	100.0	11.8	100
FEMALE HOMEMAKERS	80986	37716	90.4	46.6	99	13708	91.0	16.9	99	14423	88.9	17.8	97	9584	91.8	11.8	100
EMPLOYED MOTHERS	18702	9879	23.7	52.8	112	3159	21.0	16.9	99	4620	28.5	24.7	135	2100	20.1	11.2	95
18 - 24	14726	7207	17.3	48.9	104	2608	17.3	17.7	104	2914	18.0	19.8	108	1685	16.1	11.4	97
25 - 34	20202	11190	26.8	55.4	117	3465	23.0	17.2	101	5315	32.7	26.3	142	2411	23.1	11.9	101
35 - 44	14781	7608	18.2	51.5	109	2567	17.0	17.4	102	2997	18.5	20.3	111	2044	19.6	13.8	117
45 - 54	11449	5362	12.8	46.8	99	1908	12.7	16.7	98	2016	12.4	17.6	96	1438	13.8	12.6	106
55 - 64	11846	5112	12.2	43.2	91	2031	13.5	17.1	101	1662	10.2	14.0	76	1419	13.6	12.0	102
65 OR OLDER	15459	5261	12.6	34.0	72	2492	16.5	16.1	95	1328	8.2	8.6	47	1441	13.8	9.3	79
18 - 34	34928	18397	44.1	52.7	112	6073	40.3	17.4	102	8228	50.7	23.6	128	4095	39.2	11.7	99
18 - 49	55154	28676	68.7	52.0	110	9636	63.9	17.5	103	12244	75.4	22.2	121	6797	65.1	12.3	104
25 - 54	46433	24160	57.9	52.0	110	7939	52.7	17.1	100	10328	63.6	22.2	121	5893	56.5	12.7	108
35 - 49	20226	10280	24.6	50.8	108	3563	23.6	17.6	103	4016	24.7	19.9	108	2701	25.9	13.4	113
50 OR OLDER	33310	13063	31.3	39.2	83	5434	36.1	16.3	96	3988	24.6	12.0	65	3641	34.9	10.9	93
GRADUATED COLLEGE	12110	5720	13.7	47.2	100	1577	10.5	13.0	76	2619	16.1	21.6	118	1525	14.6	12.6	107
ATTENDED COLLEGE	15309	7423	17.8	48.5	103	2155	14.3	14.1	83	3462	21.3	22.6	123	1806	17.3	11.8	100
GRADUATED HIGH SCHOOL	36912	18290	43.8	49.6	105	6142	40.8	16.6	98	7131	43.9	19.3	105	5017	48.1	13.6	115
DID NOT GRADUATE HIGH SCHOOL	24134	10306	24.7	42.7	91	5196	34.5	21.5	126	3020	18.6	12.5	68	2090	20.0	8.7	73
EMPLOYED FULL-TIME	35457	17459	41.8	49.2	104	5105	33.9	14.4	85	7874	48.5	22.2	121	4480	42.9	12.6	107
EMPLOYED PART-TIME	8514	4440	10.6	52.1	111	1252	8.3	14.7	86	2151	13.3	25.3	138	1037	9.9	12.2	103
NOT EMPLOYED	44494	19841	47.5	44.6	95	8713	57.8	19.6	115	6207	38.2	14.0	76	4921	47.1	11.1	94
PROFESSIONAL/MANAGER	10811	5248	12.6	48.5	103	1395	9.3	12.9	76	2637	16.2	24.4	133	1215	11.6	11.2	95
TECH/CLERICAL/SALES	19640	9757	23.4	49.7	105	2590	17.2	13.2	77	4616	28.4	23.5	128	2551	24.4	13.0	110
PRECISION/CRAFT	1023	*503	1.2	49.2	104	**201	1.3	19.6	115	**152	0.9	14.9	81	**150	1.4	14.7	124
OTHER EMPLOYED	12498	6391	15.3	51.1	108	2171	14.4	17.4	102	2618	16.1	20.9	114	1601	15.3	12.8	109
SINGLE	15995	7927	19.0	49.6	105	2789	18.5	17.4	102	3262	20.1	20.4	111	1877	18.0	11.7	99
MARRIED	51689	24701	59.2	47.8	101	8362	55.5	16.2	95	9833	60.6	19.0	104	6506	62.3	12.6	107
DIVORCED/SEPARATED/WIDOWED	20780	9111	21.8	43.8	93	3919	26.0	18.9	111	3137	19.3	15.1	82	2055	19.7	9.9	84
PARENTS	33922	18322	43.9	54.0	114	6857	45.5	20.2	119	7515	46.3	22.2	121	3949	37.8	11.6	99
WHITE	76422	35725	85.6	46.7	99	11787	78.2	15.4	91	14697	90.5	19.2	105	9241	88.5	12.1	102
BLACK	10066	*5071	12.1	50.4	107	2921	19.4	29.0	170	1200	7.4	11.9	65	950	9.1	9.4	80
OTHER	1976	*944	2.3	47.8	101	**362	2.4	18.3	108	**335	2.1	17.0	92	**247	2.4	12.5	106
NORTHEAST-CENSUS	19803	10510	25.2	53.1	112	3680	24.4	18.6	109	4229	26.1	21.4	116	2601	24.9	13.1	111
NORTH CENTRAL	22181	11049	26.5	49.8	106	3954	26.2	17.8	105	4296	26.5	19.4	106	2799	26.8	12.6	107
SOUTH	30082	13170	31.6	43.8	93	5528	36.7	18.4	108	4247	26.2	14.1	77	3395	32.5	11.3	96
WEST	16398	7011	16.8	42.8	91	1907	12.7	11.6	68	3461	21.3	21.1	115	1643	15.7	10.0	85
NORTHEAST-MKTG.	20163	10479	25.1	52.0	110	3801	25.2	18.9	111	4289	26.4	21.3	116	2388	22.9	11.8	100
EAST CENTRAL	13054	6219	14.9	47.6	101	2029	13.5	15.5	91	2543	15.7	19.5	107	1647	15.8	12.6	107
WEST CENTRAL	14993	7479	17.9	49.9	106	2751	18.3	18.3	108	2796	17.2	18.6	102	1933	18.5	12.9	109
SOUTH	25785	11320	27.1	43.9	93	4817	32.0	18.7	110	3487	21.5	13.5	74	3016	28.9	11.7	99
PACIFIC	14470	6243	15.0	43.1	91	1672	11.1	11.6	68	3117	19.2	21.5	117	1453	13.9	10.0	85
COUNTY SIZE A	36705	17448	41.8	47.5	101	5700	37.8	15.5	91	7168	44.2	19.5	106	4580	43.9	12.5	106
COUNTY SIZE B	26819	12939	31.0	48.2	102	4587	30.4	17.1	100	4969	30.6	18.5	101	3382	32.4	12.6	107
COUNTY SIZE C	13597	6090	14.6	44.8	95	2370	15.7	17.4	102	2362	14.6	17.4	95	1359	13.0	10.0	85
COUNTY SIZE D	11344	5263	12.6	46.4	98	2413	16.0	21.3	125	1733	10.7	15.3	83	1117	10.7	9.8	83
METRO CENTRAL CITY	26825	12088	29.0	45.1	96	4824	32.0	18.0	106	4450	27.4	16.6	90	2814	27.0	10.5	89
METRO SUBURBAN	39912	19810	47.5	49.6	105	5846	38.8	14.6	86	8497	52.3	21.3	116	5467	52.4	13.7	116
NON METRO	21728	9841	23.6	45.3	96	4400	29.2	20.3	119	3286	20.2	15.1	82	2156	20.7	9.9	84
TOP 5 ADI'S	20847	10537	25.2	50.5	107	3560	23.6	17.1	100	4346	26.8	20.8	114	2631	25.2	12.6	107
TOP 10 ADI'S	28719	13769	33.0	47.9	102	4808	31.9	16.7	98	5495	33.9	19.1	104	3466	33.2	12.1	102
TOP 20 ADI'S	40904	19279	46.2	47.1	100	6323	42.0	15.5	91	7897	48.7	19.3	105	5058	48.5	12.4	105
HSHLD INC. \$50,000 OR MORE	7931	3988	9.6	50.3	107	820	5.4	10.3	61	1980	12.2	25.0	136	1188	11.4	15.0	127
\$40,000 OR MORE	15233	7506	18.0	49.3	104	1779	11.8	11.7	69	3866	23.8	25.4	138	1861	17.8	12.2	104
\$30,000 OR MORE	28333	14203	34.0	50.1	106	3962	26.3	14.0	82	6645	40.9	23.5	128	3597	34.5	12.7	108
\$25,000 OR MORE	36417	18139	43.5	49.8	106	5101	33.8	14.0	82	8404	51.8	23.1	126	4634	44.4	12.7	108
\$20,000 - \$24,999	9943	4854	11.6	48.8	103	1588	10.5	16.0	94	2020	12.4	20.3	111	1247	11.9	12.5	106
\$15,000 - \$19,999	9211	4418	10.6	48.0	102	1500	10.0	16.3	96	1720	10.6	18.7	102	1198	11.5	13.0	110
\$10,000 - \$14,999	13477	6335	15.2	47.0	100	2394	15.9	17.8	104	2238	13.8	16.6	91	1704	16.3	12.6	107
UNDER \$10,000	19418	7993	19.1	41.2	87	4488	29.8	23.1	136	1850	11.4	9.5	52	1656	15.9	8.5	72
HOUSEHOLD OF 1 PERSON	11987	4293	10.3	35.8	76	1683	11.2	14.0	82	1502	9.3	12.5	68	1109	10.6	9.3	78
2 PEOPLE	27046	11222	26.9	41.5	88	4139	27.5	15.3	90	3907	24.1	14.4	79	3175	30.4	11.7	99
3 OR 4 PEOPLE	34251	17863	42.8	52.2	111	5969	39.6	17.4	102	7577	46.7	22.1	121	4316	41.3	12.6	107
5 OR MORE PEOPLE	15180	8361	20.0	55.1	117	3279	21.8	21.6	127	3246	20.0	21.4	117	1837	17.6	12.1	103
NO CHILD IN HSHLD	49819	21065	50.5	42.3	90	7380	49.0	14.8	87	7683	47.3	15.4	84	6002	57.5	12.0	102
CHILD(REN) UNDER 2 YRS	6045	3048	7.3	50.4	107	1182	7.8	19.6	115	1090	6.7	18.0	98	776	7.4	12.8	109
2 - 5 YEARS	15233	8366	20.0	54.9	116	3210	21.3	21.1	124	3510	21.6	23.0	126	1646	15.8	10.8	92
6 - 11 YEARS	16260	9014	21.6	55.4	117	3832	25.4	23.6	138	3386	20.9	20.8	113	1797	17.2	11.1	94
12 - 17 YEARS	19173	10138	24.3	52.9	112	3873	25.7	20.2	119	4199	25.9	21.9	119	2066	19.8	10.8	91
RESIDENCE OWNED	61371	28806	69.0	46.9	99	9892	65.6	16.1	95	11236	69.2	18.3	100	7678	73.6	12.5	106
VALUE: \$50,000 OR MORE	35355	16698	40.0	47.2	100	5042	33.5	14.3	84	7056	43.5	20.0	109	4600	44.1	13.0	110
VALUE: UNDER \$50,000	26016	12108	29.0	46.5	99	4850	32.2	18.6	109	4180	25.8	16.1	88	3078	29.5	11.8	100

COUGH SYRUP (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(FEMALES)

			HEAVY USERS ONCE A MONTH OR MORE								MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER				
			TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES			88464	41739	100.0	47.2	100	15070	100.0	17.0	100	16232	100.0	18.3	100	10438	100.0	11.8	100
MAGAZINES	QUINTILE 1	17988	9281	22.2	51.6	109	3300	21.9	18.3	108	3600	22.2	20.0	109	2381	22.8	13.2	112	
	QUINTILE 2	19446	9812	23.5	50.5	107	3521	23.4	18.1	106	3848	23.7	19.8	108	2444	23.4	12.6	107	
	QUINTILE 3	14626	6842	16.4	46.8	99	2113	14.0	14.4	85	3153	19.4	21.6	117	1577	15.1	10.8	91	
	QUINTILE 4	16014	7469	17.9	46.6	99	2637	17.5	16.5	97	2892	17.8	18.1	98	1941	18.6	12.1	103	
	QUINTILE 5	20389	8334	20.0	40.9	87	3500	23.2	17.2	101	2738	16.9	13.4	73	2095	20.1	10.3	87	
NEWSPAPERS	QUINTILE 1	13830	7016	16.8	50.7	108	2136	14.2	15.4	91	2876	17.7	20.8	113	2004	19.2	14.5	123	
	QUINTILE 2	26350	12739	30.5	48.3	102	4630	30.7	17.6	103	4733	29.2	18.0	98	3375	32.3	12.8	109	
	QUINTILE 3	12415	6257	15.0	50.4	107	2199	14.6	17.7	104	2496	15.4	20.1	110	1562	15.0	12.6	107	
	QUINTILE 4	21911	9806	23.5	44.8	95	3552	23.6	16.2	95	4053	25.0	18.5	101	2201	21.1	10.0	85	
	QUINTILE 5	13960	5922	14.2	42.4	90	2554	16.9	18.3	107	2074	12.8	14.9	81	1295	12.4	9.3	79	
OUTDOOR	QUINTILE 1	16810	8234	19.7	49.0	104	2364	15.7	14.1	83	3583	22.1	21.3	116	2287	21.9	13.6	115	
	QUINTILE 2	17101	8434	20.2	49.3	105	2931	19.4	17.1	101	3692	22.7	21.6	118	1812	17.4	10.6	90	
	QUINTILE 3	17579	8293	19.9	47.2	100	3087	20.5	17.6	103	3246	20.0	18.5	101	1960	18.8	11.1	94	
	QUINTILE 4	18343	8367	20.0	45.6	97	3278	21.8	17.9	105	2887	17.8	15.7	86	2202	21.1	12.0	102	
	QUINTILE 5	18631	8412	20.2	45.2	96	3411	22.6	18.3	107	2824	17.4	15.2	83	2177	20.9	11.7	99	
RADIO-DRIVE TIME	QUINTILE 1	17390	8687	20.8	50.0	106	3283	21.8	18.9	111	3291	20.3	18.9	103	2112	20.2	12.1	103	
	QUINTILE 2	16591	8018	19.2	48.3	102	3011	20.0	18.1	107	3058	18.8	18.4	100	1949	18.7	11.7	100	
	QUINTILE 3	16910	8409	20.1	49.7	105	2758	18.3	16.3	96	3465	21.3	20.5	112	2187	21.0	12.9	110	
	QUINTILE 4	18002	8678	20.8	48.2	102	3053	20.3	17.0	100	3481	21.4	19.3	105	2144	20.5	11.9	101	
	QUINTILE 5	19572	7947	19.0	40.6	86	2965	19.7	15.1	89	2937	18.1	15.0	82	2045	19.6	10.4	89	
RADIO-MID- DAY	TERCILE 1	23248	11512	27.6	49.5	105	4232	28.1	18.2	107	4458	27.5	19.2	105	2823	27.0	12.1	103	
	TERCILE 2	23667	11365	27.2	48.0	102	4362	28.9	18.4	108	4236	26.1	17.9	98	2767	26.5	11.7	99	
	TERCILE 3	41549	18862	45.2	45.4	96	6476	43.0	15.6	91	7538	46.4	18.1	99	4847	46.4	11.7	99	
	QUINTILE 1	17786	8748	21.0	49.2	104	3315	22.0	18.6	109	3344	20.6	18.8	102	2090	20.0	11.8	100	
	QUINTILE 2	17316	8899	21.3	51.4	109	3135	20.8	18.1	106	3645	22.5	21.0	115	2119	20.3	12.2	104	
RADIO-TOTAL	QUINTILE 3	18428	8998	21.6	48.8	103	3212	21.3	17.4	102	3440	21.2	18.7	102	2346	22.5	12.7	108	
	QUINTILE 4	17669	8150	19.5	46.1	98	2751	18.3	15.6	91	3230	19.9	18.3	100	2169	20.8	12.3	104	
	QUINTILE 5	17265	6944	16.6	40.2	85	2657	17.6	15.4	90	2574	15.9	14.9	81	1714	16.4	9.9	84	
	TV-PRIME TIME	QUINTILE 1	17416	8063	19.3	46.3	98	3116	20.7	17.9	105	2921	18.0	16.8	91	2026	19.4	11.6	99
	QUINTILE 2	17413	8638	20.7	49.6	105	3064	20.3	17.6	103	3457	21.3	19.9	108	2117	20.3	12.2	103	
TV-DAYTIME	QUINTILE 3	17943	8899	21.3	49.6	105	3325	22.1	18.5	109	3547	21.9	19.8	108	2028	19.4	11.3	96	
	QUINTILE 4	18442	8925	21.4	48.4	103	3040	20.2	16.5	97	3480	21.4	18.9	103	2405	23.0	13.0	111	
	QUINTILE 5	17250	7214	17.3	41.8	89	2524	16.7	14.6	86	2828	17.4	16.4	89	1863	17.8	10.8	92	
	TERCILE 1	29966	14132	33.9	47.2	100	6036	40.1	20.1	118	4344	26.8	14.5	79	3752	35.9	12.5	106	
	TERCILE 2	29480	14013	33.6	47.5	101	4560	30.3	15.5	91	6038	37.2	20.5	112	3416	32.7	11.6	98	
TV-TOTAL	TERCILE 3	29018	13594	32.6	46.8	99	4474	29.7	15.4	91	5850	36.0	20.2	110	3270	31.3	11.3	96	
	QUINTILE 1	17740	7987	19.1	45.0	95	3650	24.2	20.6	121	2272	14.0	12.8	70	2065	19.8	11.6	99	
	QUINTILE 2	17674	8569	20.5	48.5	103	3095	20.5	17.5	103	3171	19.5	17.9	98	2303	22.1	13.0	110	
	QUINTILE 3	17730	8648	20.7	48.8	103	2972	19.7	16.8	98	3759	23.2	21.2	116	1917	18.4	10.8	92	
	QUINTILE 4	17563	8456	20.3	48.1	102	2936	19.5	16.7	98	3433	21.1	19.5	107	2087	20.0	11.9	101	
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5	17757	8079	19.4	45.5	96	2416	16.0	13.6	80	3597	22.2	20.3	110	2066	19.8	11.6	99	
	MAGAZINE IMPERATIVE	23278	11882	28.5	51.0	108	4088	27.1	17.6	103	4678	28.8	20.1	110	3116	29.9	13.4	113	
	NEWSPAPER IMPERATIVE	21634	10830	25.9	50.1	106	3898	25.9	18.0	106	4521	27.9	20.9	114	2412	23.1	11.1	94	
MAGAZINES-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	23455	10976	26.3	46.8	99	3805	25.2	16.2	95	4129	25.4	17.6	96	3042	29.1	13.0	110	
	MAGAZINE IMPERATIVE	17482	8943	21.4	51.2	108	2775	18.4	15.9	93	3804	23.4	21.8	119	2364	22.6	13.5	115	
	OUTDOOR IMPERATIVE	28830	14087	33.8	48.9	104	5444	36.1	18.9	111	5246	32.3	18.2	99	3397	32.5	11.8	100	
MAGAZINES-RADIO: DUAL	OUTDOOR IMPERATIVE	26119	11671	28.0	44.7	95	3959	26.3	15.2	89	5056	31.1	19.4	105	2656	25.4	10.2	86	
	MAGAZINE IMPERATIVE	20162	10113	24.2	50.2	106	3634	24.1	18.0	106	4096	25.2	20.3	111	2382	22.8	11.8	100	
	RADIO IMPERATIVE	26292	12796	30.7	48.7	103	4231	28.1	16.1	94	5042	31.1	19.2	105	3524	33.8	13.4	114	
MAGAZINES-TELEVISION: DUAL	RADIO IMPERATIVE	25308	12099	29.0	47.8	101	4507	29.9	17.8	105	4696	28.9	18.6	101	2897	27.8	11.4	97	
	MAGAZINE IMPERATIVE	17312	8989	21.5	51.9	110	3385	22.5	19.6	115	3304	20.4	19.1	104	2300	22.0	13.3	113	
	TELEVISION IMPERATIVE	29099	14405	34.5	49.5	105	4599	30.5	15.8	93	6317	38.9	21.7	118	3488	33.4	12.0	102	
NEWSPAPERS-OUTDOOR: DUAL	TELEVISION IMPERATIVE	27505	12050	28.9	43.8	93	4813	31.9	17.5	103	4118	25.4	15.0	82	3119	29.9	11.3	96	
	NEWSPAPER IMPERATIVE	18628	9556	22.9	51.3	109	2846	18.9	15.3	90	4130	25.4	22.2	121	2581	24.7	13.9	117	
	OUTDOOR IMPERATIVE	29178	14032	33.6	48.1	102	5219	34.6	17.9	105	4960	30.6	17.0	93	3853	36.9	13.2	112	
NEWSPAPERS-RADIO: DUAL	OUTDOOR IMPERATIVE	25260	11706	28.0	46.3	98	4231	28.1	16.7	98	5021	30.9	19.9	108	2455	23.5	9.7	82	
	NEWSPAPER IMPERATIVE	19246	9875	23.7	51.3	109	3352	22.2	17.4	102	4092	25.2	21.3	116	2431	23.3	12.6	107	
	RADIO IMPERATIVE	28155	13412	32.1	47.6	101	4441	30.8	16.5	97	5026	31.0	17.9	97	3744	35.9	13.3	113	
NEWSPAPERS-TELEVISION: DUAL	RADIO IMPERATIVE	25308	12294	29.5	48.6	103	4844	32.1	19.1	112	4723	29.1	18.7	102	2727	26.1	10.8	91	
	NEWSPAPER IMPERATIVE	18615	9198	22.0	49.4	105	3526	23.4	18.9	111	3122	19.2	16.8	91	2551	24.4	13.7	116	
	TELEVISION IMPERATIVE	29207	14463	34.7	49.5	105	4565	30.3	15.6	92	6202	38.2	21.2	116	3697	35.4	12.7	107	
OUTDOOR-RADIO: DUAL	TELEVISION IMPERATIVE	25472	11663	27.9	45.8	97	4802	31.9	18.9	111	4193	25.8	16.5	90	2668	25.6	10.5	89	
	OUTDOOR IMP																		

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	41739	100.0	47.2	100	15070	100.0	17.0	100	16232	100.0	18.3	100	10438	100.0	11.8	100
ATLANTIC MONTHLY	415	*233	0.6	56.1	119	**32	0.2	7.7	45	**122	0.8	29.4	160	**79	0.8	19.0	161
BARRON'S	522	*268	0.6	51.3	109	**69	0.5	13.2	78	**110	0.7	21.1	115	**89	0.9	17.0	145
BETTER HOMES & GARDENS	17429	8484	20.3	48.7	103	3033	20.1	17.4	102	3246	20.0	18.6	102	2205	21.1	12.7	107
BON APPETIT	2772	1362	3.3	49.1	104	498	3.3	18.0	105	479	3.0	17.3	94	385	3.7	13.9	118
BUSINESS WEEK	1469	783	1.9	53.3	113	*214	1.4	14.6	86	383	2.4	26.1	142	*186	1.8	12.7	107
CAR AND DRIVER	397	*221	0.5	55.7	118	**46	0.3	11.6	68	**80	0.5	20.2	110	**95	0.9	23.9	203
CBS MAGAZINE NETWORK (GROSS)	1633	667	1.6	40.8	87	*186	1.2	11.4	67	291	1.8	17.8	97	*191	1.8	11.7	99
CHANGING TIMES	1554	683	1.6	44.0	93	269	1.8	17.3	102	267	1.6	17.2	94	*147	1.4	9.5	80
COLONIAL HOMES	1304	564	1.4	43.3	92	*150	1.0	11.5	68	*253	1.6	19.4	106	*162	1.6	12.4	105
CONDE NAST MAG. PKG. (GROSS)	17858	9108	21.8	51.0	108	3029	20.1	17.0	100	3688	22.7	20.7	113	2391	22.9	13.4	113
CONSUMERS DIGEST	1406	706	1.7	50.2	106	*175	1.2	12.4	73	343	2.1	24.4	133	**188	1.8	13.4	113
COSMOPOLITAN	8815	4626	11.1	52.5	111	1543	10.2	17.5	103	1985	12.2	22.5	123	1097	10.5	12.4	105
COUNTRY LIVING	2636	1380	3.3	52.4	111	411	2.7	15.6	92	575	3.5	21.8	119	394	3.8	14.9	127
CUISINE	1554	826	2.0	53.2	113	*287	1.9	18.5	108	335	2.1	21.6	117	*204	2.0	13.1	111
CYCLE WORLD	469	*221	0.5	47.1	100	**53	0.4	11.3	66	**101	0.6	21.5	117	**67	0.6	14.3	121
DCI:CREATIVE IDEAS FOR LIV	2631	1394	3.3	53.0	112	537	3.6	20.4	120	525	3.2	20.0	109	*332	3.2	12.6	107
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	3269	7.8	46.3	98	1196	7.9	16.9	99	1111	6.8	15.7	86	962	9.2	13.6	115
DISCOVER	998	452	1.1	45.3	96	**100	0.7	10.0	59	*179	1.1	17.9	98	*173	1.7	17.3	147
EBONY	4289	2417	5.8	56.4	119	1401	9.3	32.7	192	623	3.8	14.5	79	393	3.8	9.2	78
ESQUIRE	1176	682	1.6	58.0	123	304	2.0	25.9	152	*250	1.5	21.3	116	*128	1.2	10.9	92
ESSENCE	2392	1412	3.4	59.0	125	791	5.2	33.1	194	343	2.1	14.3	78	278	2.7	11.6	98
FAMILY CIRCLE	17209	8642	20.7	50.2	106	3147	20.9	18.3	107	3378	20.8	19.6	107	2117	20.3	12.3	104
THE FAMILY HANDYMAN	1184	719	1.7	60.7	129	310	2.1	26.2	154	*226	1.4	19.1	104	*183	1.8	15.5	131
FAMILY WEEKLY	12391	6001	14.4	48.4	103	2230	14.8	18.0	106	2295	14.1	18.5	101	1477	14.2	11.9	101
FIELD & STREAM	2438	1418	3.4	58.2	123	584	3.9	24.0	141	531	3.3	21.8	119	*303	2.9	12.4	105
FOOD & WINE	614	306	0.7	49.8	106	*95	0.6	15.5	91	**122	0.8	19.9	108	**88	0.8	14.3	121
FORBES	813	425	1.0	52.3	103	**124	0.8	15.3	90	**162	1.0	19.9	109	**140	1.3	17.2	146
FORTUNE	1083	688	1.6	63.5	135	*184	1.2	17.0	100	*288	1.8	26.6	145	*216	2.1	19.9	169
GENTLEMEN'S QUARTERLY	1197	556	1.3	46.4	98	*199	1.3	16.6	98	*227	1.4	19.0	103	**130	1.2	10.9	92
GLAMOUR	6625	3434	8.2	51.8	110	1071	7.1	16.2	95	1455	9.0	22.0	120	908	8.7	13.7	116
GOLF DIGEST	707	363	0.9	51.3	109	*109	0.7	15.4	91	*194	1.2	27.4	150	**60	0.6	8.5	72
GOLF DIGEST/TENNIS (GROSS)	1316	671	1.6	51.0	108	*217	1.4	16.5	97	*294	1.8	22.3	122	*160	1.5	12.2	103
GOLF MAGAZINE	469	*208	0.5	44.3	94	**40	0.3	8.5	50	**101	0.6	21.5	117	**68	0.7	14.5	123
GOLF MAGAZINE/SKI (GROSS)	1060	467	1.1	44.1	93	*75	0.5	7.1	42	*241	1.5	22.7	124	*150	1.4	14.2	120
GOOD HOUSEKEEPING	17784	8868	21.2	49.9	106	2994	19.9	16.8	99	3512	21.6	19.7	108	2361	22.6	13.3	113
HARPER'S BAZAAR	2931	1648	3.9	56.2	119	544	3.6	18.6	109	549	3.4	18.7	102	555	5.3	18.9	160
HEALTH	2199	1257	3.0	57.2	121	418	2.8	19.0	112	400	2.5	18.2	99	439	4.2	20.0	169
HEARST MAG CORP. BUY (GROSS)	49148	25078	60.1	51.0	108	8245	54.7	16.8	98	9968	61.4	20.3	111	6865	65.8	14.0	118
HEARST MAN POWER (GROSS)	2113	1159	2.8	54.9	116	340	2.3	16.1	94	454	2.8	21.5	117	*365	3.5	17.3	146
HEARST WOMAN POWER (GROSS)	35062	17819	42.7	50.8	108	6040	40.1	17.2	101	7190	44.3	20.5	112	4589	44.0	13.1	111
HOUSE BEAUTIFUL	3865	1840	4.4	47.6	101	638	4.2	16.5	97	580	3.6	15.0	82	623	6.0	16.1	137
INC.	315	*175	0.4	55.6	118	**32	0.2	10.2	60	**72	0.4	22.9	125	**71	0.7	22.5	191
JET	3690	2050	4.9	55.6	118	1154	7.7	31.3	184	492	3.0	13.3	73	404	3.9	10.9	93
LADIES' HOME JOURNAL	12930	6312	15.1	48.8	103	2270	15.1	17.6	103	2582	15.9	20.0	109	1460	14.0	11.3	96
LHJ FAMILY GRP COMBO(GROSS)	18161	9221	22.1	50.8	108	3203	21.3	17.6	104	3593	22.1	19.8	108	2424	23.2	13.3	113
LIFE	5065	2590	6.2	51.1	108	794	5.3	15.7	92	1031	6.4	20.4	111	765	7.3	15.1	128
L.A. TIMES HOME MAGAZINE	1310	587	1.4	44.8	95	**98	0.7	7.5	44	314	1.9	24.0	131	*174	1.7	13.3	113
MADMOISELLE	3759	1941	4.7	51.6	109	668	4.4	17.8	104	769	4.7	20.5	111	504	4.8	13.4	114
MC CALL'S	14658	6960	16.7	47.5	101	2541	16.9	17.3	102	2533	15.6	17.3	94	1886	18.1	12.9	109
MC CALL'S/WRK MOTHER (GROSS)	15857	7617	18.2	48.0	102	2863	19.0	18.1	106	2780	17.1	17.5	96	1974	18.9	12.4	106
MECHANIX ILLUSTRATED	809	415	1.0	51.3	109	**113	0.7	14.0	82	*164	1.0	20.3	110	**138	1.3	17.1	145
METROPOLITAN HOME	1009	394	0.9	39.0	83	*127	0.8	12.6	74	*182	1.1	18.0	98	**84	0.8	8.3	71
MONEY	1707	833	2.0	48.8	103	215	1.4	12.6	74	374	2.3	21.9	119	*244	2.3	14.3	121
MOTHER EARTH NEWS	1123	548	1.3	48.8	103	*193	1.3	17.2	101	*277	1.7	24.7	134	**79	0.8	7.0	60
MS.	932	613	1.5	65.8	139	*221	1.5	23.7	139	*223	1.4	23.9	130	*169	1.6	18.1	154
NATIONAL ENQUIRER	11971	6484	15.5	54.2	115	2480	16.5	20.7	122	2473	15.2	20.7	113	1531	14.7	12.8	108
NATIONAL GEOGRAPHIC	10503	4931	11.8	46.9	100	1483	9.8	14.1	83	2178	13.4	20.7	113	1270	12.2	12.1	102
NATIONAL SUNDAY MAGAZINE PKG	54325	26570	63.7	48.9	104	8945	59.4	16.5	97	10728	66.1	19.7	108	6897	66.1	12.7	108
NATURAL HISTORY	626	269	0.6	43.0	91	**59	0.4	9.4	55	**107	0.7	17.1	93	**103	1.0	16.5	139
NEW WOMAN	1992	928	2.2	46.6	99	255	1.7	12.8	75	385	2.4	19.3	105	*289	2.8	14.5	123
NEW YORK INCLUDING CUE	547	287	0.7	52.5	111	*112	0.7	20.5	120	**131	0.8	23.9	131	**44	0.4	8.0	68
THE NEW YORKER	1380	642	1.5	46.5	99	*187	1.2	13.6	80	280	1.7	20.3	111	*175	1.7	12.7	107
NEWSWEEK	6925	3458	8.3	49.9	106	1198	7.9	17.3	102	1349	8.3	19.5	106	911	8.7	13.2	111
THE N.Y. TIMES DAILY EDITION	1363	673	1.6	49.4	105	*220	1.5	16.1	95	295	1.8	21.6	118	*158	1.5	11.6	98
THE N.Y. TIMES MAGAZINE	2333	1193	2.9	51.1	108	363	2.4	15.6	91	487	3.0	20.9	114	343	3.3	14.7	125
OMNI	872	547	1.3	62.7	133	*145	1.0	16.6	98	*275	1.7	31.5	172	**127	1.2	14.6	123
ON CABLE	1298	831	2.0	64.0	136	*269	1.8	20.7	122	371	2.3	28.6	156	*191	1.8	14.7	125
1001 HOME IDEAS	3032	1652	4.0	54.5	115	516	3.4	17.0	100	611	3.8	20.2	110	525	5.0	17.3	147
ORGANIC GARDENING	1680	812	1.9	48.3	102	330	2.2	19.6	115	*235	1.4	14.0	76	*247	2.4	14.7	125
OUTDOOR LIFE	960	542	1.3	56.5	120	*252	1.7	26.3	154	*183	1.1	19.1	104	**108	1.0	11.3	95
PARADE MAGAZINE	26755	12943	31.0	48.4	103	4268	28.3	16.0	94	5219	32.2	19.5	106	3456	33.1	12.9	109

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	41739	100.0	47.2	100	15070	100.0	17.0	100	16232	100.0	18.3	100	10438	100.0	11.8	100
PARENTS	4173	2332	5.6	55.9	118	883	5.9	21.2	124	899	5.5	21.5	117	549	5.3	13.2	111
PENTHOUSE	973	582	1.4	59.8	127	*218	1.4	22.4	132	*248	1.5	25.5	139	**117	1.1	12.0	102
PEOPLE	13479	6823	16.3	50.6	107	2144	14.2	15.9	93	3034	18.7	22.5	123	1644	15.8	12.2	103
PLAYBOY	2183	1219	2.9	55.8	118	342	2.3	15.7	92	577	3.6	26.4	144	*301	2.9	13.8	117
POPULAR HOT RODDING	388	*201	0.5	51.8	110	**86	0.6	22.2	130	**55	0.3	14.2	77	**60	0.6	15.5	131
POPULAR MECHANICS	1037	547	1.3	52.7	112	*202	1.3	19.5	114	*200	1.2	19.3	105	**144	1.4	13.9	118
POPULAR SCIENCE	920	552	1.3	60.0	127	**157	1.0	17.1	100	*218	1.3	23.7	129	**177	1.7	19.2	163
PREVENTION	4071	1839	4.4	45.2	96	666	4.4	16.4	96	759	4.7	18.6	102	414	4.0	10.2	86
PSYCHOLOGY TODAY	1940	997	2.4	51.4	109	*175	1.2	9.0	53	421	2.6	21.7	118	400	3.8	20.6	175
READER'S DIGEST	24031	11450	27.4	47.6	101	4180	27.7	17.4	102	4517	27.8	18.8	102	2754	26.4	11.5	97
REDBOOK	8464	4326	10.4	51.1	108	1502	10.0	17.7	104	1693	10.4	20.0	109	1131	10.8	13.4	113
ROAD & TRACK	429	*186	0.4	43.4	92	*239	0.3	9.1	53	**88	0.5	20.5	112	**59	0.6	13.8	117
ROLLING STONE	1355	855	2.0	63.1	134	*258	1.7	19.0	112	400	2.5	29.5	161	*197	1.9	14.5	123
RUNNER'S WORLD	329	*147	0.4	44.7	95	**19	0.1	5.8	34	*41	0.3	12.5	68	**88	0.8	26.7	227
SATURDAY EVENING POST	1268	592	1.4	46.7	99	225	1.5	17.7	104	*243	1.5	19.2	104	*124	1.2	9.8	83
SCIENCE 84	702	382	0.9	54.4	115	**66	0.4	9.4	55	*258	1.6	36.8	200	**59	0.6	8.4	71
SCIENCE DIGEST	553	316	0.8	57.1	121	**47	0.3	8.5	50	*136	0.8	24.6	134	**133	1.3	24.1	204
SCIENTIFIC AMERICAN	615	*232	0.6	37.7	80	**55	0.4	8.9	52	**118	0.7	19.2	105	**59	0.6	9.6	81
SELF	2683	1375	3.3	51.2	109	468	3.1	17.4	102	571	3.5	21.3	116	336	3.2	12.5	106
SEVENTEEN	3309	1933	4.6	58.4	124	731	4.9	22.1	130	739	4.6	22.3	122	463	4.4	14.0	119
SKI	591	*258	0.6	43.7	93	**36	0.2	6.1	36	**140	0.9	23.7	129	**83	0.8	14.0	119
SMITHSONIAN	3039	1238	3.0	40.7	86	362	2.4	11.9	70	524	3.2	17.2	94	351	3.4	11.5	98
SOAP OPERA DIGEST	3683	2250	5.4	61.1	129	1168	7.8	31.7	186	743	4.6	20.2	110	339	3.2	9.2	78
SOUTHERN LIVING	4434	1875	4.5	42.3	90	659	4.4	14.9	87	586	3.6	13.2	72	630	6.0	14.2	120
SPORT	701	408	1.0	58.2	123	**86	0.6	12.3	72	*220	1.4	31.4	171	**101	1.0	14.4	122
THE SPORTING NEWS	518	*348	0.8	67.2	142	**94	0.6	18.1	107	**230	1.4	44.4	242	**24	0.2	4.6	39
SPORTS AFIELD	523	296	0.7	56.6	120	**91	0.6	17.4	102	**118	0.7	22.6	123	**88	0.8	16.8	143
SPORTS ILLUSTRATED	3325	1820	4.4	54.7	116	543	3.6	16.3	96	827	5.1	24.9	136	450	4.3	13.5	115
STAR	8567	4550	10.9	53.1	113	1799	11.9	21.0	123	1681	10.4	19.6	107	1071	10.3	12.5	106
SUNDAY	27630	13553	32.5	49.1	104	4500	29.9	16.3	96	5482	33.8	19.8	108	3572	34.2	12.9	110
SUNSET	2219	883	2.1	39.8	84	*200	1.3	9.0	53	467	2.9	21.0	115	*216	2.1	9.7	82
TV GUIDE	24258	12624	30.2	52.0	110	4626	30.7	19.1	112	5110	31.5	21.1	115	2888	27.7	11.9	101
TENNIS	609	308	0.7	50.6	107	**108	0.7	17.7	104	**100	0.6	16.4	89	**100	1.0	16.4	139
TIME	9929	4825	11.6	48.6	103	1558	10.3	15.7	92	2093	12.9	21.1	115	1174	11.2	11.8	100
TOWN & COUNTRY	1062	557	1.3	52.4	111	*118	0.8	11.1	65	*292	1.8	27.5	150	*147	1.4	13.8	117
TRAVEL & LEISURE	1051	531	1.3	50.5	107	*105	0.7	10.0	59	*293	1.8	27.9	152	*134	1.3	12.7	108
TRUE STORY	3946	2181	5.2	55.3	117	1179	7.8	29.9	175	708	4.4	17.9	98	294	2.8	7.5	63
U.S. NEWS & WORLD REPORT	3782	1762	4.2	46.6	99	464	3.1	12.3	72	871	5.4	23.0	126	427	4.1	11.3	96
USA TODAY	1874	1030	2.5	55.0	116	330	2.2	17.6	103	326	2.0	17.4	95	375	3.6	20.0	170
US	2213	1264	3.0	57.1	121	391	2.6	17.7	104	624	3.8	28.2	154	*250	2.4	11.3	96
VOGUE	4792	2359	5.7	49.2	104	822	5.5	17.2	101	894	5.5	18.7	102	643	6.2	13.4	114
HALL STREET JOURNAL	2045	958	2.3	46.8	99	*259	1.7	12.7	74	452	2.8	22.1	120	*246	2.4	12.0	102
WEIGHT WATCHERS	2364	1010	2.4	42.7	91	369	2.4	15.6	92	395	2.4	16.7	91	*245	2.3	10.4	88
WOMAN'S DAY	15182	7270	17.4	47.9	101	2671	17.7	17.6	103	2932	18.1	19.3	105	1666	16.0	11.0	93
WORKING MOTHER	1198	657	1.6	54.8	116	322	2.1	26.9	158	*247	1.5	20.6	112	*88	0.8	7.3	62
WORKING WOMAN	1523	870	2.1	57.1	121	250	1.7	16.4	96	361	2.2	23.7	129	*259	2.5	17.0	144
WORLD TENNIS	*183	**86	0.2	47.0	100	**38	0.3	20.8	122	*31	0.2	16.9	92	*17	0.2	9.3	79
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1363	3.3	49.1	104	366	2.4	13.2	77	553	3.4	19.9	109	445	4.3	16.0	136
BLAIR INSERTS	47909	23592	56.5	49.2	104	7895	52.4	16.5	97	9589	59.1	20.0	109	6109	58.5	12.8	108
DAILY NEWSPAPERS																	
READ ANY	56731	27615	66.2	48.7	103	9732	64.6	17.2	101	10599	65.3	18.7	102	7284	69.8	12.8	108
READ ONE	47696	23212	55.6	48.7	103	8272	54.9	17.3	102	8865	54.6	18.6	101	6075	58.2	12.7	109
READ TWO OR MORE	9034	4403	10.5	48.7	103	1460	9.7	16.2	95	1735	10.7	19.2	105	1209	11.6	13.4	113
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	28180	67.5	48.8	103	9635	63.9	16.7	98	11176	68.9	19.4	106	7369	70.6	12.8	108
READ ONE	50513	24453	58.6	48.4	103	8571	56.9	17.0	100	9652	59.5	19.1	104	6230	59.7	12.3	105
READ TWO OR MORE	7219	3727	8.9	51.6	109	1064	7.1	14.7	87	1524	9.4	21.1	115	1140	10.9	15.8	134
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.89				26.76				31.52				27.75			
30 DAY REACH	78184	37140	89.0	47.5	101	13147	87.2	16.8	99	14662	90.3	18.8	102	9331	89.4	11.9	101
50 SHWG - 30 DAY AV FREQ	14.80	15.20				14.18				16.43				14.68			
30 DAY REACH	74239	35358	84.7	47.6	101	12424	82.4	16.7	98	14094	86.8	19.0	103	8839	84.7	11.9	101
25 SHWG - 30 DAY AV FREQ	8.05	8.26				7.75				8.86				8.00			
30 DAY REACH	68254	32577	78.0	47.7	101	11372	75.5	16.7	98	13088	80.6	19.2	105	8117	77.8	11.9	101
CABLE TV: HOME WIRED	35215	17716	42.4	50.3	107	5586	37.1	15.9	93	7239	44.6	20.6	112	4892	46.9	13.9	118
HOME NOT WIRED	53250	24023	57.6	45.1	96	9484	62.9	17.8	105	8993	55.4	16.9	92	5546	53.1	10.4	88
HAVE PAY CABLE	17885	9673	23.2	54.1	115	3027	20.1	16.9	99	4140	25.5	23.1	126	2506	24.0	14.0	119

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	41739	100.0	47.2	100	15070	100.0	17.0	100	16232	100.0	18.3	100	10438	100.0	11.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	23528	56.4	49.0	104	8315	55.2	17.3	102	9318	57.4	19.4	106	5896	56.5	12.3	104
10:00 AM - 3:00 PM	33674	16451	39.4	48.9	104	6058	40.2	18.0	106	6317	38.9	18.8	102	4075	39.0	12.1	103
3:00 PM - 7:00 PM	34431	17100	41.0	49.7	105	5782	38.4	16.8	99	7056	43.5	20.5	112	4262	40.8	12.4	105
7:00 PM - MIDNIGHT	17761	8845	21.2	49.8	106	2992	19.9	16.8	99	3660	22.5	20.6	112	2193	21.0	12.3	105
MIDNIGHT - 6:00 AM	10087	5153	12.3	51.1	108	1684	11.2	16.7	98	2203	13.6	21.8	119	1266	12.1	12.6	106
6:00 AM - MIDNIGHT	64318	31466	75.4	48.9	104	11152	74.0	17.3	102	12401	76.4	19.3	105	7913	75.8	12.3	104
ENTIRE DAY	65181	31944	76.5	49.0	104	11265	74.8	17.3	101	12569	77.4	19.3	105	8111	77.7	12.4	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	8747	21.0	50.2	106	3127	20.7	18.0	105	3475	21.4	20.0	109	2146	20.6	12.3	104
ALL NEWS	2520	1074	2.6	42.6	90	292	1.9	11.6	68	532	3.3	21.1	115	*250	2.4	9.9	84
AOR/PROGRESSIVE	4419	2371	5.7	53.7	114	769	5.1	17.4	102	1013	6.2	22.9	125	590	5.7	13.4	113
BEAUTIFUL MUSIC	6119	2661	6.4	43.5	92	898	6.0	14.7	86	950	5.9	15.5	85	813	7.8	13.3	113
BLACK	2623	1429	3.4	54.5	115	834	5.5	31.8	187	415	2.6	15.8	86	*180	1.7	6.9	58
CLASSICAL	1553	713	1.7	45.9	97	*242	1.6	15.6	91	*289	1.8	18.6	101	*182	1.7	11.7	99
CHR/ROCK	11282	6116	14.7	54.2	115	2099	13.9	18.6	109	2662	16.4	23.6	129	1355	13.0	12.0	102
COUNTRY	13343	6413	15.4	48.1	102	2228	14.8	16.7	98	2508	15.5	18.8	102	1677	16.1	12.6	107
GOLDEN OLDIES	1299	594	1.4	45.7	97	278	1.8	21.4	126	*225	1.4	17.3	94	*91	0.9	7.0	59
MOR/NOSTALGIA	5241	2280	5.5	43.5	92	663	4.4	12.7	74	958	5.9	18.3	100	659	6.3	12.6	107
NEWS/TALK	4165	1861	4.5	44.7	95	417	2.8	10.0	59	860	5.3	20.6	113	585	5.6	14.0	119
RELIGIOUS	3324	1483	3.6	44.6	95	603	4.0	18.1	106	532	3.3	16.0	87	347	3.3	10.4	88
SOFT ROCK	609	*248	0.6	40.7	86	*56	0.4	9.2	54	*123	0.8	20.2	110	*69	0.7	11.3	96
URBAN CONTEMPORARY	1853	1191	2.9	64.3	136	576	3.8	31.1	182	339	2.1	18.3	100	*276	2.6	14.9	126
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1923	4.6	51.6	109	888	5.9	23.8	140	673	4.1	18.1	98	363	3.5	9.7	83
ABC DIRECTION	2488	982	2.4	39.5	84	408	2.7	16.4	96	362	2.2	14.5	79	*213	2.0	8.6	73
ABC ENTERTAINMENT	5129	2463	5.9	48.0	102	863	5.7	16.8	99	918	5.7	17.9	98	681	6.5	13.3	113
ABC FM	2498	1380	3.3	55.2	117	535	3.6	21.4	126	568	3.5	22.7	124	276	2.6	11.0	94
ABC INFORMATION	5721	2746	6.6	48.0	102	822	5.5	14.4	84	1186	7.3	20.7	113	737	7.1	12.9	109
ABC ROCK	2021	1098	2.6	54.3	115	371	2.5	18.4	108	496	3.1	24.5	134	*231	2.2	11.4	97
CBS	4756	2022	4.8	42.5	90	599	4.0	12.6	74	883	5.4	18.6	101	540	5.2	11.4	96
MUTUAL	5272	2630	6.3	49.9	106	956	6.3	18.1	106	1078	6.6	20.4	111	596	5.7	11.3	96
NBC	4964	2324	5.6	46.8	99	691	4.6	13.9	82	946	5.8	19.1	104	687	6.6	13.8	117
RADIORADIO	2218	1106	2.6	49.9	106	429	2.8	19.3	114	505	3.1	22.8	124	*172	1.6	7.8	66
RKO ONE	2565	1406	3.4	54.8	116	450	3.0	17.5	103	642	4.0	25.0	136	314	3.0	12.2	104
RKO TWO	3640	1680	4.0	46.2	98	577	3.8	15.9	93	587	3.6	16.1	88	516	4.9	14.2	120
THE SOURCE	2467	1203	2.9	48.8	103	364	2.4	14.8	87	526	3.2	21.3	116	*313	3.0	12.7	108
NON-WIRED : BLAIR	9466	4694	11.2	49.6	105	1577	10.5	16.7	98	1813	11.2	19.2	104	1304	12.5	13.8	117
INTERNET	13616	7159	17.2	52.6	111	2306	15.3	16.9	99	3037	18.7	22.3	122	1816	17.4	13.3	113
KATZ RADIO GROUP	16998	8394	20.1	49.4	105	2887	19.2	17.0	100	3272	20.8	19.8	108	2135	20.5	12.6	106
SUPERNET	11622	5805	13.9	49.9	106	2080	13.8	17.9	105	2243	13.8	19.3	105	1482	14.2	12.8	108
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	4106	9.8	43.6	92	1443	9.6	15.3	90	1546	9.5	16.4	89	1117	10.7	11.9	100
MKDAY 9:00 AM - 1:00 PM	13304	6211	14.9	46.7	99	2686	17.8	20.2	119	2009	12.4	15.1	82	1516	14.5	11.4	97
MKDAY 1:00 PM - 4:30 PM	17591	8373	20.1	47.6	101	3702	24.6	21.0	124	2611	16.1	14.8	81	2060	19.7	11.7	99
MKDAY 4:30 PM - 7:30 PM	24418	11241	26.9	46.0	98	4546	30.2	18.6	109	3861	23.8	15.8	86	2834	27.2	11.6	98
MKDAY 7:30 PM - 8:00 PM	34400	15801	37.9	45.9	97	6205	41.2	18.0	106	5673	34.9	16.5	90	3922	37.6	11.4	97
MKDAY 11:00 PM - 11:30 PM	26120	12505	30.0	47.9	101	4730	31.4	18.1	106	4615	28.4	17.7	96	3160	30.3	12.1	103
MKDAY 11:30 PM - 1:00 AM	8402	4197	10.1	50.0	106	1695	11.2	20.2	118	1471	9.1	17.5	95	1031	9.9	12.3	104
M-SAT 8-11 PM+SUN 7-11 PM	36828	17645	42.3	47.9	102	6460	42.9	17.5	103	6796	41.9	18.5	101	4389	42.0	11.9	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	3664	8.8	50.7	108	1677	11.1	23.2	136	1130	7.0	15.6	85	858	8.2	11.9	101
ANOTHER WORLD	N 4924	2325	5.6	47.2	100	1039	6.9	21.1	124	674	4.2	13.7	75	613	5.9	12.4	106
AS THE WORLD TURNS	C 5966	2706	6.5	45.4	96	1294	8.6	21.7	127	786	4.8	13.2	72	626	6.0	10.5	89
CAPITOL	C 3672	1772	4.2	48.3	102	839	5.6	22.8	134	531	3.3	14.5	79	401	3.8	10.9	93
CBS MORN. NEWS 1	C 1590	656	1.6	41.3	87	256	1.7	16.1	95	249	1.5	15.7	85	150	1.4	9.4	80
CBS MORN. NEWS 2	C 1298	516	1.2	39.8	84	179	1.2	13.8	81	178	1.1	13.7	75	159	1.5	12.2	104
DAYS OF OUR LIVES	N 6389	3046	7.3	47.7	101	1163	7.7	18.2	107	1066	6.6	16.7	91	817	7.8	12.8	108
FACTS OF LIFE - DAYTIME	N 2526	1244	3.0	49.2	104	460	3.1	18.2	107	437	2.7	17.3	94	347	3.3	13.7	116
FAMILY FEUD	A 3427	1473	3.5	43.0	91	717	4.8	20.9	123	437	2.7	12.8	69	318	3.0	9.3	79
GENERAL HOSPITAL	A 6870	3574	8.6	52.0	110	1656	11.0	24.1	142	1065	6.6	15.5	84	853	8.2	12.4	105
GOOD MORNING, AMERICA-730A	A 3767	1696	4.1	45.0	95	551	3.7	14.6	86	656	4.0	17.4	95	489	4.7	13.0	110
GOOD MORNING, AMERICA-830A	A 3076	1419	3.4	46.1	98	521	3.5	16.9	99	526	3.2	17.1	93	373	3.6	12.1	103
GUIDING LIGHT	C 5789	2602	6.2	44.9	95	1152	7.6	19.9	117	839	5.2	14.5	79	610	5.8	10.5	89
ONE LIFE TO LIVE	A 4918	2507	6.0	51.0	108	1191	7.9	24.2	142	775	4.8	15.8	86	541	5.2	11.0	93
PRESS YOUR LUCK	C 2367	1157	2.8	48.9	104	519	3.4	21.9	129	305	1.9	12.9	70	333	3.2	14.1	119
PRICE IS RIGHT 1	C 4727	2125	5.1	45.0	95	1061											

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	56685	100.0	33.8	100	22321	100.0	13.3	100	22946	100.0	13.7	100	11419	100.0	6.8	100
MALES	79263	25064	44.2	31.6	94	10134	45.4	12.8	96	10338	45.1	13.0	95	4593	40.2	5.8	85
FEMALES	88464	31621	55.8	35.7	106	12187	54.6	13.8	104	12608	54.9	14.3	104	6826	59.8	7.7	113
18 - 24	28671	10134	17.9	35.3	105	3652	16.4	12.7	96	4790	20.9	16.7	122	1693	14.8	5.9	87
25 - 34	39536	14772	26.1	37.4	111	4833	21.7	12.2	92	6890	30.0	17.4	127	3049	26.7	7.7	113
35 - 44	28978	10001	17.6	34.5	102	3840	17.2	13.3	100	4259	18.6	14.7	107	1901	16.6	6.6	96
45 - 54	22345	7491	13.2	33.5	99	2878	12.9	12.9	97	2834	12.4	12.7	93	1779	15.6	8.0	117
55 - 64	22224	6957	12.3	31.3	93	2979	13.3	13.4	101	2315	10.1	10.4	76	1663	14.6	7.5	111
65 OR OLDER	25973	7330	12.9	28.2	84	4139	18.5	15.9	120	1858	8.1	7.2	52	1333	11.7	5.1	75
18 - 34	68207	24906	43.9	36.5	108	8485	38.0	12.4	93	11680	50.9	17.1	125	4742	41.5	7.0	102
18 - 49	108058	38760	68.4	35.9	106	13862	62.1	12.8	96	17454	76.1	16.2	118	7444	65.2	6.9	101
25 - 54	90859	32264	56.9	35.5	105	11552	51.8	12.7	96	13983	60.9	15.4	112	6729	58.9	7.4	109
35 - 49	39851	13853	24.4	34.8	103	5377	24.1	13.5	101	5774	25.2	14.5	106	2702	23.7	6.8	100
50 OR OLDER	59669	17925	31.6	30.0	89	8459	37.9	14.2	107	5492	23.9	9.2	67	3974	34.8	6.7	98
GRADUATED COLLEGE	28091	9388	16.6	33.4	99	2839	12.7	10.1	76	4488	19.6	16.0	117	2062	18.1	7.3	108
ATTENDED COLLEGE	28938	11311	20.0	39.1	116	3524	15.8	12.2	92	5349	23.3	18.5	135	2438	21.4	8.4	124
GRADUATED HIGH SCHOOL	65503	22880	40.4	34.9	103	8875	39.8	13.5	102	9174	40.0	14.0	102	4831	42.3	7.4	108
DID NOT GRADUATE HIGH SCHOOL	45195	13106	23.1	29.0	86	7083	31.7	15.7	118	3934	17.1	8.7	64	2088	18.3	4.6	68
EMPLOYED MALES	56429	18344	32.4	32.5	96	6815	30.5	12.1	91	7894	34.4	14.0	102	3635	31.8	6.4	95
EMPLOYED FEMALES	43971	16942	29.9	38.5	114	5505	24.7	12.5	94	7863	34.3	17.9	131	3574	31.3	8.1	119
EMPLOYED FULL-TIME	87773	30538	53.9	34.8	103	10495	47.0	12.0	90	13669	59.6	15.6	114	6374	55.8	7.3	107
EMPLOYED PART-TIME	12627	4749	8.4	37.6	111	1826	8.2	14.5	109	2088	9.1	16.5	121	835	7.3	6.6	97
NOT EMPLOYED	67327	21399	37.8	31.8	94	10000	44.8	14.9	112	7189	31.3	10.7	78	4209	36.9	6.3	92
PROFESSIONAL/MANAGER	25845	8824	15.6	34.1	101	2682	12.0	10.4	78	4304	18.8	16.7	122	1838	16.1	7.1	104
TECH/CLERICAL/SALES	30895	11718	20.7	37.9	112	3615	16.2	11.7	88	5437	23.7	17.6	129	2667	23.4	8.6	127
PRECISION/CRAFT	12629	4580	8.1	36.3	107	1704	7.6	13.5	101	1951	8.5	15.4	113	926	8.1	7.3	108
OTHER EMPLOYED	31031	10164	17.9	32.8	97	4320	19.4	13.9	105	4065	17.7	13.1	96	1779	15.6	5.7	84
SINGLE	35557	12175	21.5	34.2	101	4346	19.5	12.2	92	5771	25.2	16.2	119	2059	18.0	5.8	85
MARRIED	103585	36397	64.2	35.1	104	14172	63.5	13.7	103	14433	62.9	13.9	102	7792	68.2	7.5	110
DIVORCED/SEPARATED/WIDOWED	28585	8113	14.3	28.4	84	3803	17.0	13.3	100	2742	11.9	9.6	70	1568	13.7	5.5	81
PARENTS	59295	21275	37.5	35.9	106	8303	37.2	14.0	105	9131	39.8	15.4	113	3841	33.6	6.5	95
WHITE	146081	50778	89.6	34.8	103	19308	86.5	13.2	99	20924	91.2	14.3	105	10546	92.4	7.2	106
BLACK	17974	4848	8.6	27.0	80	2602	11.7	14.5	109	1580	6.9	8.8	64	666	5.8	3.7	54
OTHER	3672	1059	1.9	28.8	85	**410	1.8	11.2	84	**442	1.9	12.0	88	**207	1.8	5.6	83
NORTHEAST-CENSUS	37005	13753	24.3	37.2	110	6010	26.9	16.2	122	5061	22.1	13.7	100	2682	23.5	7.2	106
NORTH CENTRAL	42642	15881	28.0	37.2	110	6111	27.4	14.3	108	6475	28.2	15.2	111	3296	28.9	7.7	114
SOUTH	56777	16905	29.8	29.8	88	7070	31.7	12.5	94	6540	28.5	11.5	84	3295	28.9	5.8	85
WEST	31303	10146	17.9	32.4	96	3130	14.0	10.0	75	4870	21.2	15.6	114	2146	18.8	6.9	101
NORTHEAST-MKTG.	38125	13368	23.6	35.1	104	5712	25.6	15.0	113	5032	21.9	13.2	96	2624	23.0	6.9	101
EAST CENTRAL	24794	8979	15.8	36.2	107	3330	14.9	13.4	101	3712	16.2	15.0	109	1938	17.0	7.8	115
WEST CENTRAL	28511	10928	19.3	38.3	113	4302	19.3	15.1	113	4351	19.0	15.3	112	2276	19.9	8.0	117
SOUTH	48953	14667	25.9	30.0	89	6293	28.2	12.9	97	5613	24.5	11.5	84	2762	24.2	5.6	83
PACIFIC	27344	8742	15.4	32.0	95	2685	12.0	9.8	74	4238	18.5	15.5	113	1820	15.9	6.7	98
COUNTY SIZE A	69301	22362	39.4	32.3	95	8318	37.3	12.0	90	9394	40.9	13.6	99	4650	40.7	6.7	99
COUNTY SIZE B	50633	17491	30.9	34.5	102	6815	30.5	13.5	101	7155	31.2	14.1	103	3521	30.8	7.0	102
COUNTY SIZE C	26259	8975	15.8	34.2	101	3930	17.6	15.0	112	3359	14.6	12.8	94	1686	14.8	6.4	94
COUNTY SIZE D	21534	7858	13.9	36.5	108	3258	14.6	15.1	114	3038	13.2	14.1	103	1562	13.7	7.3	107
METRO CENTRAL CITY	50014	16345	28.8	32.7	97	6575	29.5	13.1	99	6594	28.7	13.2	96	3176	27.8	6.4	93
METRO SUBURBAN	76832	26113	46.1	34.0	101	9594	43.0	12.5	94	11306	49.3	14.7	108	5213	45.7	6.8	100
NON METRO	40881	14227	25.1	34.8	103	6151	27.6	15.0	113	5046	22.0	12.3	90	3030	26.5	7.4	109
TOP 5 ADI'S	39550	14039	24.8	35.5	105	5481	24.6	13.9	104	5871	25.6	14.8	109	2688	23.5	6.8	100
TOP 10 ADI'S	54877	17854	31.5	32.5	96	7189	32.2	13.1	98	7218	31.5	13.2	96	3447	30.2	6.3	92
TOP 20 ADI'S	77516	25630	45.2	33.1	98	9596	43.0	12.4	93	10819	47.1	14.0	102	5216	45.7	6.7	99
HSOLD INC. \$50,000 OR MORE	17257	5972	10.5	34.6	102	1837	8.2	10.6	80	2872	12.5	16.6	122	1263	11.1	7.3	108
\$40,000 OR MORE	33235	11533	20.3	34.7	103	3503	15.7	10.5	79	5719	24.9	17.2	126	2311	20.2	7.0	102
\$30,000 OR MORE	59693	21100	37.2	35.3	105	6754	30.3	11.3	85	9851	42.9	16.5	121	4495	39.4	7.5	111
\$25,000 OR MORE	76275	27098	47.8	35.5	105	8953	40.1	11.7	88	12371	53.9	16.2	119	5773	50.6	7.6	111
\$20,000 - \$24,999	18607	7273	12.8	39.1	116	2644	11.8	14.2	107	3177	13.8	17.1	125	1451	12.7	7.8	115
\$15,000 - \$19,999	17175	6022	10.6	35.1	104	2496	11.2	14.5	109	2486	10.8	14.5	106	1041	9.1	6.1	89
\$10,000 - \$14,999	24569	7908	14.0	32.2	95	3642	16.3	14.8	111	2746	12.0	11.2	82	1519	13.3	6.2	91
UNDER \$10,000	31101	8384	14.8	27.0	80	4586	20.5	14.7	111	2165	9.4	7.0	51	1633	14.3	5.3	77
HOUSEHOLD OF 1 PERSON	19441	5563	9.8	28.6	85	2401	10.8	12.4	93	2135	9.3	11.0	80	1027	9.0	5.3	78

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	56685	100.0	33.8	100	22321	100.0	13.3	100	22946	100.0	13.7	100	11419	100.0	6.8	100
MAGAZINES	QUINTILE 1	34022	12494	22.0	36.7	109	4322	19.4	12.7	95	5790	25.2	17.0	124	2382	20.9	7.0	103
	QUINTILE 2	34800	12504	22.1	35.9	106	4976	22.3	14.3	107	4964	21.6	14.3	104	2564	22.5	7.4	108
	QUINTILE 3	30514	10610	18.7	34.8	103	3948	17.7	12.9	97	4426	19.3	14.5	106	2236	19.6	7.3	108
	QUINTILE 4	33324	11350	20.0	34.1	101	4527	20.3	13.6	102	4349	19.0	13.1	95	2475	21.7	7.4	109
	QUINTILE 5	35066	9727	17.2	27.7	82	4548	20.4	13.0	97	3419	14.9	9.8	71	1761	15.4	5.0	74
NEWSPAPERS	QUINTILE 1	29107	10300	18.2	35.4	105	4079	18.3	14.0	105	4190	18.3	14.4	105	2032	17.8	7.0	103
	QUINTILE 2	49095	17368	30.6	35.4	105	7077	31.7	14.4	108	6497	28.3	13.2	97	3795	33.2	7.7	114
	QUINTILE 3	23107	8707	15.4	37.7	111	3151	14.1	13.6	102	3944	17.2	17.1	125	1612	14.1	7.0	102
	QUINTILE 4	33556	10557	18.6	31.5	93	3885	17.4	11.6	87	4655	20.3	13.9	101	2016	17.7	6.0	88
	QUINTILE 5	32863	9753	17.2	29.7	88	4129	18.5	12.6	94	3660	16.0	11.1	81	1964	17.2	6.0	88
OUTDOOR	QUINTILE 1	33431	11997	21.2	35.9	106	4630	20.7	13.8	104	5010	21.8	15.0	110	2357	20.6	7.1	104
	QUINTILE 2	33478	11714	20.7	35.0	104	4685	21.0	14.0	105	4760	20.7	14.2	104	2269	19.9	6.8	100
	QUINTILE 3	33574	11645	20.5	34.7	103	4269	19.1	12.7	96	5013	21.8	14.9	109	2362	20.7	7.0	103
	QUINTILE 4	33935	11131	19.6	32.8	97	4442	19.9	13.1	98	4572	19.9	13.5	98	2117	18.5	6.2	92
	QUINTILE 5	33310	10198	18.0	30.6	91	4294	19.2	12.9	97	3590	15.6	10.8	79	2314	20.3	6.9	102
RADIO-DRIVE TIME	QUINTILE 1	33136	11783	20.8	35.6	105	4662	20.9	14.1	106	4862	21.2	14.7	107	2259	19.8	6.8	100
	QUINTILE 2	31658	11253	19.9	35.5	105	4636	20.8	14.6	110	4365	19.0	13.8	101	2252	19.7	7.1	104
	QUINTILE 3	32541	11388	20.1	35.0	104	3854	17.3	11.8	89	5008	21.8	15.4	112	2526	22.1	7.8	114
	QUINTILE 4	34247	11787	20.8	34.4	102	4316	19.3	12.6	95	4926	21.5	14.4	105	2545	22.3	7.4	109
	QUINTILE 5	36144	10474	18.5	29.0	86	4852	21.7	13.4	101	3785	16.5	10.5	77	1837	16.1	5.1	75
RADIO-MID- DAY	TERCILE 1	45037	15876	28.0	35.3	104	6443	28.9	14.3	107	6245	27.2	13.9	101	3189	27.9	7.1	104
	TERCILE 2	44819	15643	27.6	34.9	103	6308	28.3	14.1	106	6218	27.1	13.9	101	3117	27.3	7.0	102
	TERCILE 3	77872	25166	44.4	32.3	96	9570	42.9	12.3	92	10483	45.7	13.5	98	5114	44.8	6.6	96
RADIO-TOTAL	QUINTILE 1	33763	12135	21.4	35.9	106	4890	21.9	14.5	109	4934	21.5	14.6	107	2312	20.2	6.8	101
	QUINTILE 2	33240	12064	21.3	36.3	107	4772	21.4	14.4	108	4735	20.6	14.2	104	2557	22.4	7.7	113
	QUINTILE 3	33408	11515	20.3	34.5	102	4316	19.3	12.9	97	5067	22.1	15.2	111	2132	18.7	6.4	94
	QUINTILE 4	34792	11712	20.7	33.7	100	4091	18.3	11.8	88	4902	21.4	14.1	103	2719	23.8	7.8	115
	QUINTILE 5	32524	9259	16.3	28.5	84	4251	19.0	13.1	98	3309	14.4	10.2	74	1699	14.9	5.2	77
TV-PRIME TIME	QUINTILE 1	33090	11153	19.7	33.7	100	4747	21.3	14.3	108	4279	18.6	12.9	95	2127	18.6	6.4	94
	QUINTILE 2	33357	11498	20.3	34.5	102	4609	20.6	13.8	104	4550	19.8	13.6	100	2340	20.5	7.0	103
	QUINTILE 3	33980	11810	20.8	34.8	103	4631	20.7	13.6	102	4867	21.2	14.3	105	2312	20.2	6.8	100
	QUINTILE 4	33854	11688	20.6	34.5	102	4479	20.1	13.2	99	4676	20.4	13.8	101	2533	22.2	7.5	110
	QUINTILE 5	33444	10536	18.6	31.5	93	3856	17.3	11.5	87	4574	19.9	13.7	100	2106	18.4	6.3	92
TV-DAYTIME	TERCILE 1	49121	16359	28.9	33.3	99	7536	33.8	15.3	115	5587	24.3	11.4	83	3236	28.3	6.6	97
	TERCILE 2	48823	17303	30.5	35.4	105	6721	30.1	13.8	103	7267	31.7	14.9	109	3315	29.0	6.8	100
	TERCILE 3	69782	23023	40.6	33.0	98	8064	36.1	11.6	87	10092	44.0	14.5	106	4867	42.6	7.0	102
TV-TOTAL	QUINTILE 1	33584	11061	19.5	32.9	97	5011	22.4	14.9	112	4035	17.6	12.0	88	2015	17.6	6.0	88
	QUINTILE 2	33441	11095	19.6	33.2	98	4618	20.7	13.8	104	4295	18.7	12.8	94	2181	19.1	6.5	96
	QUINTILE 3	33505	11487	20.3	34.3	101	4442	19.9	13.3	100	4816	21.0	14.4	105	2229	19.5	6.7	98
	QUINTILE 4	33466	12076	21.3	36.1	107	4598	20.6	13.7	103	4803	20.9	14.4	105	2675	23.4	8.0	117
	QUINTILE 5	33731	10966	19.3	32.5	96	3651	16.4	10.8	81	4997	21.8	14.8	108	2318	20.3	6.9	101
MAGAZINES-NEWSPAPERS: DUAL		44503	16565	29.2	37.2	110	6267	28.1	14.1	106	7146	31.1	16.1	117	3151	27.6	7.1	104
MAGAZINE IMPERATIVE		39363	13553	23.9	34.4	102	4695	21.0	11.9	90	6029	26.3	15.3	112	2828	24.8	7.2	106
NEWSPAPER IMPERATIVE		46441	15824	27.9	34.1	101	6628	29.7	14.3	107	5636	24.6	12.1	89	3560	31.2	7.7	113
MAGAZINES-OUTDOOR: DUAL		33726	12848	22.7	38.1	113	4618	20.7	13.7	103	5678	24.7	16.8	123	2553	22.4	7.6	111
MAGAZINE IMPERATIVE		52846	18257	32.2	34.5	102	6897	30.9	13.1	98	7611	33.2	14.4	105	3748	32.8	7.1	104
OUTDOOR IMPERATIVE		52140	17108	30.2	32.8	97	7134	32.0	13.7	103	6675	29.1	12.8	94	3299	28.9	6.3	93
MAGAZINES-RADIO: DUAL		37081	13734	24.2	37.0	110	5363	24.0	14.5	109	5812	25.3	15.7	115	2559	22.4	6.9	101
MAGAZINE IMPERATIVE		49747	17270	30.5	34.7	103	6209	27.8	12.5	94	7563	33.0	15.2	111	3499	30.6	7.0	103
RADIO IMPERATIVE		49208	16907	29.8	34.4	102	6788	30.4	13.8	104	6640	28.9	13.5	99	3479	30.5	7.1	104
MAGAZINES-TELEVISION: DUAL		33103	11837	20.9	35.8	106	4767	21.4	14.4	108	4910	21.4	14.8	108	2160	18.9	6.5	96
MAGAZINE IMPERATIVE		54575	19833	35.0	36.3	108	6907	30.9	12.7	95	8775	38.2	16.1	118	4152	36.4	7.6	112
TELEVISION IMPERATIVE		53249	16590	29.3	31.2	92	7422	33.3	13.9	105	5900	25.7	11.1	81	3268	28.6	6.1	90
NEWSPAPERS-OUTDOOR: DUAL		36255	13312	23.5	36.7	109	5271	23.6	14.5	109	5429	23.7	15.0	109	2612	22.9	7.2	106
NEWSPAPER IMPERATIVE		55591	19423	34.3	34.9	103	7752	34.7	13.9	105	7549	32.9	13.6	99	4121	36.1	7.4	109
OUTDOOR IMPERATIVE		48319	16111	28.4	33.3	99	6113	27.4	12.7	95	6977	30.4	14.4	106	3021	26.5	6.3	92
NEWSPAPERS-RADIO: DUAL		37242	14017	24.7	37.6	111	5800	26.0	15.6	117	5441	23.7	14.6	107	2776	24.3	7.5	109
NEWSPAPER IMPERATIVE		54423	18674	32.9	34.3	102	7162	32.1	13.2	99	7438	32.4	13.7	100	4074	35.7	7.5	110
RADIO IMPERATIVE		46650	15990	28.2	34.3	101	5989	26.8	12.8	96	6947	30.3	14.9	109	3054	26.7	6.5	96
NEWSPAPERS-TELEVISION: DUAL		35974	12711	22.4	35.3	105	5253	23.5	14.6	110	4956	21.6	13.8	101	2503	21.9	7.0	102
NEWSPAPER IMPERATIVE		56095	20146	35.5	35.9	106	7645	34.3	13.6	102	8167	35.6	14.6	106	4334	38.0	7.7	113
TELEVISION IMPERATIVE		47170	14773	26.1	31.3	93	6264	28.1	13.3	100	5877	25.6	12.5	91	2632	23.0	5.6	82
OUTDOOR-RADIO: DUAL		33748	12417	21.9	3													

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	56685	100.0	33.8	100	22321	100.0	13.3	100	27946	100.0	13.7	100	11419	100.0	6.8	100
ATLANTIC MONTHLY	867	259	0.5	29.9	88	**63	0.3	7.3	55	**136	0.6	15.7	115	**61	0.5	7.0	103
BARRON'S	1580	478	0.8	30.3	90	**121	0.5	7.7	58	*265	1.2	16.8	123	**92	0.8	5.8	86
BETTER HOMES & GARDENS	22203	8461	14.9	38.1	113	3325	14.9	15.0	113	3383	14.7	15.2	111	1753	15.4	7.9	116
BON APPETIT	3810	1418	2.5	37.2	110	528	2.4	13.9	104	668	2.9	17.5	128	222	1.9	5.8	86
BUSINESS WEEK	4663	1567	2.8	33.6	99	608	2.7	13.0	98	624	2.7	13.4	98	336	2.9	7.2	106
CAR AND DRIVER	3102	891	1.6	28.7	85	320	1.4	10.3	78	354	1.5	11.4	83	*218	1.9	7.0	103
CBS MAGAZINE NETWORK (GROSS)	7311	2437	4.3	33.3	99	942	4.2	12.9	97	1018	4.4	13.9	102	477	4.2	6.5	96
CHANGING TIMES	3400	1113	2.0	32.7	97	500	2.2	14.7	111	433	1.9	12.7	93	*180	1.6	5.3	78
COLONIAL HOMES	1796	614	1.1	34.2	101	*207	0.9	11.5	87	248	1.1	13.8	101	*159	1.4	8.9	130
CONDE NAST MAG. PKG. (GROSS)	19924	7165	12.6	36.0	106	2208	9.9	11.1	83	3816	16.6	19.2	140	1141	10.0	5.7	84
CONSUMERS DIGEST	3125	1130	2.0	36.2	107	419	1.9	13.4	101	531	2.3	17.0	124	*179	1.6	5.7	84
COSMOPOLITAN	10577	4099	7.2	38.8	115	1249	5.6	11.8	89	2164	9.4	20.5	150	686	6.0	6.5	95
COUNTRY LIVING	3746	1346	2.4	35.9	106	506	2.3	13.5	102	557	2.4	14.9	109	*283	2.5	7.6	111
CUISINE	2214	907	1.6	41.0	121	353	1.6	15.9	120	402	1.8	18.2	133	*152	1.3	6.9	101
CYCLE WORLD	2394	835	1.5	34.9	103	391	1.8	16.3	123	*302	1.3	12.6	92	*141	1.2	5.9	87
DCI:CREATIVE IDEAS FOR LIV	3068	999	1.8	32.6	96	419	1.9	13.7	103	377	1.6	12.3	90	*202	1.8	6.6	97
DCI:CREAT.IDEA/SO.LIV(GROSS)	9558	3169	5.6	33.2	98	1175	5.3	12.3	92	1275	5.6	13.3	98	718	6.3	7.5	110
DISCOVER	2277	778	1.4	34.2	101	*357	1.6	15.7	118	268	1.2	11.8	86	*153	1.3	6.7	99
EBONY	7187	2113	3.7	29.4	87	1121	5.0	15.6	117	715	3.1	9.9	73	278	2.4	3.9	57
ESQUIRE	2560	935	1.6	36.5	108	381	1.7	14.9	112	398	1.7	15.5	114	*156	1.4	6.1	90
ESSENCE	3242	1045	1.8	32.2	95	583	2.6	18.0	135	326	1.4	10.1	74	*135	1.2	4.2	61
FAMILY CIRCLE	19639	7808	13.8	39.8	118	2931	13.1	14.9	112	3395	14.8	17.3	123	1483	13.0	7.6	111
THE FAMILY HANDYMAN	3540	1485	2.6	41.9	124	597	2.7	16.9	127	559	2.4	15.8	115	*329	2.9	9.3	137
FAMILY WEEKLY	23924	8813	15.5	36.8	109	3573	16.0	14.9	112	3611	15.7	15.1	110	1628	14.3	6.8	100
FIELD & STREAM	9883	3684	6.5	37.3	110	1369	6.1	13.9	104	1612	7.0	16.3	119	703	6.2	7.1	104
FOOD & WINE	1030	367	0.6	35.6	105	*146	0.7	14.2	107	*166	0.7	16.1	118	*555	0.5	5.3	78
FORBES	2679	958	1.7	35.8	106	281	1.3	10.5	79	430	1.9	16.1	117	*248	2.2	9.3	136
FORTUNE	2931	1055	1.9	36.0	107	327	1.5	11.2	84	457	2.0	15.6	114	*271	2.4	9.2	136
GENTLEMEN'S QUARTERLY	3481	1203	2.1	34.6	102	410	1.8	11.8	89	592	2.6	17.0	124	*201	1.8	5.8	85
GLAMOUR	7163	2800	4.9	39.1	116	819	3.7	11.4	86	1479	6.4	20.6	151	501	4.4	7.0	103
GOLF DIGEST	2355	824	1.5	35.0	104	354	1.6	15.0	113	307	1.3	13.0	95	*163	1.4	6.9	102
GOLF DIGEST/TENNIS (GROSS)	3610	1193	2.1	33.0	98	540	2.4	15.0	112	423	1.8	11.7	86	230	2.0	6.4	94
GOLF MAGAZINE	2046	777	1.4	38.0	112	360	1.6	17.6	132	333	1.5	16.3	119	*85	0.7	4.2	61
GOLF MAGAZINE/SKI (GROSS)	3547	1162	2.0	32.8	97	474	2.1	13.4	100	494	2.2	13.9	102	*194	1.7	5.5	80
GOOD HOUSEKEEPING	20353	7895	13.9	38.8	115	2997	13.4	14.7	111	3318	14.5	16.3	119	1581	13.8	7.8	114
HARPER'S BAZAAR	3362	1180	2.1	35.1	104	377	1.7	11.2	84	501	2.2	14.9	109	*301	2.6	9.0	132
HEALTH	2987	948	1.7	31.7	94	343	1.5	11.5	86	416	1.8	13.9	102	*190	1.7	6.4	93
HEARST MAG CORP. BUY (GROSS)	67928	25768	45.5	37.9	112	8970	40.2	13.2	99	11427	49.8	16.8	123	5371	47.0	7.9	116
HEARST MAN POWER (GROSS)	11282	4200	7.4	37.2	110	1441	6.5	12.8	96	1870	8.1	16.6	121	889	7.8	7.9	116
HEARST WOMAN POWER (GROSS)	40514	15893	28.0	39.2	116	5629	25.2	13.9	104	7127	31.1	17.6	129	3136	27.5	7.7	114
HOUSE BEAUTIFUL	4885	1792	3.2	36.7	109	594	2.7	12.2	91	741	3.2	15.2	111	457	4.0	9.4	137
INC.	1308	395	0.7	30.2	89	*92	0.4	7.0	53	*185	0.8	14.1	103	*119	1.0	9.1	134
JET	6498	1898	3.3	29.2	86	940	4.2	14.5	109	720	3.1	11.1	81	239	2.1	3.7	54
LADIES' HOME JOURNAL	14797	6016	10.6	40.7	120	2170	9.7	14.7	110	2657	11.6	18.0	131	1188	10.4	8.0	118
LHJ FAMILY GRP COMBO(GROSS)	21743	8592	15.2	39.5	117	3038	13.6	14.0	105	3739	16.3	17.2	126	1815	15.9	8.3	123
LIFE	9881	3257	5.7	33.0	98	1166	5.2	11.8	89	1394	6.1	14.1	103	697	6.1	7.1	104
L.A. TIMES HOME MAGAZINE	2775	972	1.7	35.0	104	*225	1.0	8.1	61	462	2.0	16.6	122	285	2.5	10.3	151
MADEMOISELLE	4219	1578	2.8	37.4	111	472	2.1	11.2	84	890	3.9	21.1	154	*216	1.9	5.1	75
MC CALL'S	16422	6203	10.9	37.8	112	2606	11.7	15.9	119	2416	10.5	14.7	108	1181	10.3	7.2	106
MC CALL'S/WRK MOTHER (GROSS)	17919	6753	11.9	37.7	112	2802	12.6	15.6	118	2610	11.4	14.6	106	1342	11.8	7.5	110
MECHANIX ILLUSTRATED	4433	1472	2.6	33.2	98	641	2.9	14.5	109	490	2.1	11.1	81	341	3.0	7.7	113
METROPOLITAN HOME	1504	518	0.9	34.4	102	*176	0.8	11.7	88	267	1.2	17.8	130	*75	0.7	5.0	73
MONEY	4723	1498	2.6	31.7	94	540	2.4	11.4	86	680	3.0	14.4	105	278	2.4	5.9	86
MOTHER EARTH NEWS	2325	810	1.4	34.8	103	330	1.5	14.2	107	382	1.7	16.4	120	*98	0.9	4.2	62
MS.	1189	425	0.7	35.7	106	*178	0.8	15.0	112	*183	0.8	15.4	113	*64	0.6	5.4	79
NATIONAL ENQUIRER	18892	6526	11.5	34.5	102	2598	11.6	13.8	103	2793	12.2	14.8	108	1135	9.9	6.0	88
NATIONAL GEOGRAPHIC	22129	7785	13.7	35.2	104	2579	11.6	11.7	88	3484	15.2	15.7	115	1722	15.1	7.8	114
NATIONAL SUNDAY MAGAZINE PKG	103750	36308	64.1	35.0	104	13870	62.1	13.4	100	14991	65.3	14.4	106	7446	65.2	7.2	105
NATURAL HISTORY	1379	428	0.8	31.0	92	*169	0.8	12.3	92	*139	0.6	10.1	74	*120	1.1	8.7	128
NEW WOMAN	2289	909	1.6	39.7	118	320	1.4	14.0	105	393	1.7	17.2	125	*196	1.7	8.6	126
NEW YORK INCLUDING CUE	1088	341	0.6	31.3	93	*116	0.5	10.7	80	*127	0.6	11.7	85	*98	0.9	9.0	132
THE NEW YORKER	2459	769	1.4	31.3	93	231	1.0	9.4	71	336	1.5	13.7	100	202	1.8	8.2	121
NEWSWEEK	16527	5755	10.2	34.8	103	2159	9.7	13.1	98	2633	11.5	15.9	116	964	8.4	5.8	86
THE N.Y. TIMES DAILY EDITION	2739	1024	1.8	37.4	111	441	2.0	16.1	121	403	1.8	14.7	108	181	1.6	6.6	97
THE N.Y. TIMES MAGAZINE	4443	1631	2.9	36.7	109	624	2.8	14.0	106	674	2.9	15.2	111	333	2.9	7.5	110
OWNI	2799	979	1.7	35.0	103	442	2.0	15.8	119	396	1.7	14.1	103	*141	1.2	5.0	74
ON CABLE	2209	760	1.3	34.4	102	*254	1.1	11.5	86	*261	1.1	11.8	86	*245	2.1	11.1	163
1001 HOME IDEAS	3959	1628	2.9	41.1	122	525	2.4	13.3	100	667	2.9	16.8	123	436	3.8	11.0	162
ORGANIC GARDENING	3111	1152	2.0	37.0	110	560	2.5	18.0	135	329	1.4	10.6	77	*262	2.3	8.4	124
OUTDOOR LIFE	5024	1960	3.5	39.0	115	797	3.6	15.9	119	714	3.1	14.2	104	449	3.9	8.9	131
PARADE MAGAZINE	51292	17596	31.0	34.3	102	6645	29.8	13.0	97	7536	32.8	14.7	107	3415	29.9	6.7	98

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
			DOWN	%			DOWN	%			DOWN	%			DOWN	%	
TOTAL ADULTS	167727	56685	100.0	33.8	100	22321	100.0	13.3	100	22946	100.0	13.7	100	11419	100.0	6.8	100
PARENTS	5298	2035	3.6	38.4	114	727	3.3	13.7	103	898	3.9	16.9	124	410	3.6	7.7	114
PENTHOUSE	5129	1814	3.2	35.4	105	724	3.2	14.1	106	826	3.6	16.1	118	263	2.3	5.1	75
PEOPLE	21070	7840	13.8	37.2	110	2625	11.8	12.5	94	3784	16.5	18.0	131	1432	12.5	6.8	100
PLAYBOY	10562	3602	6.4	34.1	101	1232	5.5	11.7	88	1752	7.6	16.6	121	618	5.4	5.9	86
POPULAR HOT RODDING	2498	1013	1.8	40.6	120	369	1.7	14.8	111	431	1.9	17.3	126	*214	1.9	8.6	126
POPULAR MECHANICS	5887	2176	3.8	37.0	109	740	3.3	12.6	94	972	4.2	16.5	121	464	4.1	7.9	116
POPULAR SCIENCE	4317	1578	2.8	36.6	108	596	2.7	13.8	104	551	2.4	12.8	93	432	3.8	10.0	147
PREVENTION	5792	2085	3.7	36.0	107	915	4.1	15.8	119	792	3.5	13.7	100	378	3.3	6.5	96
PSYCHOLOGY TODAY	3284	1192	2.1	36.3	107	329	1.5	10.0	75	608	2.6	18.5	135	*255	2.2	7.8	114
READER'S DIGEST	40046	14870	26.2	37.1	110	5643	25.3	14.1	106	6040	26.3	15.1	110	3187	27.9	8.0	117
REDBOOK	9584	3899	6.9	40.7	120	1383	6.2	14.4	108	1646	7.2	17.2	126	869	7.6	9.1	133
ROAD & TRACK	2590	841	1.5	32.5	96	*207	0.9	8.0	60	409	1.8	15.8	115	*226	2.0	8.7	128
ROLLING STONE	3302	1231	2.2	37.3	110	371	1.7	11.2	84	665	2.9	20.1	147	*194	1.7	5.9	86
RUNNER'S WORLD	1229	356	0.6	29.0	86	**69	0.3	5.6	42	*199	0.9	16.2	118	**89	0.8	7.2	106
SATURDAY EVENING POST	2110	761	1.3	36.1	107	295	1.3	14.0	105	315	1.4	14.9	109	*151	1.3	7.2	105
SCIENCE 84	1543	577	1.0	37.4	111	*219	1.0	14.2	107	258	1.1	16.7	122	**100	0.9	6.5	95
SCIENCE DIGEST	1747	626	1.1	35.8	106	*180	0.8	10.3	77	295	1.3	16.9	123	**151	1.3	8.6	127
SCIENTIFIC AMERICAN	1994	657	1.2	32.9	97	*241	1.1	12.1	91	246	1.1	12.3	90	*171	1.5	8.6	126
SELF	3119	1022	1.8	32.8	97	339	1.5	10.9	82	576	2.5	18.5	135	*107	0.9	3.4	50
SEVENTEEN	3923	1495	2.6	38.1	113	584	2.6	14.9	112	708	3.1	18.0	132	*203	1.8	5.2	76
SKI	1501	385	0.7	25.6	76	**114	0.5	7.6	57	*162	0.7	10.8	79	**109	1.0	7.3	107
SMITHSONIAN	5976	1880	3.3	31.5	93	659	3.0	11.0	83	705	3.1	11.8	86	516	4.5	8.6	127
SOAP OPERA DIGEST	4228	1642	2.9	38.8	115	641	2.9	15.2	114	718	3.1	17.0	124	*283	2.5	6.7	98
SOUTHERN LIVING	6488	2170	3.8	33.4	99	756	3.4	11.7	88	898	3.9	13.8	101	516	4.5	8.0	117
SPORT	3500	1167	2.1	33.3	99	494	2.2	14.1	106	500	2.2	14.3	104	*174	1.5	5.0	73
THE SPORTING NEWS	2456	1006	1.8	41.0	121	396	1.8	16.1	121	468	2.0	19.1	139	**141	1.2	5.7	84
SPORTS AFIELD	3648	1398	2.5	38.3	113	521	2.3	14.3	107	603	2.6	16.5	121	*274	2.4	7.5	110
SPORTS ILLUSTRATED	14484	4920	8.7	34.0	101	1890	8.5	13.0	98	2280	9.9	15.7	115	751	6.6	5.2	76
STAR	12661	4625	8.2	36.5	108	1750	7.8	13.8	104	2129	9.3	16.8	123	746	6.5	5.9	87
SUNDAY	52799	17884	31.5	33.9	100	6670	29.9	12.6	95	7222	31.5	13.7	100	3993	35.0	7.6	111
SUNSET	3513	1209	2.1	34.4	102	*335	1.5	9.5	72	500	2.2	14.2	104	*375	2.3	10.7	157
TV GUIDE	42766	15331	27.0	35.8	106	5983	26.8	14.0	105	6232	27.2	14.6	107	3116	27.3	7.3	107
TENNIS	1254	369	0.7	29.4	87	*186	0.8	14.8	111	*116	0.5	9.3	68	*667	0.6	5.3	78
TIME	22054	7322	12.9	33.2	98	2668	12.0	12.1	91	3187	13.9	14.5	106	1467	12.8	6.7	98
TOWN & COUNTRY	1555	464	0.8	29.8	88	*132	0.6	8.5	64	*246	1.1	15.8	116	**86	0.8	5.5	81
TRAVEL & LEISURE	2173	721	1.3	33.2	98	194	0.9	8.9	67	393	1.7	18.1	132	*134	1.2	6.2	91
TRUE STORY	4636	1819	3.2	39.2	116	865	3.9	18.7	140	644	2.8	13.9	102	*311	2.7	6.7	99
U.S. NEWS & WORLD REPORT	10353	3528	6.2	34.1	101	1227	5.5	11.9	89	1623	7.1	15.7	115	678	5.9	6.5	96
USA TODAY	4994	1823	3.2	36.5	108	690	3.1	13.8	104	736	3.2	14.7	108	397	3.5	7.9	117
US	3528	1523	2.7	43.2	128	515	2.3	14.6	110	774	3.4	21.9	160	*235	2.1	6.7	98
VOGUE	5424	1766	3.1	32.6	96	578	2.6	10.7	80	871	3.8	16.1	117	317	2.8	5.8	86
MALL STREET JOURNAL	6292	2110	3.7	33.5	99	678	3.0	10.8	81	972	4.2	15.4	113	459	4.0	7.3	107
WEIGHT WATCHERS	2762	1202	2.1	43.5	129	353	1.6	12.8	96	639	2.8	23.1	169	*211	1.8	7.6	112
WOMAN'S DAY	16320	6452	11.4	39.5	117	2612	11.7	16.0	120	2636	11.5	16.2	118	1205	10.6	7.4	108
WORKING MOTHER	1496	550	1.0	36.8	109	*196	0.9	13.1	98	*194	0.8	13.0	95	**160	1.4	10.7	157
WORKING WOMAN	1851	701	1.2	37.9	112	*251	1.1	13.6	102	286	1.2	15.5	113	*165	1.4	8.9	131
WORLD TENNIS	580	*170	0.3	29.3	87	**88	0.4	15.2	114	**61	0.3	10.5	77	**21	0.2	3.6	53
ZIFF-DAVIS MAG WETWK (GROSS)	12412	3819	6.7	30.8	91	1482	6.6	11.9	90	1590	6.9	12.8	94	747	6.5	6.0	88
BLAIR INSERTS	91671	31969	56.4	34.9	103	12139	54.4	13.2	100	13121	57.2	14.3	105	6709	58.8	7.3	107
DAILY NEWSPAPERS																	
READ ANY	109190	38374	67.7	35.1	104	15313	68.6	14.0	105	15361	66.9	14.1	103	7699	67.4	7.1	104
READ ONE	89587	31464	55.5	35.1	104	12575	56.3	14.0	105	12630	55.0	14.1	103	6259	54.8	7.0	103
READ TWO OR MORE	19602	6910	12.2	35.3	104	2739	12.3	14.0	105	2731	11.9	13.9	102	1440	12.6	7.3	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	38450	67.8	35.1	104	14884	66.7	13.6	102	15622	68.1	14.2	104	7944	69.6	7.2	106
READ ONE	95074	33184	58.5	34.9	103	12745	57.1	13.4	101	13468	58.7	14.2	104	6971	61.0	7.3	108
READ TWO OR MORE	14588	5266	9.3	36.1	107	2139	9.6	14.7	110	2154	9.4	14.8	108	973	8.5	6.7	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.85				29.29				31.14				28.30			
30 DAY REACH	149706	51040	90.0	34.1	101	20038	89.8	13.4	101	20861	90.9	13.9	102	10142	88.8	6.8	100
50 SHWG - 30 DAY AV FREQ	15.16	15.65				15.39				16.22				15.00			
30 DAY REACH	142406	48734	86.0	34.2	101	19124	85.7	13.4	101	20035	87.3	14.1	103	9576	83.9	6.7	99
25 SHWG - 30 DAY AV FREQ	8.23	8.43				8.45				8.62				7.98			
30 DAY REACH	131152	45273	79.9	34.5	102	17369	77.8	13.2	100	18899	82.4	14.4	105	9005	78.9	6.9	101
CABLE TV: HOME WIRED	66879	24403	43.1	36.5	108	8950	40.1	13.4	101	10095	44.0	15.1	110	5358	46.9	8.0	118
HOME NOT WIRED	100848	32282	56.9	32.0	95	13371	59.9	13.3	100	12851	56.0	12.7	93	6061	53.1	6.0	88
HAVE PAY CABLE	35024	13333	23.5	38.1	113	4766	21.4	13.6	102	5752	25.1	16.4	120	2815	24.7	8.0	118

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	56685	100.0	33.8	100	22321	100.0	13.3	100	22946	100.0	13.7	100	11419	100.0	6.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	33873	59.8	35.4	105	12780	57.3	13.4	100	14199	61.9	14.8	109	6894	60.4	7.2	106
10:00 AM - 3:00 PM	63599	22607	39.9	35.5	105	9218	41.3	14.5	109	8968	39.1	14.1	103	4422	38.7	7.0	102
3:00 PM - 7:00 PM	72097	25406	45.2	35.5	105	9472	42.4	13.1	99	10927	47.6	15.2	111	5207	45.6	7.2	106
7:00 PM - MIDNIGHT	36670	13150	23.2	35.9	106	5198	23.3	14.2	107	5478	23.9	14.9	109	2474	21.7	6.7	99
MIDNIGHT - 6:00 AM	21908	7633	13.5	34.8	103	2892	13.0	13.2	99	3264	14.2	14.9	109	1477	12.9	6.7	99
6:00 AM - MIDNIGHT	127571	44957	79.3	35.2	104	17158	76.9	13.4	101	18693	81.5	14.7	107	9106	79.7	7.1	105
ENTIRE DAY	129239	45471	80.2	35.2	104	17312	77.6	13.4	101	18943	82.6	14.7	107	9217	80.7	7.1	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	12607	22.2	37.1	110	4768	21.4	14.0	105	5241	22.8	15.4	113	2599	22.8	7.6	112
ALL NEWS	6062	2274	4.0	37.5	111	860	3.9	14.2	107	876	3.8	14.5	106	538	4.7	8.9	130
AOR/PROGRESSIVE	11884	4072	7.2	34.3	101	1399	6.3	11.8	88	1921	8.4	16.2	118	753	6.6	6.3	93
BEAUTIFUL MUSIC	11180	4018	7.1	35.9	106	1594	7.1	14.3	107	1621	7.1	14.5	106	803	7.0	7.2	105
BLACK	4538	1644	2.9	36.2	107	828	3.7	18.2	137	603	2.6	13.3	97	*212	1.9	4.7	69
CLASSICAL	3857	1177	2.1	30.5	90	388	1.7	10.1	76	485	2.1	12.6	92	304	2.7	7.9	116
CHR/ROCK	21946	8466	14.9	38.6	114	3062	13.7	14.0	105	3762	16.4	17.1	125	1641	14.4	7.5	110
COUNTRY	27262	9486	16.7	34.8	103	3766	16.9	13.8	104	3655	15.9	13.4	98	2066	18.1	7.6	111
GOLDEN OLDIES	3339	1163	2.1	34.8	103	466	2.1	14.0	105	475	2.1	14.2	104	*221	1.9	6.6	97
MOR/ROMANTIC	10346	3460	6.1	33.4	99	1323	5.9	12.8	96	1412	6.2	13.6	100	725	6.3	7.0	103
NEWS/TALK	8929	2854	5.0	32.0	95	1062	4.8	11.9	89	1207	5.3	13.5	99	585	5.1	6.6	96
RELIGIOUS	5488	1770	3.1	32.3	95	779	3.5	14.2	107	666	2.9	12.1	89	325	2.8	5.9	87
SOFT ROCK	1232	476	0.8	38.6	114	*157	0.7	12.7	96	*241	1.1	19.6	143	*778	0.7	6.3	93
URBAN CONTEMPORARY	3184	964	1.7	30.3	90	456	2.0	14.3	108	376	1.6	11.8	86	*133	1.2	4.2	61
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2417	4.3	35.0	103	900	4.0	13.0	98	1073	4.7	15.5	113	443	3.9	6.4	94
ABC DIRECTION	5212	1793	3.2	34.4	102	860	3.9	16.5	124	604	2.6	11.6	85	330	2.9	6.3	93
ABC ENTERTAINMENT	10385	3582	6.3	34.5	102	1472	6.6	14.2	107	1346	5.9	13.0	95	763	6.7	7.3	108
ABC FM	4762	1872	3.3	39.3	116	705	3.2	14.8	111	821	3.6	17.2	126	346	3.0	7.3	107
ABC INFORMATION	11339	3841	6.8	33.9	100	1537	6.9	13.6	102	1415	6.2	12.5	91	889	7.8	7.8	115
ABC ROCK	4878	1800	3.2	36.9	109	612	2.7	12.5	94	977	4.3	20.0	146	*211	1.8	4.3	64
CBS	10709	3814	6.7	35.6	105	1550	6.9	14.5	109	1445	6.3	13.5	99	819	7.2	7.6	112
MUTUAL	10251	3842	6.8	37.5	111	1617	7.2	15.8	119	1521	6.6	14.8	108	705	6.2	6.9	101
NBC	12243	4171	7.4	34.1	101	1498	6.7	12.2	92	1759	7.7	14.4	105	914	8.0	7.5	110
RADIO/ROCK	4606	1416	2.5	30.7	91	495	2.2	10.7	81	600	2.6	13.0	95	321	2.8	7.0	102
RKO ONE	5148	1937	3.4	37.6	111	664	3.0	12.9	97	995	4.3	19.3	141	277	2.4	5.4	79
RKO TWO	7313	2533	4.5	34.6	102	1038	4.7	14.2	107	868	3.8	11.9	87	627	5.5	8.6	126
THE SOURCE	5981	1996	3.5	33.4	99	751	3.4	12.6	94	950	4.1	15.9	116	295	2.6	4.9	72
NON-WIRED: BLAIR	19329	6843	12.1	35.4	105	2517	11.3	13.0	98	2988	13.0	15.5	113	1338	11.7	6.9	102
INTERNET	27139	9529	16.8	35.1	104	3424	15.3	12.6	95	4050	17.7	14.9	109	2055	18.0	7.6	111
KATZ RADIO GROUP	36319	12837	22.6	35.3	105	4911	22.0	13.5	102	5208	22.7	14.3	105	2719	23.8	7.5	110
SUPERNET	22361	8311	14.7	37.2	110	3176	14.2	14.2	107	3662	16.0	16.4	120	1473	12.9	6.6	97
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	4730	8.3	32.5	96	2026	9.1	13.9	105	1819	7.9	12.5	91	886	7.8	6.1	90
MKDAY 9:00 AM - 1:00 PM	18688	6328	11.2	33.9	100	2752	12.3	14.7	111	2288	10.0	12.2	89	1289	11.3	6.9	101
MKDAY 1:00 PM - 4:30 PM	24061	8183	14.4	34.0	101	3715	16.6	15.4	116	2818	12.3	11.7	86	1649	14.4	6.9	101
MKDAY 4:30 PM - 7:30 PM	44079	14566	25.7	33.0	98	6158	27.6	14.0	105	5510	24.0	12.5	91	2898	25.4	6.6	97
MKDAY 7:30 PM - 8:00 PM	61979	20328	35.9	32.8	97	8456	37.9	13.6	103	7741	33.7	12.5	91	4132	36.2	6.7	98
MKDAY 11:00 PM - 11:30 PM	49084	16993	30.0	34.6	102	7107	31.8	14.5	109	6550	28.5	13.3	98	3337	29.2	6.8	100
MKDAY 11:30 PM - 1:00 AM	16560	5705	10.1	34.5	102	2329	10.4	14.1	106	2296	10.0	13.9	101	1080	9.5	6.5	96
M-SAT 8-11 PM-SUN 7-11 PM	66967	22966	40.5	34.3	101	9292	41.6	13.9	104	9086	39.6	13.6	99	4589	40.2	6.9	101
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	3153	5.6	34.0	101	1315	5.9	14.2	107	1067	4.7	11.5	84	771	6.8	8.3	122
ANOTHER WORLD	N 6138	2021	3.6	32.9	97	883	4.0	14.4	108	791	3.4	12.9	94	347	3.0	5.7	83
AS THE WORLD TURNS	C 7707	2660	4.7	34.5	102	1423	6.4	18.5	139	779	3.4	10.1	74	458	4.0	5.9	87
CAPITOL	C 4688	1677	3.0	35.8	106	631	3.7	17.7	133	520	2.3	11.1	81	326	2.9	7.0	102
CBS MORN. NEWS 1	C 2792	871	1.5	31.2	92	397	1.8	14.2	107	339	1.5	12.1	89	135	1.2	4.8	71
CBS MORN. NEWS 2	C 2071	654	1.2	31.6	93	301	1.3	14.5	109	249	1.1	12.0	88	104	0.9	5.0	74
DAYS OF OUR LIVES	N 8018	2789	4.9	34.8	103	1134	5.1	14.1	106	1147	5.0	14.3	105	508	4.4	6.3	93
FACTS OF LIFE - DAYTIME	N 3487	942	1.7	27.0	80	378	1.7	10.8	81	394	1.7	11.3	83	169	1.5	4.8	71
FAMILY FEUD	A 4817	1577	2.8	32.7	97	647	2.9	13.4	101	619	2.7	12.9	94	310	2.7	6.4	95
GENERAL HOSPITAL	A 8333	3076	5.4	36.9	109	1445	6.5	17.3	130	937	4.1	11.2	82	694	6.1	8.3	122
GOOD MORNING, AMERICA-730A	A 5472	1853	3.3	33.9	100	801	3.6	14.6	110	628	2.7	11.5	84	424	3.7	7.7	114
GOOD MORNING, AMERICA-830A	A 3965	1405	2.5	35.4	105	658	2.9	16.6	125	463	2.0	11.7	85	284	2.5	7.2	105
GUIDING LIGHT	C 7542	2608	4.6	34.6	102	1275	5.7	16.9	127	824	3.6	10.9	80	510	4.5	6.8	99
ONE LIFE TO LIVE	A 6018	1989	3.5	33.1	98	852	3.8	14.2	106	632	2.8	10.5	77	506	4.4	8.4	124
PRESS YOUR LUCK	C 3589	1297	2.3	36.1	107	639	2.9	17.8	134	460	2.0	12.8	94	198	1.7	5.5	81
PRICE IS RIGHT 1	C 7418	2628	4.6	35.4	105												

		ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER				
		A '000	B '000	C % ACROSS DOWN	D % INDX	A '000	B '000	C % ACROSS DOWN	D % INDX	A '000	B '000	C % ACROSS DOWN	D % INDX	A '000	B '000	C % ACROSS DOWN	D % INDX	
TOTAL ADULTS		167727	56685	100.0	33.8	100	22321	100.0	13.3	100	22946	100.0	13.7	100	11419	100.0	6.8	100
WKDAY LOCAL EVENING TV NEWS																		
	NETWORK AFFILIATES - EARLY	52292	17011	30.0	32.5	96	7362	33.0	14.1	106	6310	27.5	12.1	88	3340	29.2	6.4	94
	NETWORK AFFILIATES - LATE	39164	13528	23.9	34.5	102	5791	25.9	14.8	111	5180	22.6	13.2	97	2557	22.4	6.5	96
	INDEPENDENTS - LATE	5133	1920	3.4	37.4	111	734	3.3	14.3	107	795	3.5	15.5	113	390	3.4	7.6	112
TV EVENING NTM 6 PM - 2 AM																		
	A TEAM	M 22825	7531	13.3	33.0	98	3357	15.0	14.7	111	2568	11.2	11.3	82	1606	14.1	7.0	103
	ABC MONDAY NIGHT MOVIE	A 11258	3689	6.5	32.8	97	1438	6.4	12.8	96	1388	6.0	12.3	90	863	7.6	7.7	113
	ABC SUNDAY NIGHT MOVIE	A 23600	8043	14.2	34.1	101	3231	14.5	13.7	103	3340	14.6	14.2	103	1473	12.9	6.2	92
	ABC WORLD NEWS TONIGHT	A 12801	4216	7.4	32.9	97	1625	7.3	12.7	95	1658	7.2	13.0	95	933	8.2	7.3	107
	AFTERMASH	C 10966	3595	6.3	32.8	97	1506	6.7	13.7	103	1335	5.8	12.2	89	754	6.6	6.9	101
	ALICE	C 17050	6041	10.7	35.4	105	2474	11.1	14.5	109	2363	10.3	13.9	101	1204	10.5	7.1	104
	AMERICAN PARADE	C 11998	3982	7.0	33.2	98	1601	7.2	13.3	100	1636	7.1	13.6	100	745	6.5	6.2	91
	BENSON	A 19258	6036	10.6	31.3	93	2481	11.1	12.9	97	2522	11.0	13.1	96	1034	9.1	5.4	79
	BLUE THUNDER	A 11478	3689	6.5	32.1	95	1597	7.2	13.9	105	1469	6.4	12.8	94	622	5.4	5.4	80
	CAGNEY & LACEY	C 18263	6716	11.8	36.8	109	2822	12.6	15.5	116	2542	11.1	13.9	102	1352	11.8	7.4	109
	CBS EVENING NEWS-DEAN	C 7733	2407	4.2	31.1	92	996	4.5	12.9	97	945	4.1	12.2	89	465	4.1	6.0	88
	CBS EVENING NEWS-RATHER	C 15653	4942	8.7	31.6	93	2255	10.1	14.4	108	1788	7.8	11.4	83	899	7.9	5.7	84
	CBS SAT. NEWS-SCHIEFFER	C 8744	2698	4.8	30.9	91	1346	6.0	15.4	116	936	4.1	10.7	78	415	3.6	4.7	70
	CBS SATURDAY NIGHT MOVIE	C 12000	4155	7.3	34.6	102	1771	7.9	14.8	111	1513	6.6	12.6	92	871	7.6	7.3	107
	CBS WEDNESDAY NIGHT MOVIE	C 11522	3801	6.7	33.0	98	1784	8.0	15.5	116	1359	5.9	11.8	86	658	5.8	5.7	84
	CHEERS	M 16818	5926	10.5	35.2	104	2232	10.0	13.3	100	2415	10.5	14.4	105	1280	11.2	7.6	112
	DALLAS	C 37510	12513	22.1	33.4	99	5033	22.5	13.4	101	4857	21.2	12.9	95	2623	23.0	7.0	103
	DIFF'RENT STROKES	N 11258	3827	6.8	34.0	101	1727	7.7	15.3	115	1229	5.4	10.9	80	870	7.6	7.7	114
	DOUBLE TROUBLE	M 12248	4133	7.3	33.7	100	1729	7.7	14.1	106	1527	6.7	12.5	91	877	7.7	7.2	105
	DUCK FACTORY	M 11100	3904	6.9	35.2	104	1510	6.8	13.6	102	1571	6.8	14.2	103	823	7.2	7.4	109
	DUKES OF HAZZARD	C 12353	4037	7.1	32.7	97	1659	7.4	13.4	101	1647	7.2	13.3	97	731	6.4	5.9	87
	DYNASTY	A 33279	11074	19.5	33.3	98	4408	19.7	13.2	100	4492	19.6	13.5	99	2174	19.0	6.5	96
	FACTS OF LIFE	N 13410	4717	8.3	35.2	104	1907	8.5	14.2	107	1911	8.3	14.3	104	899	7.9	6.7	98
	FALCON CREST	C 31093	10464	18.5	33.7	100	4289	19.2	13.8	104	4054	17.7	13.0	95	2121	18.6	6.8	100
	FALL GUY	A 18649	6340	11.2	34.0	101	2678	12.0	14.4	108	2350	10.2	12.6	92	1312	11.5	7.0	103
	FAMILY TIES	N 13101	4406	7.8	33.6	100	1881	8.4	14.4	108	1637	7.1	12.5	91	888	7.8	6.8	100
	FANTASY ISLAND	A 13069	4689	8.3	35.9	106	2042	9.1	15.6	117	1720	7.5	13.2	96	927	8.1	7.1	104
	FOULUPS,BLEEPS & BLUNDERS	A 16588	5548	9.8	33.4	99	2107	9.4	12.7	95	2383	10.4	14.4	105	1059	9.3	6.4	94
	FOUR SEASONS	C 9302	3011	5.3	32.4	96	1165	5.2	12.5	94	1254	5.5	13.5	99	592	5.2	6.4	93
	GIMME A BREAK	N 13955	4450	7.9	31.9	94	1991	8.9	14.3	107	1571	6.8	11.3	82	888	7.8	6.4	93
	HART TO HART	A 15735	5395	9.5	34.3	101	2071	9.3	13.2	99	2047	8.9	13.0	95	1277	11.2	8.1	119
	HILL STREET BLUES	N 18257	6345	11.2	34.8	103	2116	9.5	11.6	87	2908	12.7	15.9	116	1322	11.6	7.2	106
	HOTEL	A 24236	7932	14.0	32.7	97	3068	13.7	12.7	95	3126	13.6	12.9	94	1739	15.2	7.2	105
	JEFFERSONS	C 17010	5754	10.2	33.8	100	2351	10.5	13.8	104	2145	9.3	12.6	92	1258	11.0	7.4	109
	JENNIFER SLEPT HERE	N 9397	3333	5.9	35.5	105	1423	6.4	15.1	114	1233	5.4	13.1	96	677	5.9	7.2	106
	KATE & ALLIE	C 16762	5871	10.4	35.0	104	2602	11.7	15.5	117	2038	8.9	12.2	89	1230	10.8	7.3	108
	KNIGHT RIDER	N 13164	4819	8.5	36.6	108	1875	8.4	14.2	107	1968	8.6	14.9	109	976	8.5	7.4	109
	LOVE BOAT	A 20400	6615	11.7	32.4	96	2885	12.9	14.1	106	2538	11.1	12.4	91	1191	10.4	5.8	86
	MAGNUM PI	C 22543	7768	13.7	34.5	102	3089	13.8	13.7	103	3068	13.4	13.6	99	1611	14.1	7.1	105
	MAMA'S FAMILY	N 9852	3298	5.8	33.5	99	1372	6.1	13.9	105	1153	5.0	11.7	86	774	6.8	7.9	115
	MASTER, THE	N 8082	2821	5.0	34.9	103	1284	5.8	15.9	119	948	4.1	11.7	86	589	5.2	7.3	107
	MATT HOUSTON	A 12881	4427	7.8	34.4	102	1891	8.5	14.7	110	1730	7.5	13.4	98	806	7.1	6.3	92
	NBC MONDAY NIGHT MOVIE	N 23889	8482	15.0	35.5	105	3144	14.1	13.2	99	3559	15.5	14.9	109	1779	15.6	7.4	109
	NBC NIGHTLY NEWS	N 11156	3727	6.6	33.4	99	1518	6.8	13.6	102	1523	6.6	13.7	100	686	6.0	6.1	90
	NBC NIGHTLY NEWS-SAT	N 7363	2225	3.9	30.2	89	1028	4.6	14.0	105	749	3.3	10.2	74	448	3.9	6.1	89
	NBC NIGHTLY NEWS-SUN	M 6214	2022	3.6	32.5	96	916	4.1	14.7	111	743	3.2	12.0	87	363	3.2	5.8	86
	NBC SUNDAY NIGHT MOVIE	N 17590	5914	10.4	33.6	99	2334	10.5	13.3	100	2395	10.4	13.6	100	1184	10.4	6.7	99
	NEWMART	C 16740	6234	11.0	37.2	110	2695	12.1	16.1	121	2172	9.5	13.0	95	1367	12.0	8.2	120
	ONE DAY AT A TIME	C 11820	4275	7.5	36.2	107	1774	7.9	15.0	113	1681	7.3	14.2	104	821	7.2	6.9	102
	PEOPLE ARE FUNNY	N 9138	3107	5.5	34.0	101	1234	5.5	13.5	101	1163	5.1	12.7	93	710	6.2	7.8	114
	REAL PEOPLE	N 15979	5572	9.8	34.9	103	2497	11.2	15.6	117	2112	9.2	13.2	97	964	8.4	6.0	89
	REMINGTON STEELE	N 14395	4966	8.8	34.5	102	2130	9.5	14.8	111	1820	7.9	12.6	92	1016	8.9	7.1	104
	RIPLY'S BELIEVE IT - NOT	A 11362	3858	6.8	34.0	100	1432	6.4	12.6	95	1626	7.1	14.3	105	801	7.0	7.0	104
	RIPTIDE	N 13920	5064	8.9	36.4	108	2083	9.3	15.0	112	1919	8.4	13.8	101	1062	9.3	7.6	112
	SCARECROW & MRS. KING	C 17571	6277	11.1	35.7	106	2673	12.0	15.2	114	2358	10.3	13.4	98	1247	10.9	7.1	104
	SIMON & SIMON	C 20208	7182	12.7	35.5	105	2952	13.2	14.6	110	2898	12.6	14.3	105	1333	11.7	6.6	97
	60 MINUTES	C 27668	<															

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	25064	100.0	31.6	100	10134	100.0	12.8	100	10338	100.0	13.0	100	4593	100.0	5.8	100
HOUSEHOLD HEADS	66405	20323	81.1	30.6	97	8240	81.3	12.4	97	8174	79.1	12.3	94	3909	85.1	5.9	102
18 - 24	13945	4696	18.7	33.7	106	1892	18.7	13.6	106	2123	20.5	15.2	117	681	14.8	4.9	84
25 - 34	19334	6345	25.3	32.8	104	2121	20.9	11.0	86	2964	28.7	15.3	118	1260	27.4	6.5	112
35 - 44	14196	4571	18.2	32.2	102	1771	17.5	12.5	98	2081	20.1	14.7	112	720	15.7	5.1	88
45 - 54	10896	3445	13.7	31.6	100	1354	13.4	12.4	97	1279	12.4	11.7	90	812	17.7	7.5	129
55 - 64	10378	3135	12.5	30.2	96	1350	13.3	13.0	102	1137	11.0	11.0	84	648	14.1	6.2	108
65 OR OLDER	10514	2872	11.5	27.3	86	1646	16.2	15.7	122	755	7.3	7.2	55	472	10.3	4.5	77
18 - 34	33279	11042	44.1	33.2	105	4013	39.6	12.1	94	5087	49.2	15.3	117	1941	42.3	5.8	101
18 - 49	52904	17405	69.4	32.9	104	6559	64.7	12.4	97	7833	75.8	14.8	114	3013	65.6	5.7	98
25 - 54	44426	14361	57.3	32.3	102	5246	51.8	11.8	92	6323	61.2	14.2	109	2792	60.8	6.3	108
35 - 49	19625	6364	25.4	32.4	103	2546	25.1	13.0	101	2745	26.6	14.0	107	1073	23.4	5.5	94
50 OR OLDER	26359	7659	30.6	29.1	92	3575	35.3	13.6	106	2506	24.2	9.5	73	1579	34.4	6.0	103
GRADUATED COLLEGE	15982	4885	19.5	30.6	97	1360	13.4	8.5	67	2416	23.4	15.1	116	1110	24.2	6.9	120
ATTENDED COLLEGE	13629	4777	19.1	35.1	111	1566	15.5	11.5	90	2180	21.1	16.0	123	1031	22.4	7.6	131
GRADUATED HIGH SCHOOL	28591	9074	36.2	31.7	100	3716	36.7	13.0	102	3748	36.3	13.1	101	1611	35.1	5.6	97
DID NOT GRADUATE HIGH SCHOOL	21061	6329	25.3	30.1	95	3492	34.5	16.6	130	1995	19.3	9.5	73	842	18.3	4.0	69
EMPLOYED FULL-TIME	52316	16875	67.3	32.3	102	6082	60.0	11.6	91	7371	71.3	14.1	108	3423	74.5	6.5	113
EMPLOYED PART-TIME	4113	1469	5.9	35.7	113	734	7.2	17.8	140	*523	5.1	12.7	97	**212	4.6	5.2	89
NOT EMPLOYED	22834	6720	26.8	29.4	93	3318	32.7	14.5	114	2445	23.7	10.7	82	957	20.8	4.2	72
PROFESSIONAL/MANAGER	15034	4584	18.3	30.5	96	1268	12.5	8.4	66	2204	21.3	14.7	112	1111	24.2	7.4	128
TECH/CLERICAL/SALES	11255	3685	14.7	32.7	104	1397	13.8	12.4	97	1516	14.7	13.5	103	773	16.8	6.9	119
PRECISION/CRAFT	11607	4207	16.8	36.2	115	1539	15.2	13.3	104	1875	18.1	16.2	124	793	17.3	6.8	118
OTHER EMPLOYED	18534	5869	23.4	31.7	100	2611	25.8	14.1	110	2299	22.2	12.4	95	959	20.9	5.2	89
SINGLE	19562	6351	25.3	32.5	103	2456	24.2	12.6	98	2833	27.4	14.5	111	1063	23.1	5.4	94
MARRIED	51896	16728	66.7	32.2	102	6730	66.4	13.0	101	6823	66.0	13.1	101	3175	69.1	6.1	106
DIVORCED/SEPARATED/WIDOWED	7804	1986	7.9	25.4	80	949	9.4	12.2	95	683	6.6	8.8	67	*354	7.7	4.5	78
PARENTS	25372	8467	33.8	33.4	106	3379	33.3	13.3	104	3745	36.2	14.8	113	1343	29.2	5.3	91
WHITE	69658	22180	88.5	31.8	101	8674	85.6	12.5	97	9242	89.4	13.3	102	4265	92.9	6.1	106
BLACK	7909	2376	9.5	30.0	95	1316	13.0	16.6	130	845	8.2	10.7	82	*215	4.7	2.7	47
OTHER	1696	*508	2.0	30.0	95	**144	1.4	8.5	66	**252	2.4	14.9	114	**113	2.5	6.7	115
NORTHEAST-CENSUS	17202	6131	24.5	35.6	113	2708	26.7	15.7	123	2366	22.9	13.8	105	1058	23.0	6.2	106
NORTH CENTRAL	20461	6810	27.2	33.3	105	2701	26.7	13.2	103	2757	26.7	13.5	103	1352	29.4	6.6	114
SOUTH	26695	7740	30.9	29.0	92	3413	33.7	12.8	100	3082	29.8	11.5	89	1245	27.1	4.7	80
WEST	14906	4383	17.5	29.4	93	1312	12.9	8.8	69	2133	20.6	14.3	110	938	20.4	6.3	109
NORTHEAST-MKTG.	17962	5967	23.8	33.2	105	2574	25.4	14.3	112	2342	22.7	13.0	100	1051	22.9	5.9	101
EAST CENTRAL	11741	3776	15.1	32.2	102	1510	14.9	12.9	101	1468	14.2	12.5	96	798	17.4	6.8	117
WEST CENTRAL	13518	4699	18.7	34.8	110	1847	18.2	13.7	107	1866	18.0	13.8	106	987	21.5	7.3	126
SOUTH	23168	6910	27.6	29.8	94	3045	30.0	13.1	103	2850	27.6	12.3	94	1016	22.1	4.4	76
PACIFIC	12874	3713	14.8	28.8	91	1159	11.4	9.0	70	1813	17.5	14.1	108	741	16.1	5.8	99
COUNTY SIZE A	32596	9914	39.6	30.4	96	3819	37.7	11.7	92	4081	39.5	12.5	96	2014	43.8	6.2	107
COUNTY SIZE B	23814	7944	31.7	33.4	105	3241	32.0	13.6	106	3386	32.8	14.2	109	1317	28.7	5.5	95
COUNTY SIZE C	12663	3731	14.9	29.5	93	1566	15.5	12.4	97	1537	14.9	12.1	93	627	13.7	5.0	85
COUNTY SIZE D	10190	3476	13.9	34.1	108	1508	14.9	14.8	116	1333	12.9	13.1	100	*635	13.8	6.2	108
METRO CENTRAL CITY	23190	7598	30.3	32.8	104	3132	30.9	13.5	106	3179	30.8	13.7	105	1287	28.0	5.5	96
METRO SUBURBAN	36920	11461	45.7	31.0	98	4305	42.5	11.7	91	4976	48.1	13.5	103	2180	47.5	5.9	102
NON METRO	19152	6006	24.0	31.4	99	2697	26.6	14.1	110	2184	21.1	11.4	87	1125	24.5	5.9	101
TOP 5 ADI'S	18703	6361	25.4	34.0	108	2527	24.9	13.5	106	2590	25.1	13.8	106	1244	27.1	6.7	115
TOP 10 ADI'S	26158	8208	32.7	31.4	99	3366	33.2	12.9	101	3290	31.8	12.6	96	1552	33.8	5.9	102
TOP 20 ADI'S	36612	11405	45.5	31.2	99	4408	43.5	12.0	94	4785	46.3	13.1	100	2213	48.2	6.0	104
MSHLD INC. \$50,000 OR MORE	9326	2868	11.4	30.8	97	991	9.8	10.6	83	1216	11.8	13.0	100	662	14.4	7.1	123
\$40,000 OR MORE	18002	5620	22.4	31.2	99	1930	19.0	10.7	84	2613	25.3	14.5	111	1076	23.4	6.0	103
\$30,000 OR MORE	31361	9995	39.9	31.9	101	3393	33.5	10.8	85	4660	45.1	14.9	114	1942	42.3	6.2	107
\$25,000 OR MORE	39858	12886	51.4	32.3	102	4575	45.1	11.5	90	5734	55.5	14.4	110	2576	56.1	6.5	112
\$20,000 - \$24,999	8664	3383	13.5	39.0	123	1249	12.3	14.4	113	1524	14.7	17.6	135	610	13.3	7.0	122
\$15,000 - \$19,999	7964	2627	10.5	33.0	104	1166	11.5	14.6	115	1105	10.7	13.9	106	*356	7.8	4.5	77
\$10,000 - \$14,999	11093	3275	13.1	29.5	93	1589	15.7	14.3	112	1158	11.2	10.4	80	528	11.5	4.8	82
UNDER \$10,000	11683	2894	11.5	24.8	78	1555	15.3	13.3	104	817	7.9	7.0	54	*522	11.4	4.5	77
HOUSEHOLD OF 1 PERSON	7453	1855	7.4	24.9	79	700	6.9	9.4	73	804	7.8	10.8	83	351	7.6	4.7	81
2 PEOPLE	24757	7481	29.8	30.2	96	3020	29.8	12.2	95	2739	26.5	11.1	85	1722	37.5	7.0	120
3 OR 4 PEOPLE	32682	10762	42.9	32.9	104	4356	43.0	13.3	104	4706	45.5	14.4	110	1701	37.0	5.2	90
5 OR MORE PEOPLE	14370	4966	19.8	36.4	109	2058	20.3	14.3	112	2089	20.2	14.5	111	*819	17.8	5.7	98
NO CHILD IN MSHLD	46768	13855	55.3	29.6	94	5679	56.0	12.1	95	5465	52.9	11.7	90	2711	59.0	5.8	100
CHILD(REN) UNDER 2 YRS	4799	1550	6.2	32.3	102	575	5.7	12.0	94	688	6.7	14.3	110	*287	6.2	6.0	103
2 - 5 YEARS	11125	4053	16.2	36.4	115	1415	14.0	12.7	99	1900	18.4	17.1	131	738	16.1	6.6	114
6 - 11 YEARS	14193	4631	18.5	32.6	103	1940	19.1	13.7	107	2038	19.7	14.4	110	653	14.2	4.6	79
12 - 17 YEARS	17402	6113	24.4	35.1	111	2579	25.4	14.8	116	2505	24.2	14.4	110	1029	22.4	5.9	102
RESIDENCE OWNED	56398	18062	72.1	32.0	101	7260	71.6	12.9	101	7486	72.4	13.3	102	3317	72.2	5.9	101
VALUE: \$50,000 OR MORE	34811	11193	44.7	32.2	102	4088	40.3	11.7	92	4755	46.0	13.7	105	2351	51.2	6.8	117
VALUE: UNDER \$50,000	21587	6869	27.4	31.8	101	3172	31.3	14.7	115	2731	26.4	12.7	97	966	21.0	4.5	77

			TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL MALES			79263	25064	100.0	31.6	100	10134	100.0	12.8	100	10338	100.0	13.0	100	4593	100.0	5.8	100
MAGAZINES	QUINTILE 1	16033	5391	21.5	33.6	106	1914	18.9	11.9	93	2570	24.9	16.0	123	907	19.7	5.7	98	
	QUINTILE 2	15354	5100	20.3	33.2	105	1984	19.6	12.9	91	2018	19.5	13.1	101	1098	23.9	7.2	123	
	QUINTILE 3	15888	5258	21.0	33.1	105	2173	21.4	13.7	107	2062	19.9	13.0	100	1023	22.3	6.4	111	
	QUINTILE 4	17310	5389	21.5	31.1	98	2206	21.8	12.7	100	2144	20.7	12.4	95	1038	22.6	6.0	103	
	QUINTILE 5	14677	3926	15.7	26.7	85	1856	18.3	12.6	99	1543	14.9	10.5	81	527	11.5	3.6	62	
NEWSPAPERS	QUINTILE 1	15277	4952	19.8	32.4	103	2094	20.7	13.7	107	1927	18.6	12.6	97	932	20.3	6.1	105	
	QUINTILE 2	22745	7512	30.0	33.0	104	3014	29.7	13.3	104	2917	28.2	12.8	98	1581	34.4	7.0	120	
	QUINTILE 3	10692	3782	15.1	35.4	112	1426	14.1	13.3	104	1784	17.3	16.7	128	*572	12.5	5.3	92	
	QUINTILE 4	11646	3393	13.5	29.1	92	1315	13.0	11.3	88	1578	15.3	13.5	104	500	10.9	4.3	74	
	QUINTILE 5	18903	5425	21.6	28.7	91	2285	22.5	12.1	95	2132	20.6	11.3	86	1009	22.0	5.3	92	
OUTDOOR	QUINTILE 1	16620	5838	23.3	35.1	111	2336	23.1	14.1	110	2400	23.2	14.4	111	1103	24.0	6.6	115	
	QUINTILE 2	16377	5423	21.6	33.1	105	2179	21.5	13.3	104	2250	21.8	13.7	105	994	21.6	6.1	105	
	QUINTILE 3	15995	5164	20.6	32.3	102	1966	19.4	12.3	96	2186	21.1	13.7	105	1011	22.0	6.3	109	
	QUINTILE 4	15592	4825	19.3	30.9	98	1965	19.4	12.6	99	2015	19.5	12.9	99	845	18.4	5.4	94	
	QUINTILE 5	14679	3815	15.2	26.0	82	1687	16.6	11.5	90	1487	14.4	10.1	78	640	13.9	4.4	75	
RADIO-DRIVE TIME	QUINTILE 1	15746	5097	20.3	32.4	102	2049	20.2	13.0	102	2197	21.3	14.0	107	851	18.5	5.4	93	
	QUINTILE 2	15067	4740	18.9	31.5	99	1950	19.2	12.9	101	1977	19.1	13.1	101	813	17.7	5.4	93	
	QUINTILE 3	15631	5061	20.2	32.4	102	1798	17.7	11.5	90	2141	20.7	13.7	105	1123	24.5	7.2	124	
	QUINTILE 4	16245	5519	22.0	34.0	107	1974	19.5	12.2	95	2446	23.7	15.1	115	1099	23.9	6.8	117	
	QUINTILE 5	16573	4647	18.5	28.0	89	2363	23.3	14.3	112	1577	15.3	9.5	73	707	15.4	4.3	74	
RADIO-MID- DAY	TERCILE 1	21788	6951	27.7	31.9	101	2855	28.2	13.1	102	2805	27.1	12.9	99	1291	28.1	5.9	102	
	TERCILE 2	21151	6643	26.5	31.4	99	2612	25.8	12.3	97	2767	26.8	13.1	100	1264	27.5	6.0	103	
	TERCILE 3	36323	11471	45.8	31.6	100	4667	46.1	12.8	100	4766	46.1	13.1	101	2038	44.4	5.6	97	
RADIO-TOTAL	QUINTILE 1	15977	5241	20.9	32.8	104	2050	20.2	12.8	100	2161	20.9	13.5	104	1029	22.4	6.4	111	
	QUINTILE 2	15923	5189	20.7	32.6	103	2172	21.4	13.6	107	2111	20.4	13.3	102	907	19.7	5.7	98	
	QUINTILE 3	14980	4779	19.1	31.9	101	1695	16.7	11.3	89	2150	20.8	14.4	110	934	20.3	6.2	108	
	QUINTILE 4	17123	5551	22.1	32.4	103	2170	21.4	12.7	99	2414	23.4	14.1	108	967	21.1	5.6	97	
	QUINTILE 5	15260	4305	17.2	28.2	89	2047	20.2	13.4	105	1502	14.5	9.8	75	756	16.5	5.0	85	
TV-PRIME TIME	QUINTILE 1	15674	5175	20.6	33.0	104	2276	22.5	14.5	114	2039	19.7	13.0	100	861	18.7	5.5	95	
	QUINTILE 2	15944	5150	20.5	32.3	102	2125	21.0	13.3	104	2098	20.3	13.2	101	928	20.2	5.8	100	
	QUINTILE 3	16037	5431	21.7	33.9	107	2131	21.0	13.3	104	2242	21.7	14.0	107	1057	23.0	6.6	114	
	QUINTILE 4	15412	4583	18.3	29.7	94	1775	17.5	11.5	90	1899	18.4	12.3	94	909	19.8	5.9	102	
	QUINTILE 5	16194	4725	18.9	29.2	92	1827	18.0	11.3	88	2060	19.9	12.7	98	838	18.2	5.2	89	
TV-DAYTIME	TERCILE 1	19156	5950	23.7	31.1	98	2823	27.9	14.7	115	2073	20.1	10.8	83	1053	22.9	5.5	95	
	TERCILE 2	19343	6352	25.3	32.8	104	2715	26.8	14.0	110	2635	25.5	13.6	104	1002	21.8	5.2	89	
	TERCILE 3	40764	12763	50.9	31.3	99	4596	45.4	11.3	88	5630	54.5	13.8	106	2537	55.2	6.2	107	
TV-TOTAL	QUINTILE 1	15844	5110	20.4	32.3	102	2336	23.1	14.7	115	1917	18.5	12.1	93	858	18.7	5.4	93	
	QUINTILE 2	15767	4847	19.3	30.7	97	2160	21.3	13.7	107	1878	18.2	11.9	91	809	17.6	5.1	89	
	QUINTILE 3	15775	5254	21.0	33.3	105	2020	19.9	12.8	100	2331	22.5	14.8	113	903	19.7	5.7	99	
	QUINTILE 4	15903	5098	20.3	32.1	101	1942	19.2	12.2	96	2081	20.1	13.1	100	1075	23.4	6.8	117	
	QUINTILE 5	15974	4756	19.0	29.8	94	1676	16.5	10.5	82	2131	20.6	13.3	102	949	20.7	5.9	103	
MAGAZINES-NEWSPAPERS: DUAL			21225	7275	29.0	34.3	108	2687	26.5	12.7	99	3187	30.8	15.0	115	1401	30.5	6.6	114
MAGAZINE IMPERATIVE			17728	5628	22.5	31.7	100	2109	20.8	11.9	93	2496	24.1	14.1	108	1024	22.3	5.8	100
NEWSPAPER IMPERATIVE			22987	7367	29.4	32.0	101	3212	31.7	14.0	109	2717	26.3	11.8	91	1437	31.3	6.3	108
MAGAZINES-OUTDOOR: DUAL			16244	5908	23.6	36.4	115	2097	20.7	12.9	101	2575	24.9	15.9	122	1237	26.9	7.6	131
MAGAZINE IMPERATIVE			24016	7475	29.8	31.1	98	2941	29.0	12.2	96	3155	30.5	13.1	101	1379	30.0	5.7	99
OUTDOOR IMPERATIVE			26020	8290	33.1	31.9	101	3632	35.8	14.0	109	3259	31.5	12.5	96	1399	30.5	5.4	93
MAGAZINES-RADIO: DUAL			16918	5724	22.8	33.8	107	2229	22.0	13.2	103	2442	23.6	14.4	111	1053	22.9	6.2	107
MAGAZINE IMPERATIVE			23456	7825	31.2	33.4	105	2986	29.5	12.7	100	3440	33.3	14.7	112	1399	30.5	6.0	103
RADIO IMPERATIVE			23900	7536	30.1	31.5	100	3049	30.1	12.8	100	3069	29.7	12.8	98	1418	30.9	5.9	102
MAGAZINES-TELEVISION: DUAL			15791	5302	21.2	33.6	106	2194	21.6	13.9	109	2236	21.6	14.2	109	872	19.0	5.5	95
MAGAZINE IMPERATIVE			25476	8413	33.6	33.0	104	3009	29.7	11.8	92	3698	35.8	14.5	111	1706	37.1	6.7	116
TELEVISION IMPERATIVE			25744	7724	30.8	30.0	95	3606	35.6	14.0	110	2868	27.7	11.1	85	1250	27.2	4.9	84
NEWSPAPERS-OUTDOOR: DUAL			17628	6063	24.2	34.4	109	2482	24.5	14.1	110	2435	23.6	13.8	106	1147	25.0	6.5	112
NEWSPAPER IMPERATIVE			26414	8380	33.4	31.7	100	3443	34.0	13.0	102	3341	32.3	12.6	97	1597	34.8	6.0	104
OUTDOOR IMPERATIVE			23059	7556	30.1	32.8	104	2926	28.9	12.7	99	3313	32.0	14.4	110	1317	28.7	5.7	99
NEWSPAPERS-RADIO: DUAL			17996	6240	24.9	34.7	110	2562	25.3	14.2	111	2429	23.5	13.5	103	1249	27.2	6.9	120
NEWSPAPER IMPERATIVE			26269	8485	33.9	32.3	102	3414	33.7	13.0	102	3405	32.9	13.0	99	1667	36.3	6.3	110
RADIO IMPERATIVE			21342	6607	26.4	31.0	98	2495	24.6	11.7	91	3027	29.3	14.2	109	1085	23.6	5.1	88
NEWSPAPERS-TELEVISION: DUAL			17359	5803	23.2	33.4	106	2357	23.3	13.6	106	2402	23.2	13.8	106	1044	22.7	6.0	104
NEWSPAPER IMPERATIVE			26889	8945	35.7	33.3	105	3488	34.4	13.0	101	3578	34.6	13.3	102	1879	40.9	7.0	121
TELEVISION IMPERATIVE			21698	6639	26.5	30.6	97	2926	28.9	13.5	105	2746	26.6	12.7	97	968	21.1	4.5	77
OUTDOOR-RADIO: DUAL			16456	5486	21.9	33.3	105	2291	22.6	13.9	109	2213	21.4	13.4	103	982	21.4	6.0	103
OUTDOOR IMPERATIVE			25870	8664	3														

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	25064	100.0	31.6	100	10134	100.0	12.8	100	10338	100.0	13.0	100	4593	100.0	5.8	100
ATLANTIC MONTHLY	452	*142	0.6	31.4	99	**32	0.3	7.1	55	**82	0.8	18.1	139	**28	0.6	6.2	107
BARRON'S	1058	309	1.2	29.2	92	**84	0.8	7.9	62	*186	1.8	17.6	135	**39	0.8	3.7	64
BETTER HOMES & GARDENS	4773	1665	6.6	34.9	110	727	7.2	15.2	119	658	6.4	13.8	106	280	6.1	5.9	101
BON APPETIT	1037	272	1.1	26.2	83	**66	0.7	6.4	50	*170	1.6	16.4	126	**36	0.8	3.5	60
BUSINESS WEEK	3193	998	4.0	31.3	99	401	4.0	12.6	98	399	3.9	12.5	96	*198	4.3	6.2	107
CAR AND DRIVER	2705	672	2.7	24.8	79	*263	2.6	9.7	76	252	2.4	9.3	71	*157	3.4	5.8	100
CBS MAGAZINE NETWORK (GROSS)	5678	1747	7.0	30.8	97	746	7.4	13.1	103	647	6.3	11.4	87	354	7.7	6.2	108
CHANGING TIMES	1847	651	2.6	35.2	111	334	3.3	18.1	141	*239	2.3	12.9	99	**79	1.7	4.3	74
COLONIAL HOMES	492	*142	0.6	28.9	91	**63	0.6	12.8	100	*556	0.5	11.4	87	**23	0.5	4.7	81
CONDE NAST MAG. PKG. (GROSS)	2046	519	2.1	25.1	79	*211	2.1	10.2	80	*212	2.1	10.3	79	**95	2.1	4.6	79
CONSUMERS DIGEST	1719	594	2.4	34.6	109	*262	2.6	15.2	119	*205	2.0	11.9	91	**128	2.8	7.4	129
COSMOPOLITAN	1762	610	2.4	34.6	109	*246	2.4	14.0	109	295	2.9	16.7	128	**70	1.5	4.0	69
COUNTRY LIVING	1110	320	1.3	28.8	91	*131	1.3	11.8	92	*141	1.4	12.7	97	**48	1.0	4.3	75
CUISINE	660	197	0.8	29.8	94	**83	0.8	12.6	98	**78	0.8	11.8	91	**35	0.8	5.3	92
CYCLE WORLD	1924	653	2.6	33.9	107	*310	3.1	16.1	126	*244	2.4	12.7	97	**98	2.1	5.1	88
DCI:CREATIVE IDEAS FOR LIV	437	*139	0.6	31.8	101	**67	0.7	15.3	120	**47	0.5	10.8	82	**25	0.5	5.7	99
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	785	3.1	31.5	100	271	2.7	10.9	85	352	3.4	14.1	108	*162	3.5	6.5	112
DISCOVER	1279	470	1.9	36.7	116	*251	2.5	19.6	153	*157	1.5	12.3	94	**61	1.3	4.8	82
EBONY	2898	884	3.5	30.5	96	500	4.9	17.3	135	297	2.9	10.2	79	*86	1.9	3.0	51
ESQUIRE	1384	452	1.8	32.7	103	*147	1.5	10.6	83	*228	2.2	16.5	126	**77	1.7	5.6	96
ESSENCE	850	302	1.2	35.5	112	*202	2.0	23.8	186	**71	0.7	8.4	64	**29	0.6	3.4	59
FAMILY CIRCLE	2430	829	3.3	34.1	108	297	2.9	12.2	96	385	3.7	15.8	121	*147	3.2	6.0	104
THE FAMILY HANDYMAN	2356	910	3.6	38.6	122	379	3.7	16.1	126	390	3.8	16.6	127	*141	3.1	6.0	103
FAMILY WEEKLY	11533	3967	15.8	34.4	109	1538	15.2	13.3	104	1662	16.1	14.4	110	768	16.7	6.7	115
FIELD & STREAM	7444	2614	10.4	35.1	111	998	9.8	13.4	105	1166	11.3	15.7	120	450	9.8	6.0	104
FOOD & WINE	416	*115	0.5	27.6	87	**26	0.3	6.3	49	**82	0.8	19.7	151	**7	0.2	1.7	29
FORBES	1865	623	2.5	33.4	106	*150	1.5	8.0	63	*305	3.0	16.4	125	*167	3.6	9.0	155
FORTUNE	1849	566	2.3	30.6	97	*169	1.7	9.1	71	276	2.7	14.9	114	*121	2.6	6.5	113
GENTLEMEN'S QUARTERLY	2284	772	3.1	33.8	107	*306	3.0	13.4	105	315	3.0	13.8	106	*152	3.3	6.7	115
GLAMOUR	538	*129	0.5	24.0	76	**78	0.8	14.5	113	**27	0.3	5.0	38	**23	0.5	4.3	74
GOLF DIGEST	1649	498	2.0	30.2	96	246	2.4	14.9	117	*162	1.6	9.8	75	**89	1.9	5.4	93
GOLF DIGEST/TENNIS (GROSS)	2294	655	2.6	28.6	90	336	3.3	14.6	115	195	1.9	8.5	65	*125	2.7	5.4	94
GOLF MAGAZINE	1577	550	2.2	34.9	110	295	2.9	18.7	146	*212	2.1	13.4	103	**43	0.9	2.7	47
GOLF MAGAZINE/SKI (GROSS)	2487	749	3.0	30.1	95	365	3.6	14.7	115	292	2.8	11.7	90	*92	2.0	3.7	64
GOOD HOUSEKEEPING	2569	962	3.8	37.4	118	348	3.4	13.5	106	502	4.9	19.5	150	**111	2.4	4.3	75
HARPER'S BAZAAR	431	*155	0.6	36.0	114	**86	0.8	20.0	156	**55	0.5	12.8	98	**13	0.3	3.0	52
HEALTH	788	*260	1.0	33.0	104	**88	0.9	11.2	87	**135	1.3	17.1	131	**37	0.8	4.7	81
HEARST MAG CORP. BUY (GROSS)	18781	6570	26.2	35.0	111	2483	24.5	13.2	103	3075	29.7	16.4	126	1012	22.0	5.4	93
HEARST MAN POWER (GROSS)	9169	3360	13.4	36.6	116	1205	11.9	13.1	103	1524	14.7	16.6	127	631	13.7	6.9	119
HEARST WOMAN POWER (GROSS)	5452	1982	7.9	36.4	115	774	7.6	14.2	111	970	9.4	17.8	136	238	5.2	4.4	75
HOUSE BEAUTIFUL	1020	286	1.1	28.0	89	*109	1.1	10.7	84	*157	1.5	15.4	118	**20	0.4	2.0	34
INC.	993	255	1.0	25.7	81	**65	0.6	6.5	51	*134	1.3	13.5	103	**56	1.2	5.6	97
JET	2808	859	3.4	30.6	97	428	4.2	15.2	119	351	3.4	12.5	96	**80	1.7	2.8	49
LADIES' HOME JOURNAL	1868	782	3.1	41.9	132	*249	2.5	13.3	104	406	3.9	21.7	167	**127	2.8	6.8	117
LHJ FAMILY GRP COMBO(GROSS)	3582	1394	5.6	38.9	123	498	4.9	13.9	109	655	6.3	18.3	140	*241	5.2	6.7	116
LIFE	4817	1419	5.7	29.5	93	570	5.6	11.8	93	596	5.8	12.4	95	253	5.5	5.3	91
L.A. TIMES HOME MAGAZINE	1465	453	1.8	30.9	98	**86	0.8	5.9	46	273	2.6	18.6	143	**93	2.0	6.3	110
MADEMOISELLE	460	**149	0.6	32.4	102	**46	0.5	10.0	78	**55	0.5	12.0	92	**49	1.1	10.7	184
MC CALL'S	1764	789	3.1	44.7	141	424	4.2	24.0	188	*269	2.6	15.2	117	**96	2.1	5.4	94
MC CALL'S/WRK MOTHER (GROSS)	2062	885	3.5	42.9	136	454	4.5	22.0	172	330	3.2	16.0	123	*101	2.2	4.9	85
MECHANIX ILLUSTRATED	3625	1178	4.7	32.5	103	564	5.6	15.6	122	352	3.4	9.7	74	262	5.7	7.2	125
METROPOLITAN HOME	495	*134	0.5	27.1	86	**53	0.5	10.7	84	**62	0.6	12.5	96	**20	0.4	4.0	70
MONEY	3017	932	3.7	30.9	98	316	3.1	10.5	82	459	4.4	15.2	117	*157	3.4	5.2	90
MOTHER EARTH NEWS	1203	387	1.5	32.2	102	*134	1.3	11.1	87	*193	1.9	16.0	123	**60	1.3	5.0	86
MS.	*257	**101	0.4	39.3	124	**59	0.6	23.0	180	**31	0.3	12.1	92	**11	0.2	4.3	74
NATIONAL ENQUIRER	6921	2245	9.0	32.4	103	945	9.3	13.7	107	979	9.5	14.1	108	321	7.0	4.6	80
NATIONAL GEOGRAPHIC	11626	3694	14.7	31.8	100	1292	12.7	11.1	87	1673	16.2	14.4	110	729	15.9	6.3	108
NATIONAL SUNDAY MAGAZINE PKG	49424	15979	63.8	32.3	102	6234	61.5	12.6	99	6704	64.8	13.6	104	3041	66.2	6.2	106
NATURAL HISTORY	753	*250	1.0	33.2	105	**103	1.0	13.7	107	**78	0.8	10.4	79	**69	1.5	9.2	158
NEW WOMAN	*296	**114	0.5	38.5	122	**82	0.8	27.7	217	*332	0.3	10.8	83	**0	0.0	0.0	0
NEW YORK INCLUDING CUE	541	*191	0.8	35.3	112	**82	0.8	15.2	119	**60	0.6	11.1	85	**49	1.1	9.1	156
THE NEW YORKER	1078	344	1.4	31.9	101	**93	0.9	8.6	67	*167	1.6	15.5	119	**84	1.8	7.8	134
NEWSWEEK	9602	3091	12.3	32.2	102	1230	12.1	12.8	100	1408	13.6	14.7	112	453	9.9	4.7	81
THE N.Y. TIMES DAILY EDITION	1376	526	2.1	38.2	121	267	2.6	19.4	152	*158	1.5	11.5	88	*102	2.2	7.4	128
THE N.Y. TIMES MAGAZINE	2110	766	3.1	36.3	115	313	3.1	14.8	116	277	2.7	13.1	101	*177	3.9	8.4	145
OWMI	1927	628	2.5	32.6	103	*264	2.6	13.7	107	*264	2.6	13.7	105	**100	2.2	5.2	90
ON CABLE	911	263	1.0	28.9	91	**125	1.2	13.7	107	**59	0.6	6.5	50	**79	1.7	8.7	150
1001 HOME IDEAS	927	351	1.4	37.9	120	*161	1.6	17.4	136	**113	1.1	12.2	93	**77	1.7	8.3	143
ORGANIC GARDENING	1430	441	1.8	30.8	98	*192	1.9	13.4	105	*146	1.4	10.2	78	**103	2.2	7.2	124
OUTDOOR LIFE	4064	1529	6.1	37.6	119	637	6.3	15.7	123	564	5.5	13.9	106	328	7.1	8.1	139
PARADE MAGAZINE	24538	7908	31.6	32.2	102	3118	30.8	12.7	99	3369	32.6	13.7	105	1422	31.0	5.8	100

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	25064	100.0	31.6	100	10134	100.0	12.8	100	10338	100.0	13.0	100	4593	100.0	5.8	100
PARENTS	1126	360	1.4	32.0	101	**82	0.8	7.3	57	*202	2.0	17.9	138	**76	1.7	6.7	116
PENTHOUSE	4157	1499	6.0	36.1	114	584	5.8	14.0	110	697	6.7	16.8	129	218	4.7	5.2	91
PEOPLE	7591	2408	9.6	31.7	100	859	8.5	11.3	89	1141	11.0	15.0	115	408	8.9	5.4	93
PLAYBOY	8379	2797	11.2	33.4	106	1021	10.1	12.2	95	1347	13.0	16.1	123	430	9.4	5.1	89
POPULAR HOT RODDING	2110	859	3.4	40.7	129	*300	3.0	14.2	111	*401	3.9	19.0	146	*158	3.4	7.5	129
POPULAR MECHANICS	4850	1809	7.2	37.3	118	596	5.9	12.3	96	884	8.6	18.2	140	329	7.2	6.8	117
POPULAR SCIENCE	3397	1123	4.5	33.1	105	432	4.3	12.7	99	425	4.1	12.5	96	*266	5.8	7.8	135
PREVENTION	1720	553	2.2	32.2	102	247	2.4	14.4	112	249	2.4	14.5	111	*57	1.2	3.3	57
PSYCHOLOGY TODAY	1344	503	2.0	37.4	118	*179	1.8	13.3	104	*214	2.1	15.9	122	**111	2.4	8.3	143
READER'S DIGEST	16016	5375	21.4	33.6	106	2042	20.1	12.7	100	2305	22.3	14.4	110	1028	22.4	6.4	111
REDBOOK	1121	410	1.6	36.6	116	*181	1.8	16.1	126	**173	1.7	15.4	118	*556	1.2	5.0	86
ROAD & TRACK	2161	642	2.6	29.7	94	*199	2.0	9.2	72	*256	2.5	11.8	91	*186	4.0	8.6	149
ROLLING STONE	1948	694	2.8	35.6	113	*181	1.8	9.3	73	386	3.7	19.8	152	*127	2.8	6.5	113
RUNNER'S WORLD	839	*244	1.0	27.1	86	**66	0.7	7.3	57	*124	1.2	13.8	106	**53	1.2	5.9	102
SATURDAY EVENING POST	841	245	1.0	29.1	92	*105	1.0	12.5	98	**104	1.0	12.4	95	*36	0.8	4.3	74
SCIENCE 84	841	*220	0.9	26.2	83	**68	0.7	8.1	63	*91	0.9	10.8	83	*62	1.3	7.4	127
SCIENCE DIGEST	1194	371	1.5	31.1	98	**146	1.4	12.2	96	*137	1.3	11.5	88	**88	1.9	7.4	127
SCIENTIFIC AMERICAN	1379	464	1.9	33.6	106	**175	1.7	12.7	99	*173	1.7	12.5	96	*116	2.5	8.4	145
SELF	436	**79	0.3	18.1	57	**25	0.2	5.7	45	*48	0.5	11.0	84	*7	0.2	1.6	28
SEVENTEEN	614	*221	0.9	36.0	114	**106	1.0	17.3	135	*70	0.7	11.4	87	*44	1.0	7.2	124
SKI	910	199	0.8	21.9	69	**70	0.7	7.7	60	*79	0.8	8.7	67	*49	1.1	5.4	93
SMITHSONIAN	2937	861	3.4	29.3	93	239	2.4	8.1	64	328	3.2	11.2	86	294	6.4	10.0	173
SOAP OPERA DIGEST	545	*176	0.7	32.3	102	**69	0.7	12.7	99	*62	0.6	11.4	87	*45	1.0	8.3	142
SOUTHERN LIVING	2054	647	2.6	31.5	100	*204	2.0	9.9	78	306	3.0	14.9	114	*137	3.0	6.7	115
SPORT	2799	926	3.7	33.1	105	412	4.1	14.7	115	392	3.8	14.0	107	*122	2.7	4.4	75
THE SPORTING NEWS	1438	725	2.9	37.4	118	292	2.9	15.1	118	*303	2.9	15.6	120	*129	2.8	6.7	115
SPORTS AFIELD	3125	1180	4.7	37.8	119	463	4.6	14.8	116	503	4.9	16.1	123	*214	4.7	6.8	118
SPORTS ILLUSTRATED	11159	3488	13.9	31.3	99	1412	13.9	12.7	99	1564	15.1	14.0	107	512	11.1	4.6	79
STAR	4095	1324	5.3	32.3	102	494	4.9	12.1	94	591	5.7	14.4	111	*240	5.2	5.9	101
SUNDAY	25169	7729	30.8	30.7	97	2997	29.6	11.9	93	3208	31.0	12.7	98	1525	33.2	6.1	105
SUNSET	1294	*322	1.3	24.9	79	**107	1.1	8.3	65	*136	1.3	10.5	81	*79	1.7	6.1	105
TV GUIDE	18508	6020	24.0	32.5	103	2374	23.4	12.8	100	2410	23.3	13.0	100	1236	26.9	6.7	115
TENNIS	645	*158	0.6	24.5	77	**89	0.9	13.8	108	*32	0.3	5.0	38	*36	0.8	5.6	96
TIME	12124	3835	15.3	31.6	100	1410	13.9	11.6	91	1719	16.6	14.2	109	706	15.4	5.8	100
TOWN & COUNTRY	493	*141	0.6	28.6	90	*60	0.6	12.2	95	*76	0.7	15.4	118	*5	0.1	1.0	18
TRAVEL & LEISURE	1122	363	1.4	32.4	102	*126	1.2	11.2	88	*192	1.9	17.1	131	*44	1.0	3.9	68
TRUE STORY	690	*284	1.1	41.2	130	**123	1.2	17.8	139	*112	1.1	16.2	124	*49	1.1	7.1	123
U.S. NEWS & WORLD REPORT	6571	2166	8.6	33.0	104	846	8.3	12.9	101	884	8.6	13.5	103	436	9.5	6.6	115
USA TODAY	3120	1055	4.2	33.8	107	415	4.1	13.3	104	412	4.0	13.2	101	228	5.0	7.3	126
US	1315	447	1.8	34.0	107	*157	1.5	11.9	93	*210	2.0	16.0	122	*80	1.7	6.1	105
VOGUE	632	*162	0.6	25.6	81	*63	0.6	10.0	78	*83	0.8	13.1	101	*17	0.4	2.7	46
WALL STREET JOURNAL	4247	1374	5.5	32.4	102	403	4.0	9.5	74	684	6.6	16.1	123	288	6.3	6.8	117
WEIGHT WATCHERS	398	*176	0.7	44.2	140	*46	0.5	11.6	90	*89	0.9	22.4	171	*41	0.9	10.3	178
WOMAN'S DAY	1139	411	1.6	36.1	114	*241	2.4	21.2	165	*121	1.2	10.6	81	*48	1.0	4.2	73
WORKING MOTHER	*298	*97	0.4	32.6	103	*30	0.3	10.1	79	*61	0.6	20.5	157	*5	0.1	1.7	29
WORKING WOMAN	327	**107	0.4	32.7	103	**35	0.3	10.7	84	*46	0.4	14.1	108	*26	0.6	8.0	137
WORLD TENNIS	397	*93	0.4	23.4	74	*47	0.5	11.8	93	*35	0.3	8.8	68	*10	0.2	2.5	43
ZIFF-DAVIS MAG MATHK (GROSS)	9635	2845	11.4	29.5	93	1127	11.1	11.7	91	1144	11.1	11.9	91	573	12.5	5.9	103
BLAIR INSERTS	43762	14220	56.7	32.5	103	5564	54.9	12.7	99	5921	57.3	13.5	104	2735	59.5	6.2	108
DAILY NEWSPAPERS																	
READ ANY	52459	17152	68.4	32.7	103	7024	69.3	13.4	105	6928	67.0	13.2	101	3201	69.7	6.1	105
READ ONE	41891	13696	54.6	32.7	103	5574	55.0	13.3	104	5589	54.1	13.3	102	2534	55.2	6.0	104
READ TWO OR MORE	10568	3456	13.8	32.7	103	1449	14.3	13.7	107	1339	13.0	12.7	97	667	14.5	6.3	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	16814	67.1	32.4	102	6640	65.5	12.8	100	6996	67.7	13.5	103	3177	69.2	6.1	106
READ ONE	44561	14257	56.9	32.0	101	5531	54.6	12.4	97	6029	58.3	13.5	104	2697	58.7	6.1	104
READ TWO OR MORE	7368	2557	10.2	34.7	110	1109	10.9	15.1	118	968	9.4	13.1	101	480	10.5	6.5	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	31.12				30.91				31.86				29.94			
30 DAY REACH	71522	23017	91.8	32.2	102	9278	91.6	13.0	101	9540	92.3	13.3	102	4199	91.4	5.9	101
50 SHWG - 30 DAY AV FREQ	15.55	16.17				16.07				16.54				15.53			
30 DAY REACH	68168	22169	88.4	32.5	103	8938	88.2	13.1	103	9182	88.8	13.5	103	4049	88.2	5.9	103
25 SHWG - 30 DAY AV FREQ	8.43	8.71				8.92				8.82				8.03			
30 DAY REACH	62898	20577	82.1	32.7	103	8043	79.4	12.8	100	8619	83.4	13.7	105	3915	85.2	6.2	107
CABLE TV: HOME WIRED	31664	10466	41.8	33.1	105	4093	40.4	12.9	101	4193	40.6	13.2	102	2180	47.5	6.9	119
HOME NOT WIRED	47599	14599	58.2	30.7	97	6041	59.6	12.7	99	6145	59.4	12.9	99	2413	52.5	5.1	87
HAVE PAY CABLE	17139	5891	23.5	34.4	109	2395	23.6	14.0	109	2309	22.3	13.5	103	1188	25.9	6.9	120

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL MALES	79263	25064	100.0	31.6	100	10134	100.0	12.8	100	10338	100.0	13.0	100	4593	100.0	5.8	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47626	15538	62.0	32.6	103	6001	59.2	12.6	99	6631	64.1	13.9	107	2906	63.3	6.1	105	
10:00 AM - 3:00 PM	29926	9687	38.6	32.4	102	3963	39.1	13.2	104	3898	37.7	13.0	100	1826	39.8	6.1	105	
3:00 PM - 7:00 PM	37666	12344	49.2	32.8	104	4724	46.6	12.5	98	5368	51.9	14.3	109	2252	49.0	6.0	103	
7:00 PM - MIDNIGHT	18909	6437	25.7	34.0	108	2551	25.2	13.5	106	2654	25.7	14.0	108	1232	26.8	6.5	112	
MIDNIGHT - 6:00 AM	11822	3716	14.8	31.4	99	1474	14.5	12.5	98	1581	15.3	13.4	103	661	14.4	5.6	96	
6:00 AM - MIDNIGHT	63254	20560	82.0	32.5	103	7996	78.9	12.6	99	8729	84.4	13.8	106	3834	83.5	6.1	105	
ENTIRE DAY	64057	20755	82.8	32.4	102	8074	79.7	12.6	99	8814	85.3	13.8	105	3867	84.2	6.0	104	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16598	5422	21.6	32.7	103	2073	20.5	12.5	98	2375	23.0	14.3	110	975	21.2	5.9	101	
ALL NEWS	3542	1308	5.2	36.9	117	553	5.5	15.6	122	457	4.4	12.9	99	299	6.5	8.4	146	
AOR/PROGRESSIVE	7465	2308	9.2	30.9	98	782	7.7	10.5	82	1105	10.7	14.8	113	422	9.2	5.7	98	
BEAUTIFUL MUSIC	5061	1644	6.6	32.5	103	748	7.4	14.8	116	653	6.3	12.9	99	243	5.3	4.8	83	
BLACK	1914	686	2.7	35.8	113	432	4.3	22.6	177	*197	1.9	10.3	79	**58	1.3	3.0	52	
CLASSICAL	2304	677	2.7	29.4	93	260	2.6	11.3	88	243	2.4	10.5	81	*174	3.8	7.6	130	
CHR/ROCK	10663	3625	14.5	34.0	108	1368	13.5	12.8	100	1637	15.8	15.4	118	620	13.5	5.8	100	
COUNTRY	13919	4635	18.5	33.3	105	1862	18.4	13.4	105	1756	17.0	12.6	97	1017	22.1	7.3	126	
GOLDEN OLDIES	2040	750	3.0	36.8	116	297	2.9	14.6	114	332	3.2	16.3	125	*121	2.6	5.9	102	
MOR/NOSTALGIA	5105	1548	6.2	30.3	96	664	6.6	13.0	102	609	5.9	11.9	91	274	6.0	5.4	93	
NEWS/TALK	4764	1392	5.6	29.2	92	471	4.6	9.9	77	630	6.1	13.2	101	291	6.3	6.1	105	
RELIGIOUS	2164	653	2.6	30.2	95	*238	2.3	11.0	86	*267	2.6	12.3	95	*148	3.2	6.8	118	
SOFT ROCK	623	*250	1.0	40.1	127	**81	0.8	13.0	102	**139	1.3	22.3	171	**30	0.7	4.8	83	
URBAN CONTEMPORARY	1331	385	1.5	28.9	91	*167	1.6	12.5	98	*170	1.6	12.8	98	**48	1.0	3.6	62	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3186	1020	4.1	32.0	101	376	3.7	11.8	92	495	4.8	15.5	119	*149	3.2	4.7	81	
ABC DIRECTION	2724	949	3.8	34.8	110	453	4.5	16.6	130	350	3.4	12.8	99	*146	3.2	5.4	92	
ABC ENTERTAINMENT	5256	1651	6.6	31.4	99	694	6.8	13.2	103	666	6.4	12.7	97	291	6.3	5.5	96	
ABC FM	2263	779	3.1	34.4	109	303	3.0	13.4	105	340	3.3	15.0	115	*136	3.0	6.0	104	
ABC INFORMATION	5618	1721	6.9	30.6	97	672	6.6	12.0	94	653	6.3	11.6	89	397	8.6	7.1	122	
ABC ROCK	2857	980	3.9	34.3	108	339	3.3	11.9	93	520	5.0	18.2	140	**122	2.7	4.3	74	
CBS	5953	1971	7.9	33.1	105	868	8.6	14.6	114	697	6.7	11.7	90	406	8.8	6.8	118	
MUTUAL	4979	1625	6.5	32.6	103	646	6.4	13.0	101	710	6.9	14.3	109	269	5.9	5.4	93	
NBC	7279	2245	9.0	30.8	98	842	8.3	11.6	90	947	9.2	13.0	100	456	9.9	6.3	108	
RADIORADIO	2389	744	3.0	31.1	98	303	3.0	12.7	99	303	2.9	12.7	97	*138	3.0	5.8	100	
RKO ONE	2583	930	3.7	36.0	114	362	3.6	14.0	110	452	4.4	17.5	134	*117	2.5	4.5	78	
RKO TWO	3674	1162	4.6	31.6	100	514	5.1	14.0	109	421	4.1	11.5	88	*228	5.0	6.2	107	
THE SOURCE	3514	998	4.0	28.4	90	471	4.6	13.4	105	390	3.8	11.1	85	*137	3.0	3.9	67	
NON-WIRED : BLAIR	9864	3237	12.9	32.8	104	1202	11.9	12.2	95	1435	13.9	14.5	112	600	13.1	6.1	105	
INTERNET	13522	4206	16.8	31.1	98	1531	15.1	11.3	89	1845	17.8	13.6	105	830	18.1	6.1	106	
KATZ RADIO GROUP	19321	6385	25.5	33.0	105	2321	22.9	12.0	94	2796	27.0	14.5	111	1269	27.6	6.6	113	
SUPERNET	10739	3784	15.1	35.2	111	1552	15.3	14.5	113	1680	16.3	15.6	120	552	12.0	5.1	89	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	5106	1605	6.4	31.4	99	755	7.5	14.8	116	594	5.7	11.6	89	256	5.6	5.0	87	
MKDAY 9:00 AM - 1:00 PM	5383	1707	6.8	31.7	100	762	7.5	14.2	111	589	5.7	10.9	84	355	7.7	6.6	114	
MKDAY 1:00 PM - 4:30 PM	6469	2002	8.0	30.9	98	945	9.3	14.6	114	710	6.9	11.0	84	347	7.6	5.4	93	
MKDAY 4:30 PM - 7:30 PM	19661	6186	24.7	31.5	100	2712	26.8	13.8	108	2399	23.2	12.2	94	1075	23.4	5.5	94	
MKDAY 7:30 PM - 8:00 PM	27579	8451	33.7	30.6	97	3641	35.9	13.2	103	3317	32.1	12.0	92	1493	32.5	5.4	93	
MKDAY 11:00 PM - 11:30 PM	22964	7559	30.2	32.9	104	3195	31.5	13.9	109	3104	30.0	13.5	104	1260	27.4	5.5	95	
MKDAY 11:30 PM - 1:00 AM	8158	2575	10.3	31.6	100	1004	9.9	12.3	96	1107	10.7	13.6	104	465	10.1	5.7	98	
M-SAT 8-11 PM-SUN 7-11 PM	30140	9787	39.0	32.5	103	4082	40.3	13.5	106	3921	37.9	13.0	100	1784	38.8	5.9	102	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	728	2.9	35.5	112	294	2.9	14.4	112	227	*2.2	11.1	85	*206	4.5	10.1	174
ANOTHER WORLD	N	1214	308	1.2	25.4	80	122	1.2	10.0	79	150	1.5	12.4	95	**35	0.8	2.9	50
AS THE WORLD TURNS	C	1740	508	2.0	29.2	92	284	2.8	16.3	128	174	1.7	10.0	77	*51	1.1	2.9	51
CAPITOL	C	1016	321	1.3	31.6	100	176	1.7	17.3	135	*129	1.2	12.7	97	**17	0.4	1.7	29
CBS MORN. NEWS 1	C	1203	390	1.6	32.4	103	199	2.0	16.5	129	*132	1.3	11.0	84	**59	1.3	4.9	85
CBS MORN. NEWS 2	C	773	234	0.9	30.3	96	130	1.3	16.8	132	*75	0.7	9.7	74	**29	0.6	3.8	65
DAYS OF OUR LIVES	N	1629	413	1.6	25.4	80	164	1.6	10.1	79	198	1.9	12.2	93	*51	1.1	3.1	54
FACTS OF LIFE - DAYTIME	N	961	225	0.9	23.4	74	94	0.9	9.8	77	*78	0.8	8.1	62	**53	1.2	5.5	95
FAMILY FEUD	A	1390	381	1.5	27.4	87	165	1.6	11.9	93	173	1.7	12.4	95	*44	1.0	3.2	55
GENERAL HOSPITAL	A	1463	560	2.2	38.3	121	266	2.6	18.2	142	151	1.5	10.3	79	*143	3.1	9.8	169
GOOD MORNING, AMERICA-730	A	1705	508	2.0	29.8	94	241	2.4	14.1	111	152	1.5	8.9	68	*115	2.5	6.7	116
GOOD MORNING, AMERICA-830	A	589	293	1.2	33.0	104	165	1.6	18.6	145	*71	0.7	8.0	61	*56	1.2	6.3	109
GUIDING LIGHT	C	1754	553	2.2	31.5	100	308	3.0	17.6	137	191	1.8	10.9	83	*54	1.2	3.1	53
ONE LIFE TO LIVE	A	1100	370	1.5	33.6	106	134	1.3	12.2	95	*106	1.0	9.6	74	*129	2.8	11.7	202
PRESS YOUR LUCK	C	1222	351	1.5	31.2	99	205	2.0	16.8	131	*120	1.2	9.8	75	*56	1.2	4.6	79
PRICE IS RIGHT 1	C	2692	979	3.9	36.4	115	455	4.5	16.9	132	314	3.0	11.7	89	210	4.6	7.8	135
PRICE IS RIGHT 2	C	2764	988	3.9	35.7	113	465	4.6	16.8	132	306	3.0	11.1	85	216	4.7	7.8	135
RYAN'S HOPE	A	880	234	0.9	26.6	84	*78	0.8	8.9	69	*128	1.2	14.5	112	**28	0.6	3.2	55
SALE OF THE CENTURY	N	926	288	1.1	31.1	98	103	1.0	11.1	87	*140	1.4	15.1	116	*46	1.0	5.0	86
SEARCH FOR TOMORROW	N	359	*81	0.3	22.6	71	*40	0.4	11.1	87	**30	0.3	8.4	64	*11	0.2	3.1	53
TODAY SHOW 1	N	1890	645	2.6	34.1	108	283	2.8	15.0	117	269	2.						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	25064	100.0	31.6	100	10134	100.0	12.8	100	10338	100.0	13.0	100	4593	100.0	5.8	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	7713	30.8	31.7	100	3439	33.9	14.1	111	3012	29.1	12.4	95	1263	27.5	5.2	90
NETWORK AFFILIATES - LATE	17197	5790	23.1	33.7	106	2491	24.6	14.5	113	2424	23.4	14.1	108	876	19.1	5.1	88
INDEPENDENTS - LATE	2887	1016	4.1	35.2	111	394	3.9	13.6	107	439	4.2	15.2	117	183	4.0	6.3	109
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11301	3388	13.5	30.0	95	1538	15.2	13.6	106	1205	11.7	10.7	82	646	14.1	5.7	99
ABC MONDAY NIGHT MOVIE	A 4379	1282	5.1	29.3	93	517	5.1	11.8	92	465	4.5	10.6	81	300	6.5	6.9	118
ABC SUNDAY NIGHT MOVIE	A 9910	3107	12.4	31.4	99	1260	12.4	12.7	99	1375	13.3	13.9	106	473	10.3	4.8	82
ABC WORLD NEWS TONIGHT	A 6212	1903	7.6	30.6	97	750	7.4	12.1	94	831	8.0	13.4	103	322	7.0	5.2	89
AFTERMASH	C 4575	1409	5.6	30.8	97	649	6.4	14.2	111	529	5.1	11.6	89	*232	5.1	5.1	88
ALICE	C 6777	2290	9.1	33.8	107	1004	9.9	14.8	116	912	8.8	13.5	103	373	8.1	5.5	95
AMERICAN PARADE	C 4868	1602	6.4	32.9	104	725	7.2	14.9	116	628	6.1	12.9	99	249	5.4	5.1	88
BENSON	A 7593	2274	9.1	29.9	95	989	9.8	13.0	102	974	9.4	12.8	98	312	6.8	4.1	71
BLUE THUNDER	A 6036	1776	7.1	29.4	93	782	7.7	13.0	101	696	6.7	11.5	88	298	6.5	4.9	85
CAGNEY & LACEY	C 7698	2603	10.4	33.8	107	1131	11.2	14.7	115	983	9.5	12.8	98	489	10.6	6.4	110
CBS EVENING NEWS-DEAN	C 4066	1193	4.8	29.3	93	504	5.0	12.4	97	431	4.2	10.6	81	258	5.6	6.3	110
CBS EVENING NEWS-RATHER	C 8092	2471	9.9	30.5	97	1168	11.5	14.4	113	896	8.7	11.1	85	406	8.8	5.0	87
CBS SAT. NEWS-SCHIEFFER	C 4795	1416	5.6	29.5	93	752	7.4	15.7	123	487	4.7	10.2	78	177	3.9	3.7	64
CBS SATURDAY NIGHT MOVIE	C 6034	1958	7.8	32.4	103	921	9.1	15.3	119	694	6.7	11.5	88	343	7.5	5.7	98
CBS WEDNESDAY NIGHT MOVIE	C 4993	1634	6.5	32.7	103	790	7.8	15.8	124	565	5.5	11.3	87	279	6.1	5.6	96
CHEERS	N 6976	2270	9.1	32.5	103	907	9.0	13.0	102	957	9.3	13.7	105	405	8.8	5.8	100
DALLAS	C 13575	4220	16.8	31.1	98	1723	17.0	12.7	99	1623	15.7	12.0	92	874	19.0	6.4	111
DIFF'RENT STROKES	N 3684	1257	5.0	34.1	108	598	5.9	16.2	127	415	4.0	11.3	86	*245	5.3	6.7	115
DOUBLE TROUBLE	N 4462	1357	5.4	30.4	96	676	6.7	15.2	118	407	3.9	9.1	70	*274	6.0	6.1	106
DUCK FACTORY	N 4810	1609	6.4	33.5	106	598	5.9	12.4	97	688	6.7	14.3	110	323	7.0	6.7	116
DUKES OF HAZZARD	C 5951	1770	7.1	29.7	94	731	7.2	12.3	96	690	6.7	11.6	89	349	7.6	5.9	101
DYNASTY	A 11325	3490	13.9	30.8	97	1400	13.8	12.4	97	1478	14.3	13.1	100	612	13.3	5.4	93
FACTS OF LIFE	N 4512	1390	5.5	30.8	97	655	6.5	14.5	114	489	4.7	10.8	83	*246	5.4	5.5	94
FALCON CREST	C 9215	2955	11.8	32.1	101	1262	12.5	13.7	107	1082	10.5	11.7	90	611	13.3	6.6	114
FALL GUY	A 8604	2621	10.5	30.5	96	1206	11.9	14.0	110	972	9.4	11.3	87	443	9.6	5.1	89
FAMILY TIES	N 4179	1277	5.1	30.6	97	665	6.6	15.9	124	434	4.2	10.4	80	*178	3.9	4.3	74
FANTASY ISLAND	A 4781	1589	6.3	33.2	105	707	7.0	14.8	116	555	5.4	11.6	89	327	7.1	6.8	118
FOULUPS, BLEEPS & BLUNDERS	A 6697	1949	7.8	29.1	92	764	7.5	11.4	89	899	8.7	13.4	103	286	6.2	4.3	74
FOUR SEASONS	C 3873	1123	4.5	29.0	92	485	4.8	12.5	98	453	4.4	11.7	90	*185	4.0	4.8	82
GIMME A BREAK	N 4310	1246	5.0	28.9	91	655	6.5	15.2	119	460	4.4	10.7	82	*132	2.9	3.1	53
HART TO HART	A 5751	1796	7.2	31.2	99	791	7.8	13.8	108	623	6.0	10.8	83	383	8.3	6.7	115
HILL STREET BLUES	N 8568	2855	11.4	33.3	105	974	9.6	11.4	89	1283	12.4	15.0	115	598	13.0	7.0	120
HOTEL	A 8801	2847	11.4	32.3	102	1121	11.1	12.7	100	1133	11.0	12.9	99	593	12.9	6.7	116
JEFFERSONS	C 6978	2240	8.9	32.1	102	991	9.8	14.2	111	807	7.8	11.6	89	442	9.6	6.3	109
JENNIFER SLEPT HERE	N 3021	1072	4.3	35.5	112	463	4.6	15.3	120	374	3.6	12.4	95	*235	5.1	7.8	134
KATE & ALLIE	C 6811	2227	8.9	32.7	103	991	9.8	14.5	114	727	7.0	10.7	82	509	11.1	7.5	129
KNIGHT RIDER	N 5256	1700	6.8	32.3	102	767	7.6	14.6	114	628	6.1	11.9	92	305	6.6	5.8	100
LOVE BOAT	A 7174	2192	8.7	30.6	97	947	9.3	13.2	103	887	8.6	12.4	95	357	7.8	5.0	86
MAGNUM PI	C 10438	3467	13.8	33.2	105	1343	13.3	12.9	101	1459	14.1	14.0	107	665	14.5	6.4	110
MAMA'S FAMILY	N 3488	1031	4.1	29.6	93	431	4.3	12.4	97	355	3.4	10.2	78	245	5.3	7.0	121
MASTER, THE	N 4127	1353	5.4	32.8	104	694	6.8	16.8	132	399	3.9	9.7	74	260	5.7	6.3	109
MATT HOUSTON	A 5978	1987	7.9	33.2	105	856	8.4	14.3	112	828	8.0	13.9	106	303	6.6	5.1	87
NBC MONDAY NIGHT MOVIE	N 10446	3525	14.1	33.7	107	1259	12.4	12.1	94	1476	14.3	14.1	108	790	17.2	7.6	131
NBC NIGHTLY NEWS	N 5571	1767	7.0	31.7	100	757	7.5	13.6	106	767	7.4	13.8	106	244	5.3	4.4	76
NBC NIGHTLY NEWS-SAT	N 3675	1200	4.8	32.7	103	505	5.0	13.7	107	475	4.6	12.9	99	*219	4.8	6.0	103
NBC NIGHTLY NEWS-SUN	N 2905	894	3.6	30.8	97	426	4.2	14.7	115	356	3.4	12.3	94	**112	2.4	3.9	67
NBC SUNDAY NIGHT MOVIE	N 8352	2645	10.6	31.7	100	1014	10.0	12.1	95	1115	10.8	13.4	102	516	11.2	6.2	107
NEWMART	C 6864	2364	9.4	34.4	109	1054	10.4	15.4	120	754	7.3	11.0	84	556	12.1	8.1	140
ONE DAY AT A TIME	C 3866	1228	4.9	31.8	100	603	6.0	15.6	122	376	3.6	9.7	75	249	5.4	6.4	111
PEOPLE ARE FUNNY	N 3956	1152	4.6	29.1	92	504	5.0	12.7	100	411	4.0	10.4	80	237	5.2	6.0	103
REAL PEOPLE	N 6305	1999	8.0	31.7	100	988	9.7	15.7	123	732	7.1	11.6	89	279	6.1	4.4	76
REMINGTON STEELE	N 5884	1788	7.1	30.4	96	752	7.4	12.8	100	707	6.8	12.0	92	329	7.2	5.6	96
RIPLEY'S BELIEVE IT - NOT	A 5706	1857	7.4	32.5	103	783	7.7	13.7	107	744	7.2	13.0	100	330	7.2	5.8	100
RIP TIDE	N 6202	1968	7.9	31.7	100	856	8.4	13.8	108	726	7.0	11.7	90	386	8.4	6.2	107
SCARECROW & MRS. KING	C 6513	2159	8.6	33.1	105	873	8.6	13.4	105	841	8.1	12.9	99	445	9.7	6.8	118
SIMON & SIMON	C 8593	2883	11.5	33.6	106	1162	11.5	13.5	106	1236	12.0	14.4	110	484	10.5	5.6	97
60 MINUTES	C 13342	4326	17.3	32.4	103	1919	18.9	14.4	112	1708	16.5	12.8	98	700	15.2	5.2	91
ST. ELSEWHERE	N 6029	1965	7.8	32.6	103	836	8.2	13.9	108	816	7.9	13.5	104	313	6.8	5.2	90
THREE'S COMPANY	A 8565	2581	10.3	30.1	95	983	9.7	11.5	90	1051	10.2	12.3	94	547	11.9	6.4	110
T.J. HOOKER	A 7400																

COUGH DROPS - USAGE IN LAST 6 MONTHS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	31621	100.0	35.7	100	12187	100.0	13.8	100	12608	100.0	14.3	100	6826	100.0	7.7	100
FEMALE HOMEOWNERS	80986	28635	90.6	35.4	99	11283	92.6	13.9	101	10974	87.0	13.6	95	6377	93.4	7.9	102
EMPLOYED MOTHERS	18702	7331	23.2	29.2	110	2676	22.0	14.3	104	3284	26.0	17.6	123	1371	20.1	7.3	95
18 - 24	14726	5438	17.2	36.9	103	1759	14.4	11.9	87	2666	21.1	18.1	127	1012	14.8	6.9	89
25 - 34	20202	8427	26.7	41.7	117	2712	22.3	13.4	97	3926	31.1	19.4	136	1789	26.2	8.9	115
35 - 44	14781	5430	17.2	36.7	103	2070	17.0	14.0	102	2178	17.3	14.7	103	1181	17.3	8.0	104
45 - 54	11449	4046	12.8	35.3	99	1524	12.5	13.3	97	1555	12.3	13.6	95	967	14.2	8.4	109
55 - 64	11846	3822	12.1	32.3	90	1629	13.4	13.8	100	1179	9.4	10.0	70	1015	14.9	8.6	111
65 OR OLDER	15459	4458	14.1	28.8	81	2493	20.5	16.1	117	1103	8.7	7.1	50	862	12.6	5.6	72
18 - 34	34928	13865	43.8	39.7	111	4471	36.7	12.8	93	6593	52.3	18.9	132	2801	41.0	8.0	104
18 - 49	55154	21355	67.5	38.7	108	7303	59.9	13.2	96	9621	76.3	17.4	122	4431	64.9	8.0	104
25 - 54	46433	17902	56.6	38.6	108	6306	51.7	13.6	99	7659	60.7	16.5	116	3937	57.7	8.5	110
35 - 49	20226	7490	23.7	37.0	104	2831	23.2	14.0	102	3029	24.0	15.0	105	1630	23.9	8.1	104
50 OR OLDER	33310	10266	32.5	30.8	86	4884	40.1	14.7	106	2987	23.7	9.0	63	2395	35.1	7.2	93
GRADUATED COLLEGE	12110	4504	14.2	37.2	104	1479	12.1	12.2	89	2073	16.4	17.1	120	952	13.9	7.9	102
ATTENDED COLLEGE	15309	6534	20.7	42.7	119	1958	16.1	12.8	93	3169	25.1	20.7	145	1407	20.6	9.2	119
GRADUATED HIGH SCHOOL	36912	13806	43.7	37.4	105	5159	42.3	14.0	101	5427	43.0	14.7	103	3220	47.2	8.7	113
DID NOT GRADUATE HIGH SCHOOL	24134	6777	21.4	28.1	79	3591	29.5	14.9	108	1940	15.4	8.0	56	1247	18.3	5.2	67
EMPLOYED FULL-TIME	35457	13662	43.2	38.5	108	4413	36.2	12.4	90	6298	50.0	17.8	125	2951	43.2	8.3	108
EMPLOYED PART-TIME	8514	3280	10.4	38.5	108	1092	9.0	12.8	93	1565	12.4	18.4	129	623	9.1	7.3	95
NOT EMPLOYED	44494	14679	46.4	33.0	92	6682	54.8	15.0	109	4745	37.6	10.7	75	3252	47.6	7.3	95
PROFESSIONAL/MANAGER	10811	4240	13.4	39.2	110	1414	11.6	13.1	95	2100	16.7	19.4	136	726	10.6	6.7	87
TECH/CLERICAL/SALES	19640	8032	25.4	40.9	114	2218	18.2	11.3	82	3920	31.1	20.0	140	1894	27.7	9.6	125
PRECISION/CRAFT	1023	*373	1.2	36.5	102	**164	1.3	16.0	116	**76	0.6	7.4	52	**133	1.9	13.0	168
OTHER EMPLOYED	12498	4296	13.6	34.4	96	1709	14.0	13.7	99	1766	14.0	14.1	99	821	12.0	6.6	85
SINGLE	15995	5824	18.4	36.4	102	1891	15.5	11.8	86	2338	23.3	18.4	129	996	14.6	6.2	81
MARRIED	51689	19669	62.2	38.1	106	7442	61.1	14.4	105	7611	60.4	14.7	103	4616	67.6	8.9	116
DIVORCED/SEPARATED/WIDOWED	20780	6127	19.4	29.5	82	2854	23.4	13.7	100	2059	16.3	9.9	70	1214	17.8	5.8	76
PARENTS	33922	12808	40.5	37.8	106	4923	40.4	14.5	105	5386	42.7	15.9	111	2499	36.6	7.4	95
WHITE	76422	28598	90.4	37.4	105	10634	87.3	13.9	101	11682	92.7	15.3	107	6281	92.0	8.2	107
BLACK	10066	2472	7.8	24.6	69	1286	10.6	12.8	93	735	5.8	7.3	51	450	6.6	4.5	58
OTHER	1976	**551	1.7	27.9	78	**266	2.2	13.5	98	**191	1.5	9.7	68	**94	1.4	4.8	62
NORTHEAST-CENSUS	19803	7622	24.1	38.5	108	3302	27.1	16.7	121	2695	21.4	13.6	95	1624	23.8	8.2	106
NORTH CENTRAL	22181	9071	28.7	40.9	114	3410	28.0	15.4	112	3718	29.5	16.8	118	1944	28.5	8.8	114
SOUTH	30082	9165	29.0	30.5	85	3657	30.0	12.2	88	3458	27.4	11.5	81	2050	30.0	6.8	88
WEST	16398	5763	18.2	35.1	98	1818	14.9	11.1	80	2737	21.7	16.7	117	1208	17.7	7.4	95
NORTHEAST-MKTG.	20163	7400	23.4	36.7	103	3138	25.7	15.6	113	2690	21.3	13.3	94	1573	23.0	7.8	101
EAST CENTRAL	13054	5203	16.5	39.9	112	1820	14.9	13.9	101	2244	17.8	17.2	121	1139	16.7	8.7	113
WEST CENTRAL	14993	6230	19.7	41.6	116	2455	20.1	16.4	119	2486	19.7	16.6	116	1289	18.9	8.6	111
SOUTH	25785	7758	24.5	30.1	84	3248	26.7	12.6	91	2764	21.9	10.7	75	1746	25.6	6.8	88
PACIFIC	14470	5030	15.9	34.8	97	1526	12.5	10.5	77	2425	19.2	16.8	118	1079	15.8	7.5	97
COUNTY SIZE A	36705	12448	39.4	33.9	95	4499	36.9	12.3	89	5312	42.1	14.5	102	2636	38.6	7.2	93
COUNTY SIZE B	26819	9547	30.2	35.6	100	3574	29.3	13.3	97	3769	29.9	14.1	99	2204	32.3	8.2	107
COUNTY SIZE C	13597	5244	16.6	38.6	108	2364	19.4	17.4	126	1822	14.5	13.4	94	1058	15.5	7.8	101
COUNTY SIZE D	11344	4382	13.9	38.6	108	1750	14.4	15.4	112	1705	13.5	15.0	105	927	13.6	8.2	106
METRO CENTRAL CITY	26825	8747	27.7	32.6	91	3443	28.3	12.8	93	3415	27.1	12.7	89	1889	27.7	7.0	91
METRO SUBURBAN	39912	14652	46.3	36.7	103	5289	43.4	13.3	96	6331	50.2	15.9	111	3032	44.4	7.6	98
NON METRO	21728	8222	26.0	37.8	106	3454	28.3	15.9	115	2862	22.7	13.2	92	1905	27.9	8.8	114
TOP 5 ADI'S	20847	7679	24.3	36.8	103	2954	24.2	14.2	103	3281	26.0	15.7	110	1443	21.1	6.9	90
TOP 10 ADI'S	28719	9646	30.5	33.6	94	3823	31.4	13.3	97	3928	31.2	13.7	96	1895	27.8	6.6	86
TOP 20 ADI'S	40904	14226	45.0	34.8	97	5188	42.6	12.7	92	6034	47.9	14.8	104	3003	44.0	7.3	95
HSMD INC. \$50,000 OR MORE	7931	3104	9.8	39.1	109	846	6.9	10.7	77	1656	13.1	20.9	147	*601	8.8	7.6	98
\$40,000 OR MORE	15233	5913	18.7	38.8	109	1573	12.9	10.3	75	3105	24.6	20.4	143	1235	18.1	8.1	105
\$30,000 OR MORE	28333	11105	35.1	39.2	110	3361	27.6	11.9	86	5192	41.2	18.3	129	2552	37.4	9.0	117
\$25,000 OR MORE	36417	14212	44.9	39.0	109	4378	35.9	12.0	87	6637	52.6	18.2	128	3197	46.8	8.8	114
\$20,000 - \$24,999	9943	3890	12.3	39.1	109	1395	11.4	14.0	102	1653	13.1	16.6	117	841	12.3	8.5	110
\$15,000 - \$19,999	9211	3396	10.7	36.9	103	1329	10.9	14.4	105	1381	11.0	15.0	105	685	10.0	7.4	96
\$10,000 - \$14,999	13477	4433	14.7	34.4	96	2053	16.8	15.2	111	1588	12.6	11.8	83	992	14.5	7.4	95
UNDER \$10,000	19418	5490	17.4	28.3	79	3031	24.9	15.6	113	1348	10.7	6.9	49	1111	16.3	5.7	74
HOUSEHOLD OF 1 PERSON	11987	3709	11.7	30.9	87	1702	14.0	14.2	103	1331	10.6	11.1	78	676	9.9	5.6	73
2 PEOPLE	27046	9432	29.8	34.9	98	3815	31.3	14.1	102	3257	25.8	12.0	84	2360	34.6	8.7	113
3 OR 4 PEOPLE	34251	12886	40.8	37.6	105	4675	38.4	13.6	99	5246	41.6	15.3	107	2966	43.5	8.7	112
5 OR MORE PEOPLE	15180	5594	17.7	36.9	103	1995	16.4	13.1	95	2775	22.0	18.3	128	824	12.1	5.4	70
NO CHILD IN HSMD	49819	17007	53.8	34.1	96	6655	54.6	13.4	97	6423	50.9	12.9	90	3930	57.6	7.9	102
CHILD(REN) UNDER 2 YRS	6045	2345	7.4	38.8	109	790	6.5	13.1	95	980	7.8	16.2	114	*574	8.4	9.5	123
2 - 5 YEARS	15233	5680	18.0	37.3	104	2147	17.6	14.1	102	2488	19.7	16.3	115	1046	15.3	6.9	89
6 - 11 YEARS	16260	6128	19.4	37.7	105	2618	21.5	16.1	117	2386	18.9	14.7	103	1124	16.5	6.9	90
12 - 17 YEARS	19173	7245	22.9	37.8	106	2989	24.5	15.6	113	2983	23.7	15.6	109	1274	18.7	6.6	86
RESIDENCE OWNED	61371	22720	71.9	37.0	104	8870	72.8	14.5	105	8916	70.7	14.5	102	4934	72.3	8.0	104
VALUE: \$50,000 OR MORE	35355	13503	42.7	38.2	107	4917	40.3	13.9	101	5788	45.9	16.4	115	2798	41.0	7.9	103
VALUE: UNDER \$50,000	26016	9217	29.1	35.4	99	3953	32.4	15.2	110	3127	24.8	12.0	84	2137	31.3	8.2	106

COUGH DROPS - USAGE IN LAST 6 MONTHS
(FEMALES)

		ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	31621	100.0	35.7	100	12187	100.0	13.8	100	12608	100.0	14.3	100	6826	100.0	7.7	100
MAGAZINES	QUINTILE 1	17988	7103	22.5	39.5	110	2408	19.8	13.4	97	3219	25.5	17.9	126	1476	21.6	8.2	106
	QUINTILE 2	19446	7403	23.4	38.1	107	2992	24.6	15.4	112	2946	23.4	15.1	106	1466	21.5	7.5	98
	QUINTILE 3	14626	5352	16.9	36.6	102	1775	14.6	12.1	88	2364	18.8	16.2	113	1213	17.8	8.3	107
	QUINTILE 4	16014	5961	18.9	37.2	104	2320	19.0	14.5	105	2204	17.5	13.8	97	1437	21.1	9.0	110
	QUINTILE 5	20389	5901	18.3	28.5	80	2692	22.1	13.2	96	1875	14.9	9.2	65	1234	18.1	6.1	78
NEWSPAPERS	QUINTILE 1	13830	5348	16.9	38.7	108	1986	16.3	14.4	104	2263	17.9	16.4	115	1100	16.1	8.0	103
	QUINTILE 2	26350	9857	31.2	37.4	105	4063	33.3	15.4	112	3580	28.4	13.6	95	2214	32.4	8.4	105
	QUINTILE 3	12415	4925	15.6	39.7	111	1725	14.2	13.9	101	2160	17.1	17.4	122	1040	15.2	8.4	109
	QUINTILE 4	21911	7163	22.7	32.7	91	2570	21.1	11.7	85	3077	24.4	14.0	99	1517	22.2	6.9	90
	QUINTILE 5	13960	4328	13.7	31.0	87	1844	15.1	13.2	96	1528	12.1	10.9	77	955	14.0	6.8	85
OUTDOOR	QUINTILE 1	16810	6159	19.5	36.6	103	2295	18.8	13.7	99	2610	20.7	15.5	109	1254	18.4	7.5	97
	QUINTILE 2	17101	6291	19.9	36.8	103	2506	20.6	14.7	106	2510	19.9	14.7	103	1275	18.7	7.5	97
	QUINTILE 3	17579	6481	20.5	36.9	103	2303	18.9	13.1	95	2827	22.4	16.1	113	1351	19.8	7.7	100
	QUINTILE 4	18343	6306	19.9	34.4	96	2477	20.3	13.5	98	2558	20.3	13.9	98	1272	18.6	6.9	90
	QUINTILE 5	18631	6383	20.2	34.3	96	2607	21.4	14.0	102	2103	16.7	11.3	79	1674	24.5	9.0	110
RADIO-DRIVE TIME	QUINTILE 1	17390	6686	21.1	38.4	108	2613	21.4	15.0	109	2665	21.1	15.3	108	1408	20.6	8.1	105
	QUINTILE 2	16591	6513	20.6	39.3	110	2686	22.0	16.2	118	2388	18.9	14.4	101	1439	21.1	8.7	111
	QUINTILE 3	16910	6327	20.0	37.4	105	2056	16.9	12.2	88	2867	22.7	17.0	119	1403	20.6	8.3	108
	QUINTILE 4	18002	6268	19.8	34.8	97	2342	19.2	13.0	94	2480	19.7	13.8	97	1446	21.2	8.0	104
	QUINTILE 5	19572	5827	18.4	29.8	83	2489	20.4	12.7	92	2208	17.5	11.3	79	1130	16.6	5.8	75
RADIO-MID- DAY	TERCILE 1	23248	8925	28.2	38.4	107	3587	29.4	15.4	112	3440	27.3	14.8	104	1897	27.8	8.2	100
	TERCILE 2	23667	9001	28.5	38.0	106	3697	30.3	15.6	113	3451	27.4	14.6	102	1853	27.1	7.8	100
	TERCILE 3	41549	13695	43.3	33.0	92	4903	40.2	11.8	86	5717	45.3	13.8	97	3076	45.1	7.4	90
RADIO-TOTAL	QUINTILE 1	17786	6895	21.8	38.8	108	2840	23.3	16.0	116	2772	22.0	15.6	109	1283	18.8	7.2	95
	QUINTILE 2	17316	6875	21.7	39.7	111	2601	21.3	15.0	109	2624	20.8	15.2	106	1650	24.2	9.5	123
	QUINTILE 3	18428	6736	21.3	36.6	102	2621	21.5	14.2	103	2917	23.1	15.8	111	1198	17.6	6.5	84
	QUINTILE 4	17669	6161	19.5	34.9	98	1921	15.8	10.9	79	2488	19.7	14.1	99	1171	25.7	9.9	121
	QUINTILE 5	17265	4954	15.7	28.7	80	2204	18.1	12.8	93	1807	14.3	10.5	73	944	13.8	5.5	73
TV-PRIME TIME	QUINTILE 1	17416	5978	18.9	34.3	96	2471	20.3	14.2	103	2241	17.8	12.9	90	1266	18.5	7.3	90
	QUINTILE 2	17413	6348	20.1	36.5	102	2484	20.4	14.3	104	2452	19.4	14.1	99	1413	20.7	8.1	105
	QUINTILE 3	17943	6379	20.2	35.6	99	2499	20.5	13.9	101	2625	20.8	14.6	103	1255	18.4	7.0	90
	QUINTILE 4	18442	7105	22.5	38.5	108	2704	22.2	14.7	106	2777	22.0	15.1	106	1624	23.8	8.8	111
	QUINTILE 5	17250	5811	18.4	33.7	94	2029	16.6	11.8	85	2514	19.9	14.6	102	1268	18.6	7.4	90
TV-DAYTIME	TERCILE 1	29966	10409	32.9	34.7	97	4712	38.7	15.7	114	3514	27.9	11.7	82	2183	32.0	7.3	90
	TERCILE 2	29480	10951	34.6	37.1	104	4006	32.9	13.6	99	4632	36.7	15.7	110	2313	33.9	7.8	100
	TERCILE 3	29018	10261	32.4	35.4	99	3469	28.5	12.0	87	4462	35.4	15.4	108	2330	34.1	8.0	100
TV-TOTAL	QUINTILE 1	17740	5951	18.8	33.5	94	2676	22.0	15.1	109	2118	16.8	11.9	84	1158	17.0	6.5	85
	QUINTILE 2	17674	6248	19.8	35.4	99	2458	20.2	13.9	101	2417	19.2	13.7	96	1373	20.1	7.8	100
	QUINTILE 3	17730	6234	19.7	35.2	98	2422	19.9	13.7	99	2485	19.7	14.0	98	1327	19.4	7.5	90
	QUINTILE 4	17563	6978	22.1	39.7	111	2656	21.8	15.1	110	2722	21.6	15.5	109	1600	23.4	9.1	111
	QUINTILE 5	17757	6210	19.6	35.0	98	1975	16.2	11.1	81	2846	22.7	16.1	113	1369	20.1	7.7	100
MAGAZINES-NEWSPAPERS: DUAL		23278	9290	29.4	39.9	112	3581	29.4	15.4	112	3959	31.4	17.0	119	1751	25.7	7.5	97
MAGAZINE IMPERATIVE		21634	7925	25.1	36.6	102	2587	21.2	12.0	87	3513	28.0	16.3	115	1805	26.4	8.3	103
NEWSPAPER IMPERATIVE		23455	8458	26.7	36.1	101	3415	28.0	14.6	106	2919	23.2	12.4	87	2123	31.1	9.1	111
MAGAZINES-OUTDOOR: DUAL		17482	6940	21.9	39.7	111	2521	20.7	14.4	105	3103	24.6	17.7	125	1316	19.3	7.5	90
MAGAZINE IMPERATIVE		28830	10781	34.1	37.4	105	3956	32.5	13.7	100	4456	35.3	15.5	108	2369	34.7	8.2	100
OUTDOOR IMPERATIVE		26119	8818	27.9	33.8	94	3502	28.7	13.4	97	3416	27.1	13.1	92	1900	27.8	7.3	90
MAGAZINES-RADIO: DUAL		20162	8010	25.3	39.7	111	3134	25.7	15.5	113	3370	26.7	16.7	117	1507	22.1	7.5	90
MAGAZINE IMPERATIVE		26292	9445	29.9	35.9	101	3222	26.4	12.3	89	4123	32.7	15.7	110	2100	30.8	8.0	100
RADIO IMPERATIVE		25308	9371	29.6	37.0	104	3739	30.7	14.8	107	3571	28.3	14.1	99	2061	30.2	8.1	100
MAGAZINES-TELEVISION: DUAL		17312	6535	20.7	37.7	106	2573	21.1	14.9	108	2675	21.2	15.5	108	1288	18.9	7.4	90
MAGAZINE IMPERATIVE		29099	11420	36.1	39.2	110	3898	32.0	13.4	97	5077	40.3	17.4	122	2446	35.8	8.4	100
TELEVISION IMPERATIVE		27505	8866	28.0	32.2	90	3816	31.3	13.9	101	3033	24.1	11.0	77	2018	29.6	7.3	90
NEWSPAPERS-OUTDOOR: DUAL		18628	7248	22.9	38.9	109	2789	22.9	15.0	109	2994	23.7	16.1	113	1465	21.5	7.9	100
NEWSPAPER IMPERATIVE		29178	11043	34.9	37.8	106	4310	35.4	14.8	107	4209	33.4	14.4	101	2525	32.7	8.7	111
OUTDOOR IMPERATIVE		25260	8555	27.1	33.9	95	3187	26.2	12.6	92	3664	29.1	14.5	102	1704	25.0	6.7	85
NEWSPAPERS-RADIO: DUAL		19246	7776	24.6	40.4	113	3237	26.6	16.8	122	3013	23.9	15.7	110	1527	22.4	7.9	100
NEWSPAPER IMPERATIVE		28155	10189	32.2	36.2	101	3748	30.8	13.3	97	4033	32.0	14.3	101	2408	35.3	8.6	111
RADIO IMPERATIVE		25308	9383	29.7	37.1	104	3494	28.7	13.8	100	3920	31.1	15.5	109	1969	28.8	7.8	100
NEWSPAPERS-TELEVISION: DUAL		18615	6908	21.8	37.1	104	2895	23.8	15.6	113	2554	20.3	13.7	96	1459	21.4	7.8	100
NEWSPAPER IMPERATIVE		29207	11201	35.4	38.4	107	4157	34.1	14.2	103	4588	36.4	15.7	110	2455	36.0	8.4	100
TELEVISION IMPERATIVE		25472	8134	25.7	31.9	89	3338	27.4	13.1	95	3132	24.8	12.3	86	1664	24.4	6.5	85
OUTDOOR-RADIO: DUAL		17292	6931	21.9	40.1	112	2786	22.9	16.1	117	2872	22.8	16.6	117	1274	18.7	7.4	90
OUTDOOR IMPERATIVE		26915	9043	28.6	33.6	94	3231	26.5	12.0	87	3731	29.6	13.9	97	2081	30.5	7.7	100
RADIO IMPERATIVE		28938																

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	31621	100.0	35.7	100	12187	100.0	13.8	100	12608	100.0	14.3	100	6826	100.0	7.7	100
ATLANTIC MONTHLY	415	*117	0.4	28.2	79	*331	0.3	7.5	54	*53	0.4	12.8	90	*32	0.5	7.7	100
BARRON'S	522	**168	0.5	32.2	90	*337	0.3	7.1	51	*79	0.6	15.1	106	*53	0.8	10.2	132
BETTER HOMES & GARDENS	17429	6796	21.5	39.0	109	2598	21.3	14.9	108	2725	21.6	15.6	110	1473	21.6	8.5	110
BON APPETIT	2772	1146	3.6	41.3	116	462	3.8	16.7	121	498	3.9	18.0	126	*186	2.7	6.7	87
BUSINESS WEEK	1469	570	1.8	38.8	109	*207	1.7	14.1	102	*225	1.8	15.3	107	*138	2.0	9.4	122
CAR AND DRIVER	397	*219	0.7	55.2	154	*57	0.5	14.4	104	*102	0.8	25.7	180	*61	0.9	15.4	199
CBS MAGAZINE NETWORK (GROSS)	1633	691	2.2	42.3	118	*196	1.6	12.0	87	*371	2.9	22.7	159	*124	1.8	7.6	98
CHANGING TIMES	1554	462	1.5	29.7	83	*166	1.4	10.7	78	*194	1.5	12.5	88	*101	1.5	6.5	84
COLONIAL HOMES	1304	472	1.5	36.2	101	*143	1.2	11.0	80	*192	1.5	14.7	103	*136	2.0	10.4	135
CONDE NAST MAG. PKG. (GROSS)	17858	6647	21.0	37.2	104	1997	16.4	11.2	81	3604	28.6	20.2	142	1045	15.3	5.9	76
CONSUMERS DIGEST	1406	535	1.7	38.1	106	*157	1.3	11.2	81	*327	2.6	23.3	163	*51	0.7	3.6	47
COSMOPOLITAN	8815	3488	11.0	39.6	111	1003	8.2	11.4	83	1869	14.8	21.2	149	616	9.0	7.0	91
COUNTRY LIVING	2636	1026	3.2	38.9	109	375	3.1	14.2	103	416	3.3	15.8	111	*235	3.4	8.9	116
CUISINE	1554	710	2.2	45.7	128	*269	2.2	17.3	126	*323	2.6	20.8	146	*117	1.7	7.5	98
CYCLE WORLD	469	*182	0.6	38.8	109	*81	0.7	17.3	125	*58	0.5	12.4	87	*43	0.6	9.2	119
DCI:CREATIVE IDEAS FOR LIV	2631	860	2.7	32.7	91	352	2.9	13.4	97	330	2.6	12.5	88	*178	2.6	6.8	88
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	2384	7.5	33.7	94	904	7.4	12.8	93	923	7.3	13.1	92	556	8.1	7.9	102
DISCOVER	998	308	1.0	30.9	86	*106	0.9	10.6	77	*111	0.9	11.1	78	*92	1.3	9.2	119
EBONY	4289	1230	3.9	28.7	80	621	5.1	14.5	105	417	3.3	9.7	68	*191	2.8	4.5	58
ESQUIRE	1176	483	1.5	41.1	115	*234	1.9	19.9	144	*171	1.4	14.5	102	*79	1.2	6.7	87
ESSENCE	2392	743	2.3	31.1	87	381	3.1	15.9	116	256	2.0	10.7	75	*106	1.6	4.4	57
FAMILY CIRCLE	17209	6979	22.1	40.6	113	2634	21.6	15.3	111	3009	23.9	17.5	123	1335	19.6	7.8	101
THE FAMILY HANDYMAN	1184	574	1.8	48.5	136	*218	1.8	18.4	134	*168	1.3	14.2	100	*188	2.8	15.9	206
FAMILY WEEKLY	12391	4846	15.3	39.1	109	2036	16.7	16.4	119	1950	15.5	15.7	110	860	12.6	6.9	90
FIELD & STREAM	2438	1070	3.4	43.9	123	*371	3.0	15.2	110	446	3.5	18.3	128	*253	3.7	10.4	134
FOOD & WINE	614	*252	0.8	41.0	115	*120	1.0	19.5	142	*84	0.7	13.7	96	*47	0.7	7.7	99
FORBES	813	*336	1.1	41.3	116	*130	1.1	16.0	116	*125	1.0	15.4	108	*81	1.2	10.0	129
FORTUNE	1083	489	1.5	45.2	126	*158	1.3	14.6	106	*181	1.4	16.7	117	*150	2.2	13.9	179
GENTLEMEN'S QUARTERLY	1197	430	1.4	35.9	100	*104	0.9	8.7	63	*272	2.2	23.1	162	*49	0.7	4.1	53
GLAMOUR	6625	2671	8.4	40.3	113	741	6.1	11.2	81	1452	11.5	21.9	154	478	7.0	7.2	94
GOLF DIGEST	707	326	1.0	46.1	129	*108	0.9	15.3	111	*145	1.2	20.5	144	*74	1.1	10.5	136
GOLF DIGEST/TENNIS (GROSS)	1316	538	1.7	40.9	114	*205	1.7	15.6	113	*229	1.8	17.4	122	*105	1.5	8.0	103
GOLF MAGAZINE	469	*227	0.7	48.4	135	*65	0.5	13.9	101	*120	1.0	25.6	180	*42	0.6	9.0	116
GOLF MAGAZINE/SKI (GROSS)	1060	413	1.3	39.0	109	*109	0.9	10.3	75	*202	1.6	19.1	134	*101	1.5	9.5	123
GOOD HOUSEKEEPING	17784	6933	21.9	39.0	109	2649	21.7	14.9	108	2815	22.3	15.8	111	1469	21.5	8.3	107
HARPER'S BAZAAR	2931	1025	3.2	35.0	98	291	2.4	9.9	72	446	3.5	15.2	107	*288	4.2	9.8	127
HEALTH	2199	688	2.2	31.3	88	255	2.1	11.6	84	280	2.2	12.7	89	*153	2.2	7.0	90
HEARST MAG CORP. BUY (GROSS)	49148	19198	60.7	39.1	109	6487	53.2	13.2	96	8352	66.2	17.0	119	4359	63.9	8.9	115
HEARST MAN POWER (GROSS)	2113	840	2.7	39.8	111	*236	1.9	11.2	81	346	2.7	16.4	115	*258	3.8	12.2	158
HEARST WOMAN POWER (GROSS)	35062	13910	44.0	39.7	111	4855	39.8	13.8	101	6157	48.8	17.6	123	2899	42.5	8.3	107
HOUSE BEAUTIFUL	3865	1507	4.8	39.0	109	486	4.0	12.6	91	584	4.6	15.1	106	437	6.4	11.3	147
INC.	315	*140	0.4	44.4	124	*27	0.2	8.6	62	*51	0.4	16.2	114	*62	0.9	19.7	255
JET	3690	1039	3.3	28.2	79	512	4.2	13.9	101	368	2.9	10.0	70	*159	2.3	4.3	56
LADIES' HOME JOURNAL	12930	5234	16.6	40.5	113	1921	15.8	14.9	108	2251	17.9	17.4	122	1062	15.6	8.2	106
LHJ FAMILY GRP COMBO(GROSS)	18161	7198	22.8	39.6	111	2540	20.8	14.0	102	3085	24.5	17.0	119	1574	23.1	8.7	112
LIFE	5065	1838	5.8	36.3	102	596	4.9	11.8	85	798	6.3	15.8	111	444	6.5	8.8	114
L.A. TIMES HOME MAGAZINE	1310	520	1.6	39.7	111	*139	1.1	10.6	77	*189	1.5	14.4	101	*192	2.8	14.7	190
MADMOISELLE	3759	1429	4.5	38.0	106	426	3.5	11.3	82	835	6.6	22.2	156	*167	2.4	4.4	58
MC CALL'S	14658	5414	17.1	36.9	103	2182	17.9	14.9	108	2146	17.0	14.6	103	1085	15.9	7.4	96
MC CALL'S/WRK MOTHER (GROSS)	15857	5868	18.6	37.0	104	2348	19.3	14.8	107	2279	18.1	14.4	101	1241	18.2	7.8	101
MECHANIX ILLUSTRATED	809	*293	0.9	36.2	101	*77	0.6	9.5	69	*138	1.1	17.1	120	*79	1.2	9.8	127
METROPOLITAN HOME	1009	384	1.2	38.1	106	*123	1.0	12.2	88	*206	1.6	20.4	143	*55	0.8	5.5	71
MONEY	1707	566	1.8	33.2	93	*224	1.8	13.1	95	*221	1.8	12.9	91	*120	1.8	7.0	91
MOTHER EARTH NEWS	1123	423	1.3	37.7	105	*196	1.6	17.5	127	*189	1.5	16.8	118	*38	0.6	3.4	44
MS.	932	324	1.0	34.8	97	*119	1.0	12.8	93	*152	1.2	16.3	114	*53	0.8	5.7	74
NATIONAL ENQUIRER	11971	4281	13.5	35.8	100	1653	13.6	13.8	100	1814	14.4	15.2	106	813	11.9	6.8	88
NATIONAL GEOGRAPHIC	10503	4091	12.9	39.0	109	1287	10.6	12.3	89	1810	14.4	17.2	121	994	14.6	9.5	123
NATIONAL SUNDAY MAGAZINE PKG	54325	20329	64.3	37.4	105	7636	62.7	14.1	102	8287	65.7	15.3	107	4405	64.5	8.1	105
NATURAL HISTORY	626	*177	0.6	28.3	79	*66	0.5	10.5	77	*61	0.5	9.7	68	*51	0.7	8.1	106
NEW WOMAN	1992	795	2.5	39.9	112	237	1.9	11.9	86	*362	2.9	18.2	128	*196	2.9	9.8	128
NEW YORK INCLUDING CUE	547	*149	0.5	27.2	76	*34	0.3	6.2	45	*67	0.5	12.2	86	*49	0.7	9.0	116
THE NEW YORKER	1380	425	1.3	30.8	86	*138	1.1	10.0	73	*129	1.3	12.2	86	*118	1.7	8.6	111
NEWSWEEK	6925	2664	8.4	38.5	108	928	7.6	13.4	97	1224	9.7	17.7	124	511	7.5	7.4	96
THE N.Y. TIMES DAILY EDITION	1363	498	1.6	36.5	102	*175	1.4	12.8	93	*245	1.9	18.0	126	*79	1.2	5.8	75
THE N.Y. TIMES MAGAZINE	2333	864	2.7	37.0	104	311	2.6	13.3	97	398	3.2	17.1	120	*156	2.3	6.7	87
OMNI	872	351	1.1	40.3	113	*178	1.5	20.4	148	*132	1.0	15.1	106	*41	0.6	4.7	61
ON CABLE	1298	496	1.6	38.2	107	*129	1.1	9.9	72	*201	1.6	15.5	109	*166	2.4	12.8	166
1001 HOME IDEAS	3032	1276	4.0	42.1	118	364	3.0	12.0	87	554	4.4	18.3	128	359	5.3	11.8	153
ORGANIC GARDENING	1680	711	2.2	42.3	118	369	3.0	22.0	159	*183	1.5	10.9	76	*159	2.3	9.5	123
OUTDOOR LIFE	960	431	1.4	44.9	126	*160	1.3	16.7	121	*150	1.2	15.6	110	*121	1.8	12.6	163
PARADE MAGAZINE	26755	9688	30.6	36.2	101	3527	28.9	13.2	96	4168	33.1	15.6	109	1993	29.2	7.4	97

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	31621	100.0	35.7	100	12187	100.0	13.8	100	12608	100.0	14.3	100	6826	100.0	7.7	100
PARENTS	4173	1674	5.3	40.1	112	645	5.3	15.5	112	696	5.5	16.7	117	334	4.9	8.0	104
PENTHOUSE	973	*315	1.0	32.4	91	**140	1.1	14.4	104	**130	1.0	13.4	94	**45	0.7	4.6	60
PEOPLE	13479	5432	17.2	40.3	113	1766	14.5	13.1	95	2642	21.0	19.6	138	1024	15.0	7.6	98
PLAYBOY	2183	805	2.5	36.9	103	*211	1.7	9.7	70	405	3.2	18.6	130	*188	2.8	8.6	112
POPULAR HOT RODDING	388	**155	0.5	39.9	112	**69	0.6	17.8	129	**30	0.2	7.7	54	**56	0.8	14.4	187
POPULAR MECHANICS	1037	368	1.2	35.5	99	**144	1.2	13.9	101	**88	0.7	8.5	60	**135	2.0	13.0	169
POPULAR SCIENCE	920	456	1.4	49.6	139	*164	1.3	17.8	129	**127	1.0	13.8	97	**165	2.4	17.9	232
PREVENTION	4071	1532	4.8	37.6	105	669	5.5	16.4	119	542	4.3	13.3	93	321	4.7	7.9	102
PSYCHOLOGY TODAY	1940	689	2.2	35.5	99	*150	1.2	7.7	56	394	3.1	20.3	143	*144	2.1	7.4	96
READER'S DIGEST	24031	9495	30.0	39.5	111	3601	29.5	15.0	109	3735	29.6	15.5	109	2159	31.6	9.0	116
REDBOOK	8464	3489	11.0	41.2	115	1202	9.9	14.2	103	1473	11.7	17.4	122	813	11.9	9.6	124
ROAD & TRACK	429	**200	0.6	46.6	130	**8	0.1	1.9	14	**153	1.2	35.7	250	**39	0.6	9.1	118
ROLLING STONE	1355	537	1.7	39.6	111	*191	1.6	14.1	102	*280	2.2	20.7	145	**67	1.0	4.9	64
RUNNER'S WORLD	329	**112	0.4	34.0	95	**2	0.0	0.6	4	*74	0.6	22.5	158	**36	0.5	10.9	142
SATURDAY EVENING POST	1268	516	1.6	40.7	114	*191	1.6	15.1	109	*211	1.7	16.6	117	**115	1.7	9.1	118
SCIENCE 84	702	357	1.1	50.9	142	**151	1.2	21.5	156	*167	1.3	23.8	167	**38	0.6	5.4	70
SCIENCE DIGEST	553	*255	0.8	46.1	129	**33	0.3	6.0	43	*158	1.3	28.6	200	**64	0.9	11.6	150
SCIENTIFIC AMERICAN	615	*193	0.6	31.4	88	**65	0.5	10.6	77	**73	0.6	11.9	83	**55	0.8	8.9	116
SELF	2683	943	3.0	35.1	98	315	2.6	11.7	85	528	4.2	19.7	138	**100	1.5	3.7	48
SEVENTEEN	3309	1274	4.0	38.5	108	477	3.9	14.4	105	638	5.1	19.3	135	*159	2.3	4.8	62
SKI	591	*186	0.6	31.5	88	**44	0.4	7.4	54	**82	0.7	13.9	97	**60	0.9	10.2	132
SMITHSONIAN	3039	1018	3.2	33.5	94	419	3.4	13.8	100	377	3.0	12.4	87	222	3.3	7.3	95
SOAP OPERA DIGEST	3683	1466	4.6	39.8	111	572	4.7	15.5	113	657	5.2	17.8	125	*237	3.5	6.4	83
SOUTHERN LIVING	4434	1523	4.8	34.3	96	552	4.5	12.4	90	593	4.7	13.4	94	379	5.6	8.5	111
SPORT	701	*241	0.8	34.4	96	**81	0.7	11.6	84	**108	0.9	15.4	108	**52	0.8	7.4	96
THE SPORTING NEWS	518	*281	0.9	54.2	152	**104	0.9	20.1	146	*164	1.3	31.7	222	**12	0.2	2.3	30
SPORTS AFIELD	523	*218	0.7	41.7	117	**58	0.5	11.1	81	**100	0.8	19.1	134	**60	0.9	11.5	149
SPORTS ILLUSTRATED	3325	1432	4.5	43.1	120	477	3.9	14.3	104	715	5.7	21.5	151	*239	3.5	7.2	93
STAR	8567	3301	10.4	38.5	108	1256	10.3	14.7	106	1538	12.2	18.0	126	506	7.4	5.9	77
SUNDAY	27630	10155	32.1	36.8	103	3672	30.1	13.3	96	4014	31.8	14.5	102	2468	36.2	8.9	116
SUNSET	2219	888	2.8	40.0	112	*229	1.9	10.3	75	364	2.9	16.4	115	*295	4.3	13.3	172
TV GUIDE	24258	9311	29.4	38.4	107	3609	29.6	14.9	108	3821	30.3	15.8	111	1880	27.5	7.8	100
TENNIS	609	*211	0.7	34.6	97	*97	0.8	15.9	116	*84	0.7	13.8	97	*31	0.5	5.1	66
TIME	9929	3487	11.0	35.1	98	1259	10.3	12.7	92	1468	11.6	14.8	104	761	11.1	7.7	99
TOWN & COUNTRY	1062	323	1.0	30.4	85	**72	0.6	6.8	49	*170	1.3	16.0	112	*81	1.2	7.6	99
TRAVEL & LEISURE	1051	358	1.1	34.1	95	*68	0.6	6.5	47	*200	1.6	19.0	134	*90	1.3	8.6	111
TRUE STORY	3946	1535	4.9	38.9	109	742	6.1	18.8	136	532	4.2	13.5	95	*262	3.8	6.6	86
U.S. NEWS & WORLD REPORT	3782	1362	4.3	36.0	101	381	3.1	10.1	73	739	5.9	19.5	137	*241	3.5	6.4	83
USA TODAY	1874	768	2.4	41.0	115	275	2.3	14.7	107	323	2.6	17.2	121	*170	2.5	9.1	118
US	2213	1076	3.4	48.6	136	357	2.9	16.1	117	563	4.5	25.4	179	*155	2.3	7.0	91
VOGUE	4792	1604	5.1	33.5	94	515	4.2	10.7	78	788	6.3	16.4	115	301	4.4	6.3	81
HALL STREET JOURNAL	2045	736	2.3	36.0	101	275	2.3	13.4	98	289	2.3	14.1	99	*171	2.5	8.4	108
HEIGHT WATCHERS	2364	1026	3.2	43.4	121	306	2.5	12.9	94	550	4.4	23.3	163	*169	2.5	7.1	93
HOMAN'S DAY	15182	6041	19.1	39.8	111	2371	19.5	15.6	113	2514	19.9	16.6	116	1156	16.9	7.6	99
WORKING MOTHER	1198	454	1.4	37.9	106	*166	1.4	13.9	101	*133	1.1	11.1	78	**155	2.3	12.9	168
WORKING HOMAN	1523	594	1.9	39.0	109	*215	1.8	14.1	102	*240	1.9	15.8	111	**139	2.0	9.1	118
WORLD TENNIS	*183	*77	0.2	42.1	118	**41	0.3	22.4	163	**26	0.2	14.2	100	*11	0.2	6.0	78
ZIFF-DAVIS MAG NETHK (GROSS)	2776	974	3.1	35.1	98	355	2.9	12.8	93	445	3.5	16.0	112	*174	2.5	6.3	81
BLAIR INSERTS	47909	17749	56.1	37.0	104	6575	54.0	13.7	100	7200	57.1	15.0	105	3974	58.2	8.3	108
DAILY NEWSPAPERS																	
READ ANY	56731	21222	67.1	37.4	105	8290	68.0	14.6	106	8434	66.9	14.9	104	4498	65.9	7.9	103
READ ONE	47696	17768	56.2	37.3	104	7000	57.4	14.7	107	7042	55.9	14.8	104	3726	54.6	7.8	101
READ TWO OR MORE	9034	3454	10.9	38.2	107	1290	10.6	14.3	104	1392	11.0	15.4	108	772	11.3	8.5	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	21636	68.4	37.5	105	8244	67.6	14.3	104	8625	68.4	14.9	105	4767	69.8	8.3	107
READ ONE	50513	18927	59.9	37.5	105	7214	59.2	14.3	104	7439	59.0	14.7	103	4274	62.6	8.5	110
READ TWO OR MORE	7219	2709	8.6	37.5	105	1030	8.5	14.3	104	1187	9.4	16.4	115	493	7.2	6.8	89
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.81				27.91				30.53				27.15			
30 DAY REACH	78184	28024	88.6	35.8	100	10760	88.3	13.8	100	11322	89.8	14.5	102	5943	87.1	7.6	99
50 SHWG - 30 DAY AV FREQ	14.80	15.23				14.79				15.96				14.61			
30 DAY REACH	74239	26565	84.0	35.8	100	10185	83.6	13.7	100	10853	86.1	14.6	103	5527	81.0	7.4	96
25 SHWG - 30 DAY AV FREQ	8.05	8.20				8.05				8.45				7.95			
30 DAY REACH	68254	24696	78.1	36.2	101	9326	76.5	13.7	99	10281	81.5	15.1	106	5090	74.6	7.5	97
CABLE TV: HOME WIRED	35215	13937	44.1	39.6	111	4857	39.9	13.8	100	5902	46.8	16.8	118	3178	46.6	9.0	117
HOME NOT WIRED	53250	17683	55.9	33.2	93	7330	60.1	13.8	100	6706	53.2	12.6	88	3648	53.4	6.9	89
HAVE PAY CABLE	17885	7442	23.5	41.6	116	2372	19.5	13.3	96	3443	27.3	19.3	135	1628	23.8	9.1	118

COUGH DROPS - USAGE IN LAST 6 MONTHS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	31621	100.0	35.7	100	12187	100.0	13.8	100	12608	100.0	14.3	100	6826	100.0	7.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	18335	58.0	38.2	107	6779	55.6	14.1	103	7568	60.0	15.8	111	3987	58.4	8.3	108
10:00 AM - 3:00 PM	33674	12921	40.9	38.4	107	5255	43.1	15.6	113	5070	40.2	15.1	106	2596	38.0	7.7	100
3:00 PM - 7:00 PM	34431	13261	41.9	38.5	108	4747	39.0	13.8	100	5559	44.1	16.1	113	2956	43.3	8.6	111
7:00 PM - MIDNIGHT	17761	6713	21.2	37.8	106	2647	21.7	14.9	108	2824	22.4	15.9	112	1242	18.2	7.0	91
MIDNIGHT - 6:00 AM	10087	3917	12.4	38.8	109	1419	11.6	14.1	102	1683	13.3	16.7	117	815	11.9	8.1	105
6:00 AM - MIDNIGHT	64318	24397	77.2	37.9	106	9162	75.2	14.2	103	9964	79.0	15.5	109	5272	77.2	8.2	106
ENTIRE DAY	65181	24716	78.2	37.9	106	9238	75.8	14.2	103	10129	80.3	15.5	109	5350	78.4	8.2	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	7186	22.7	41.3	115	2695	22.1	15.5	112	2866	22.7	16.5	115	1624	23.8	9.3	121
ALL NEWS	2520	966	3.1	38.3	107	307	2.5	12.2	88	420	3.3	16.7	117	*239	3.5	9.5	123
AOR/PROGRESSIVE	4419	1764	5.6	39.9	112	618	5.1	14.0	102	816	6.5	18.5	130	331	4.8	7.5	97
BEAUTIFUL MUSIC	6119	2375	7.5	38.8	109	846	6.9	13.8	100	968	7.7	15.8	111	561	8.2	9.2	119
BLACK	2623	957	3.0	36.5	102	397	3.3	15.1	110	406	3.2	15.5	109	*154	2.3	5.9	76
CLASSICAL	1553	500	1.6	32.2	90	*128	1.1	8.2	60	*242	1.9	15.6	109	**131	1.9	8.4	109
CHR/ROCK	11282	4841	15.3	42.9	120	1694	13.9	15.0	109	2126	16.9	18.8	132	1021	15.0	9.0	117
COUNTRY	13343	4851	15.3	36.4	102	1904	15.6	14.3	104	1899	15.1	14.2	100	1049	15.4	7.9	102
GOLDEN OLDIES	1299	413	1.3	31.8	89	*169	1.4	13.0	94	**144	1.1	11.1	78	**100	1.5	7.7	100
MOR/NOTALGIA	5241	1912	6.0	36.5	102	659	5.4	12.6	91	803	6.4	15.3	108	451	6.6	8.6	112
NEWS/TALK	4165	1462	4.6	35.1	98	591	4.8	14.2	103	577	4.6	13.9	97	295	4.3	7.1	92
RELIGIOUS	3324	1117	3.5	33.6	94	541	4.4	16.3	118	399	3.2	12.0	84	*177	2.6	5.3	69
SOFT ROCK	609	*225	0.7	36.9	103	*76	0.6	12.5	91	**102	0.8	16.7	118	**48	0.7	7.9	102
URBAN CONTEMPORARY	1853	579	1.8	31.2	87	289	2.4	15.6	113	*205	1.6	11.1	78	**85	1.2	4.6	59
HIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1396	4.4	37.5	105	524	4.3	14.1	102	578	4.6	15.5	109	294	4.3	7.9	102
ABC DIRECTION	2488	844	2.7	33.9	95	407	3.3	16.4	119	254	2.0	10.2	72	*184	2.7	7.4	96
ABC ENTERTAINMENT	5129	1931	6.1	37.6	105	778	6.4	15.2	110	680	5.4	13.3	93	473	6.9	9.2	120
ABC FM	2498	1093	3.5	43.8	122	402	3.3	16.1	117	480	3.8	19.2	135	*211	3.1	8.4	109
ABC INFORMATION	5721	2120	6.7	37.1	104	865	7.1	15.1	110	762	6.0	13.3	93	493	7.2	8.6	112
ABC ROCK	2021	820	2.6	40.6	114	*273	2.2	13.5	98	457	3.6	22.6	159	**90	1.3	4.5	58
CBS	4756	1843	5.8	38.8	108	682	5.6	14.3	104	748	5.9	15.7	110	412	6.0	8.7	112
MUTUAL	5272	2217	7.0	42.1	118	971	8.0	18.4	134	810	6.4	15.4	108	436	6.4	8.3	107
NBC	4964	1926	6.1	38.8	109	656	5.4	13.2	96	812	6.4	16.4	115	458	6.7	9.2	120
RADIORADIO	2218	672	2.1	30.3	85	*192	1.6	8.7	63	*297	2.4	13.4	94	*183	2.7	8.3	107
RKO ONE	2565	1006	3.2	39.2	110	302	2.5	11.8	85	544	4.3	21.2	149	*160	2.3	6.2	81
RKO TWO	3640	1370	4.3	37.6	105	524	4.3	14.4	104	447	3.5	12.3	86	399	5.8	11.0	142
THE SOURCE	2467	998	3.2	40.5	113	*281	2.3	11.4	83	559	4.4	22.7	159	*158	2.3	6.4	83
NON-HIRED : BLAIR	9466	3606	11.4	38.1	107	1315	10.8	13.9	101	1552	12.3	16.4	115	738	10.8	7.8	101
INTERNET	13616	5323	16.8	39.1	109	1893	15.5	13.9	101	2205	17.5	16.2	114	1225	17.9	9.0	117
KATZ RADIO GROUP	16998	6452	20.4	38.0	106	2591	21.3	15.2	111	2412	19.1	14.2	100	1450	21.2	8.5	111
SUPERNET	11622	4527	14.3	39.0	109	1624	13.3	14.0	101	*1982	15.7	17.1	120	921	13.5	7.9	103
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	3125	9.9	33.2	93	1271	10.4	13.5	98	1224	9.7	13.0	91	630	9.2	6.7	87
MKDAY 9:00 AM - 1:00 PM	13304	4621	14.6	34.7	97	1989	16.3	15.0	109	1698	13.5	12.8	90	933	13.7	7.0	91
MKDAY 1:00 PM - 4:30 PM	17591	6180	19.5	35.1	98	2770	22.7	15.7	114	2109	16.7	12.0	84	1302	19.1	7.4	96
MKDAY 4:30 PM - 7:30 PM	24418	8380	26.5	34.3	96	3446	28.3	14.1	102	3111	24.7	12.7	89	1823	26.7	7.5	97
MKDAY 7:30 PM - 8:00 PM	34400	11877	37.6	34.5	97	4815	39.5	14.0	102	4424	35.1	12.9	90	2639	38.7	7.7	99
MKDAY 11:00 PM - 11:30 PM	26120	9435	29.8	36.1	101	3912	32.1	15.0	109	3446	27.3	13.2	93	2077	30.4	8.0	103
MKDAY 11:30 PM - 1:00 AM	8402	3130	9.9	37.3	104	1325	10.9	15.8	114	1189	9.4	14.2	99	615	9.0	7.3	95
M-SAT 8-11 PM+SUN 7-11 PM	36828	13180	41.7	35.8	100	5210	42.8	14.1	103	5165	41.0	14.0	98	2805	41.1	7.6	99
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	2425	7.7	33.6	94	1020	8.4	14.1	103	840	6.7	11.6	82	565	8.3	7.8	101
ANOTHER WORLD	N 4924	1713	5.4	34.8	97	760	6.2	15.4	112	641	5.1	13.0	91	312	4.6	6.3	82
AS THE WORLD TURNS	C 5966	2152	6.8	36.1	101	1139	9.3	19.1	139	605	4.8	10.1	71	407	6.0	6.8	88
CAPITOL	C 3672	1355	4.3	36.9	103	655	5.4	17.8	129	391	3.1	10.6	75	310	4.5	8.4	109
CBS MORN. NEWS 1	C 1590	482	1.5	30.3	85	199	1.6	12.5	91	207	1.6	13.0	91	*75	1.1	4.7	61
CBS MORN. NEWS 2	C 1298	419	1.3	32.3	90	171	1.4	13.2	96	174	1.4	13.4	94	*75	1.1	5.8	75
DAYS OF OUR LIVES	N 6389	2376	7.5	37.2	104	970	8.0	15.2	110	949	7.5	14.9	104	457	6.7	7.2	93
FACTS OF LIFE - DAYTIME	N 2526	717	2.3	28.4	79	284	2.3	11.2	82	317	2.5	12.5	88	116	1.7	4.6	60
FAMILY FEUD	A 3427	1195	3.8	34.9	98	482	4.0	14.1	102	447	3.5	13.0	92	267	3.9	7.8	101
GENERAL HOSPITAL	A 6870	2515	8.0	36.6	102	1179	9.7	17.2	125	785	6.2	11.4	80	551	8.1	8.0	104
GOOD MORNING, AMERICA-730A	A 3767	1345	4.3	35.7	100	560	4.6	14.9	108	476	3.8	12.6	89	309	4.5	8.2	106
GOOD MORNING, AMERICA-830A	A 3076	1112	3.5	36.2	101	493	4.0	16.0	116	392	3.1	12.7	89	228	3.3	7.4	96
GUIDING LIGHT	C 5789	2056	6.5	35.5	99	967	7.9	16.7	121	633	5.0	10.9	77	456	6.7	7.9	102
ONE LIFE TO LIVE	A 4918	1620	5.1	32.9	92	718	5.9	14.6	106	525	4.2	10.7	75	377	5.5	7.7	99
PRESS YOUR LUCK	C 2367	916	2.9	38.7	108	434	3.6	18.3	133	340	2.7	14.4	101	142	2.1	6.0	78
PRICE IS RIGHT 1	C 4727	1648	5.2	34.9	98	771	6.3	16.3	118	612	4.9	12.9	91	266	3.9		

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	31621	100.0	35.7	100	12187	100.0	13.8	100	12608	100.0	14.3	100	6826	100.0	7.7	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	9299	29.4	33.2	93	3923	32.2	14.0	102	3298	26.2	11.8	83	2077	30.4	7.4	96
NETWORK AFFILIATES - LATE	21966	7738	24.5	35.2	99	3300	27.1	15.0	109	2756	21.9	12.5	88	1681	24.6	7.7	99
INDEPENDENTS - LATE	2247	904	2.9	40.2	113	340	2.8	15.1	110	356	2.8	15.8	111	207	3.0	9.2	119
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11524	4142	13.1	35.9	101	1820	14.9	15.8	115	1363	10.8	11.8	83	959	14.0	8.3	108
ABC MONDAY NIGHT MOVIE	A 6879	2407	7.6	35.0	98	922	7.6	13.4	97	923	7.3	13.4	94	563	8.2	8.2	106
ABC SUNDAY NIGHT MOVIE	A 13690	4936	15.6	36.1	101	1971	16.2	14.4	105	1965	15.6	14.4	101	1000	14.6	7.3	99
ABC WORLD NEWS TONIGHT	A 6589	2312	7.3	35.1	98	875	7.2	13.3	96	827	6.6	12.6	88	610	8.9	9.3	120
AFTERMASH	C 6391	2185	6.9	34.2	96	857	7.0	13.4	97	806	6.4	12.6	88	522	7.6	8.2	106
ALICE	C 10273	3751	11.9	36.5	102	1469	12.1	14.3	104	1451	11.5	14.1	99	831	12.2	8.1	105
AMERICAN PARADE	C 7130	2380	7.5	33.4	93	876	7.2	12.3	89	1008	8.0	14.1	99	496	7.3	7.0	90
BENSON	A 11665	3762	11.9	32.3	90	1492	12.2	12.8	93	1548	12.3	13.3	93	722	10.6	6.2	80
BLUE THUNDER	A 5442	1913	6.0	35.2	98	815	6.7	15.0	109	773	6.1	14.2	100	325	4.8	6.0	77
CAGNEY & LACEY	C 10565	4113	13.0	38.9	109	1690	13.9	16.0	116	1559	12.4	14.8	104	864	12.7	8.2	106
CBS EVENING NEWS-DEAN	C 3668	1214	3.8	33.1	93	493	4.0	13.4	98	514	4.1	14.0	98	*208	3.0	5.7	73
CBS EVENING NEWS-RATHER	C 7561	2472	7.8	32.7	91	1087	8.9	14.4	104	892	7.1	11.8	83	493	7.2	6.5	85
CBS SAT. NEWS-SCHIEFFER	C 3948	1282	4.1	32.5	91	595	4.9	15.1	109	449	3.6	11.4	80	238	3.5	6.0	78
CBS SATURDAY NIGHT MOVIE	C 5966	2197	6.9	36.8	103	851	7.0	14.3	104	819	6.5	13.7	96	527	7.7	8.8	114
CBS WEDNESDAY NIGHT MOVIE	C 6529	2168	6.9	33.2	93	994	8.2	15.2	111	794	6.3	12.2	85	379	5.6	5.8	75
CHEERS	N 9842	3656	11.6	37.1	104	1324	10.9	13.5	98	1457	11.6	14.8	104	875	12.8	8.9	115
DALLAS	C 23935	8294	26.2	34.7	97	3311	27.2	13.8	100	3235	25.7	13.5	95	1748	25.6	7.3	95
DIFF'RENT STROKES	N 7574	2569	8.1	33.9	95	1129	9.3	14.9	108	815	6.5	10.8	76	625	9.2	8.3	107
DOUBLE TROUBLE	N 7786	2776	8.8	35.7	100	1053	8.6	13.5	98	1120	8.9	14.4	101	603	8.8	7.7	100
DUCK FACTORY	N 6290	2295	7.3	36.5	102	912	7.5	14.5	105	883	7.0	14.0	98	499	7.3	7.9	103
DUKES OF HAZZARD	C 6402	2268	7.2	35.4	99	928	7.6	14.5	105	957	7.6	14.9	105	382	5.6	6.0	77
DYNASTY	A 21955	7584	24.0	34.5	97	3008	24.7	13.7	99	3014	23.9	13.7	96	1562	22.9	7.1	92
FACTS OF LIFE	N 8898	3326	10.5	37.4	105	1252	10.3	14.1	102	1422	11.3	16.0	112	653	9.6	7.3	95
FALCON CREST	C 21877	7509	23.7	34.3	96	3027	24.8	13.8	100	2972	23.6	13.6	95	1510	22.1	6.9	89
FALL GUY	A 10045	3719	11.8	37.0	104	1473	12.1	14.7	106	1378	10.9	13.7	96	868	12.7	8.6	112
FAMILY TIES	N 8922	3128	9.9	35.1	98	1216	10.0	13.6	99	1203	9.5	13.5	95	710	10.4	8.0	103
FANTASY ISLAND	A 8288	3100	9.8	37.4	105	1335	11.0	16.1	117	1165	9.2	14.1	99	600	8.8	7.2	94
FOULUPS,BLEEPS & BLUNDERS	A 9891	3600	11.4	36.4	102	1343	11.0	13.6	99	1484	11.8	15.0	105	773	11.3	7.8	101
FOUR SEASONS	C 5429	1888	6.0	34.8	97	680	5.6	12.5	91	802	6.4	14.8	104	406	5.9	7.5	97
GIMME A BREAK	N 9646	3203	10.1	33.2	93	1336	11.0	13.9	101	1111	8.8	11.5	81	757	11.1	7.8	102
HART TO HART	A 9983	3599	11.4	36.1	101	1280	10.5	12.8	93	1424	11.3	14.3	100	894	13.1	9.0	116
HILL STREET BLUES	N 9688	3490	11.0	36.0	101	1141	9.4	11.8	85	1625	12.9	16.8	118	724	10.6	7.5	97
HOTEL	A 15435	5085	16.1	32.9	92	1946	16.0	12.6	92	1993	15.8	12.9	91	1146	16.8	7.4	96
JEFFERSONS	C 10031	3514	11.1	35.0	98	1360	11.2	13.6	98	1338	10.6	13.3	94	816	12.0	8.1	105
JENNIFER SLEPT HERE	N 6376	2261	7.2	35.5	99	960	7.9	15.1	109	859	6.8	13.5	95	442	6.5	6.9	90
KATE & ALLIE	C 9951	3643	11.5	36.6	102	1612	13.2	16.2	118	1311	10.4	13.2	92	721	10.6	7.2	94
KNIGHT RIDER	N 7908	3118	9.9	39.4	110	1107	9.1	14.0	102	1340	10.6	16.9	119	671	9.8	8.5	110
LOVE BOAT	A 13226	4423	14.0	33.4	94	1938	15.9	14.7	106	1651	13.1	12.5	88	834	12.2	6.3	82
MAGNUM PI	C 12105	4300	13.6	35.5	99	1747	14.3	14.4	105	1609	12.8	13.3	93	945	13.8	7.8	101
MAMA'S FAMILY	N 6364	2267	7.2	35.6	100	941	7.7	14.8	107	797	6.3	12.5	88	529	7.7	8.3	108
MASTER, THE	N 3955	1469	4.6	37.1	104	590	4.8	14.9	108	550	4.4	13.9	98	329	4.8	8.3	108
MATT HOUSTON	A 6903	2440	7.7	35.3	99	1035	8.5	15.0	109	901	7.1	13.1	92	504	7.4	7.3	95
NBC MONDAY NIGHT MOVIE	N 13443	4957	15.7	36.9	103	1886	15.5	14.0	102	2083	16.5	15.5	109	989	14.5	7.4	95
NBC NIGHTLY NEWS	N 5585	1959	6.2	35.1	98	761	6.2	13.6	99	756	6.0	13.5	95	442	6.5	7.9	103
NBC NIGHTLY NEWS-SAT	N 3688	1025	3.2	27.8	78	522	4.3	14.2	103	274	2.2	7.4	52	*229	3.4	6.2	80
NBC NIGHTLY NEWS-SUN	N 3310	1129	3.6	34.1	95	490	4.0	14.8	107	387	3.1	11.7	82	*251	3.7	7.6	98
NBC SUNDAY NIGHT MOVIE	N 9238	3269	10.3	35.4	99	1320	10.8	14.3	104	1281	10.2	13.9	97	668	9.8	7.2	94
NEWHART	C 9876	3870	12.2	39.2	110	1641	13.5	16.6	121	1418	11.2	14.4	101	812	11.9	8.2	107
ONE DAY AT A TIME	C 7954	3047	9.6	38.3	107	1171	9.6	14.7	107	1305	10.4	16.4	115	571	8.4	7.2	93
PEOPLE ARE FUNNY	N 5182	1955	6.2	37.7	106	730	6.0	14.1	102	752	6.0	14.5	102	473	6.9	9.1	118
REAL PEOPLE	N 9674	3574	11.3	36.9	103	1509	12.4	15.6	113	1380	10.9	14.3	100	684	10.0	7.1	92
REHINGTON STEELE	N 8511	3178	10.1	37.3	104	1378	11.3	16.2	118	1113	8.8	13.1	92	687	10.1	8.1	105
RIPLEY'S BELIEVE IT - NOT	A 5656	2002	6.3	35.4	99	648	5.3	11.5	83	882	7.0	15.6	109	471	6.9	8.3	108
RIPTIDE	N 7718	3096	9.8	40.1	112	1226	10.1	15.9	115	1193	9.5	15.5	108	676	9.9	8.8	114
SCARECROW & MRS. KING	C 11058	4119	13.0	37.2	104	1800	14.8	16.3	118	1517	12.0	13.7	96	802	11.7	7.3	94
SIMON & SIMON	C 11615	4300	13.6	37.0	104	1789	14.7	15.4	112	1662	13.2	14.3	100	848	12.4	7.3	95
60 MINUTES	C 14326	4823	15.3	33.7	94	2037	16.7	14.2	103	1819	14.4	12.7	89	967	14.2	6.7	87
ST. ELSEWHERE	N 7670	3065	9.7	40.0	112	1190	9.8	15.5	113	1317	10.4	17.2	120	559	8.2	7.3	94
THREE'S COMPANY	A 12068	4443	14.1	36.8													

DIET CONTROL

BASE = ADULTS (167727)

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	'000	%	UNWEIGHTED
2A. ARE YOU OR ANYONE ELSE IN YOUR HOUSE- HOLD PRESENTLY CONTROLLING HIS OR HER DIET?			
YES, MYSELF	46852	27.9	5275
YES, OTHER PERSON	28402	16.9	2902
NO, NO ONE	107332	64.0	12486

	MYSELF			OTHER PERSON		
	'000	%	UNWEIGHTED	'000	%	UNWEIGHTED
IF YES						
2B. INDICATE FOR SELF AND OTHER PERSON IN HOUSEHOLD THE REASONS FOR CONTROLLING THE DIET. (MARK AS MANY AS APPLY)						
BLOOD SUGAR LEVEL	6095	3.6	720	3688	2.2	333
CHOLESTEROL LEVEL	4419	2.6	589	2771	1.7	318
SALT INTAKE	7141	4.3	906	4105	2.4	426
TO GAIN WEIGHT	762	.5	93	391	.2	45
TO LOSE WEIGHT	33844	20.2	3713	18341	10.9	1835
TO MAINTAIN WEIGHT	7316	4.4	891	3230	1.9	350
OTHER	1740	1.0	207	1404	.8	124
DO NOT KNOW	569	.3	64	2789	1.7	301
2C. FOR SELF AND OTHER PERSON IN HOUSE- HOLD INDICATE WHETHER A NON-PRESCRIPTION PRODUCT IS USED TO CONTROL DIET.						
USE NON-PRESCRIPTION PRODUCT	10756	6.4	1165	6174	3.7	595
DO NOT USE NON-PRESCRIPTION PRODUCT	30879	18.4	3508	17976	10.7	1863
DO NOT KNOW	5217	3.1	602	4253	2.5	444

	TOTAL U.S. '000	RESPONDENT (MYSELF) CONTROLS DIET				BLOOD SUGAR LEVEL				* CHOLESTEROL LEVEL				SALT INTAKE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	46852	100.0	27.9	100	6095	100.0	3.6	100	4419	100.0	2.6	100	7141	100.0	4.3	100
MALES	79263	16085	34.3	20.3	73	2291	37.6	2.9	80	1998	45.2	2.5	96	2718	38.1	3.4	81
FEMALES	88464	30767	65.7	30.8	125	3804	62.4	4.3	118	2422	54.8	2.7	104	4423	61.9	5.0	117
18 - 24	28671	6721	14.3	23.4	84	*480	7.9	1.7	46	*361	8.2	1.3	48	*531	7.4	1.9	44
25 - 34	39536	11349	24.2	28.7	103	767	12.6	1.9	53	476	10.8	1.2	46	892	12.5	2.3	53
35 - 44	28978	9088	19.4	31.4	112	751	12.3	2.6	71	506	11.5	1.7	66	814	11.4	2.8	66
45 - 54	22345	7238	15.4	32.4	116	1045	17.1	4.7	129	802	18.1	3.6	136	1417	19.8	6.3	149
55 - 64	22224	6813	14.5	30.7	110	1378	22.6	6.2	171	1165	26.4	5.2	199	1725	24.2	7.8	182
65 OR OLDER	25973	5643	12.0	21.7	78	1674	27.5	6.4	177	1109	25.1	4.3	162	1764	24.7	6.8	160
18 - 34	68207	18070	38.6	26.5	95	1247	20.5	1.8	50	838	19.0	1.2	47	1422	19.9	2.1	49
18 - 49	108058	30696	65.5	28.4	102	2475	40.6	2.3	63	1684	38.1	1.6	59	2732	38.3	2.5	59
25 - 54	90859	27675	59.1	30.5	109	2564	42.1	2.8	78	1784	40.4	2.0	75	3122	43.7	3.4	81
35 - 49	39851	12627	27.0	31.7	113	1228	20.1	3.1	85	846	19.1	2.1	81	1310	18.3	3.3	77
50 OR OLDER	59669	16156	34.5	27.1	97	3620	59.4	6.1	167	2736	61.9	4.6	174	4409	61.7	7.4	174
GRADUATED COLLEGE	28091	9555	20.4	34.0	122	965	15.8	3.4	95	1040	23.5	3.7	141	1366	19.1	4.9	114
ATTENDED COLLEGE	28938	9552	20.4	33.0	118	792	13.0	2.7	75	669	15.1	2.3	88	1387	19.4	4.8	113
GRADUATED HIGH SCHOOL	65503	18441	39.4	28.2	101	2158	35.4	3.3	91	1553	35.1	2.4	90	2579	36.1	3.9	92
DID NOT GRADUATE HIGH SCHOOL	45195	9303	19.9	20.6	74	2181	35.8	4.8	133	1158	26.2	2.6	97	1810	25.3	4.0	94
EMPLOYED MALES	56429	12179	26.0	21.6	77	1320	21.7	2.3	64	1208	27.3	2.1	81	1638	22.9	2.9	68
EMPLOYED FEMALES	43971	16942	36.2	38.5	138	1445	23.7	3.3	90	971	22.0	2.2	84	1976	27.7	4.5	106
EMPLOYED FULL-TIME	87773	25233	53.9	28.7	103	2400	39.4	2.7	75	1881	42.6	2.1	81	3206	44.9	3.7	86
EMPLOYED PART-TIME	12627	3887	8.3	30.8	110	*365	6.0	2.9	80	*298	6.7	2.4	90	*408	5.7	3.2	76
NOT EMPLOYED	67327	17732	37.8	26.3	94	3330	54.6	4.9	136	2240	50.7	3.3	126	3527	49.4	5.2	123
PROFESSIONAL/MANAGER	25845	9466	20.2	36.6	131	722	11.8	2.8	77	915	20.7	3.5	134	1139	16.0	4.4	104
TECH/CLERICAL/SALES	30895	10223	21.8	33.1	118	1261	20.7	4.1	112	566	12.8	1.8	70	1473	20.6	4.8	112
PRECISION/CRAFT	12629	2572	5.5	20.4	73	*237	3.9	1.9	52	**159	3.6	1.3	48	*273	3.8	2.2	51
OTHER EMPLOYED	31031	6859	14.6	22.1	79	545	8.9	1.8	48	540	12.2	1.7	66	729	10.2	2.3	55
SINGLE	35557	8200	17.5	23.1	83	876	14.4	2.5	68	550	12.4	1.5	59	915	12.8	2.6	60
MARRIED	103585	30773	65.7	29.7	106	3749	61.5	3.6	100	3041	68.8	2.9	111	4830	67.6	4.7	110
DIVORCED/SEPARATED/WIDOWED	28585	7879	16.8	27.6	99	1470	24.1	5.1	142	828	18.7	2.9	110	1397	19.6	4.9	115
PARENTS	59295	18229	38.9	30.7	110	1370	22.5	2.3	64	839	19.0	1.4	54	1425	20.0	2.4	56
WHITE	146081	42339	90.4	29.0	104	5267	86.4	3.6	99	3967	89.8	2.7	103	6398	89.6	4.4	103
BLACK	17974	3750	8.0	20.9	75	725	11.9	4.0	111	*324	7.3	1.8	68	580	8.1	3.2	76
OTHER	3672	*763	1.6	20.8	74	**102	1.7	2.8	76	**129	2.9	3.5	133	**163	2.3	4.4	104
NORTHEAST-CENSUS	37005	10384	22.2	28.1	100	1367	22.4	3.7	102	1206	27.3	3.3	124	2019	28.3	5.5	128
NORTH CENTRAL	42642	12788	27.3	30.0	107	1571	25.8	3.7	101	1279	28.9	3.0	114	1883	26.4	4.4	104
SOUTH	56777	14464	30.9	25.5	91	2100	34.5	3.7	102	996	22.5	1.8	67	1802	25.2	3.2	75
WEST	31303	9217	19.7	29.4	105	1057	17.3	3.4	93	939	21.2	3.0	114	1437	20.1	4.6	108
NORTHEAST-MKTG.	38125	10183	21.7	26.7	96	1257	20.6	3.3	91	1166	26.4	3.1	116	1894	26.5	5.0	117
EAST CENTRAL	24794	7273	15.5	29.3	105	1011	16.6	4.1	112	650	14.7	2.6	100	1127	15.8	4.5	107
WEST CENTRAL	28511	8519	18.2	29.9	107	986	16.2	3.5	95	850	19.2	3.0	113	1232	17.3	4.3	101
SOUTH	48953	12834	27.4	26.2	94	1883	30.9	3.8	106	920	20.8	1.9	71	1620	22.7	3.3	78
PACIFIC	27344	8043	17.2	29.4	105	957	15.7	3.5	96	834	18.9	3.1	116	1269	17.8	4.6	109
COUNTY SIZE A	69301	18744	40.0	27.0	97	2449	40.2	3.5	97	1857	42.0	2.7	102	2858	40.0	4.1	97
COUNTY SIZE B	50633	15126	32.3	29.9	107	1905	31.3	3.8	104	1370	31.0	2.7	103	2215	31.0	4.4	103
COUNTY SIZE C	26259	7708	16.5	29.4	105	979	16.1	3.7	103	737	16.7	2.8	107	1268	17.8	4.8	113
COUNTY SIZE D	21534	5274	11.3	24.5	88	762	12.5	3.5	97	*455	10.3	2.1	80	800	11.2	3.7	87
METRO CENTRAL CITY	50014	13448	28.7	26.9	96	1722	28.3	3.4	95	1545	35.0	3.1	117	2108	29.5	4.2	99
METRO SUBURBAN	76832	22716	48.5	29.6	106	2922	47.9	3.8	105	1898	43.0	2.5	94	3239	45.4	4.2	99
NON METRO	40881	10688	22.8	26.1	94	1451	23.8	3.5	98	977	22.1	2.4	91	1794	25.1	4.4	103
TOP 5 ADI'S	39550	10847	23.2	27.4	98	1501	24.6	3.8	104	1202	27.2	3.0	115	1853	25.9	4.7	110
TOP 10 ADI'S	54877	14442	30.8	26.3	94	1986	32.6	3.6	100	1537	34.8	2.8	106	2376	33.3	4.3	102
TOP 20 ADI'S	77516	20812	44.4	26.8	96	2772	45.5	3.6	98	2168	49.1	2.8	106	3325	46.6	4.3	101
MSHLD INC. \$50,000 OR MORE	17257	6168	13.2	35.7	128	*652	10.7	3.8	104	507	11.5	2.9	112	923	12.9	5.3	126
\$40,000 OR MORE	33235	11006	23.5	33.1	119	1221	20.0	3.7	101	870	19.7	2.6	99	1674	23.4	5.0	118
\$30,000 OR MORE	59693	19323	41.2	32.4	116	1908	31.3	3.2	88	1666	37.7	2.8	106	2796	39.2	4.7	110
\$25,000 OR MORE	76275	24623	52.6	32.3	116	2312	37.9	3.0	83	2131	48.2	2.8	106	3520	49.3	4.6	108
\$20,000 - \$24,999	18607	5010	10.7	26.9	96	478	7.8	2.6	71	*325	7.4	1.7	66	602	8.4	3.2	76
\$15,000 - \$19,999	17175	4381	9.4	25.5	91	636	10.4	3.7	102	*433	9.8	2.5	96	674	9.4	3.9	92
\$10,000 - \$14,999	24569	6063	12.9	24.7	88	916	15.0	3.7	103	667	15.1	2.7	103	1065	14.9	4.3	102
UNDER \$10,000	31101	6776	14.5	21.8	78	1754	28.8	5.6	155	864	19.6	2.8	105	1280	17.9	4.1	97
HOUSEHOLD OF 1 PERSON	19441	4878	10.4	25.1	90	979	16.1	5.0	139	714	16.2	3.7	139	1091	15.3	5.6	132
2 PEOPLE	51803	14609	31.2	28.2	101	2521	41.4	4.9	134	2143	48.5	4.1	157	3405	47.7	6.6	154
3 OR 4 PEOPLE	66933	19685	42.0	29.4	105	1672	27.4	2.5	69	1121	25.4	1.7	64	1915	26.8	2.9	67
5 OR MORE PEOPLE	29550	7680	16.4	26.0	93	924	15.2	3.1	86	*442	10.0	1.5	57	*731	10.2	2.5	58
NO CHILD IN MSHLD	96587	26037	55.6	27.0	97	4526	74.3	4.7	129	3455	78.2	3.6	136	5502	77.0	5.7	134
CHILD(REN) UNDER 2 YRS	10844	3015	6.4	27.8	100	**129	2.1	1.2	33	**101	2.3	0.9	35	**173	2.4	1.6	37
2 - 5 YEARS	26358	7204	15.4	27.3	98	*353	5.8	1.3	37	*290	6.6	1.1	42	*376	5.3	1.4	34
6 - 11 YEARS	30453	9052	19.3	29.7	106	825	13.5	2.7	75	*377	8.5	1.2	47	636	8.9	2.1	49
12 - 17 YEARS	36575	10788	23.0	29.5	106	868	14.2	2.4	65	644	14.6	1.8	67	1145	16.0	3.1	74
RESIDENCE OWNED	117770	35178	75.1	29.9	107	4604	75.5	3.9	108	3535	80.0	3.0	114	5660	79.3	4.8	113
VALUE: \$50,000 OR MORE	70166	22572	48.2	32.2	115	2705	44.4	3.9	106	2373	53.7	3.4	128	3659	51.2	5.2	122
VALUE: UNDER \$50,000	47604	12607	26.9	26.5	95	1899	31.2	4.0	110	1162	26.3	2.4	93	2001	28.0	4.2	99

			RESPONDENT (MYSELF)				BLOOD SUGAR LEVEL				CHOLESTEROL LEVEL				SALT INTAKE				
			CONTROLS DIET																
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			TOTAL U.S. '000	'000	% DOWN	% ACROSS INDX	'000	% DOWN	% ACROSS INDX	'000	% DOWN	% ACROSS INDX	'000	% DOWN	% ACROSS INDX	'000	% DOWN	% ACROSS INDX	
TOTAL ADULTS			167727	46852	100.0	27.9	100	6095	100.0	3.6	100	4419	100.0	2.6	100	7141	100.0	4.3	100
MAGAZINES	QUINTILE 1	34022	11539	24.6	33.9	121	1574	25.8	4.6	127	1001	22.7	2.9	112	1840	25.8	5.4	127	
	QUINTILE 2	34800	11292	24.1	32.4	116	1186	19.5	3.4	94	944	21.4	2.7	103	1805	25.3	5.2	122	
	QUINTILE 3	30514	8059	17.2	26.4	95	906	14.9	3.0	82	776	17.6	2.5	97	996	13.9	3.3	77	
	QUINTILE 4	33324	8417	18.0	25.3	90	1054	17.3	3.2	87	851	19.3	2.6	97	1319	18.5	4.0	93	
	QUINTILE 5	35066	7545	16.1	21.5	77	1375	22.6	3.9	108	847	19.2	2.4	92	1182	16.6	3.4	79	
NEWSPAPERS	QUINTILE 1	29107	9342	19.9	32.1	115	1230	20.2	4.2	116	875	19.8	3.0	114	1626	22.8	5.6	131	
	QUINTILE 2	49095	14631	31.2	29.8	107	1929	31.6	3.9	108	1496	33.9	3.0	116	2453	34.4	5.0	117	
	QUINTILE 3	23107	6711	14.3	29.0	104	719	11.8	3.1	86	763	17.3	3.3	125	1070	15.0	4.6	109	
	QUINTILE 4	33556	9203	19.6	27.4	98	1058	17.4	3.2	87	770	17.4	2.3	87	1200	16.8	3.6	84	
	QUINTILE 5	32863	6966	14.9	21.2	76	1159	19.0	3.5	97	516	11.7	1.6	60	792	11.1	2.4	57	
OUTDOOR	QUINTILE 1	33431	10239	21.9	30.6	110	1110	18.2	3.3	91	886	20.0	2.7	101	1407	19.7	4.2	99	
	QUINTILE 2	33478	9474	20.2	28.3	101	1063	17.4	3.2	87	741	16.8	2.2	84	1186	16.6	3.5	83	
	QUINTILE 3	33574	9503	20.3	28.3	101	1211	19.9	3.6	99	849	19.2	2.5	96	1482	20.8	4.4	104	
	QUINTILE 4	33935	9253	19.7	27.3	98	1262	20.7	3.7	102	937	21.2	2.8	105	1449	20.3	4.3	100	
	QUINTILE 5	33310	8383	17.9	25.2	90	1450	23.8	4.4	120	1006	22.8	3.0	115	1617	22.6	4.9	114	
RADIO-DRIVE TIME	QUINTILE 1	33136	9747	20.8	29.4	105	1209	19.8	3.6	100	772	17.5	2.3	88	1206	16.9	3.6	85	
	QUINTILE 2	31658	8833	18.9	27.9	100	982	16.1	3.1	85	806	18.2	2.5	97	1220	17.1	3.9	91	
	QUINTILE 3	32541	9329	19.9	28.7	103	1302	21.4	4.0	110	862	19.5	2.6	101	1611	22.6	5.0	116	
	QUINTILE 4	34247	9318	19.9	27.2	97	862	14.1	2.5	69	728	16.5	2.1	81	1375	19.3	4.0	94	
	QUINTILE 5	36144	9625	20.5	26.6	95	1739	28.5	4.8	132	1253	28.4	3.5	132	1729	24.2	4.8	112	
RADIO-MID- DAY	TERCILE 1	45037	12709	27.1	28.2	101	1434	23.5	3.2	88	894	20.2	2.0	75	1531	21.4	3.4	80	
	TERCILE 2	44819	12736	27.2	28.4	102	1713	28.1	3.8	105	1290	29.2	2.9	109	2177	30.5	4.9	114	
	TERCILE 3	77872	21407	45.7	27.5	98	2948	48.4	3.8	104	2236	50.6	2.9	109	3433	48.1	4.4	104	
RADIO-TOTAL	QUINTILE 1	33763	9619	20.5	28.5	102	1252	20.5	3.7	102	686	15.5	2.0	77	1291	18.1	3.8	90	
	QUINTILE 2	33240	9358	20.0	28.2	101	905	14.8	2.7	75	784	17.7	2.4	90	1173	16.4	3.5	83	
	QUINTILE 3	33408	9916	21.2	29.7	106	1217	20.0	3.6	100	940	21.3	2.8	107	1586	22.2	4.7	112	
	QUINTILE 4	34792	9677	20.7	27.8	100	1413	23.2	4.1	112	863	19.5	2.5	94	1464	20.5	4.2	99	
	QUINTILE 5	32524	8282	17.7	25.5	91	1308	21.5	4.0	111	1146	25.9	3.5	134	1626	22.8	5.0	117	
TV-PRIME TIME	QUINTILE 1	33090	8785	18.8	26.5	95	1421	23.3	4.3	118	887	20.1	2.7	102	1555	21.8	4.7	110	
	QUINTILE 2	33357	9710	20.7	29.1	104	1253	20.6	3.8	103	724	16.4	2.2	82	1375	19.3	4.1	97	
	QUINTILE 3	33980	10092	21.5	29.7	106	1174	19.3	3.5	95	881	19.9	2.6	98	1403	19.6	4.1	97	
	QUINTILE 4	33854	9352	20.0	27.6	99	1056	17.3	3.1	86	945	21.4	2.8	106	1354	19.0	4.0	94	
	QUINTILE 5	33444	8913	19.0	26.7	95	1191	19.5	3.6	98	983	22.2	2.9	112	1454	20.4	4.3	102	
TV-DAYTIME	TERCILE 1	49121	13492	28.8	27.5	98	2387	39.2	4.9	134	1435	32.5	2.9	111	2156	30.2	4.4	103	
	TERCILE 2	48823	14407	30.8	29.5	106	1630	26.7	3.3	92	1165	26.4	2.4	91	2078	29.1	4.3	100	
	TERCILE 3	69782	18952	40.5	27.2	97	2078	34.1	3.0	82	1819	41.2	2.6	99	2907	40.7	4.2	98	
TV-TOTAL	QUINTILE 1	33584	9260	19.8	27.6	99	1820	29.9	5.4	149	937	21.2	2.8	106	1664	23.3	5.0	116	
	QUINTILE 2	33441	8828	18.8	26.4	95	1070	17.6	3.2	88	948	21.5	2.8	108	1434	20.1	4.3	101	
	QUINTILE 3	33505	9548	20.4	28.5	102	1213	19.9	3.6	100	756	17.1	2.3	86	1285	18.0	3.8	90	
	QUINTILE 4	33466	9498	20.3	28.4	102	926	15.2	2.8	76	842	19.1	2.5	95	1397	19.6	4.2	98	
	QUINTILE 5	33731	9718	20.7	28.8	103	1065	17.5	3.2	87	937	21.2	2.8	105	1361	19.1	4.0	95	
MAGAZINES-NEWSPAPERS: DUAL			44503	14997	32.0	33.7	121	1920	31.5	4.3	119	1423	32.2	3.2	121	2502	35.0	5.6	132
MAGAZINE IMPERATIVE			39363	11840	25.3	30.1	108	1267	20.8	3.2	89	869	19.7	2.2	84	1539	21.6	3.9	92
NEWSPAPER IMPERATIVE			46441	12167	26.0	26.2	94	1587	26.0	3.4	94	1392	31.5	3.0	114	2026	28.4	4.4	102
MAGAZINES-OUTDOOR: DUAL			33726	11267	24.0	33.4	120	1212	19.9	3.6	99	854	19.3	2.5	96	1486	20.8	4.4	103
MAGAZINE IMPERATIVE			52846	15988	34.1	30.3	108	2068	33.9	3.9	108	1548	35.0	2.9	111	2702	37.8	5.1	120
OUTDOOR IMPERATIVE			52140	12791	27.3	24.5	88	1628	26.7	3.1	86	1230	27.8	2.4	90	1753	24.5	3.4	79
MAGAZINES-RADIO: DUAL			37081	11655	24.9	31.4	113	1228	20.1	3.3	91	875	19.8	2.4	90	1464	20.5	3.9	93
MAGAZINE IMPERATIVE			49747	15799	33.7	31.8	114	2083	34.2	4.2	115	1591	36.0	3.2	121	2773	38.8	5.6	131
RADIO IMPERATIVE			49208	12324	26.3	25.0	90	1518	24.9	3.1	85	1025	23.2	2.1	79	1705	23.9	3.5	81
MAGAZINES-TELEVISION: DUAL			33103	10205	21.8	30.8	110	1488	24.4	4.5	124	844	19.1	2.5	97	1603	22.4	4.8	114
MAGAZINE IMPERATIVE			54575	17665	37.7	32.4	116	1748	28.7	3.2	88	1505	34.1	2.8	105	2537	35.5	4.6	109
TELEVISION IMPERATIVE			53249	12819	27.4	24.1	86	2155	35.4	4.0	111	1450	32.8	2.7	103	2160	30.2	4.1	95
NEWSPAPERS-OUTDOOR: DUAL			36255	11907	25.4	32.8	118	1262	20.7	3.5	96	1149	26.0	3.2	120	1781	24.9	4.9	115
NEWSPAPER IMPERATIVE			55591	16182	34.5	29.1	104	2325	38.1	4.2	115	1812	41.0	3.3	124	2964	41.5	5.3	125
OUTDOOR IMPERATIVE			48319	12617	26.9	26.1	93	1452	23.8	3.0	83	912	20.6	1.9	72	1384	19.4	2.9	67
NEWSPAPERS-RADIO: DUAL			37242	10850	23.2	29.1	104	1235	20.3	3.3	91	901	20.4	2.4	92	1551	21.7	4.2	98
NEWSPAPER IMPERATIVE			54423	16962	36.2	31.2	112	2395	39.3	4.4	121	1947	44.1	3.6	136	3157	44.2	5.8	136
RADIO IMPERATIVE			46650	12489	26.7	26.8	96	1360	22.3	2.9	80	957	21.7	2.1	78	1526	21.4	3.3	77
NEWSPAPERS-TELEVISION: DUAL			35974	10065	21.5	28.0	100	1567	25.7	4.4	120	1002	22.7	2.8	106	1995	27.9	5.5	130
NEWSPAPER IMPERATIVE			56095	17906	38.2	31.9	114	1922	31.5	3.4	94	1738	39.3	3.1	118	2712	38.0	4.8	114
TELEVISION IMPERATIVE			47170	12188	26.0	25.8	92	1873	30.7	4.0	109	1121	25.4	2.4	90	1550	21.7	3.3	77
OUTDOOR-RADIO: DUAL			33748	10148	21.7	30.1	108	904	14.8	2.7	74	749	16.9	2.2	84	1366	19.1	4.0	95
OUTDOOR IMPERATIVE			52785	14931	31.9	28.3	101	2000	32.8	3.8	104	1366	30.9	2.6	98	2189	30.7	4.1	97
RADIO IMPERATIVE			52882	14570	31.1	27.6	99	2015	33.1	3.8	105	1294	29.3	2.4	93	2223	31.1	4.2	99
OUTDOOR-TELEVISION: DUAL			32030	9199	19.6	28.7	103	1183	19.4	3.7	1								

	TOTAL U.S. '000	RESPONDENT (MYSELF) CONTROLS DIET				BLOOD SUGAR LEVEL				CHOLESTEROL LEVEL				SALT INTAKE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	46852	100.0	27.9	100	6095	100.0	3.6	100	4419	100.0	2.6	100	7141	100.0	4.3	100
ATLANTIC MONTHLY	867	248	0.5	28.6	102	**46	0.8	5.3	146	**40	0.9	4.6	175	**66	0.9	7.6	179
BARRON'S	1580	588	1.3	37.2	133	**48	0.8	3.0	84	**98	2.2	6.2	235	*145	2.0	9.2	216
BETTER HOMES & GARDENS	22203	8290	17.7	37.3	134	905	14.8	4.1	112	766	17.3	3.4	131	1362	19.1	6.1	144
BON APPETIT	3810	1554	3.3	40.8	146	*168	2.8	4.4	121	*154	3.5	4.0	153	243	3.4	6.4	150
BUSINESS WEEK	4663	1363	2.9	29.2	105	*199	3.3	4.3	117	*131	3.0	2.8	107	264	3.7	5.7	133
CAR AND DRIVER	3102	779	1.7	25.1	90	**100	1.6	3.2	89	**55	1.2	1.8	67	**73	1.0	2.4	55
CBS MAGAZINE NETWORK (GROSS)	7311	1879	4.0	25.7	92	*181	3.0	2.5	68	*102	2.3	1.4	53	*208	2.9	2.8	67
CHANGING TIMES	3400	1116	2.4	32.8	118	**67	1.3	2.3	63	*84	1.9	2.5	94	*150	2.1	4.4	104
COLONIAL HOMES	1796	669	1.4	37.2	133	**78	1.1	3.7	103	**56	1.3	3.1	118	**106	1.5	5.9	139
CONDE NAST MAG. PKG. (GROSS)	19924	7888	16.8	39.6	142	880	14.4	4.4	122	603	13.6	3.0	115	878	12.3	4.4	104
CONSUMERS DIGEST	3125	1012	2.2	32.4	116	*138	2.3	4.4	122	**98	2.2	3.1	119	*166	2.3	5.3	125
COSMOPOLITAN	10577	3995	8.5	37.8	135	427	7.0	4.0	111	284	6.4	2.7	102	390	5.5	3.7	87
COUNTRY LIVING	3746	1526	3.3	40.7	146	**120	2.0	3.2	88	**108	2.4	2.9	109	*217	3.0	5.8	136
CUISINE	2214	777	1.7	35.1	126	**78	1.3	3.5	97	**54	1.2	2.4	93	*112	1.6	5.1	119
CYCLE WORLD	2394	551	1.2	23.0	82	**58	1.0	2.4	67	**27	0.6	1.1	43	**62	0.9	2.6	61
DCI:CREATIVE IDEAS FOR LIV	3068	1219	2.6	39.7	142	**124	2.0	4.0	111	**96	2.2	3.1	119	**155	2.2	5.1	119
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3587	7.7	37.5	134	393	6.4	4.1	113	268	6.1	2.8	106	601	8.4	6.3	148
DISCOVER	2277	661	1.4	29.0	104	*146	2.4	6.4	176	**77	1.7	3.4	128	**121	1.7	5.3	125
EBONY	7187	1730	3.7	24.1	86	282	4.6	3.9	108	*129	2.9	1.8	68	280	3.9	3.9	92
ESQUIRE	2560	784	1.7	30.6	110	**83	1.4	3.2	89	**89	2.0	3.5	132	*117	1.6	4.6	107
ESSENCE	3242	933	2.0	28.8	103	*136	2.2	4.2	115	**61	1.4	1.9	71	**154	2.2	4.8	112
FAMILY CIRCLE	19639	7707	16.4	39.2	140	941	15.4	4.8	132	484	11.0	2.5	94	1114	15.6	5.7	133
THE FAMILY HANDYMAN	3540	979	2.1	27.7	99	*135	2.2	3.8	105	**83	1.9	2.3	89	*109	1.5	3.1	72
FAMILY WEEKLY	23924	7050	15.0	29.5	105	825	13.5	3.4	95	664	15.0	2.8	105	1164	16.3	4.9	114
FIELD & STREAM	9883	2465	5.3	24.9	89	384	6.3	3.9	107	309	7.0	3.1	119	403	5.6	4.1	96
FOOD & WINE	1030	311	0.7	30.2	108	**18	0.3	1.7	48	**17	0.4	1.7	63	**28	0.4	2.7	64
FORBES	2679	978	2.1	36.5	131	**84	1.4	3.1	86	*150	3.4	5.6	213	220	3.1	8.2	193
FORTUNE	2931	1099	2.3	37.5	134	**104	1.7	3.5	98	*172	3.9	5.9	223	*195	2.7	6.7	156
GENTLEMEN'S QUARTERLY	3481	1044	2.2	30.0	107	**145	2.4	4.2	115	**66	1.5	1.9	72	**98	1.4	2.8	66
GLAMOUR	7163	2853	6.1	39.8	143	*286	4.7	4.0	110	*161	3.6	2.2	85	275	3.9	3.8	90
GOLF DIGEST	2355	870	1.9	36.9	132	**83	1.4	3.5	97	**86	1.9	3.7	139	*117	1.6	5.0	117
GOLF DIGEST/TENNIS (GROSS)	3610	1316	2.8	36.5	131	*138	2.3	3.8	105	*100	2.3	2.8	105	*200	2.8	5.5	130
GOLF MAGAZINE	2046	672	1.4	32.8	118	**100	1.6	4.9	135	**81	1.8	4.0	150	**90	1.3	4.4	103
GOLF MAGAZINE/SKI (GROSS)	3547	1132	2.4	31.9	114	*144	2.4	4.1	112	*121	2.7	3.4	129	*192	2.7	5.4	127
GOOD HOUSEKEEPING	20353	7699	16.4	37.8	135	892	14.6	4.4	121	452	10.2	2.2	84	1162	16.3	5.7	134
HARPER'S BAZAAR	3362	1444	3.1	43.0	154	*142	2.3	4.2	116	**122	2.8	3.6	138	*165	2.3	4.9	115
HEALTH	2987	1132	2.4	37.9	136	*137	2.2	4.6	126	*87	2.0	2.9	111	*195	2.7	6.5	153
HEARST MAG CORP. BUY (GROSS)	67928	24964	53.3	36.8	132	2760	45.3	4.1	112	1859	42.1	2.7	104	3576	50.1	5.3	124
HEARST MAN POWER (GROSS)	11282	2924	6.2	25.9	93	430	7.1	3.8	105	316	7.2	2.8	106	569	8.0	5.0	118
HEARST WOMAN POWER (GROSS)	40514	15767	33.7	38.9	139	1755	28.8	4.3	119	1005	22.7	2.5	94	2094	29.3	5.2	121
HOUSE BEAUTIFUL	4885	1811	3.9	37.1	133	*126	2.1	2.6	71	*164	3.7	3.4	127	290	4.1	5.9	139
INC.	1308	417	0.9	31.9	114	**27	0.4	2.1	57	*334	0.8	2.6	99	**93	1.3	7.1	167
JET	6498	1460	3.1	22.5	80	*210	3.4	3.2	89	**84	1.9	1.3	49	*244	3.4	3.8	88
LADIES' HOME JOURNAL	14797	5826	12.4	39.4	141	860	14.1	5.8	160	455	10.3	3.1	117	841	11.8	5.7	133
LHJ FAMILY GRP COMBO(GROSS)	21743	8530	18.2	39.2	140	1218	20.0	5.6	154	623	14.1	2.9	109	1176	16.5	5.4	127
LIFE	9881	3044	6.5	30.8	110	355	5.8	3.6	99	296	6.7	3.0	114	536	7.5	5.4	127
L.A. TIMES HOME MAGAZINE	2775	844	1.8	30.4	109	*87	1.4	3.1	86	**66	1.5	2.4	90	*168	2.4	6.1	142
MADAMOISELLE	4219	1588	3.4	37.6	135	**152	2.5	3.6	99	**140	3.2	3.3	126	*184	2.6	4.4	102
MC CALL'S	16422	6517	13.9	39.7	142	903	14.8	5.5	151	383	8.7	2.3	89	884	12.4	5.4	126
MC CALL'S/WRK MOTHER (GROSS)	17919	7162	15.3	40.0	143	941	15.4	5.3	145	429	9.7	2.4	91	939	13.1	5.2	123
MECHANIX ILLUSTRATED	4433	1325	2.8	29.9	107	*222	3.6	5.0	138	*91	2.1	2.1	78	*185	2.6	4.2	98
METROPOLITAN HOME	1504	537	1.1	35.7	128	**33	0.5	2.2	60	**43	1.0	2.9	109	**82	1.1	5.5	128
MONEY	4723	1577	3.4	33.4	120	*185	3.0	3.9	108	*204	4.6	4.3	164	295	4.1	6.2	147
MOTHER EARTH NEWS	2325	775	1.7	33.3	119	**56	0.9	2.4	66	**61	1.4	2.6	100	*106	1.5	4.6	107
MS.	1189	350	0.7	29.4	105	**20	0.3	1.7	46	**33	0.7	2.8	105	**59	0.8	5.0	117
NATIONAL ENQUIRER	18892	5440	11.6	28.8	103	726	11.9	3.8	106	477	10.8	2.5	96	784	11.0	4.1	97
NATIONAL GEOGRAPHIC	22129	6867	14.7	31.0	111	790	13.0	3.6	98	753	17.0	3.4	129	1256	17.6	5.7	133
NATIONAL SUNDAY MAGAZINE PKG	103750	31076	66.3	30.0	107	4014	65.9	3.9	106	3076	69.6	3.0	113	5051	70.7	4.9	114
NATURAL HISTORY	1379	422	0.9	30.6	110	**60	1.0	4.4	120	**44	1.0	3.2	121	**61	0.9	4.4	104
NEW WOMAN	2289	796	1.7	34.8	124	**42	0.7	1.8	50	**37	0.8	1.6	61	**53	0.7	2.3	54
NEW YORK INCLUDING CUE	1088	352	0.8	32.4	116	**16	0.3	1.5	40	**15	0.3	1.4	52	**37	0.5	3.4	80
THE NEW YORKER	2459	915	2.0	37.2	133	*137	2.2	5.6	153	*81	1.8	3.3	125	*137	1.9	5.6	131
NEWSWEEK	16527	5045	10.8	30.5	109	668	11.0	4.0	111	617	14.0	3.7	142	813	11.4	4.9	116
THE N.Y. TIMES DAILY EDITION	2739	943	2.0	34.4	123	*154	2.5	5.6	155	*143	3.2	5.2	198	181	2.5	6.6	155
THE N.Y. TIMES MAGAZINE	4443	1563	3.3	35.2	126	*205	3.4	4.6	127	*179	4.1	4.0	153	347	4.9	7.8	183
OMNI	2799	826	1.8	29.5	106	**112	1.8	4.0	110	**52	1.2	1.9	71	*101	1.4	3.6	85
ON CABLE	2209	534	1.1	24.2	87	**66	1.1	3.0	82	**42	1.0	1.9	72	**77	1.1	3.5	82
1001 HOME IDEAS	3959	1572	3.4	39.7	142	*221	3.6	5.6	154	**81	1.8	2.0	78	*141	2.0	3.6	84
ORGANIC GARDENING	3111	1008	2.2	32.4	116	*105	1.7	3.4	93	**108	2.4	3.5	132	*202	2.8	6.5	153
OUTDOOR LIFE	5024	1080	2.3	21.5	77	*170	2.8	3.4	93	*176	4.0	3.5	133	*146	2.0	2.9	68
PARADE MAGAZINE	51292	15325	32.7	29.9	107	2106	34.6	4.1	113	1538	34.8	3.0	114	2482	34.8	4.8	114

	TOTAL U.S. '000	RESPONDENT (MYSELF) CONTROLS DIET				BLOOD SUGAR LEVEL				CHOLESTEROL LEVEL				SALT INTAKE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	46852	100.0	27.9	100	6095	100.0	3.6	100	4419	100.0	2.6	100	7141	100.0	4.3	100
PARENTS	5298	1717	3.7	32.4	116	**84	1.4	1.6	44	**81	1.8	1.5	58	*151	2.1	2.9	67
PENTHOUSE	5129	1213	2.6	23.6	85	**94	1.5	1.8	50	**76	1.7	1.5	56	*152	2.1	3.0	70
PEOPLE	21070	6686	14.3	31.7	114	806	13.2	3.8	105	471	10.7	2.2	85	828	11.6	3.9	92
PLAYBOY	10562	2488	5.3	23.6	84	329	5.4	3.1	86	*168	3.8	1.6	60	387	5.4	3.7	86
POPULAR HOT RODDING	2498	477	1.0	19.1	68	**49	0.8	2.0	54	**48	1.1	1.9	73	**63	0.9	2.5	59
POPULAR MECHANICS	5887	1643	3.5	27.9	100	213	3.5	3.6	100	*190	4.3	3.2	123	331	4.6	5.6	132
POPULAR SCIENCE	4317	1188	2.5	27.5	99	*140	2.3	3.2	89	**70	1.6	1.6	62	*215	3.0	5.0	117
PREVENTION	5792	2198	4.7	37.9	136	366	6.0	6.3	174	260	5.9	4.5	170	347	4.9	6.0	141
PSYCHOLOGY TODAY	3284	1214	2.6	37.0	132	**125	2.1	3.8	105	**59	1.3	1.8	68	*174	2.4	5.3	124
READER'S DIGEST	40046	13147	28.1	32.8	118	1871	30.7	4.7	129	1291	29.2	3.2	122	2266	31.7	5.7	133
REDBOOK	9584	4072	8.7	42.5	152	435	7.1	4.5	125	270	6.1	2.8	107	542	7.6	5.7	133
ROAD & TRACK	2590	655	1.4	25.3	91	**73	1.2	2.8	78	**30	0.7	1.2	44	**54	0.8	2.1	49
ROLLING STONE	3302	984	2.1	29.8	107	**58	1.0	1.8	48	**36	0.8	1.1	41	*112	1.6	3.4	80
RUNNER'S WORLD	1229	500	1.1	40.7	146	**105	1.7	8.5	235	**35	0.8	2.8	108	**45	0.6	3.7	86
SATURDAY EVENING POST	2110	682	1.5	32.3	116	**72	1.2	3.4	94	*82	1.9	3.9	148	*122	1.7	5.8	136
SCIENCE 84	1543	605	1.3	39.2	140	**126	2.1	8.2	225	**22	0.5	1.4	54	**74	1.0	4.8	113
SCIENCE DIGEST	1747	525	1.1	30.1	108	**49	0.8	2.8	77	**46	1.0	2.6	100	**98	1.4	5.6	132
SCIENTIFIC AMERICAN	1994	659	1.4	33.0	118	**99	1.6	5.0	137	*75	1.7	3.8	143	*104	1.5	5.2	123
SELF	3119	1408	3.0	45.1	162	*178	2.9	5.7	157	**99	2.2	3.2	120	**139	1.9	4.5	105
SEVENTEEN	3923	1460	3.1	37.2	133	**116	1.9	3.0	81	*86	1.9	2.2	83	**162	2.3	4.1	97
SKI	1501	460	1.0	30.6	110	**44	0.7	2.9	81	**40	0.9	2.7	101	**102	1.4	6.8	160
SMITHSONIAN	5976	2135	4.6	35.7	128	212	3.5	3.5	98	233	5.3	3.9	148	409	5.7	6.8	161
SOAP OPERA DIGEST	4228	1412	3.0	33.4	120	*177	2.9	4.2	115	**89	2.0	2.1	80	*199	2.8	4.7	111
SOUTHERN LIVING	6488	2368	5.1	36.5	131	269	4.4	4.1	114	*172	3.9	2.7	101	446	6.2	6.9	161
SPORT	3500	949	2.0	27.1	97	**78	1.3	2.2	61	**135	3.1	3.9	146	**204	2.9	5.8	137
THE SPORTING NEWS	2456	657	1.4	26.8	96	**92	1.5	3.7	103	**37	0.8	1.5	57	**74	1.0	3.0	71
SPORTS AFIELD	3648	756	1.6	20.7	74	*168	2.8	4.6	127	**81	1.8	2.2	84	*140	2.0	3.8	90
SPORTS ILLUSTRATED	14484	3708	7.9	25.6	92	430	7.1	3.0	82	268	6.1	1.9	70	414	5.8	2.9	67
STAR	12661	3502	7.5	27.7	99	523	8.6	4.1	114	285	6.4	2.3	85	484	6.8	3.8	90
SUNDAY	52799	15649	33.4	29.6	106	1856	30.5	3.5	97	1678	38.0	3.2	121	2498	35.0	4.7	111
SUNSET	3513	1432	3.1	40.8	146	*147	2.4	4.2	115	*191	4.3	5.4	206	359	5.0	10.2	240
TV GUIDE	42766	12593	26.9	29.4	105	1541	25.3	3.6	99	973	22.0	2.3	86	1652	23.1	3.9	91
TENNIS	1254	446	1.0	35.6	127	**55	0.9	4.4	121	**14	0.3	1.1	42	**82	1.1	6.5	154
TIME	22054	6548	14.0	29.7	106	757	12.4	3.4	94	563	12.7	2.6	97	1112	15.6	5.0	118
TOWN & COUNTRY	1555	636	1.4	40.9	146	**74	1.2	4.8	131	**73	1.7	4.7	178	**118	1.7	7.6	178
TRAVEL & LEISURE	2173	852	1.8	39.2	140	**96	1.6	4.4	122	**69	1.6	3.2	121	*145	2.0	6.7	157
TRUE STORY	4636	1511	3.2	32.6	117	*220	3.6	4.7	131	**99	2.2	2.1	81	*177	2.5	3.8	90
U.S. NEWS & WORLD REPORT	10353	2997	6.4	28.9	104	430	7.1	4.2	114	354	8.0	3.4	130	586	8.2	5.7	133
USA TODAY	4994	1680	3.6	33.6	120	*136	2.2	2.7	75	*170	3.8	3.4	129	217	3.0	4.3	102
US	3528	1326	2.8	37.6	135	**128	2.1	3.6	100	**48	1.1	1.4	52	*130	1.8	3.7	87
VOGUE	5424	2039	4.4	37.6	135	*264	4.3	4.9	134	*204	4.6	3.8	143	280	3.9	5.2	121
HALL STREET JOURNAL	6292	2323	5.0	30.9	132	289	4.7	4.6	126	325	7.4	5.2	196	394	5.5	6.3	147
WEIGHT WATCHERS	2762	1297	2.8	47.0	168	*141	2.3	5.1	140	**110	2.5	4.0	151	*174	2.4	6.3	148
WOMAN'S DAY	16320	6381	13.6	39.1	140	843	13.8	5.2	142	446	10.1	2.7	104	922	12.9	5.6	133
WORKING WOMAN	1496	645	1.4	43.1	154	**38	0.6	2.5	70	**46	1.0	3.1	117	**55	0.8	3.7	86
WORKING WOMAN	1851	744	1.6	40.2	144	**89	1.5	4.8	132	**42	1.0	2.3	86	*109	1.5	5.9	138
WORLD TENNIS	580	*196	0.4	33.8	121	**38	0.6	6.6	180	**0	0.0	0.0	0	*119	0.3	3.3	77
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3390	7.2	27.3	98	384	6.3	3.1	85	412	9.3	3.3	126	617	8.6	5.0	117
BLAIR INSERTS	91671	27373	58.4	29.9	107	3498	57.4	3.8	105	2712	61.4	3.0	112	4483	62.8	4.9	115
DAILY NEWSPAPERS																	
READ ANY	109190	32215	68.8	29.5	106	4121	67.6	3.8	104	3262	73.8	3.0	113	5346	74.9	4.9	115
READ ONE	89587	26001	55.5	29.0	104	3350	55.0	3.7	103	2687	60.8	3.0	114	4270	59.8	4.8	112
READ TWO OR MORE	19602	6214	13.3	31.7	113	771	12.6	3.9	108	575	13.0	2.9	111	1076	15.1	5.5	129
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	32847	70.1	30.0	107	4132	67.8	3.8	104	3214	72.7	2.9	111	5330	74.6	4.9	114
READ ONE	95074	27789	59.3	29.2	105	3466	56.9	3.6	100	2769	62.7	2.9	111	4423	61.9	4.7	109
READ TWO OR MORE	14588	5058	10.8	34.7	124	666	10.9	4.6	126	445	10.1	3.1	116	907	12.7	6.2	146
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.26				28.58				27.34				28.68			
30 DAY REACH	149706	42297	90.3	28.3	101	5238	85.9	3.5	96	3828	86.6	2.6	97	6122	85.7	4.1	96
50 SHWG - 30 DAY AV FREQ	15.16	15.76				14.79				14.56				15.11			
30 DAY REACH	142406	40693	86.9	28.6	102	5072	83.2	3.6	98	3613	81.8	2.5	96	5835	81.7	4.1	96
25 SHWG - 30 DAY AV FREQ	8.23	8.57				8.26				7.95				8.21			
30 DAY REACH	131152	37457	79.9	28.6	102	4555	74.7	3.5	96	3326	75.3	2.5	96	5393	75.5	4.1	97
CABLE TV: HOME WIRED	66879	20208	43.1	30.2	108	2315	38.0	3.5	95	1720	38.9	2.6	98	2878	40.3	4.3	101
HOME NOT WIRED	100848	26644	56.9	26.4	95	3780	62.0	3.7	103	2699	61.1	2.7	102	4264	59.7	4.2	99
HAVE PAY CABLE	35024	11057	23.6	31.6	113	1077	17.7	3.1	85	785	17.8	2.2	85	1422	19.9	4.1	95

	TOTAL U.S. '000	RESPONDENT (MYSELF) CONTROLS DIET				BLOOD SUGAR LEVEL				CHOLESTEROL LEVEL				SALT INTAKE				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL ADULTS	167727	46852	100.0	27.9	100	6095	100.0	3.6	100	4419	100.0	2.6	100	7141	100.0	4.3	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	95620	27732	59.2	29.0	104	3378	55.4	3.5	97	2326	52.6	2.4	92	3926	55.0	4.1	96	
10:00 AM - 3:00 PM	63599	18333	39.1	28.8	103	2180	35.8	3.4	94	1502	34.0	2.4	90	2619	36.7	4.1	97	
3:00 PM - 7:00 PM	72097	20607	44.0	28.6	102	2182	35.8	3.0	83	1627	36.8	2.3	86	2815	39.4	3.9	92	
7:00 PM - MIDNIGHT	36670	10043	21.4	27.4	98	1191	19.5	3.2	89	873	19.8	2.4	90	1392	19.5	3.8	89	
MIDNIGHT - 6:00 AM	21908	6237	13.3	28.5	102	754	12.4	3.4	95	563	12.7	2.6	98	923	12.9	4.2	99	
6:00 AM - MIDNIGHT	127571	36146	77.1	28.3	101	4383	71.9	3.4	95	3044	68.9	2.4	91	5100	71.4	4.0	94	
ENTIRE DAY	129239	36683	78.3	28.4	102	4459	73.2	3.5	95	3145	71.2	2.4	92	5246	73.5	4.1	95	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	34009	10254	21.9	30.2	108	1002	16.4	2.9	81	807	18.3	2.4	90	1310	18.3	3.9	90	
ALL NEWS	6062	1676	3.6	27.6	99	*192	3.2	3.2	87	194	4.4	3.2	121	391	5.5	6.5	151	
AOR/PROGRESSIVE	11884	3162	6.7	26.6	95	262	4.3	2.2	61	270	6.1	2.3	86	526	7.4	4.4	104	
BEAUTIFUL MUSIC	11180	3488	7.4	31.2	112	514	8.4	4.6	127	314	7.1	2.8	107	547	7.7	4.9	115	
BLACK	4538	1139	2.4	25.1	90	*145	2.4	3.2	88	**59	1.3	1.3	49	**75	1.1	1.7	39	
CLASSICAL	3857	1168	2.5	30.3	108	*146	2.4	3.8	104	**106	2.4	2.7	104	*135	1.9	3.5	82	
CHR/ROCK	21946	6525	13.9	29.7	106	537	8.8	2.4	67	308	7.0	1.4	53	630	8.8	2.9	67	
COUNTRY	27262	7639	16.3	28.0	100	1116	18.3	4.1	113	569	12.9	2.1	79	1020	14.3	3.7	88	
GOLDEN OLDIES	3339	898	1.9	26.9	96	**120	2.0	3.6	99	**65	1.5	1.9	74	**65	0.9	1.9	46	
MOR/NOSTALGIA	10346	2844	6.1	27.5	98	485	8.0	4.7	129	259	5.9	2.5	95	463	6.5	4.5	105	
NEWS/TALK	8929	2611	5.6	29.2	105	399	6.5	4.5	123	422	9.5	4.7	179	576	8.1	6.5	152	
RELIGIOUS	5488	1716	3.7	31.3	112	*207	3.4	3.8	104	**166	3.8	3.0	115	*241	3.4	4.4	103	
SOFT ROCK	1232	304	0.6	24.7	88	**12	0.2	1.0	27	**49	1.1	4.0	151	**59	0.8	4.8	112	
URBAN CONTEMPORARY	3184	648	1.4	20.4	73	**53	0.9	1.7	46	**63	1.4	2.0	75	**119	1.7	3.7	88	
WIRED NETWORKS:																		
ABC CONTEMPORARY	6911	1765	3.8	25.5	91	*183	3.0	2.6	73	*142	3.2	2.1	78	*189	2.6	2.7	64	
ABC DIRECTION	5212	1592	3.4	30.5	109	*217	3.6	4.2	115	*156	3.5	3.0	114	302	4.2	5.8	136	
ABC ENTERTAINMENT	10385	2912	6.2	28.0	100	430	7.1	4.1	114	250	5.7	2.4	91	438	6.1	4.2	99	
ABC FM	4762	1240	2.6	26.0	93	*181	3.0	3.8	105	**78	1.8	1.6	62	*140	2.0	2.9	69	
ABC INFORMATION	11339	3297	7.0	29.1	104	444	7.3	3.9	108	324	7.3	2.9	108	562	7.9	5.0	116	
ABC ROCK	4878	1374	2.9	28.2	101	**84	1.4	1.7	47	**108	2.4	2.2	84	**107	1.5	2.2	52	
CBS	10709	3003	6.4	28.0	100	486	8.0	4.5	125	417	9.4	3.9	148	670	9.4	6.3	147	
MUTUAL	10251	3013	6.4	29.4	105	360	5.9	3.5	97	311	7.0	3.0	115	436	6.1	4.3	100	
NBC	12243	3519	7.5	28.7	103	471	7.7	3.8	106	472	10.7	3.9	146	598	8.4	4.9	115	
RADIORADIO	4606	1224	2.6	26.6	95	**119	2.0	2.6	71	**105	2.4	2.3	87	*129	1.8	2.8	66	
RKO ONE	5148	1398	3.0	27.2	97	**89	1.5	1.7	48	**65	1.5	1.3	48	*192	2.7	3.7	88	
RKO TWO	7313	2080	4.4	28.4	102	219	3.6	3.0	82	*132	3.0	1.8	69	308	4.3	4.2	99	
THE SOURCE	5981	1708	3.6	28.6	102	*139	2.3	2.3	64	*154	3.5	2.6	98	*249	3.5	4.2	98	
NON-WIRED : BLAIR	19329	5610	12.0	29.0	104	595	9.8	3.1	85	383	8.7	2.0	75	702	9.8	3.6	85	
INTERNET	27139	7635	16.3	28.1	101	810	13.3	3.0	82	672	15.2	2.5	94	1107	15.5	4.1	96	
KATZ RADIO GROUP	36319	10383	22.2	28.6	102	1238	20.3	3.4	94	984	22.3	2.7	103	1743	24.4	4.8	113	
SUPERNET	22361	6348	13.5	28.4	102	779	12.8	3.5	96	451	10.2	2.0	77	865	12.1	3.9	91	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	14532	4388	9.4	30.2	108	714	11.7	4.9	135	410	9.3	2.8	107	734	10.3	5.1	119	
WKDAY 9:00 AM - 1:00 PM	18688	5417	11.6	29.0	104	990	16.2	5.3	146	527	11.9	2.8	107	881	12.3	4.7	111	
WKDAY 1:00 PM - 4:30 PM	24061	7263	15.5	30.2	108	1307	21.4	5.4	149	674	15.3	2.8	106	1168	16.4	4.9	114	
WKDAY 4:30 PM - 7:30 PM	44079	12158	25.9	27.6	99	1939	31.8	4.4	121	1271	28.8	2.9	109	2135	29.9	4.8	114	
WKDAY 7:30 PM - 8:00 PM	61979	16854	36.0	27.2	97	2495	40.9	4.0	111	1653	37.4	2.7	101	2798	39.2	4.5	106	
WKDAY 11:00 PM - 11:30 PM	49084	14023	29.9	28.6	102	1954	32.1	4.0	110	1368	31.0	2.8	106	2179	30.5	4.4	104	
WKDAY 11:30 PM - 1:00 AM	16560	4599	9.8	27.8	99	637	10.5	3.8	106	415	9.4	2.5	95	634	8.9	3.8	90	
M-SAT 8-11 PM-SUN 7-11 PM	66967	18951	40.4	28.3	101	2611	42.8	3.9	107	1737	39.3	2.6	98	2948	41.3	4.4	103	
WKDY DAYTIME NTKK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	2695	5.8	29.1	104	422	6.9	4.6	125	229	5.2	2.5	94	397	5.6	4.3	101
ANOTHER WORLD	N	6138	1894	4.0	30.9	110	353	5.8	5.8	158	*134	3.0	2.2	83	382	5.3	6.2	146
AS THE WORLD TURNS	C	7707	2453	5.2	31.8	114	544	8.9	7.1	194	315	7.1	4.1	155	345	4.8	4.5	105
CAPITOL	C	4686	1482	3.2	31.6	113	322	5.3	6.9	189	176	4.0	3.8	142	167	2.3	3.6	84
CBS MORN. NEWS 1	C	2792	809	1.7	29.0	104	*158	2.6	5.7	156	*115	2.6	4.1	156	204	2.9	7.3	172
CBS MORN. NEWS 2	C	2071	617	1.3	29.8	107	*113	1.9	5.5	150	*91	2.1	4.4	167	135	1.9	6.5	153
DAYS OF OUR LIVES	N	8018	2642	5.6	33.0	118	476	7.8	5.9	163	187	4.2	2.3	89	435	6.1	5.4	127
FACTS OF LIFE - DAYTIME	N	3487	896	1.9	25.7	92	142	2.3	4.1	112	*79	1.8	2.3	86	115	1.6	3.3	77
FAMILY FEUD	A	4817	1232	2.6	25.6	92	238	3.9	4.9	136	126	2.9	2.6	99	240	3.4	5.0	117
GENERAL HOSPITAL	A	8333	2602	5.6	31.2	112	338	5.5	4.1	112	206	4.7	2.5	94	446	6.2	5.4	126
GOOD MORNING, AMERICA-730	A	5472	1688	3.6	30.8	110	264	4.3	4.8	133	138	3.1	2.5	96	274	3.8	5.0	118
GOOD MORNING, AMERICA-830	A	3965	1282	2.7	32.3	116	221	3.6	5.6	153	141	3.2	3.6	135	250	3.5	6.3	148
GUIDING LIGHT	C	7542	2492	5.3	33.0	118	608	10.0	8.1	222	292	6.6	3.9	147	375	5.3	5.0	117
ONE LIFE TO LIVE	A	6018	1834	3.9	30.5	109	284	4.7	4.7	130	162	3.7	2.7	102	311	4.4	5.2	121
PRESS YOUR LUCK	C	3589	978	2.1	27.2	98	191	3.1	5.3	146	*91	2.1	2.5	96	173	2.4	4.8	113
PRICE IS RIGHT 1	C	7418	1856	4.0	25.0	90	449	7.4	6.1	167	193	4.4	2.6	99	334	4.7	4.5	106
PRICE IS RIGHT 2	C	8276	2181	4.7	26.4	94	492	8.1	5.9	164	212	4.8	2.6	97	380			

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DIET CONTROL BY RESPONDENT - REASONS & WHETHER NON-PRESCRIPTION PRODUCT USED
(ADULTS)

	TOTAL U.S. '000	TO LOSE WEIGHT				TO MAINTAIN WEIGHT				USE NON-PRESCRIPTION PRODUCT				A	B % DOWN	C % ACROSS	D % INDX
		A '000	B '000	C DOWN	D % INDX	A '000	B '000	C DOWN	D % INDX	A '000	B '000	C DOWN	D % INDX				
TOTAL ADULTS	167727	33844	100.0	20.2	100	7316	100.0	4.4	100	10756	100.0	6.4	100				
MALES	79263	10716	31.7	13.5	67	2888	39.5	3.6	84	3713	34.5	4.7	73				
FEMALES	88464	23129	68.3	26.1	130	4428	60.5	5.0	115	7043	65.5	8.0	124				
18 - 24	28671	5146	15.2	17.9	89	1102	15.1	3.8	88	1695	15.8	5.9	92				
25 - 34	39536	9020	26.7	22.8	113	1648	22.5	4.2	96	2947	27.4	7.5	116				
35 - 44	28978	7069	20.9	24.4	121	1494	20.4	5.2	118	2365	22.0	8.2	127				
45 - 54	22345	5298	15.7	23.7	118	1051	14.4	4.7	108	1529	14.2	6.8	107				
55 - 64	22224	4470	13.2	20.1	100	1200	16.4	5.4	124	1281	11.9	5.8	90				
65 OR OLDER	25973	2841	8.4	10.9	54	820	11.2	3.2	72	939	8.7	3.6	56				
18 - 34	68207	14166	41.9	20.8	103	2750	37.6	4.0	92	4642	43.2	6.8	106				
18 - 49	108058	23959	70.8	22.2	110	4829	66.0	4.5	102	7809	72.6	7.2	113				
25 - 54	90859	21388	63.2	23.5	117	4194	57.3	4.6	106	6841	63.6	7.5	117				
35 - 49	39851	9793	28.9	24.6	122	2079	28.4	5.2	120	3168	29.5	7.9	124				
50 OR OLDER	59669	9885	29.2	16.6	82	2487	34.0	4.2	96	2947	27.4	4.9	77				
GRADUATED COLLEGE	28091	6707	19.8	23.9	118	1828	25.0	6.5	149	1551	14.4	5.5	86				
ATTENDED COLLEGE	28938	7364	21.8	25.4	126	1521	20.8	5.3	121	1807	16.8	6.2	97				
GRADUATED HIGH SCHOOL	65503	14027	41.4	21.4	106	2661	36.4	4.1	93	4707	43.8	7.2	112				
DID NOT GRADUATE HIGH SCHOOL	45195	5748	17.0	12.7	63	1306	17.9	2.9	66	2690	25.0	6.0	93				
EMPLOYED MALES	56429	8679	25.6	15.4	76	2248	30.7	4.0	91	2976	27.7	5.3	82				
EMPLOYED FEMALES	43971	13260	39.2	30.2	149	2559	35.0	5.8	133	4023	37.4	9.1	143				
EMPLOYED FULL-TIME	87773	19078	56.4	21.7	108	4124	56.4	4.7	108	6105	56.8	7.0	108				
EMPLOYED PART-TIME	12627	2861	8.5	22.7	112	683	9.3	5.4	124	893	8.3	7.1	110				
NOT EMPLOYED	67327	11905	35.2	17.7	88	2509	34.3	3.7	85	3757	34.9	5.6	87				
PROFESSIONAL/MANAGER	25845	7026	20.8	27.2	135	1771	24.2	6.9	157	1962	18.2	7.6	118				
TECH/CLERICAL/SALES	30895	7675	22.7	24.8	123	1622	22.2	5.3	120	2184	20.3	7.1	110				
PRECISION/CRAFT	12629	1964	5.8	15.6	77	*420	5.7	3.3	76	722	6.7	5.7	89				
OTHER EMPLOYED	31031	5274	15.6	17.0	84	994	13.6	3.2	73	2132	19.8	6.9	107				
SINGLE	35557	5935	17.5	16.7	83	1399	19.1	3.9	90	1785	16.6	5.0	78				
MARRIED	103585	22590	66.7	21.8	108	4585	62.7	4.4	101	7087	65.9	6.8	107				
DIVORCED/SEPARATED/WIDOWED	28585	5319	15.7	18.6	92	1332	18.2	4.7	107	1884	17.5	6.6	103				
PARENTS	59295	14827	43.8	25.0	124	2309	31.6	3.9	89	4929	45.8	8.3	130				
WHITE	146081	30664	90.6	21.0	104	6659	91.0	4.6	105	9404	87.4	6.4	100				
BLACK	17974	2650	7.8	14.7	73	578	7.9	3.2	74	1206	11.2	6.7	105				
OTHER	3672	*531	1.6	14.5	72	**79	1.1	2.2	49	**146	1.4	4.0	62				
NORTHEAST-CENSUS	37005	7191	21.2	19.4	96	1754	24.0	4.7	109	1736	16.1	4.7	73				
NORTH CENTRAL	42642	9515	28.1	22.3	111	1970	26.9	4.6	106	3082	28.7	7.2	113				
SOUTH	56777	10364	30.6	18.3	90	1987	27.2	3.5	80	3912	36.4	6.9	107				
WEST	31303	6774	20.0	21.6	107	1605	21.9	5.1	118	2026	18.8	6.5	101				
NORTHEAST-MKTG.	38125	7153	21.1	18.8	93	1672	22.9	4.4	101	1692	15.7	4.4	69				
EAST CENTRAL	24794	5276	15.6	21.3	105	1148	15.7	4.6	106	1432	13.3	5.8	90				
WEST CENTRAL	28511	6299	18.6	22.1	109	1396	19.1	4.9	112	2237	20.8	7.8	122				
SOUTH	48953	9138	27.0	18.7	93	1790	24.5	3.7	84	3599	33.5	7.4	115				
PACIFIC	27344	5978	17.7	21.9	108	1310	17.9	4.8	110	1796	16.7	6.6	102				
COUNTY SIZE A	69301	13310	39.3	19.2	95	3072	42.0	4.4	102	3886	36.1	5.6	87				
COUNTY SIZE B	50633	11079	32.7	21.9	108	2324	31.8	4.6	105	3556	33.1	7.0	110				
COUNTY SIZE C	26259	5619	16.6	21.4	106	1188	16.2	4.5	104	1946	18.1	7.4	116				
COUNTY SIZE D	21534	3837	11.3	17.8	88	732	10.0	3.4	78	1368	12.7	6.4	99				
METRO CENTRAL CITY	50014	9395	27.8	18.8	93	2292	31.3	4.6	105	3306	30.7	6.6	103				
METRO SUBURBAN	76832	16790	49.6	21.9	108	3484	47.6	4.5	104	5012	46.6	6.5	102				
NON METRO	40881	7659	22.6	18.7	93	1540	21.0	3.8	86	2438	22.7	6.0	93				
TOP 5 ADI'S	39550	7493	22.1	18.9	94	2005	27.4	5.1	116	2050	19.1	5.2	81				
TOP 10 ADI'S	54877	10170	30.0	18.5	92	2521	34.5	4.6	105	2703	25.1	4.9	77				
TOP 20 ADI'S	77516	14802	43.7	19.1	95	3501	47.9	4.5	104	4258	39.6	5.5	86				
HSGLD INC. \$50,000 OR MORE	17257	4538	13.4	26.3	130	1233	16.9	7.1	164	1191	11.1	6.9	108				
\$40,000 OR MORE	33235	8279	24.5	24.9	123	1858	25.4	5.6	128	2037	18.9	6.1	96				
\$30,000 OR MORE	59693	14564	43.0	24.4	121	3166	43.3	5.3	122	3604	33.5	6.0	94				
\$25,000 OR MORE	76275	18635	55.1	24.4	121	3961	54.1	5.2	119	4746	44.1	6.2	97				
\$20,000 - \$24,999	18607	3734	11.0	20.1	99	827	11.3	4.4	102	1339	12.4	7.2	112				
\$15,000 - \$19,999	17175	3107	9.2	18.1	90	800	10.9	4.7	107	1047	9.7	6.1	95				
\$10,000 - \$14,999	24569	4188	12.4	17.0	84	723	9.9	2.9	67	1643	15.3	6.7	104				
UNDER \$10,000	31101	4181	12.4	13.4	67	1005	13.7	3.2	74	1982	18.4	6.4	99				
HOUSEHOLD OF 1 PERSON	19441	3120	9.2	16.0	80	927	12.7	4.8	109	889	8.3	4.6	71				
2 PEOPLE	51803	9241	27.3	17.8	88	2706	37.0	5.2	120	3202	29.8	6.2	96				
3 OR 4 PEOPLE	66933	15377	45.4	23.0	114	2836	38.8	4.2	97	4842	45.0	7.2	113				
5 OR MORE PEOPLE	29550	6107	18.0	20.7	102	847	11.6	2.9	66	1823	16.9	6.2	96				
NO CHILD IN HSHLD	96587	16985	50.2	17.6	87	4580	62.6	4.7	109	5448	48.8	5.4	85				
CHILD(REN) UNDER 2 YRS	10844	2581	7.6	23.8	118	*273	3.7	2.5	58	767	7.1	7.1	110				
2 - 5 YEARS	26358	5895	17.4	22.4	111	956	13.1	3.6	83	2043	19.0	7.8	121				
6 - 11 YEARS	30453	7286	21.5	23.9	119	1176	16.1	3.9	89	2821	26.2	9.3	144				
12 - 17 YEARS	36575	8852	26.2	24.2	120	1378	18.8	3.8	86	2760	25.7	7.5	118				
RESIDENCE OWNED	117770	25151	74.3	21.4	106	5617	76.8	4.8	109	7394	68.7	6.3	98				
VALUE: \$50,000 OR MORE	70166	16156	47.7	23.0	114	3832	52.4	5.5	125	4091	38.0	5.8	91				
VALUE: UNDER \$50,000	47604	8995	26.6	18.9	94	1785	24.4	3.7	86	3303	30.7	6.9	108				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION.
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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			TOTAL U.S. '000	TO LOSE WEIGHT				TO MAINTAIN WEIGHT				USE NON-PRESCRIPTION PRODUCT							
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL ADULTS			167727	33844	100.0	20.2	100	7316	100.0	4.4	100	10756	100.0	6.4	100				
MAGAZINES	QUINTILE 1		34022	8641	25.5	25.4	126	1982	27.1	5.8	134	2568	23.9	7.5	118				
	QUINTILE 2		34800	8322	24.6	23.9	119	1751	23.9	5.0	115	2462	22.9	7.1	110				
	QUINTILE 3		30514	6026	17.8	19.7	98	982	13.4	3.2	74	2035	18.9	6.7	104				
	QUINTILE 4		33324	5984	17.7	18.0	89	1405	19.2	4.2	97	1913	17.8	5.7	90				
	QUINTILE 5		35066	4872	14.4	13.9	69	1196	16.3	3.4	78	1778	16.5	5.1	79				
NEWSPAPERS	QUINTILE 1		29107	6710	19.8	23.1	114	1611	22.0	5.5	127	1822	16.9	6.3	98				
	QUINTILE 2		49095	10309	30.5	21.0	104	2277	31.1	4.6	106	2993	27.8	6.1	95				
	QUINTILE 3		23107	5146	15.2	22.3	110	1005	13.7	4.3	100	1772	16.5	7.7	120				
	QUINTILE 4		33556	6839	20.2	20.4	101	1291	17.6	3.8	88	2174	20.2	6.5	101				
	QUINTILE 5		32863	4841	14.3	14.7	73	1131	15.5	3.4	79	1995	18.5	6.1	95				
OUTDOOR	QUINTILE 1		33431	7302	21.6	21.8	108	1693	23.1	5.1	116	2310	21.5	6.9	108				
	QUINTILE 2		33478	7169	21.2	21.4	106	1333	18.2	4.0	91	2522	23.4	7.5	117				
	QUINTILE 3		33574	6947	20.5	20.7	103	1422	19.4	4.2	97	2016	18.7	6.0	94				
	QUINTILE 4		33935	6592	19.5	19.4	96	1568	21.4	4.6	106	2104	19.6	6.2	97				
	QUINTILE 5		33310	5835	17.2	17.5	87	1300	17.8	3.9	89	1805	16.8	5.4	84				
RADIO-DRIVE TIME	QUINTILE 1		33136	7103	21.0	21.4	106	1635	22.3	4.9	113	2401	22.3	7.2	113				
	QUINTILE 2		31658	6722	19.9	21.2	105	1214	16.6	3.8	88	2206	20.5	7.0	109				
	QUINTILE 3		32541	6555	19.4	20.1	100	1643	22.5	5.0	116	1821	16.9	5.6	87				
	QUINTILE 4		34247	6780	20.0	19.8	98	1471	20.1	4.3	98	2152	20.0	6.3	98				
	QUINTILE 5		36144	6684	19.7	18.5	92	1353	18.5	3.7	86	2176	20.2	6.0	94				
RADIO-MID- DAY	TERCILE 1		45037	9327	27.6	20.7	103	2062	28.2	4.6	105	3151	29.3	7.0	109				
	TERCILE 2		44819	9120	26.9	20.3	101	2044	27.9	4.6	105	2778	25.8	6.2	97				
	TERCILE 3		77872	15397	45.5	19.8	98	3210	43.9	4.1	95	4827	44.9	6.2	97				
RADIO-TOTAL	QUINTILE 1		33763	6989	20.7	20.7	103	1595	21.8	4.7	108	2509	23.3	7.4	116				
	QUINTILE 2		33240	6980	20.6	21.0	104	1396	19.1	4.2	96	2262	21.0	6.8	106				
	QUINTILE 3		33408	7186	21.2	21.5	107	1811	24.8	5.4	124	2272	21.1	6.8	106				
	QUINTILE 4		34792	6992	20.7	20.1	100	1362	18.6	3.9	90	1866	17.3	5.4	84				
	QUINTILE 5		32524	5697	16.8	17.5	87	1152	15.7	3.5	81	1847	17.2	5.7	89				
TV-PRIME TIME	QUINTILE 1		33090	6245	18.5	18.9	94	1511	20.7	4.6	105	1972	18.3	6.0	93				
	QUINTILE 2		33357	7069	20.9	21.2	105	1429	19.5	4.3	98	2433	22.6	7.3	114				
	QUINTILE 3		33980	7330	21.7	21.6	107	1440	19.7	4.2	97	2507	23.3	7.4	115				
	QUINTILE 4		33854	6848	20.2	20.2	100	1420	19.4	4.2	96	2036	18.9	6.0	94				
	QUINTILE 5		33444	6353	18.8	19.0	94	1516	20.7	4.5	104	1808	16.8	5.4	84				
TV-DAYTIME	TERCILE 1		49121	9356	27.6	19.0	94	1944	26.6	4.0	91	3291	30.6	6.7	104				
	TERCILE 2		48823	10983	32.5	22.5	111	2140	29.3	4.4	100	3584	33.3	7.3	114				
	TERCILE 3		69782	13506	39.9	19.4	96	3233	44.2	4.6	106	3882	36.1	5.6	87				
TV-TOTAL	QUINTILE 1		33584	6353	18.8	18.9	94	1491	20.4	4.4	102	2299	21.4	6.8	107				
	QUINTILE 2		33441	6300	18.6	18.8	93	1403	19.2	4.2	96	2098	19.5	6.3	98				
	QUINTILE 3		33505	7063	20.9	21.1	104	1277	17.5	3.8	87	2311	21.5	6.9	108				
	QUINTILE 4		33466	7145	21.1	21.4	106	1480	20.2	4.4	101	2152	20.0	6.4	100				
	QUINTILE 5		33731	6984	20.6	20.7	103	1666	22.8	4.9	113	1897	17.6	5.6	88				
MAGAZINES-NEWSPAPERS: DUAL			44503	11013	32.5	24.7	123	2443	33.4	5.5	126	3056	28.4	6.9	107				
MAGAZINE IMPERATIVE			39363	9096	26.9	23.1	115	1720	23.5	4.4	100	3115	29.0	7.9	123				
NEWSPAPER IMPERATIVE			46441	8420	24.9	18.1	90	1916	26.2	4.1	95	2560	23.8	5.5	86				
MAGAZINES-OUTDOOR: DUAL			33726	8251	24.4	24.5	121	1776	24.3	5.3	121	2761	25.7	8.2	128				
MAGAZINE IMPERATIVE			52846	11908	35.2	22.5	112	2540	34.7	4.8	110	3455	32.1	6.5	102				
OUTDOOR IMPERATIVE			52140	9171	27.1	17.6	87	1878	25.7	3.6	83	3042	28.3	5.8	91				
MAGAZINES-RADIO: DUAL			37081	8798	26.0	23.7	118	1923	26.3	5.2	119	2812	26.1	7.6	118				
MAGAZINE IMPERATIVE			49747	11571	34.2	23.3	115	2446	33.4	4.9	113	3284	30.5	6.6	103				
RADIO IMPERATIVE			49208	8713	25.7	17.7	88	1973	27.0	4.0	92	3156	29.3	6.4	100				
MAGAZINES-TELEVISION: DUAL			33103	7531	22.3	22.8	113	1497	20.5	4.5	104	2452	22.8	7.4	116				
MAGAZINE IMPERATIVE			54575	13241	39.1	24.3	120	2822	38.6	5.2	119	3872	36.0	7.1	111				
TELEVISION IMPERATIVE			53249	8668	25.6	16.3	81	1969	26.9	3.7	85	3231	30.0	6.1	95				
NEWSPAPERS-OUTDOOR: DUAL			36255	8846	26.1	24.4	121	1738	23.8	4.8	110	2532	23.5	7.0	109				
NEWSPAPER IMPERATIVE			55591	11431	33.8	20.6	102	2736	37.4	4.9	113	3317	30.8	6.0	93				
OUTDOOR IMPERATIVE			48319	9299	27.5	19.2	95	1953	26.7	4.0	93	3408	31.7	7.1	110				
NEWSPAPERS-RADIO: DUAL			37242	7718	22.8	20.7	103	2029	27.7	5.4	125	2518	23.4	6.8	105				
NEWSPAPER IMPERATIVE			54423	12112	35.8	22.3	110	2548	34.8	4.7	107	3163	29.4	5.8	91				
RADIO IMPERATIVE			46650	9397	27.8	20.1	100	1852	25.3	4.0	91	3531	32.8	7.6	118				
NEWSPAPERS-TELEVISION: DUAL			35974	6945	20.5	19.3	96	1696	23.2	4.7	108	2051	19.1	5.7	89				
NEWSPAPER IMPERATIVE			56095	13232	39.1	23.6	117	2807	38.4	5.0	115	3705	34.4	6.6	103				
TELEVISION IMPERATIVE			47170	8804	26.0	18.7	92	1793	24.5	3.8	87	3422	31.8	7.3	113				
OUTDOOR-RADIO: DUAL			33748	7661	22.6	22.7	113	1581	21.6	4.7	107	2370	22.0	7.0	110				
OUTDOOR IMPERATIVE			52785	10710	31.6	20.3	101	2243	30.7	4.2	97	3575	33.2	6.8	106				
RADIO IMPERATIVE			52882	10433	30.8	19.7	98	2486	34.0	4.7	108	3492	32.5	6.6	103				
OUTDOOR-TELEVISION: DUAL			32030	6574	19.4	20.5	102	1604	21.9	5.0	115	2404	22.4	7.5	117				
OUTDOOR IMPERATIVE			54626	12148	35.9	22.2	110	2296	31.4	4.2	96	3573	33.2	6.5	102				
TELEVISION IMPERATIVE			54874	10080	29.8	18.4	91	2255	30.8	4.1	94	3455	32.1	6.3	98				
RADIO-TELEVISION: DUAL			33386	6675	19.7	20.0	99	1504	20.6	4.5	103	2420	22.5	7.2	113				
RADIO IMPERATIVE			53810	11864	35.1	22.0	109	2514	34.4	4.7	107	3700	34.4	6.9	107				
TELEVISION IMPERATIVE			54023	10230	30.2	18.9	94	2240	30.6	4.1	95	3190	29.7	5.9	92				

	TOTAL U.S. '000	TO LOSE WEIGHT				TO MAINTAIN WEIGHT				USE NON-PRESCRIPTION PRODUCT							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	33844	100.0	20.2	100	7316	100.0	4.4	100	10756	100.0	6.4	100				
ATLANTIC MONTHLY	867	*121	0.4	14.0	69	**60	0.8	6.9	159	**21	0.2	2.4	38				
BARRON'S	1580	311	0.9	19.7	98	**179	2.4	11.3	260	**109	1.0	6.9	108				
BETTER HOMES & GARDENS	22203	6199	18.3	27.9	138	1196	16.3	5.4	123	1926	17.9	8.7	135				
BON APPETIT	3810	1082	3.2	28.4	141	331	4.5	8.7	199	*268	2.5	7.0	110				
BUSINESS WEEK	4663	878	2.6	18.8	93	305	4.2	6.5	150	*242	2.2	5.2	81				
CAR AND DRIVER	3102	518	1.5	16.7	83	**139	1.9	4.5	103	**114	1.1	3.7	57				
CBS MAGAZINE NETWORK (GROSS)	7311	1246	3.7	17.0	84	395	5.4	5.4	124	395	3.7	5.4	84				
CHANGING TIMES	3400	773	2.3	22.7	113	221	3.0	6.5	149	*280	2.6	8.2	128				
COLONIAL HOMES	1796	549	1.6	30.6	151	*87	1.2	4.8	111	*264	2.5	14.7	229				
CONDE NAST MAG. PKG. (GROSS)	19924	6190	18.3	31.1	154	1267	17.3	6.4	146	1572	14.6	7.9	123				
CONSUMERS DIGEST	3125	818	2.4	26.2	130	**65	0.9	2.1	48	*265	2.5	8.5	132				
COSMOPOLITAN	10577	3183	9.4	30.1	149	637	8.7	6.0	138	1014	9.4	9.6	149				
COUNTRY LIVING	3746	1233	3.6	32.9	163	234	3.2	6.2	143	334	3.1	8.9	139				
CUISINE	2214	623	1.8	28.1	139	*134	1.8	6.1	139	*178	1.7	8.0	125				
CYCLE WORLD	2394	379	1.1	15.8	78	**67	0.9	2.8	64	**126	1.2	5.3	82				
DCI:CREATIVE IDEAS FOR LIV	3068	893	2.6	29.1	144	*212	2.9	6.9	158	355	3.3	11.6	180				
DCI:CREAT. IDEA/SO. LIV(GROSS)	9556	2581	7.6	27.0	134	471	6.4	4.9	113	790	7.3	8.3	129				
DISCOVER	2277	482	1.4	21.2	105	*172	2.4	7.6	173	*146	1.4	6.4	100				
EBONY	7187	1317	3.9	18.3	91	257	3.5	3.6	82	465	4.3	6.5	101				
ESQUIRE	2560	552	1.6	21.6	107	*137	1.9	5.4	123	*191	1.8	7.5	116				
ESSENCE	3242	765	2.3	23.6	117	*127	1.7	3.9	90	*273	2.5	8.4	131				
FAMILY CIRCLE	19639	6044	17.9	30.8	153	1033	14.1	5.3	121	1814	16.9	9.2	144				
THE FAMILY HANDYMAN	3540	791	2.3	22.3	111	*93	1.3	2.6	60	*247	2.3	7.0	109				
FAMILY WEEKLY	23924	5339	15.8	22.3	111	1036	14.2	4.3	99	1826	17.0	7.6	119				
FIELD & STREAM	9883	1802	5.3	18.2	90	307	4.2	3.1	71	539	5.0	5.5	85				
FOOD & WINE	1030	235	0.7	22.8	113	**58	0.8	5.6	129	**100	0.9	9.7	151				
FORBES	2679	632	1.9	23.6	117	*230	3.1	8.6	197	*205	1.9	7.7	119				
FORTUNE	2931	817	2.4	27.9	138	*223	3.0	7.6	174	*265	2.5	9.0	141				
GENTLEMEN'S QUARTERLY	3481	779	2.3	22.4	111	*169	2.3	4.9	111	*194	1.8	5.6	87				
GLAMOUR	7163	2200	6.5	30.7	152	504	6.9	7.0	161	577	5.4	8.1	126				
GOLF DIGEST	2355	658	1.9	27.9	138	*98	1.3	4.2	95	*157	1.5	6.7	104				
GOLF DIGEST/TENNIS (GROSS)	3610	969	2.9	26.8	133	*139	1.9	3.9	88	*264	2.5	7.3	114				
GOLF MAGAZINE	2046	507	1.5	24.8	123	**94	1.3	4.6	105	*120	1.1	5.9	91				
GOLF MAGAZINE/SKI (GROSS)	3547	869	2.6	24.5	121	*172	2.4	4.8	111	*198	1.8	5.6	87				
GOOD HOUSEKEEPING	20353	5953	17.6	29.2	145	1089	14.9	5.4	123	1656	15.4	8.1	127				
HARPER'S BAZAAR	3362	1216	3.6	36.2	179	*172	2.4	5.1	117	*295	2.7	8.8	137				
HEALTH	2987	905	2.7	30.3	150	*137	1.9	4.6	105	401	3.7	13.4	209				
HEARST MAG CORP. BUY (GROSS)	67928	19456	57.5	28.6	142	3673	50.2	5.4	124	5668	52.7	8.3	130				
HEARST MAN POWER (GROSS)	11282	2100	6.2	18.6	92	511	7.0	4.5	104	683	6.3	6.1	94				
HEARST WOMAN POWER (GROSS)	40514	12337	36.5	30.5	151	2302	31.5	5.7	130	3621	33.7	8.9	139				
HOUSE BEAUTIFUL	4885	1428	4.2	29.2	145	244	3.3	5.0	115	339	3.2	6.9	108				
INC.	1308	302	0.9	23.1	114	**88	1.2	6.7	154	**70	0.7	5.4	83				
JET	6498	1095	3.2	16.9	84	219	3.0	3.4	77	432	4.0	6.6	104				
LADIES' HOME JOURNAL	14797	4671	13.8	31.6	156	710	9.7	4.8	110	1305	12.1	8.8	138				
LHJ FAMILY GRP COMBO(GROSS)	21743	6865	20.3	31.6	156	1082	14.8	5.0	114	2114	19.7	9.7	152				
LIFE	9881	2227	6.6	22.5	112	581	7.9	5.9	135	704	6.5	7.1	111				
L.A. TIMES HOME MAGAZINE	2775	635	1.9	22.9	113	**102	1.4	3.7	84	*198	1.8	7.1	111				
MADEMOISELLE	4219	1253	3.7	29.7	147	*233	3.2	5.5	127	305	2.8	7.2	113				
MC CALL'S	16422	4951	14.6	30.1	149	1031	14.1	6.3	144	1334	12.4	8.1	127				
MC CALL'S/WRK MOTHER (GROSS)	17919	5519	16.3	30.8	153	1078	14.7	6.0	138	1453	13.5	8.1	126				
MECHANIX ILLUSTRATED	4433	1023	3.0	23.1	114	*160	2.2	3.6	83	364	3.4	8.2	128				
METROPOLITAN HOME	1504	455	1.3	30.3	150	**81	1.1	5.4	123	*199	1.9	13.2	206				
MONEY	4723	1150	3.4	24.3	121	254	3.5	5.4	123	336	3.1	7.1	111				
MOTHER EARTH NEWS	2325	612	1.8	26.3	130	**81	1.1	3.5	80	*147	1.4	6.3	99				
MS.	1189	304	0.9	25.6	127	**31	0.4	2.6	60	**63	0.6	5.3	83				
NATIONAL ENQUIRER	18892	4211	12.4	22.3	110	626	8.6	3.3	76	1503	14.0	8.0	124				
NATIONAL GEOGRAPHIC	22129	5000	14.8	22.6	112	1262	17.2	5.7	131	1276	11.9	5.8	90				
NATIONAL SUNDAY MAGAZINE PKG	103750	22451	66.3	21.6	107	4944	67.6	4.8	109	6773	63.0	6.5	102				
NATURAL HISTORY	1379	352	1.0	25.5	127	**62	0.8	4.5	103	**147	1.4	10.7	166				
NEW WOMAN	2289	663	2.0	29.0	144	**111	1.5	4.8	111	*193	1.8	8.4	131				
NEW YORK INCLUDING CUE	1088	247	0.7	22.7	113	**93	1.3	8.5	196	**54	0.5	5.0	77				
THE NEW YORKER	2459	634	1.9	25.8	128	*146	2.0	5.9	136	*110	1.0	4.5	70				
NEWSWEEK	16527	3697	10.9	22.4	111	848	11.6	5.1	118	878	8.2	5.3	83				
THE N.Y. TIMES DAILY EDITION	2739	635	1.9	23.2	115	240	3.3	8.8	201	*128	1.2	4.7	73				
THE N.Y. TIMES MAGAZINE	4443	982	2.9	22.1	110	405	5.5	9.1	209	*189	1.8	4.3	66				
Q&A	2799	502	1.5	17.9	89	*251	3.4	9.0	206	*247	2.3	8.8	138				
ON CABLE	2209	404	1.2	18.3	91	**54	0.7	2.4	56	**142	1.3	6.4	100				
1001 HOME IDEAS	3959	1289	3.8	32.6	161	*235	3.2	5.9	136	407	3.8	10.3	160				
ORGANIC GARDENING	3111	726	2.1	23.3	116	*148	2.0	4.8	109	*162	1.5	5.2	81				
OUTDOOR LIFE	5024	829	2.4	16.5	82	*166	2.3	3.3	76	*219	2.0	4.4	68				
PARADE MAGAZINE	51292	10771	31.8	21.0	104	2525	34.5	4.9	113	3007	28.0	5.9	91				

	TOTAL U.S. '000	TO LOSE HEIGHT				TO MAINTAIN HEIGHT				USE NON-PRESCRIPTION PRODUCT							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	33844	100.0	20.2	100	7316	100.0	4.4	100	10756	100.0	6.4	100				
PARENTS	5298	1403	4.1	26.5	131	*202	2.8	3.8	87	407	3.8	7.7	120				
PENTHOUSE	5129	975	2.9	19.0	94	*198	2.7	3.9	89	*270	2.5	5.3	82				
PEOPLE	21070	5129	15.2	24.3	121	1169	16.0	5.5	127	1544	14.4	7.3	114				
PLAYBOY	10562	1881	5.6	17.8	88	381	5.2	3.6	83	539	5.0	5.1	80				
POPULAR HOT RODDING	2498	343	1.0	14.1	70	**41	0.6	1.6	38	*169	1.6	6.8	105				
POPULAR MECHANICS	5887	1214	3.6	20.6	102	*267	3.6	4.5	104	419	3.9	7.1	111				
POPULAR SCIENCE	4317	916	2.7	21.2	105	*183	2.5	4.2	97	*309	2.9	7.2	112				
PREVENTION	5792	1614	4.8	27.9	138	340	4.6	5.9	135	368	3.4	6.4	99				
PSYCHOLOGY TODAY	3284	863	2.5	26.3	130	*279	3.8	8.5	195	*228	2.1	6.9	108				
READER'S DIGEST	40046	9909	29.3	24.7	123	1817	24.8	4.5	104	3174	29.5	7.9	124				
REDBOOK	9584	3201	9.5	33.4	166	576	7.9	6.0	138	951	8.8	9.9	155				
ROAD & TRACK	2590	485	1.4	18.7	93	**171	2.3	6.6	151	**147	1.4	5.7	89				
ROLLING STONE	3302	721	2.1	21.8	108	*199	2.7	6.0	138	*235	2.2	7.1	111				
RUNNER'S WORLD	1229	353	1.0	28.7	142	**106	1.4	8.6	198	**47	0.4	3.8	60				
SATURDAY EVENING POST	2110	498	1.5	23.6	117	**109	1.5	5.2	118	*146	1.4	6.9	108				
SCIENCE 84	1543	437	1.3	28.3	140	**107	1.5	6.9	159	**91	0.8	5.9	92				
SCIENCE DIGEST	1747	353	1.0	20.2	100	**98	1.3	5.6	129	*74	0.7	4.2	66				
SCIENTIFIC AMERICAN	1994	452	1.3	22.7	112	*131	1.8	6.6	151	*149	1.4	7.5	117				
SELF	3119	1218	3.6	39.1	194	*182	2.5	5.8	134	277	2.6	8.9	138				
SEVENTEEN	3923	1152	3.4	29.4	146	*169	2.3	4.3	99	*269	2.5	6.9	107				
SKI	1501	362	1.1	24.1	120	**78	1.1	5.2	119	**78	0.7	5.2	81				
SMITHSONIAN	5976	1491	4.4	24.9	124	443	6.1	7.4	170	341	3.2	5.7	89				
SOAP OPERA DIGEST	4228	1156	3.4	27.3	136	*143	2.0	3.4	78	434	4.0	10.3	160				
SOUTHERN LIVING	6488	1688	5.0	26.0	129	*259	3.5	4.0	92	436	4.1	6.7	105				
SPORT	3500	660	2.0	18.9	93	**157	2.1	4.5	103	*225	2.1	6.4	100				
THE SPORTING NEWS	2456	547	1.6	22.3	110	**85	1.2	3.5	79	*192	1.8	7.8	122				
SPORTS AFIELD	3648	534	1.6	14.6	73	*146	2.0	4.0	92	*190	1.8	5.2	81				
SPORTS ILLUSTRATED	14484	2807	8.3	19.4	96	742	10.1	5.1	117	834	7.8	5.8	90				
STAR	12661	2734	8.1	21.6	107	476	6.5	3.8	86	864	8.0	6.8	106				
SUNDAY	52799	11190	33.1	21.2	105	2578	35.2	4.9	112	3501	32.5	6.6	103				
SUNSET	3513	1040	3.1	29.6	147	400	5.5	11.4	261	*204	1.9	5.8	91				
TV GUIDE	42766	9628	28.4	22.5	112	1872	25.6	4.4	100	3429	31.9	8.0	125				
TENNIS	1254	310	0.9	24.7	123	**41	0.6	3.3	75	**107	1.0	8.5	133				
TIME	22054	4661	13.8	21.1	105	1241	17.0	5.6	129	1115	10.4	5.1	79				
TOWN & COUNTRY	1555	461	1.4	29.6	147	**107	1.5	6.9	158	**91	0.8	5.9	91				
TRAVEL & LEISURE	2173	631	1.9	29.0	144	*179	2.4	8.2	189	*176	1.6	8.1	126				
TRUE STORY	4636	1270	3.8	27.4	136	*121	1.7	2.6	60	582	5.4	12.6	196				
U.S. NEWS & WORLD REPORT	10353	2181	6.4	21.1	104	485	6.6	4.7	107	484	4.5	4.7	73				
USA TODAY	4994	1320	3.9	26.4	131	271	3.7	5.4	124	384	3.6	7.7	120				
US	3528	1127	3.3	31.9	158	*131	1.8	3.7	85	*294	2.7	8.3	130				
VOGUE	5424	1519	4.5	28.0	139	348	4.8	6.4	147	413	3.8	7.6	119				
WALL STREET JOURNAL	6292	1617	4.8	25.7	127	460	6.3	7.3	168	528	4.9	8.4	131				
WEIGHT WATCHERS	2762	1065	3.1	38.6	191	*194	2.7	7.0	161	305	2.8	11.0	172				
WOMAN'S DAY	16320	4836	14.3	29.6	147	954	13.0	5.8	134	1262	11.7	7.7	121				
WORKING MOTHER	1496	568	1.7	38.0	188	**47	0.6	3.1	72	**119	1.1	8.0	124				
WORKING WOMAN	1851	630	1.9	34.0	169	**97	1.3	5.2	120	*149	1.4	8.0	126				
WORLD TENNIS	580	*129	0.4	22.2	110	**31	0.4	5.3	123	**45	0.4	7.8	121				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2438	7.2	19.6	97	687	9.4	5.5	127	633	5.9	5.1	80				
BLAIR INSERTS	91671	19656	58.1	21.4	106	4443	60.7	4.8	111	5760	53.6	6.3	98				
DAILY NEWSPAPERS																	
READ ANY	109190	23317	68.9	21.4	106	5020	68.6	4.6	105	6874	63.9	6.3	98				
READ ONE	89587	18983	56.1	21.2	105	3924	53.6	4.4	100	5625	52.3	6.3	98				
READ TWO OR MORE	19602	4334	12.8	22.1	110	1096	15.0	5.6	128	1249	11.6	6.4	99				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	23753	70.2	21.7	107	5266	72.0	4.8	110	7171	66.7	6.5	102				
READ ONE	95074	20057	59.3	21.1	105	4439	60.7	4.7	107	6090	56.6	6.4	100				
READ TWO OR MORE	14588	3695	10.9	25.3	126	827	11.3	5.7	130	1080	10.0	7.4	115				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.24				30.10				30.85							
30 DAY REACH	149706	30704	90.7	20.5	102	6594	90.1	4.4	101	9876	91.8	6.6	103				
50 SHWG - 30 DAY AV FREQ	15.16	15.74				15.69				16.03							
30 DAY REACH	142406	29545	87.3	20.7	103	6349	86.8	4.5	102	9512	88.4	6.7	104				
25 SHWG - 30 DAY AV FREQ	8.23	8.55				8.42				8.79							
30 DAY REACH	131152	27271	80.6	20.8	103	5899	80.6	4.5	103	8712	81.0	6.6	104				
CABLE TV: HOME WIRED	66879	15026	44.4	22.5	111	3245	44.4	4.9	111	4950	46.0	7.4	115				
HOME NOT WIRED	100848	18819	55.6	18.7	92	4071	55.6	4.0	93	5806	54.0	5.8	90				
HAVE PAY CABLE	35024	8473	25.0	24.2	120	1704	23.3	4.9	112	2682	24.9	7.7	119				

	TOTAL U.S. '000	TO LOSE WEIGHT				TO MAINTAIN HEIGHT				USE NON-PRESCRIPTION PRODUCT				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	33844	100.0	20.2	100	7316	100.0	4.4	100	10756	100.0	6.4	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	20336	60.1	21.3	105	4417	60.4	4.6	106	6199	57.6	6.5	101				
10:00 AM - 3:00 PM	63599	13299	39.3	20.9	104	3055	41.8	4.8	110	4145	38.5	6.5	102				
3:00 PM - 7:00 PM	72097	15270	45.1	21.2	105	3411	46.6	4.7	108	4777	44.4	6.6	103				
7:00 PM - MIDNIGHT	36670	7229	21.4	19.7	98	1729	23.6	4.7	108	2611	24.3	7.1	111				
MIDNIGHT - 6:00 AM	21908	4685	13.8	21.4	106	905	12.4	4.1	95	1595	14.8	7.3	114				
6:00 AM - MIDNIGHT	127571	26442	78.1	20.7	103	5826	79.6	4.6	105	8266	76.9	6.5	101				
ENTIRE DAY	129239	26804	79.2	20.7	103	5902	80.7	4.6	105	8386	78.0	6.5	101				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	7581	22.4	22.3	110	1815	24.8	5.3	122	2177	20.2	6.4	100				
ALL NEWS	6062	1134	3.4	18.7	93	380	5.2	6.3	144	327	3.0	5.4	84				
AOR/PROGRESSIVE	11884	2249	6.6	18.9	94	508	6.9	4.3	98	653	6.1	5.5	86				
BEAUTIFUL MUSIC	11180	2570	7.6	23.0	114	514	7.0	4.6	105	804	7.5	7.2	112				
BLACK	4538	864	2.6	19.0	94	*162	2.2	3.6	82	346	3.2	7.6	119				
CLASSICAL	3857	773	2.3	20.0	99	256	3.5	6.6	152	*163	1.5	4.2	66				
CHR/ROCK	21946	5112	15.1	23.3	115	902	12.3	4.1	94	1647	15.3	7.5	117				
COUNTRY	27262	5512	16.3	20.2	100	1056	14.4	3.9	89	2040	19.0	7.5	117				
GOLDEN OLDSIES	3339	663	2.0	19.9	98	*208	2.8	6.2	143	*143	1.3	4.3	67				
MOR/NOSTALGIA	10346	2016	6.0	19.5	97	451	6.2	4.4	100	511	4.8	4.9	77				
NEWS/TALK	8929	1806	5.3	20.2	100	404	5.5	4.5	104	447	4.2	5.0	78				
RELIGIOUS	5488	1228	3.6	22.4	111	296	4.0	5.4	124	333	3.1	6.1	95				
SOFT ROCK	1232	*203	0.6	16.5	82	**46	0.6	3.7	86	**50	0.5	4.1	63				
URBAN CONTEMPORARY	3184	446	1.3	14.0	69	*133	1.8	4.2	96	*215	2.0	6.8	105				
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1317	3.9	19.1	94	278	3.8	4.0	92	427	4.0	6.2	96				
ABC DIRECTION	5212	1069	3.2	20.5	102	295	4.0	5.7	130	382	3.6	7.3	114				
ABC ENTERTAINMENT	10385	1998	5.9	19.2	95	488	6.7	4.7	108	652	6.1	6.3	98				
ABC FM	4762	905	2.7	19.0	94	*174	2.4	3.7	84	310	2.9	6.5	102				
ABC INFORMATION	11339	2394	7.1	21.1	105	559	7.6	4.9	113	585	5.4	5.2	80				
ABC ROCK	4878	1116	3.3	22.9	113	*188	2.6	3.9	88	367	3.4	7.5	117				
CBS	10709	2022	6.0	18.9	94	569	7.8	5.3	122	632	5.9	5.9	92				
MUTUAL	10251	2198	6.5	21.4	106	501	6.8	4.9	112	624	5.8	6.1	95				
NBC	12243	2598	7.7	21.2	105	581	7.9	4.7	109	769	7.1	6.3	98				
RADIO RADIO	4606	853	2.5	18.5	92	*222	3.0	4.8	110	253	2.4	5.5	86				
RKO ONE	5148	1002	3.0	19.5	96	240	3.3	4.7	107	363	3.4	7.1	110				
RKO TWO	7313	1417	4.2	19.4	96	359	4.9	4.9	113	408	3.8	5.6	87				
THE SOURCE	5981	1162	3.4	19.4	96	366	5.0	6.1	140	357	3.3	6.0	93				
NON-HIRED : BLAIR	19329	4356	12.9	22.5	112	869	11.9	4.5	103	1340	12.5	6.9	108				
INTERNET	27139	5357	15.8	19.7	98	1386	18.9	5.1	117	1721	16.0	6.3	99				
KATZ RADIO GROUP	36319	7347	21.7	20.2	100	1767	24.2	4.9	112	2088	19.4	5.7	90				
SUPERNET	22361	4739	14.0	21.2	105	949	13.0	4.2	97	1679	15.6	7.5	117				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	3111	9.2	21.4	106	660	9.0	4.5	104	898	8.3	6.2	96				
WKDAY 9:00 AM - 1:00 PM	18688	3806	11.2	20.4	101	740	10.1	4.0	91	1285	11.9	6.9	107				
WKDAY 1:00 PM - 4:30 PM	24061	5090	15.0	21.2	105	988	13.5	4.1	94	1851	17.2	7.7	120				
WKDAY 4:30 PM - 7:30 PM	44079	8534	25.2	19.4	96	1910	26.1	4.3	99	2918	27.1	6.6	103				
WKDAY 7:30 PM - 8:00 PM	61979	12006	35.5	19.4	96	2625	35.9	4.2	97	3923	36.5	6.3	99				
WKDAY 11:00 PM - 11:30 PM	49084	9810	29.0	20.0	99	2389	32.7	4.9	112	3268	30.4	6.7	104				
WKDAY 11:30 PM - 1:00 AM	16560	3235	9.6	19.5	97	835	11.4	5.0	116	1139	10.6	6.9	107				
M-SAT 8-11 PM+SUN 7-11 PM	66967	13674	40.4	20.4	101	2976	40.7	4.4	102	4450	41.4	6.6	104				
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1974	5.8	21.3	106	342	4.7	3.7	85	680	6.3	7.3	114				
ANOTHER WORLD	N 6138	1176	3.5	19.2	95	255	3.5	4.2	95	399	3.7	6.5	101				
AS THE WORLD TURNS	C 7707	1745	5.2	22.6	112	287	3.9	3.7	85	622	5.8	8.1	126				
CAPITOL	C 4686	1163	3.4	24.8	123	139	1.9	3.0	68	501	4.7	10.7	167				
CBS MORN. NEWS 1	C 2792	623	1.8	22.3	111	109	1.5	3.9	90	198	1.8	7.1	111				
CBS MORN. NEWS 2	C 2071	443	1.3	21.4	106	*76	1.0	3.7	84	*104	1.0	5.0	78				
DAYS OF OUR LIVES	N 8018	1719	5.1	21.4	106	325	4.4	4.1	93	520	4.8	6.5	101				
FACTS OF LIFE - DAYTIME	N 3487	624	1.8	17.9	89	100	1.4	2.9	66	260	2.4	7.5	116				
FAMILY FEUD	A 4817	827	2.4	17.2	85	178	2.4	3.7	85	259	2.4	5.4	84				
GENERAL HOSPITAL	A 8333	1903	5.6	22.8	113	388	5.3	4.7	107	619	5.8	7.4	116				
GOOD MORNING, AMERICA-730A	A 5472	1242	3.7	22.7	112	222	3.0	4.1	93	365	3.4	6.7	104				
GOOD MORNING, AMERICA-830A	A 3965	900	2.7	22.7	112	197	2.7	5.0	114	220	2.0	5.5	87				
GUIDING LIGHT	C 7542	1778	5.3	23.6	117	253	3.5	3.4	77	683	6.3	9.1	141				
ONE LIFE TO LIVE	A 6018	1286	3.8	21.4	106	257	3.5	4.3	98	516	4.8	8.6	134				
PRESS YOUR LUCK	C 3589	730	2.2	20.3	101	156	2.1	4.3	100	301	2.8	8.4	131				
PRICE IS RIGHT 1	C 7418	1232	3.6	16.6	82	308	4.2	4.2	95	471	4.4	6.3	99				
PRICE IS RIGHT 2	C 8276	1518	4.5	18.3	91	328	4.5	4.0	91	534	5.0	6.5	101				
RYAN'S HOPE	A 4358	970	2.9	22.3	110	148	2.0	3.4	78	298	2.8	6.8	107				
SALE OF THE CENTURY	N 3749	739	2.2	19.7	98	123	1.7	3.3	75	272	2.5	7.3	113				
SEARCH FOR TOMORROW	N 2884	600	1.8	20.8	103	*148	2.0	5.1	118	149	1.4	5.2	81				
TODAY SHOW 1	N 4869	1078	3.2	22.1	110	236	3.2	4.8	111	240	2.2	4.9	77				
TODAY SHOW 2	N 4135	806	2.4	19.5	97	196	2.7	4.7	109	188	1.7	4.5	71				
\$25,000 PYRAMID	C 4361	748	2.2	17.2	85	153	2.1	3.5	80	274	2.5	6.3	98				
WHEEL OF FORTUNE	N 6187	1238	3.7	20.0	99	273	3.7	4.4	101	377	3.5	6.1	95				
YOUNG AND THE RESTLESS	C 8186	1744	5.2	21.3	106	328	4.5	4.0	92	650	6.0	7.9	124				
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	950	2.8	20.1	100	139	1.9	2.9	67	305	2.8	6.5	101				
NBA PLAYOFF GAME -1 C	5127	808	2.4	15.8	78	195	2.7	3.8	87	251	2.3	4.9	76				
NBC MAJOR LEAGUE PRE-GAME N	3945	738	2.2	18.7	93	*149	2.0	3.8	87	*283	2.6	7.2	112				
SPORTSWORLD - SUN N	3370	694	2.1	20.6	102	*94	1.3	2.8	64	211	2.0	6.3	98				
SUNDAY MORNING C	4200	876	2.6	20.9	103	*194	2.7	4.6	106	299	2.8	7.1	111				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	TO LOSE WEIGHT				TO MAINTAIN WEIGHT				USE NON-PRESCRIPTION PRODUCT							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	33844	100.0	20.2	100	7316	100.0	4.4	100	10756	100.0	6.4	100				
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	9862	29.1	18.9	93	2130	29.1	4.1	93	3061	28.5	5.9	91				
NETWORK AFFILIATES - LATE	39164	8017	23.7	20.5	101	1904	26.0	4.9	111	2632	24.5	6.7	105				
INDEPENDENTS - LATE	5133	1057	3.1	20.6	102	232	3.2	4.5	104	296	2.8	5.8	90				
TV EVENING NTWK 6 PM - 7 AM																	
A TEAM	M 22825	4472	13.2	19.6	97	807	11.0	3.5	81	1636	15.2	7.2	112				
ABC MONDAY NIGHT MOVIE	A 11258	2292	6.8	20.4	101	483	6.6	4.3	98	688	6.4	6.1	95				
ABC SUNDAY NIGHT MOVIE	A 23600	4908	14.5	20.8	103	1016	13.9	4.3	99	1504	14.0	6.4	99				
ABC WORLD NEWS TONIGHT	A 12801	2362	7.0	18.5	91	549	7.5	4.3	98	826	7.7	6.5	101				
AFTERMASH	C 10966	2277	6.7	20.8	103	548	7.5	5.0	115	934	8.7	8.5	133				
ALICE	C 17050	3594	10.6	21.1	104	665	9.1	3.9	89	1154	10.7	6.8	106				
AMERICAN PARADE	C 11998	2252	6.7	18.8	93	603	8.2	5.0	115	642	6.0	5.4	83				
BENSON	A 19258	3702	10.9	19.2	95	896	12.2	4.7	107	1256	11.7	6.5	102				
BLUE THUNDER	A 11478	2147	6.3	18.7	93	422	5.8	3.7	84	777	7.2	6.8	106				
CAGNEY & LACEY	C 18263	3688	10.9	20.2	100	882	12.1	4.8	111	1084	10.1	5.9	93				
CBS EVENING NEWS-DEAN	C 7733	1411	4.2	18.2	90	280	3.8	3.6	83	375	3.5	4.8	76				
CBS EVENING NEWS-RATHER	C 15653	2988	8.8	19.1	95	563	7.7	3.6	82	853	7.9	5.4	85				
CBS SAT. NEWS-SCHIEFFER	C 8744	1487	4.4	17.0	84	312	4.3	3.6	82	416	3.9	4.8	74				
CBS SATURDAY NIGHT MOVIE	C 12000	2338	6.9	19.5	97	471	6.4	3.9	90	709	6.6	5.9	92				
CBS WEDNESDAY NIGHT MOVIE	C 11522	2446	7.2	21.2	105	536	7.3	4.7	107	878	8.2	7.6	119				
CHEERS	N 16818	4038	11.9	24.0	119	820	11.2	4.9	112	1070	9.9	6.4	99				
DALLAS	C 37510	8089	23.9	21.6	107	1646	22.5	4.4	101	2719	25.3	7.2	113				
DIFF'RENT STROKES	N 11258	2461	7.3	21.9	108	438	6.0	3.9	89	758	7.0	6.7	105				
DOUBLE TROUBLE	N 12248	2804	8.3	22.9	113	500	6.8	4.1	94	1015	9.4	8.3	129				
DUCK FACTORY	N 11100	2617	7.7	23.6	117	487	6.7	4.4	101	717	6.7	6.5	101				
DUKES OF HAZZARD	C 12353	2236	6.6	18.1	90	539	7.4	4.4	100	907	8.4	7.3	114				
DYNASTY	A 33279	7255	21.4	21.8	108	1442	19.7	4.3	99	2270	21.1	6.8	106				
FACTS OF LIFE	N 13410	2846	8.4	21.2	105	578	7.9	4.3	99	989	9.2	7.4	115				
FALCON CREST	C 31093	7078	20.9	22.8	113	1476	20.2	4.7	109	2288	21.3	7.4	115				
FALL GUY	A 18649	3768	11.1	20.2	100	632	8.6	3.4	78	1393	13.0	7.5	116				
FAMILY TIES	N 13101	3029	8.9	23.1	115	492	6.7	3.8	86	800	7.4	6.1	95				
FANTASY ISLAND	A 13069	2758	8.1	21.1	105	568	7.8	4.3	100	994	9.2	7.6	119				
FOULUPS, BLEEPERS & BLUNDERS	A 16588	3432	10.1	20.7	103	861	11.8	5.2	119	1210	11.2	7.3	114				
FOUR SEASONS	C 9302	2004	5.9	21.5	107	398	5.4	4.3	98	795	7.4	8.5	133				
GIMME A BREAK	N 13955	3037	9.0	21.8	108	583	8.0	4.2	96	882	8.2	6.3	99				
HART TO HART	A 15735	3314	9.8	21.1	104	781	10.7	5.0	114	1211	11.3	7.7	120				
HILL STREET BLUES	N 18257	3864	11.4	21.2	105	790	10.8	4.3	99	1006	9.4	5.5	86				
HOTEL	A 24236	5236	15.5	21.6	107	978	13.4	4.0	93	1734	16.1	7.2	112				
JEFFERSONS	C 17010	3366	9.9	19.8	98	695	9.5	4.1	94	1119	10.4	6.6	103				
JENNIFER SLEPT HERE	N 9397	2151	6.4	22.9	113	360	4.9	3.8	88	697	6.5	7.4	116				
KATE & ALLIE	C 16762	3556	10.5	21.2	105	645	8.8	3.8	88	1097	10.2	6.5	102				
KNIGHT RIDER	N 13164	2792	8.2	21.2	105	350	4.8	2.7	61	819	7.6	6.2	97				
LOVE BOAT	A 20400	4234	12.5	20.8	103	799	10.9	3.9	90	1489	13.8	7.3	114				
MAGNUM PI	C 22543	4440	13.1	19.7	98	993	13.6	4.4	101	1585	14.7	7.0	110				
MAMA'S FAMILY	N 9852	2147	6.3	21.8	108	441	6.0	4.5	103	631	5.9	6.4	100				
MASTER, THE	N 8082	1525	4.5	18.9	94	321	4.4	4.0	91	564	5.2	7.0	109				
MATT HOUSTON	A 12881	2652	7.8	20.6	102	608	8.3	4.7	108	933	8.7	7.2	113				
NBC MONDAY NIGHT MOVIE	N 23889	5133	15.2	21.5	106	1120	15.3	4.7	107	1661	15.4	7.0	108				
NBC NIGHTLY NEWS	N 11156	1910	5.6	17.1	85	520	7.1	4.7	107	533	5.0	4.8	75				
NBC NIGHTLY NEWS-SAT	N 7363	1078	3.2	14.6	73	*263	3.6	3.6	82	391	3.6	5.3	83				
NBC NIGHTLY NEWS-SUN	N 6214	1178	3.5	19.0	94	*227	3.1	3.7	84	356	3.3	5.7	89				
NBC SUNDAY NIGHT MOVIE	N 17590	3505	10.4	19.9	99	714	9.8	4.1	93	958	8.9	5.4	85				
NEWHART	C 16740	3429	10.1	20.5	102	652	8.9	3.9	89	1041	9.7	6.2	97				
ONE DAY AT A TIME	C 11820	2683	7.9	22.7	112	450	6.2	3.8	87	930	8.6	7.9	123				
PEOPLE ARE FUNNY	N 9138	1823	5.4	19.9	99	452	6.2	4.9	113	574	5.3	6.3	98				
REAL PEOPLE	N 15979	3090	9.1	19.3	96	702	9.6	4.4	101	1074	10.0	6.7	105				
REMINGTON STEELE	N 14395	2971	8.8	20.6	102	703	9.6	4.9	112	860	8.0	6.0	93				
RIPLY'S BELIEVE IT - NOT	A 11362	2260	6.7	19.9	99	482	6.6	4.2	97	729	6.8	6.4	100				
RIPIDE	N 13920	2684	7.9	19.3	96	567	7.8	4.1	93	810	7.5	5.8	91				
SCARECROW & MRS. KING	C 17571	3647	10.8	20.8	103	764	10.4	4.3	100	1204	11.2	6.9	107				
SIMON & SIMON	C 20208	4072	12.0	20.2	100	850	11.6	4.2	96	1441	13.4	7.1	111				
60 MINUTES	C 27668	5369	15.9	19.4	96	1287	17.6	4.7	107	1541	14.3	5.6	87				
ST. ELSEWHERE	N 13699	3014	8.9	22.0	109	579	7.9	4.2	97	811	7.5	5.9	92				
THREE'S COMPANY	A 20632	4217	12.5	20.4	101	789	10.8	3.8	88	1188	11.0	5.8	90				
T.J. HOOKER	A 17136	3297	9.7	19.2	95	663	9.1	3.9	89	1094	10.2	6.4	100				
TONIGHT SHOW	N 4963	1040	3.1	21.0	104	243	3.3	4.9	112	303	2.8	6.1	95				
TRAPPER JOHN, M.D.	C 16332	3506	10.4	21.5	106	678	9.3	4.2	95	1091	10.1	6.7	104				
TV BLOOPERS & PRAC. JOKES	N 18881	3863	11.4	20.5	101	720	9.8	3.8	87	1286	12.0	6.8	106				
20/20	A 18315	3862	11.4	21.1	105	998	13.6	5.4	125	1264	11.8	6.9	108				
WEBSTER	A 18722	3738	11.0	20.0	99	842	11.5	4.5	103	1264	11.8	6.8	105				
WORLD NEWS - SUN	A 5327	1066	3.1	20.0	99	*248	3.4	4.7	107	411	3.8	7.7	120				
YELLOW ROSE	N 8370	1821	5.4	21.8	108	439	6.0	5.2	120	618	5.7	7.4	115				
TV VIEWING SPORTS EVENTS																	

	TOTAL U.S. '000	RESPONDENT (MYSELF) CONTROLS DIET				BLOOD SUGAR LEVEL				CHOLESTEROL LEVEL				SALT INTAKE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	16085	100.0	20.3	100	2291	100.0	2.9	100	1998	100.0	2.5	100	2718	100.0	3.4	100
HOUSEHOLD HEADS	66405	14123	87.8	21.3	105	2051	89.5	3.1	107	1902	95.2	2.9	114	2475	91.1	3.7	109
18 - 24	13945	1875	11.7	13.4	66	**145	6.3	1.0	36	**87	4.4	0.6	25	**217	8.0	1.6	45
25 - 34	19334	3851	23.9	19.9	98	*341	14.9	1.8	61	*266	13.3	1.4	55	*327	12.0	1.7	49
35 - 44	14196	3136	19.5	22.1	109	*246	10.7	1.7	60	*250	12.5	1.8	70	*289	10.6	2.0	59
45 - 54	10896	2928	18.2	26.9	132	*397	17.3	3.6	126	*382	19.1	3.5	139	595	21.9	5.5	159
55 - 64	10378	2600	16.2	25.1	123	575	25.1	5.5	192	661	33.1	6.4	253	699	25.7	6.7	196
65 OR OLDER	10514	1696	10.5	16.1	79	587	25.6	5.6	193	353	17.7	3.4	133	592	21.8	5.6	164
18 - 34	33279	5726	35.6	17.2	85	486	21.2	1.5	51	*352	17.6	1.1	42	543	20.0	1.6	48
18 - 49	52904	10382	64.5	19.6	97	913	39.9	1.7	60	778	38.9	1.5	58	1036	38.1	2.0	57
25 - 54	44426	9914	61.6	22.3	110	984	43.0	2.2	77	898	44.9	2.0	80	1210	44.5	2.7	79
35 - 49	19625	4566	28.9	23.7	117	427	18.6	2.2	75	426	21.3	2.2	86	493	18.1	2.5	73
50 OR OLDER	26359	5703	35.5	21.6	107	1378	60.1	5.2	181	1220	61.1	4.6	184	1682	61.9	6.4	186
GRADUATED COLLEGE	15982	4411	27.4	27.6	136	400	17.5	2.5	87	551	27.6	3.4	137	652	24.0	4.1	119
ATTENDED COLLEGE	13629	2918	18.1	21.4	106	*359	15.7	2.6	91	*301	15.1	2.2	88	540	19.9	4.0	116
GRADUATED HIGH SCHOOL	28591	5680	35.3	19.9	98	754	32.9	2.6	91	666	33.3	2.3	92	834	30.7	2.9	85
DID NOT GRADUATE HIGH SCHOOL	21061	3075	19.1	14.6	72	778	34.0	3.7	128	*480	24.0	2.3	90	692	25.5	3.3	96
EMPLOYED FULL-TIME	52316	11522	71.6	22.0	109	1218	53.2	2.3	81	1116	55.9	2.1	85	1558	57.3	3.0	87
EMPLOYED PART-TIME	4113	656	4.1	15.9	79	**102	4.5	2.5	86	**93	4.7	2.3	90	**80	2.9	1.9	57
NOT EMPLOYED	22834	3906	24.3	17.1	84	971	42.4	4.3	147	790	39.5	3.5	137	1080	39.7	4.7	138
PROFESSIONAL/MANAGER	15034	4447	27.6	29.6	146	*366	16.0	2.4	84	567	28.4	3.8	150	592	21.8	3.9	115
TECH/CLERICAL/SALES	11255	2527	15.7	22.5	111	*403	17.6	3.6	124	**222	11.1	2.0	78	*420	15.5	3.7	109
PRECISION/CRAFT	11607	2144	13.3	18.5	91	*235	10.3	2.0	70	**159	8.0	1.4	54	*251	9.2	2.2	63
OTHER EMPLOYED	18534	3061	19.0	16.5	81	*316	13.8	1.7	59	*260	13.0	1.4	56	*375	13.8	2.0	59
SINGLE	19562	2840	17.7	14.5	72	*395	17.2	2.0	70	*207	10.4	1.1	42	*400	14.7	2.0	60
MARRIED	51896	11857	73.7	22.8	113	1681	73.4	3.2	112	1687	84.4	3.3	129	2096	77.1	4.0	118
DIVORCED/SEPARATED/WIDOWED	7804	1389	8.6	17.8	88	*215	9.4	2.8	95	**104	5.2	1.3	53	*221	8.1	2.8	83
PARENTS	25372	5872	36.5	23.1	114	558	24.4	2.2	76	*399	20.0	1.6	62	487	17.9	1.9	56
WHITE	69658	14685	91.3	21.1	104	1977	86.3	2.8	98	1846	92.4	2.7	105	2470	90.9	3.5	103
BLACK	7909	1157	7.2	14.6	72	*285	12.4	3.6	125	**91	4.6	1.2	46	*163	6.0	2.1	60
OTHER	1696	**243	1.5	14.3	71	**29	1.3	1.7	59	*61	3.1	3.6	143	**85	3.1	5.0	146
NORTHEAST-CENSUS	17202	3550	22.1	20.6	102	514	22.4	3.0	103	497	24.9	2.9	115	708	26.0	4.1	120
NORTH CENTRAL	20461	4340	27.0	21.2	105	608	26.5	3.0	103	570	28.5	2.8	111	748	27.5	3.7	107
SOUTH	26695	4986	31.0	18.7	92	854	37.3	3.2	111	*373	18.7	1.4	55	510	18.8	1.9	56
WEST	14906	3209	20.0	21.5	106	*315	13.7	2.1	73	559	28.0	3.8	149	752	27.7	5.0	147
NORTHEAST-MKTG.	17962	3544	22.0	19.7	97	466	20.3	2.6	90	503	25.2	2.8	111	700	25.8	3.9	114
EAST CENTRAL	11741	2464	15.3	21.0	103	*366	16.0	3.1	108	*238	11.9	2.0	80	358	13.2	3.0	89
WEST CENTRAL	13518	2861	17.8	21.2	104	*421	18.4	3.1	108	426	21.3	3.2	125	558	20.5	4.1	120
SOUTH	23168	4427	27.5	19.1	94	753	32.9	3.3	112	*330	16.5	1.4	57	*439	16.2	1.9	55
PACIFIC	12874	2920	17.3	21.7	107	*285	12.4	2.2	77	*501	25.1	3.9	154	663	24.4	5.1	150
COUNTY SIZE A	32596	6726	41.8	20.6	102	953	41.6	2.9	101	812	40.6	2.5	99	1178	43.3	3.6	105
COUNTY SIZE B	23814	5055	31.4	21.2	105	622	27.1	2.6	90	584	29.2	2.5	97	804	29.6	3.4	98
COUNTY SIZE C	12663	2526	15.7	19.9	98	*433	18.9	3.4	118	*401	20.1	3.2	126	*449	16.5	3.5	103
COUNTY SIZE D	10190	1778	11.1	17.4	86	*283	12.4	2.8	96	**201	10.1	2.0	78	*287	10.6	2.8	82
METRO CENTRAL CITY	23190	4680	29.1	20.2	99	649	28.3	2.8	97	653	32.7	2.8	112	871	32.0	3.8	110
METRO SUBURBAN	36920	8027	49.9	21.7	107	1075	46.9	2.9	101	901	45.1	2.4	97	1300	47.8	3.5	103
NON METRO	19152	3378	21.0	17.6	87	*567	24.7	3.0	102	*443	22.2	2.3	92	*547	20.1	2.9	83
TOP 5 ADI'S	18703	3995	24.8	21.4	105	566	24.7	3.0	105	540	27.0	2.9	115	811	29.8	4.3	126
TOP 10 ADI'S	26158	5267	32.7	20.1	99	802	35.0	3.1	106	716	35.8	2.7	109	1032	38.0	3.9	115
TOP 20 ADI'S	36612	7205	44.8	19.7	97	1043	45.5	2.8	99	918	45.9	2.5	99	1322	48.6	3.6	105
HSHLD INC. \$50,000 OR MORE	9326	2419	15.0	25.9	128	**216	9.4	2.3	80	*317	15.9	3.4	135	429	15.8	4.6	134
\$40,000 OR MORE	18002	4360	27.1	24.2	119	511	22.3	2.8	98	512	25.6	2.8	113	784	28.8	4.4	127
\$30,000 OR MORE	31361	7483	46.5	23.9	118	803	35.1	2.6	89	891	44.6	2.8	113	1165	42.9	3.7	108
\$25,000 OR MORE	39858	9221	57.3	23.1	114	996	43.5	2.5	86	1070	53.6	2.7	106	1369	50.4	3.4	100
\$20,000 - \$24,999	8664	1813	11.3	20.9	103	**201	8.8	2.3	80	**177	8.9	2.0	81	*344	12.7	4.0	116
\$15,000 - \$19,999	7964	1328	8.3	16.7	82	*256	11.2	3.2	111	**220	11.0	2.8	110	*228	8.4	2.9	83
\$10,000 - \$14,999	11093	2027	12.6	18.3	90	*335	14.6	3.0	104	*279	14.0	2.5	100	413	15.2	3.7	109
UNDER \$10,000	11683	1697	10.6	14.5	72	*502	21.9	4.3	149	*252	12.6	2.2	86	*363	13.4	3.1	91
HOUSEHOLD OF 1 PERSON	7453	1179	7.3	15.8	78	*245	10.7	3.3	114	*142	7.1	1.9	76	*234	8.6	3.1	92
2 PEOPLE	24757	5296	32.9	21.4	105	1083	47.3	4.4	151	1183	59.2	4.8	190	1471	54.1	5.9	173
3 OR 4 PEOPLE	32682	6899	42.9	21.1	104	574	25.1	1.8	61	*444	22.2	1.4	54	746	27.4	2.3	67
5 OR MORE PEOPLE	14370	2711	16.9	18.9	93	*390	17.0	2.7	94	**229	11.5	1.6	63	**267	9.8	1.9	54
NO CHILD IN HSHLD	46768	9059	56.3	19.4	95	1654	72.2	3.5	122	1544	77.3	3.3	131	2167	79.7	4.6	135
CHILD(REN) UNDER 2 YRS	4799	950	5.9	19.8	98	**78	3.4	1.6	56	**38	1.9	0.8	31	**70	2.6	1.5	43
2 - 5 YEARS	11125	2291	14.2	20.6	101	**149	6.5	1.3	46	**104	5.2	0.9	37	**107	3.9	1.0	28
6 - 11 YEARS	14193	3178	19.8	22.4	110	*289	12.6	2.0	70	*262	13.1	1.8	73	**215	7.9	1.5	44
12 - 17 YEARS	17402	3749	23.3	21.5	106	*340	14.8	2.0	68	*334	16.7	1.9	76	*398	14.6	2.3	67
RESIDENCE OWNED	56398	12382	77.0	22.0	108	1667	72.8	3.0	102	1602	80.2	2.8	113	2082	76.6	3.7	108
VALUE: \$50,000 OR MORE	34811	8394	52.2	24.1	119	1091	47.6	3.1	108	1141	57.1	3.3	130	1489	54.8	4.3	125
VALUE: UNDER \$50,000	21587	3988	24.8	18.5	91	576	25.1	2.7	92	*461	23.1	2.1	85	593	21.8	2.7	80

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	TOTAL U.S. '000	RESPONDENT (MYSELF) CONTROLS DIET				BLOOD SUGAR LEVEL				CHOLESTEROL LEVEL				SALT INTAKE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	16085	100.0	20.3	100	2291	100.0	2.9	100	1998	100.0	2.5	100	2718	100.0	3.4	100
ATLANTIC MONTHLY	452	**94	0.6	20.8	102	**17	0.7	3.8	130	**4	0.2	0.9	35	**26	1.0	5.8	168
BARRON'S	1058	401	2.5	37.9	187	**26	1.1	2.5	85	**77	3.9	7.3	289	**122	4.5	11.5	336
BETTER HOMES & GARDENS	4773	1207	7.5	25.3	125	**123	5.4	2.6	89	**130	6.5	2.7	108	202	7.4	4.2	123
BON APPETIT	1037	385	2.4	37.1	183	**28	1.2	2.7	93	**79	4.0	7.6	302	**96	3.5	9.3	270
BUSINESS WEEK	3193	825	5.1	25.8	127	**127	5.5	4.0	138	**105	5.3	3.3	130	**222	8.2	7.0	203
CAR AND DRIVER	2705	613	3.8	22.7	112	**56	2.4	2.1	72	**48	2.4	1.8	70	**49	1.8	1.8	53
CBS MAGAZINE NETWORK (GROSS)	5678	1308	8.1	23.0	114	**137	6.0	2.4	83	**71	3.6	1.3	50	**145	5.3	2.6	74
CHANGING TIMES	1847	539	3.4	29.2	144	**50	2.2	2.7	94	**35	1.8	1.9	75	**59	2.2	3.2	93
COLONIAL HOMES	492	*107	0.7	21.7	107	**22	1.0	4.5	155	**33	1.7	6.7	266	**37	1.4	7.5	219
CONDE NAST MAG. PKG. (GROSS)	2066	289	1.8	14.0	69	**19	0.8	0.9	32	**21	1.1	1.0	40	**72	2.6	3.5	102
CONSUMERS DIGEST	1719	437	2.7	25.4	125	**106	4.6	6.2	213	**58	2.9	3.4	134	**91	3.3	5.3	154
COSMOPOLITAN	1762	400	2.5	22.7	112	**39	1.7	2.2	77	**59	3.0	3.3	133	**75	2.8	4.3	124
COUNTRY LIVING	1110	264	1.6	23.8	117	**43	1.9	3.9	134	**33	1.7	3.0	118	**40	1.5	3.6	105
CUISINE	660	166	1.0	25.2	124	**19	0.8	2.9	100	**31	1.6	4.7	186	**46	1.7	7.0	203
CYCLE WORLD	1924	361	2.2	18.8	92	**44	1.9	2.3	79	**12	0.6	0.6	25	**37	1.4	1.9	56
DCI:CREATIVE IDEAS FOR LIV	437	**91	0.6	20.8	103	**20	0.9	4.6	158	**19	1.0	4.3	172	**28	1.0	6.4	187
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	542	3.4	21.8	107	**58	2.5	2.3	81	**41	2.1	1.6	65	**118	4.3	4.7	138
DISCOVER	1279	305	1.9	23.8	118	**70	3.1	5.5	189	**41	2.1	3.2	127	**60	2.2	4.7	137
EBONY	2898	550	3.4	19.0	94	**146	6.4	5.0	174	**55	2.8	1.9	75	**89	3.3	3.1	90
ESQUIRE	1384	367	2.3	26.5	131	**61	2.7	4.4	152	**58	2.9	4.2	166	**80	2.9	5.8	169
ESSENCE	850	*211	1.3	24.8	122	**42	1.8	4.9	171	**18	0.9	2.1	84	**21	0.8	2.5	72
FAMILY CIRCLE	2430	604	3.8	24.9	122	**91	4.0	3.7	130	**79	4.0	3.3	129	**166	6.1	6.8	199
THE FAMILY HANDYMAN	2356	539	3.4	22.9	113	**100	4.4	4.2	147	**55	2.8	2.3	93	**71	2.6	3.0	88
FAMILY WEEKLY	11533	2468	15.3	21.4	105	347	15.1	3.0	104	341	17.1	3.0	117	514	18.9	4.5	130
FIELD & STREAM	7444	1490	9.3	20.0	99	*299	13.1	4.0	139	*268	13.4	3.6	143	270	9.9	3.6	106
FOOD & WINE	416	*117	0.7	28.1	139	**5	0.2	1.2	42	**8	0.4	1.9	76	**10	0.4	2.4	70
FORBES	1865	619	3.8	33.2	164	**29	1.3	1.6	54	**85	4.3	4.6	181	**153	5.6	8.2	239
FORTUNE	1849	596	3.7	32.2	159	**47	2.1	2.5	88	**14	5.7	6.2	245	**132	4.9	7.1	208
GENTLEMEN'S QUARTERLY	2284	459	2.9	20.1	99	**43	1.9	1.9	65	**34	1.7	1.5	59	**56	2.1	2.5	72
GLAMOUR	538	**54	0.3	10.0	49	**3	0.1	0.6	19	**7	0.4	1.3	52	**10	0.4	1.9	54
GOLF DIGEST	1649	476	3.0	28.9	142	**59	2.6	3.6	124	**49	2.5	3.0	118	**72	2.6	4.4	127
GOLF DIGEST/TENNIS (GROSS)	2294	649	4.0	28.3	139	**111	4.8	4.8	167	**51	2.6	2.2	88	**112	4.1	4.9	142
GOLF MAGAZINE	1577	387	2.4	24.5	121	**52	2.3	3.3	114	**56	2.8	3.6	141	**71	2.6	4.5	131
GOLF MAGAZINE/SKI (GROSS)	2487	604	3.8	24.3	120	**70	3.1	2.8	97	**72	3.6	2.9	115	**94	3.5	3.8	110
GOOD HOUSEKEEPING	2569	656	4.1	25.5	126	**91	4.0	3.5	123	**53	2.7	2.1	82	*136	5.0	5.3	154
HARPER'S BAZAAR	431	**104	0.6	24.1	119	**12	0.5	2.8	96	**6	0.3	1.4	55	**17	0.6	3.9	115
HEALTH	788	233	1.4	29.6	146	**46	2.0	5.8	202	**40	2.0	5.1	201	**68	2.5	8.6	252
HEARST MAG CORP. BUY (GROSS)	18781	4295	26.7	22.9	113	670	29.2	3.6	123	540	27.0	2.9	114	863	31.8	4.6	134
HEARST MAG POWER (GROSS)	9169	1949	12.1	21.3	105	323	14.1	3.5	122	257	12.9	2.8	111	419	15.4	4.6	133
HEARST WOMAN POWER (GROSS)	5452	1321	8.2	24.2	119	*169	7.4	3.1	107	*135	6.8	2.5	98	242	8.9	4.4	129
HOUSE BEAUTIFUL	1020	258	1.6	25.3	125	**18	0.8	1.8	61	**28	1.4	2.7	109	**48	1.8	4.7	137
INC.	993	303	1.9	30.5	150	**21	0.9	2.1	73	**24	1.2	2.4	96	**82	3.0	8.3	241
JET	2808	500	3.1	17.8	88	**89	3.9	3.2	110	**32	1.6	1.1	45	**63	2.3	2.2	65
LADIES' HOME JOURNAL	1868	438	2.7	23.4	116	**119	5.2	6.4	220	**69	3.5	3.7	147	**92	3.4	4.9	144
LHJ FAMILY GRP COMBO(GROSS)	3582	928	5.8	25.9	128	*234	10.2	6.5	226	*123	6.2	3.4	136	*188	6.9	5.2	153
LIFE	4817	1130	7.0	23.5	116	*151	6.6	3.1	108	*223	11.2	4.6	184	278	10.2	5.8	168
L.A. TIMES HOME MAGAZINE	1465	354	2.2	24.2	119	*32	1.4	2.2	76	**52	2.6	3.5	141	*71	2.6	4.8	141
MADEMOISELLE	460	**92	0.6	20.0	99	**4	0.2	0.9	30	**3	0.2	0.7	26	**39	1.4	8.5	247
MC CALL'S	1764	424	2.6	24.0	118	**71	3.1	4.0	139	**29	1.5	1.6	65	**76	2.8	4.3	126
MC CALL'S/WRK MOTHER (GROSS)	2062	497	3.1	24.1	119	**76	3.3	3.7	128	**42	2.1	2.0	81	**83	3.1	4.0	117
MECHANIX ILLUSTRATED	3625	901	5.6	24.9	122	*192	8.4	5.3	183	**64	3.2	1.8	70	*120	4.4	3.3	97
METROPOLITAN HOME	495	*91	0.6	18.4	91	**22	1.0	4.4	154	**27	1.4	5.5	216	**27	1.0	5.5	159
MONEY	3017	841	5.2	27.9	137	*106	4.6	3.5	122	*123	6.2	4.1	162	*183	6.7	6.1	177
MOTHER EARTH NEWS	1203	263	1.6	21.9	108	*13	0.6	1.1	37	*30	1.5	2.5	99	*51	1.9	4.2	124
MS.	*257	**59	0.4	23.0	113	*2	0.1	0.8	27	*5	0.3	1.9	77	*9	0.3	3.5	102
NATIONAL ENQUIRER	6921	1386	8.6	20.0	99	267	11.7	3.9	133	*235	11.8	3.4	135	321	11.8	4.6	135
NATIONAL GEOGRAPHIC	11626	2728	17.0	23.5	116	409	17.9	3.5	122	406	20.3	3.5	139	519	19.1	4.5	130
NATIONAL SUNDAY MAGAZINE PKG	49424	10915	67.9	22.1	109	1656	72.3	3.4	116	1477	73.9	3.0	119	2034	74.8	4.1	120
NATURAL HISTORY	753	*174	1.1	23.1	114	**29	1.3	3.9	133	**20	1.0	2.7	105	**24	0.9	3.2	93
NEW WOMAN	*296	**59	0.4	19.9	98	**0	0.0	0.0	0	**0	0.0	0.0	0	**0	0.0	0.0	0
NEW YORK INCLUDING CUE	541	*104	0.6	19.2	95	**0	0.0	0.0	0	**3	0.2	0.6	22	**12	0.4	2.2	65
THE NEW YORKER	1078	309	1.9	28.7	141	**66	2.9	6.1	212	**25	1.3	2.3	92	**43	1.6	4.0	116
NEWSWEEK	9602	2306	14.3	24.0	118	388	16.9	4.0	140	300	15.0	3.1	124	413	15.2	4.3	125
THE N.Y. TIMES DAILY EDITION	1376	358	2.2	26.0	128	*33	1.4	2.4	83	*37	1.9	2.7	107	*70	2.6	5.1	148
THE N.Y. TIMES MAGAZINE	2110	597	3.7	28.3	139	*42	1.8	2.0	69	*47	2.4	2.2	88	112	4.1	5.3	155
OMNI	1927	494	3.1	25.6	126	*51	2.2	2.6	92	*43	2.2	2.2	89	*57	2.1	3.0	86
ON CABLE	911	*107	0.7	11.7	58	**13	0.6	1.4	49	**14	0.7	1.5	61	**20	0.7	2.2	64
1001 HOME IDEAS	927	257	1.6	27.7	137	*69	3.0	7.4	258	*14	0.7	1.5	60	*28	1.0	3.0	88
ORGANIC GARDENING	1430	389	2.4	27.2	134	*48	2.1	3.4	116	*40	2.0	2.8	111	*82	3.0	5.7	167
OUTDOOR LIFE	4064	792	4.9	19.5	96	*140	6.1	3.4	119	*156	7.8	3.8	152	*104	3.8	2.6	75
PARADE MAGAZINE	24538	5444	33.8	22.2	109	773	33.7	3.2	109	706	35.3	2.9	114	950	35.0	3.9	113

	TOTAL U.S. '000	RESPONDENT (MYSELF) CONTROLS DIET				BLOOD SUGAR LEVEL				CHOLESTEROL LEVEL				SALT INTAKE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	16085	100.0	20.3	100	2291	100.0	2.9	100	1998	100.0	2.5	100	2718	100.0	3.4	100
PARENTS	1126	*204	1.3	18.1	89	**21	0.9	1.9	65	**19	1.0	1.7	67	**7	0.3	0.6	18
PENTHOUSE	4157	842	5.2	20.3	100	**65	2.8	1.6	54	**59	3.0	1.4	56	**83	3.1	2.0	58
PEOPLE	7591	1586	9.9	20.9	103	224	9.8	3.0	102	*200	10.0	2.6	105	289	10.6	3.8	111
PLAYBOY	8379	1664	10.3	19.9	98	200	8.7	2.4	83	*129	6.5	1.5	61	250	9.2	3.0	87
POPULAR HOT RODDING	2110	379	2.4	18.0	89	**42	1.8	2.0	69	**40	2.0	1.9	75	**55	2.0	2.6	76
POPULAR MECHANICS	4850	1114	6.9	23.0	113	*161	7.0	3.3	115	*164	8.2	3.4	134	*210	7.7	4.3	126
POPULAR SCIENCE	3397	723	4.5	21.3	105	*103	4.5	3.0	105	**58	2.9	1.7	68	*137	5.0	4.0	118
PREVENTION	1720	433	2.7	25.2	124	*75	3.3	4.4	151	*61	3.1	3.5	141	*94	3.5	5.5	159
PSYCHOLOGY TODAY	1344	375	2.3	27.9	137	*31	1.4	2.3	80	*26	1.3	1.9	77	*60	2.2	4.5	130
READER'S DIGEST	16016	4057	25.2	25.3	125	780	34.0	4.9	168	565	28.3	3.5	140	853	31.4	5.3	155
REDBOOK	1121	265	1.6	23.6	116	**39	1.7	3.5	120	**23	1.2	2.1	81	**30	1.1	2.7	78
ROAD & TRACK	2161	498	3.1	23.0	114	**52	2.3	2.4	83	**25	1.3	1.2	46	**39	1.4	1.8	53
ROLLING STONE	1948	423	2.6	21.7	107	**5	0.2	0.3	9	**13	0.7	0.7	26	**53	1.9	2.7	79
RUNNER'S WORLD	899	*323	2.0	35.9	177	**79	3.4	8.8	304	**13	0.7	1.4	57	**21	0.8	2.3	68
SUNDAY EVENING POST	841	*177	1.1	21.0	104	**27	1.2	3.2	111	**35	1.8	4.2	165	**42	1.5	5.0	146
SCIENCE 84	841	*236	1.5	28.1	138	**37	1.6	4.4	152	**17	0.9	2.0	80	**30	1.1	3.6	104
SCIENCE DIGEST	1194	271	1.7	22.7	112	**12	0.5	1.0	35	**22	1.1	1.8	73	**87	3.2	7.3	212
SCIENTIFIC AMERICAN	1379	362	2.3	26.3	129	**65	2.8	4.7	163	*61	3.1	4.4	175	**68	2.5	4.9	144
SELF	*36	*73	0.5	16.7	83	**6	0.3	1.4	48	**6	0.3	1.4	55	**11	0.4	2.5	74
SEVENTEEN	614	*141	0.9	23.0	113	**11	0.5	1.8	62	**8	0.4	1.3	52	**13	0.5	2.1	62
SKI	910	*218	1.4	24.0	118	**18	0.8	2.0	68	**16	0.8	1.8	70	**23	0.8	2.5	74
SMITHSONIAN	2937	859	5.3	29.2	144	*106	4.6	3.6	125	*118	5.9	4.0	159	187	6.9	6.4	186
SOAP OPERA DIGEST	545	*160	1.0	29.4	145	**9	0.4	1.7	57	**7	0.4	1.3	51	**18	0.7	3.3	96
SOUTHERN LIVING	2054	450	2.8	21.9	108	**39	1.7	1.9	66	**22	1.1	1.1	42	**90	3.3	4.4	128
SPORT	2799	654	4.1	23.4	115	**68	3.0	2.4	84	**82	4.1	2.9	116	**124	4.6	4.4	129
THE SPORTING NEWS	1938	435	2.7	22.4	111	**78	3.4	4.0	139	**31	1.6	1.6	63	**47	1.7	2.4	71
SPORTS AFIELD	3125	564	3.5	18.0	89	*150	6.5	4.8	166	**71	3.6	2.3	90	**122	4.5	3.9	114
SPORTS ILLUSTRATED	11159	2343	14.6	21.0	103	285	12.4	2.6	88	*189	9.5	1.7	67	268	9.9	2.4	70
STAR	4095	691	4.3	16.9	83	**132	5.8	3.2	112	**91	4.6	2.2	88	*130	4.8	3.2	93
SUNDAY	25169	5342	33.2	21.2	105	873	38.1	3.5	120	803	40.2	3.2	127	1031	37.9	4.1	119
SUNSET	1294	448	2.8	34.6	171	**41	1.8	3.2	110	**95	4.8	7.3	291	*145	5.3	11.2	327
TV GUIDE	18508	3891	24.2	21.0	104	656	28.6	3.5	123	441	22.1	2.4	95	599	22.0	3.2	94
TENNIS	645	*173	1.1	26.8	132	**52	2.3	8.1	279	**2	0.1	0.3	12	**39	1.4	6.0	176
TIME	12124	2738	17.0	22.6	111	326	14.2	2.7	93	315	15.8	2.6	103	583	21.4	4.8	140
TOWN & COUNTRY	493	*164	1.0	33.3	164	**38	1.7	7.7	267	**35	1.8	7.1	282	**41	1.5	8.3	243
TRAVEL & LEISURE	1122	294	1.8	26.2	129	**50	2.2	4.5	154	**29	1.5	2.6	103	**66	2.4	5.9	172
TRUE STORY	690	**138	0.9	20.0	99	**20	0.9	2.9	100	**10	0.5	1.4	57	**44	1.6	6.4	186
U.S. NEWS & WORLD REPORT	6571	1516	9.4	23.1	114	246	10.7	3.7	130	195	9.8	3.0	118	303	11.1	4.6	134
USA TODAY	3120	813	5.1	26.1	128	**98	4.3	3.1	109	**75	3.8	2.4	95	*113	4.2	3.6	106
US	1315	*256	1.6	19.5	96	**33	1.4	2.5	87	**6	0.3	0.5	18	**13	0.5	1.0	29
VOGUE	632	**70	0.4	11.1	55	**6	0.3	0.9	33	**4	0.2	0.6	25	**11	0.4	1.7	51
WALL STREET JOURNAL	4247	1433	8.9	33.7	166	*164	7.2	3.9	134	237	11.9	5.6	221	258	9.5	6.1	177
WEIGHT WATCHERS	398	**99	0.6	24.9	123	**10	0.4	2.5	87	**10	0.5	2.5	100	**11	0.4	2.8	81
WOMAN'S DAY	1139	280	1.7	24.6	121	**38	1.7	3.3	115	**17	0.9	1.5	59	**39	1.4	3.4	100
WORKING MOTHER	*298	**73	0.5	24.5	121	**5	0.2	1.7	58	**13	0.7	4.4	173	**7	0.3	2.3	69
WORKING WOMAN	327	**80	0.5	24.5	121	**12	0.5	3.7	127	**17	0.9	5.2	206	**22	0.8	6.7	196
WORLD TENNIS	397	**118	0.7	29.7	146	**32	1.4	8.1	279	**0	0.0	0.0	0	**14	0.5	3.5	103
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2188	13.6	22.7	112	*205	8.9	2.1	74	271	13.6	2.8	112	411	15.1	4.3	124
BLAIR INSERTS	43762	9660	60.1	22.1	109	1425	62.2	3.3	113	1290	64.6	2.9	117	1847	68.0	4.2	123
DAILY NEWSPAPERS																	
READ ANY	52459	11256	70.0	21.5	106	1560	68.1	3.0	103	1541	77.1	2.9	117	2095	77.1	4.0	116
READ ONE	41891	8754	54.4	20.9	103	1196	52.2	2.9	99	1258	63.0	3.0	119	1611	59.3	3.8	112
READ TWO OR MORE	10568	2502	15.6	23.7	117	364	15.9	3.4	119	283	14.2	2.7	106	484	17.8	4.6	134
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	11461	71.3	22.1	109	1684	73.5	3.2	112	1534	76.8	3.0	117	2154	79.2	4.1	121
READ ONE	44561	9624	59.8	21.6	106	1397	61.0	3.1	108	1377	68.9	3.1	123	1790	65.9	4.0	117
READ TWO OR MORE	7368	1837	11.4	24.9	123	287	12.5	3.9	135	157	7.9	2.1	85	364	13.4	4.9	144
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.60				29.87				29.12				32.48			
30 DAY REACH	71522	14672	91.2	20.5	101	2024	88.3	2.8	98	1783	89.2	2.5	99	2375	87.4	3.3	97
50 SHWG - 30 DAY AV FREQ	15.55	15.94				15.38				15.35				17.09			
30 DAY REACH	68168	14080	87.5	20.7	102	1967	85.9	2.9	100	1697	84.9	2.5	99	2264	83.3	3.3	97
25 SHWG - 30 DAY AV FREQ	8.43	8.64				8.49				8.52				9.16			
30 DAY REACH	62898	13050	81.1	20.7	102	1789	78.1	2.8	98	1547	77.4	2.5	98	2128	78.3	3.4	99
CABLE TV: HOME WIRED	31664	6974	43.4	22.0	109	878	38.3	2.8	96	808	40.4	2.6	101	1144	42.1	3.6	105
HOME NOT WIRED	47599	9111	56.6	19.1	94	1413	61.7	3.0	103	1190	59.6	2.5	99	1573	57.9	3.3	96
HAVE PAY CABLE	17139	3867	24.0	22.6	111	*451	19.7	2.6	91	*440	22.0	2.6	102	541	19.9	3.2	92

	TOTAL U.S. '000	RESPONDENT (MYSELF) CONTROLS DIET				BLOOD SUGAR LEVEL				CHOLESTEROL LEVEL				SALT INTAKE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	16085	100.0	20.3	100	2291	100.0	2.9	100	1998	100.0	2.5	100	2718	100.0	3.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	9976	62.0	20.9	103	1364	59.5	2.9	99	1201	60.1	2.5	100	1544	56.8	3.2	95
10:00 AM - 3:00 PM	29926	5920	36.8	19.8	97	821	35.8	2.7	95	712	35.6	2.4	94	890	32.7	3.0	87
3:00 PM - 7:00 PM	37666	7828	48.7	20.8	102	905	39.5	2.4	83	929	46.5	2.5	98	1219	44.8	3.2	94
7:00 PM - MIDNIGHT	18909	3759	23.4	19.9	98	475	20.7	2.5	87	472	23.6	2.5	99	507	18.7	2.7	78
MIDNIGHT - 6:00 AM	11822	2379	14.8	20.1	99	345	15.1	2.9	101	250	12.5	2.1	84	359	13.2	3.0	89
6:00 AM - MIDNIGHT	63254	13038	81.1	20.6	102	1771	77.3	2.8	97	1537	76.9	2.4	96	1987	73.1	3.1	92
ENTIRE DAY	64057	13233	82.3	20.7	102	1797	78.4	2.8	97	1573	78.7	2.5	97	2037	74.9	3.2	93
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	3217	20.0	19.4	96	347	15.1	2.1	72	386	19.3	2.3	92	458	16.9	2.8	80
ALL NEWS	3542	791	4.9	22.3	110	*115	5.0	3.2	112	*119	6.0	3.4	133	200	7.4	5.6	165
AOR/PROGRESSIVE	7465	1437	8.9	19.2	95	*112	4.9	1.5	52	*110	5.5	1.5	58	*217	8.0	2.9	85
BEAUTIFUL MUSIC	5061	1222	7.6	24.1	119	*209	9.1	4.1	143	*188	9.4	3.7	147	214	7.9	4.2	123
BLACK	1914	395	2.5	20.6	102	*880	3.5	4.2	145	*227	1.4	1.4	56	*225	0.9	1.3	38
CLASSICAL	2304	597	3.7	25.9	128	*888	3.8	3.8	132	*260	3.0	2.6	103	*81	3.0	3.5	103
CHR/ROCK	10663	2376	14.8	22.3	110	*230	10.0	2.2	75	*161	8.1	1.5	60	217	8.0	2.0	59
COUNTRY	13919	2841	17.7	20.4	101	440	19.2	3.2	109	321	16.1	2.3	91	435	16.0	3.1	91
GOLDEN OLDIES	2040	451	2.8	22.1	109	*446	2.0	2.3	78	*336	1.8	1.8	70	*16	0.6	0.8	23
MOR/NOSTALGIA	5105	1125	7.0	22.0	109	*197	8.6	3.9	134	*144	7.2	2.8	112	231	8.5	4.5	132
NEWS/TALK	4764	1116	6.9	23.4	115	*152	6.6	3.2	110	294	14.7	6.2	245	256	9.4	5.4	157
RELIGIOUS	2164	484	3.0	22.4	110	*331	1.4	1.4	50	*216	0.8	0.7	29	*441	1.5	1.9	55
SOFT ROCK	623	*98	0.6	15.7	78	*0	0.0	0.0	0	*228	1.4	4.5	178	*226	1.0	4.2	122
URBAN CONTEMPORARY	1331	*184	1.1	13.8	68	*118	0.8	1.4	47	*27	1.4	2.0	80	*223	0.8	1.7	50
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	573	3.6	18.0	89	*449	2.1	1.5	53	*82	4.1	2.6	102	*71	2.6	2.2	65
ABC DIRECTION	2724	634	3.9	23.3	115	*73	3.2	2.7	93	*52	2.6	1.9	76	*181	6.7	6.6	194
ABC ENTERTAINMENT	5256	1051	6.5	20.0	99	*171	7.5	3.3	113	*130	6.5	2.5	98	*150	5.5	2.9	83
ABC FM	2263	445	2.8	19.7	97	*75	3.3	3.3	115	*29	1.5	1.3	51	*46	1.7	2.0	59
ABC INFORMATION	5618	1106	6.9	19.7	97	*146	6.4	2.6	90	*178	8.9	3.2	126	*177	6.5	3.2	92
ABC ROCK	2857	561	3.5	19.6	97	*37	1.6	1.3	45	*44	2.2	1.5	61	*53	1.9	1.9	54
CBS	5953	1271	7.9	21.4	105	219	9.6	3.7	127	241	12.1	4.0	161	278	10.2	4.7	136
MUTUAL	4979	1068	6.6	21.5	106	*186	8.1	3.7	129	*188	9.4	3.8	150	*187	6.9	3.8	110
NBC	7279	1526	9.5	21.0	103	*190	8.3	2.6	90	301	15.1	4.1	164	290	10.7	4.0	116
RADIORADIO	2389	398	2.5	16.7	82	*29	1.3	1.2	42	*45	2.3	1.9	75	*25	0.9	1.0	31
RKO ONE	2583	508	3.2	19.7	97	*16	0.7	0.6	21	*28	1.4	1.1	43	*32	1.2	1.2	36
RKO TWO	3674	753	4.7	20.5	101	*91	4.0	2.5	86	*69	3.5	1.9	75	*125	4.6	3.4	99
THE SOURCE	3514	844	5.2	24.0	118	*62	2.7	1.8	61	*71	3.6	2.0	80	*110	4.0	3.1	91
NON-HIRED : BLAIR	9864	2068	12.9	21.0	103	*186	8.1	1.9	65	227	11.4	2.3	91	264	9.7	2.7	78
INTERNET	13522	2859	17.8	21.1	104	364	15.9	2.7	93	417	20.9	3.1	122	463	17.0	3.4	100
KATZ RADIO GROUP	19321	4004	24.9	20.7	102	512	22.3	2.6	92	527	27.4	2.8	112	717	26.4	3.7	108
SUPERNET	10739	2282	14.2	21.2	105	302	13.2	2.8	97	225	11.3	2.1	83	400	14.7	3.7	109
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	1081	6.7	21.2	104	215	9.4	4.2	146	136	6.8	2.7	106	195	7.2	3.8	111
WKDAY 9:00 AM - 1:00 PM	5383	976	6.1	18.1	89	238	10.4	4.4	153	152	7.6	2.8	112	180	6.6	3.3	98
WKDAY 1:00 PM - 4:30 PM	6469	1367	8.5	21.1	104	290	12.7	4.5	155	209	10.5	3.2	128	252	9.3	3.9	114
WKDAY 4:30 PM - 7:30 PM	19661	4037	25.1	20.5	101	704	30.7	3.6	124	577	28.9	2.9	116	805	29.6	4.1	119
WKDAY 7:30 PM - 8:00 PM	27579	5475	34.0	19.9	98	913	39.9	3.3	115	750	37.5	2.7	108	1037	38.2	3.8	110
WKDAY 11:00 PM - 11:30 PM	22964	4813	29.9	21.0	103	778	34.0	3.4	117	612	30.6	2.7	106	781	28.7	3.4	99
WKDAY 11:30 PM - 1:00 AM	8158	1713	10.6	21.0	103	298	13.0	3.7	126	199	10.0	2.4	97	271	10.0	3.3	97
M-SAT 8-11 PM+SUN 7-11 PM	30140	6148	38.2	20.4	101	943	41.2	3.1	108	757	37.9	2.5	100	1032	38.0	3.4	100
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN A	2048	365	2.3	17.8	88	*63	2.7	3.1	106	*22	1.1	1.1	43	*47	1.7	2.3	67
ANOTHER WORLD N	1214	268	1.7	22.1	109	*53	2.3	4.4	151	*12	0.6	1.0	39	*49	1.8	4.0	118
AS THE WORLD TURNS C	1740	378	2.4	21.7	107	*102	4.5	5.9	203	*64	3.2	3.7	146	*28	1.0	1.6	47
CAPITOL C	1016	263	1.6	25.9	128	*45	2.0	4.4	153	*60	3.0	5.9	234	*20	0.7	2.0	57
CBS MORN. NEWS 1 C	1203	218	1.4	18.1	89	*55	2.4	4.6	158	*31	1.6	2.6	102	*59	2.2	4.9	143
CBS MORN. NEWS 2 C	773	182	1.1	23.5	116	*58	2.5	7.5	260	*45	2.3	5.8	231	*38	1.4	4.9	143
DAYS OF OUR LIVES N	1629	306	1.9	18.8	93	*92	4.0	5.6	195	*40	2.0	2.5	97	*77	2.8	4.7	138
FACTS OF LIFE - DAYTIME N	961	193	1.2	20.1	99	*30	1.3	3.1	108	*9	0.5	0.9	37	*16	0.6	1.7	49
FAMILY FEUD A	1390	207	1.3	14.9	73	*74	3.2	5.3	184	*46	2.3	3.3	131	*51	1.9	3.7	107
GENERAL HOSPITAL A	1463	273	1.7	18.7	92	*42	1.8	2.9	99	*52	2.6	3.6	141	*73	2.7	5.0	146
GOOD MORNING, AMERICA-730 A	1705	381	2.4	22.3	110	*98	4.3	5.7	199	*65	3.3	3.8	151	*78	2.9	4.6	133
GOOD MORNING, AMERICA-830 A	889	205	1.3	23.1	114	*62	2.7	7.0	241	*52	2.6	5.8	232	*61	2.2	6.9	200
GUIDING LIGHT C	1754	431	2.7	24.6	121	*133	5.8	7.6	262	*80	4.0	4.6	181	*81	3.0	4.6	135
ONE LIFE TO LIVE A	1100	221	1.4	20.1	99	*33	1.4	3.0	104	*47	2.4	4.3	170	*49	1.8	4.5	130
PRESS YOUR LUCK C	1222	236	1.5	19.3	95	*80	3.5	6.5	226	*41	2.1	3.4	133	*60	2.2	4.9	143
PRICE IS RIGHT 1 C	2692	474	2.9	17.6	87	*54	6.7	5.7	198	*79	4.0	2.9	116	*99	3.6	3.7	107
PRICE IS RIGHT 2 C	2764	500	3.1	18.1	89	*44	6.3	5.2	180	*86	4.3	3.1	123	*108	4.0	3.9	114
RYAN'S HOPE A	880	219	1.4	24.9	123	*38	1.7	4.3	149	*22	1.1	2.5	99	*28	1.0	3.2	93
SALE OF THE CENTURY N	926	219	1.4	23.7	117	*18	0.8	1.9									

		TOTAL U.S. '000	RESPONDENT (MYSELF) CONTROLS DIET				BLOOD SUGAR LEVEL				CHOLESTEROL LEVEL				SALT INTAKE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES		79263	16085	100.0	20.3	100	2291	100.0	2.9	100	1998	100.0	2.5	100	2718	100.0	3.4	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	4940	30.7	20.3	100	866	37.8	3.6	123	728	36.4	3.0	119	1040	38.3	4.3	125
NETWORK AFFILIATES - LATE		17197	3553	22.1	20.7	102	561	24.5	3.3	113	501	25.1	2.9	116	647	23.8	3.8	110
INDEPENDENTS - LATE		2887	560	3.5	19.4	96	100	4.4	3.5	120	61	3.1	2.1	84	123	4.5	4.3	124
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 11301	2007	12.5	17.8	88	340	14.8	3.0	104	209	10.5	1.8	73	355	13.1	3.1	92
ABC MONDAY NIGHT MOVIE		A 4379	881	5.5	20.1	99	*168	7.3	3.8	133	*98	4.9	2.2	89	*184	6.8	4.2	123
ABC SUNDAY NIGHT MOVIE		A 9910	2045	12.7	20.6	102	291	12.7	2.9	102	278	13.9	2.8	111	328	12.1	3.3	97
ABC WORLD NEWS TONIGHT		A 6212	1366	8.5	22.0	108	204	8.9	3.3	114	166	8.3	2.7	106	231	8.5	3.7	108
AFTERMASH		C 4575	916	5.7	20.0	99	*153	6.7	3.3	116	*170	8.5	3.7	147	*200	7.4	4.4	127
ALICE		C 6777	1309	8.1	19.3	95	*222	9.7	3.3	113	*198	9.9	2.9	116	272	10.0	4.0	117
AMERICAN PARADE		C 4868	1019	6.3	20.9	103	*188	8.2	3.9	134	*177	8.9	3.6	144	233	8.6	4.8	140
BENSON		A 7593	1567	9.7	20.6	102	276	12.0	3.6	126	*253	12.7	3.3	132	347	12.8	4.6	133
BLUE THUNDER		A 6036	1103	6.9	18.3	90	*157	6.9	2.6	90	*126	6.3	2.1	83	205	7.5	3.4	99
CAGNEY & LACEY		C 7698	1487	9.2	19.3	95	*202	8.8	2.6	91	197	9.9	2.6	102	235	8.6	3.1	89
CBS EVENING NEWS-DEAN		C 4066	769	4.8	18.9	93	*223	9.7	5.5	190	*101	5.1	2.5	99	272	10.0	6.7	195
CBS EVENING NEWS-RATHER		C 8092	1630	10.1	20.1	99	325	14.2	4.0	139	255	12.8	3.2	125	337	12.4	4.2	121
CBS SAT. NEWS-SCHIEFFER		C 4795	916	5.7	19.1	94	*208	9.1	4.3	150	*152	7.6	3.2	126	237	8.7	4.9	144
CBS SATURDAY NIGHT MOVIE		C 6034	1237	7.7	20.5	101	175	7.6	2.9	100	*137	6.9	2.3	90	186	6.8	3.1	90
CBS WEDNESDAY NIGHT MOVIE		C 4993	979	6.1	19.6	97	*118	5.2	2.4	82	127	6.4	2.5	101	177	6.5	3.5	103
CHEERS		N 6976	1527	9.5	21.9	108	202	8.8	2.9	100	188	9.4	2.7	107	223	8.2	3.2	93
DALLAS		C 13575	2808	17.5	20.7	102	359	15.7	2.6	91	344	17.2	2.5	101	482	17.7	3.6	104
DIFF'RENT STROKES		N 3684	729	4.5	19.8	98	*211	9.2	5.7	198	*107	5.4	2.9	115	*140	5.2	3.8	111
DOUBLE TROUBLE		N 4462	1029	6.4	23.1	114	*143	6.2	3.2	111	*184	4.2	1.9	75	*183	6.7	4.1	120
DUCK FACTORY		N 4810	975	6.1	20.3	100	*161	7.0	3.3	116	*138	6.9	2.9	114	*155	5.7	3.2	94
DUKES OF HAZZARD		C 5951	1136	7.1	19.1	94	*173	7.6	2.9	101	*139	7.0	2.3	93	*127	4.7	2.1	62
DYNASTY		A 11325	2419	15.0	21.4	105	368	16.1	3.2	112	314	15.7	2.8	110	358	13.2	3.2	92
FACTS OF LIFE		N 4512	885	5.5	19.6	97	*159	6.9	3.5	122	*176	3.8	1.7	67	*146	5.4	3.2	94
FALCON CREST		C 9215	2075	12.9	22.5	111	*301	13.1	3.3	113	*242	12.1	2.6	104	356	13.1	3.9	113
FALL GUY		A 8604	1740	10.8	20.2	100	186	8.1	2.2	75	210	10.5	2.4	97	181	6.7	2.1	61
FAMILY TIES		N 4179	852	5.3	20.4	100	*124	5.4	3.0	103	*111	5.6	2.7	105	*113	4.2	2.7	79
FANTASY ISLAND		A 4781	1052	6.5	22.0	108	*152	6.6	3.2	110	*197	4.9	2.0	80	*148	5.4	3.1	90
FOULUPS, BLEEPs & BLUNDERS		A 6697	1408	8.8	21.0	104	*184	8.0	2.7	95	211	10.6	3.2	125	227	8.4	3.4	99
FOUR SEASONS		C 3873	698	4.3	18.0	89	*77	3.4	2.0	69	*161	8.1	4.2	165	*188	6.9	4.9	142
GIMME A BREAK		N 4310	857	5.3	19.9	98	*143	6.2	3.3	115	*113	5.7	2.6	104	*97	3.6	2.3	66
HART TO HART		A 5751	1069	6.6	18.6	92	*141	6.2	2.5	85	*141	7.1	2.5	97	*175	6.4	3.0	89
HILL STREET BLUES		N 8568	1582	9.8	18.5	91	293	12.8	3.4	118	189	9.5	2.2	88	248	9.1	2.9	84
HOTEL		A 8801	1671	10.4	19.0	94	249	10.9	2.8	98	222	11.1	2.5	100	260	9.6	3.0	86
JEFFERSONS		C 6978	1413	8.8	20.2	100	289	12.6	4.1	143	*213	10.7	3.1	121	328	12.1	4.7	137
JENNIFER SLEPT HERE		N 3021	478	3.0	15.8	78	*135	5.9	4.5	155	*53	2.7	1.8	70	*68	2.5	2.3	66
KATE & ALLIE		C 6811	1352	8.4	19.9	98	*158	6.9	2.3	80	*154	7.7	2.3	90	202	7.4	3.0	86
KNIGHT RIDER		N 5256	998	6.2	19.0	94	*175	7.6	3.3	115	*121	6.1	2.3	91	*122	4.5	2.3	68
LOVE BOAT		A 7174	1410	8.8	19.7	97	211	9.2	2.9	102	*147	7.4	2.0	81	222	8.2	3.1	90
MAGNUM PI		C 10438	2105	13.1	20.2	99	279	12.2	2.7	92	265	13.3	2.5	101	302	11.1	2.9	84
MAMA'S FAMILY		N 3488	605	3.8	17.3	85	*66	2.9	1.9	65	*103	5.2	3.0	117	*165	6.1	4.7	138
MASTER, THE		N 4127	847	5.3	20.5	101	*153	6.7	3.7	128	*161	3.1	1.5	59	*126	4.6	3.1	89
MATT HOUSTON		A 5978	1162	7.2	19.4	96	*145	6.3	2.4	84	*129	6.5	2.2	86	216	7.9	3.6	105
NBC MONDAY NIGHT MOVIE		N 10446	2233	13.9	21.4	105	300	13.1	2.9	99	204	10.2	2.0	77	303	11.1	2.9	85
NBC NIGHTLY NEWS		N 5571	1039	6.5	18.7	92	181	7.9	3.2	112	196	9.8	3.5	140	295	10.9	5.3	154
NBC NIGHTLY NEWS-SAT		N 3675	654	4.1	17.8	88	*103	4.5	2.8	97	*154	7.7	4.2	166	207	7.6	5.6	164
NBC NIGHTLY NEWS-SUN		N 2905	516	3.2	17.8	88	*97	4.2	3.3	116	*119	6.0	4.1	163	*154	5.7	5.3	155
NBC SUNDAY NIGHT MOVIE		N 8352	1751	10.9	21.0	103	*245	10.7	2.9	101	*191	9.6	2.3	91	*242	8.9	2.9	84
NEWHART		C 6864	1280	8.0	18.6	92	*201	8.8	2.9	101	*143	7.2	2.1	83	230	8.5	3.4	98
ONE DAY AT A TIME		C 3866	667	4.1	17.3	85	*73	3.2	1.9	65	*80	4.0	2.1	82	*137	5.0	3.5	103
PEOPLE ARE FUNNY		N 3956	670	4.2	16.9	83	*91	4.0	2.3	80	*100	5.0	2.5	100	*152	5.6	3.8	112
REAL PEOPLE		N 6305	1210	7.5	19.2	95	294	12.8	4.7	161	*146	7.3	2.3	92	200	7.4	3.2	93
REMINGTON STEELE		N 5884	1057	6.6	18.0	89	*159	6.9	2.7	93	*124	6.2	2.1	84	*152	5.6	2.6	75
RIPLEY'S BELIEVE IT - NOT		A 5706	1167	7.3	20.5	101	*196	8.6	3.4	119	208	10.4	3.6	145	249	9.2	4.4	127
RIPTIDE		N 6202	1071	6.7	17.3	85	*184	8.0	3.0	103	*163	8.2	2.6	104	183	6.7	3.0	86
SCARECROW & MRS. KING		C 6513	1277	7.9	19.6	97	*167	7.3	2.6	89	*169	8.5	2.6	103	238	8.8	3.7	107
SIMON & SIMON		C 8593	1647	10.2	19.2	94	219	9.6	2.5	88	*197	9.9	2.3	91	269	9.9	3.1	91
60 MINUTES		C 13342	2796	17.4	21.0	103	531	23.2	4.0	138	433	21.7	3.2	129	669	24.6	5.0	146
ST. ELSEWHERE		N 6029	1295	8.1	21.5	106	*180	7.9	3.0	103	*137	6.9	2.3	90	199	7.3	3.3	96
THREE'S COMPANY		A 8565	1535	9.5	17.9	88	*196	8.6	2.3	79	221	11.1	2.6	102	302	11.1	3.5	103
T.J. HOOKER		A 7400	1456	9.1	19.7	97	175	7.6	2.4									

	TOTAL U.S. '000	TO LOSE HEIGHT				TO MAINTAIN HEIGHT				USE NON-PRESCRIPTION PRODUCT							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	10716	100.0	13.5	100	2888	100.0	3.6	100	3713	100.0	4.7	100				
HOUSEHOLD HEADS	66405	9460	88.3	14.2	105	2524	87.4	3.8	104	3178	85.6	4.8	102				
18 - 24	13945	1195	11.2	8.6	63	*432	15.0	3.1	85	*462	12.4	3.3	71				
25 - 34	19334	2805	26.2	14.5	107	671	23.2	3.5	95	1026	27.6	5.3	113				
35 - 44	14196	2374	22.2	16.7	124	564	19.5	4.0	109	740	19.9	5.2	111				
45 - 54	10896	2118	19.8	19.4	144	*530	18.4	4.9	134	655	17.6	6.0	128				
55 - 64	10378	1507	14.1	14.5	107	451	15.6	4.3	119	*539	14.5	5.2	111				
65 OR OLDER	10514	715	6.7	6.8	50	*240	8.3	2.3	63	*292	7.9	2.8	59				
18 - 34	33279	4001	37.3	12.0	89	1103	38.2	3.3	91	1488	40.1	4.5	95				
18 - 49	52904	7561	70.6	14.3	106	1938	67.1	3.7	101	2560	68.9	4.8	103				
25 - 54	44426	7298	68.1	16.4	122	1765	61.1	4.0	109	2420	65.2	5.4	116				
35 - 49	19625	3560	33.2	18.1	134	835	28.9	4.3	117	1072	28.9	5.5	117				
50 OR OLDER	26359	3155	29.4	12.0	89	949	32.9	3.6	99	1153	31.1	4.4	93				
GRADUATED COLLEGE	15982	2951	27.5	18.5	137	983	34.0	6.2	169	767	20.7	4.8	102				
ATTENDED COLLEGE	13629	1970	18.4	14.5	107	591	20.5	4.3	119	635	17.1	4.7	99				
GRADUATED HIGH SCHOOL	28591	4059	37.9	14.2	105	903	31.3	3.2	87	1422	38.3	5.0	106				
DID NOT GRADUATE HIGH SCHOOL	21061	1737	16.2	8.2	61	*411	14.2	2.0	54	890	24.0	4.2	90				
EMPLOYED FULL-TIME	52316	8331	77.7	15.9	118	2101	72.7	4.0	110	2790	75.1	5.3	114				
EMPLOYED PART-TIME	4113	*348	3.2	8.5	63	*147	5.1	3.6	98	**186	5.0	4.5	97				
NOT EMPLOYED	22834	2037	19.0	8.9	66	640	22.2	2.8	77	737	19.8	3.2	69				
PROFESSIONAL/MANAGER	15034	3173	29.6	21.1	156	973	33.7	6.5	178	945	25.5	6.3	134				
TECH/CLERICAL/SALES	11255	1571	14.7	14.0	103	*436	15.1	3.9	106	*510	13.7	4.5	97				
PRECISION/CRAFT	11607	1634	15.2	14.1	104	*329	11.4	2.8	78	634	17.1	5.5	117				
OTHER EMPLOYED	18534	2302	21.5	12.4	92	511	17.7	2.8	76	887	23.9	4.8	102				
SINGLE	19562	1835	17.1	9.4	69	522	18.1	2.7	73	671	18.1	3.4	73				
MARRIED	51896	8032	75.0	15.5	114	2086	72.2	4.0	110	2752	74.1	5.3	113				
DIVORCED/SEPARATED/WIDOWED	7804	848	7.9	10.9	80	*280	9.7	3.6	98	*290	7.8	3.7	79				
PARENTS	25372	4420	41.2	17.4	129	940	32.5	3.7	102	1567	42.2	6.2	132				
WHITE	69658	9833	91.8	14.1	104	2663	92.2	3.8	105	3289	88.6	4.7	101				
BLACK	7909	775	7.2	9.8	72	*200	6.9	2.5	69	*374	10.1	4.7	101				
OTHER	1696	**107	1.0	6.3	47	**25	0.9	1.5	40	**51	1.4	3.0	64				
NORTHEAST-CENSUS	17202	2090	19.5	12.1	90	696	24.1	4.0	111	587	15.8	3.4	73				
NORTH CENTRAL	20461	3109	29.0	15.2	112	732	25.3	3.6	98	921	24.8	4.5	96				
SOUTH	26695	3391	31.6	12.7	94	767	26.6	2.9	79	1527	41.1	5.7	122				
WEST	14906	2126	19.8	14.3	105	692	24.0	4.6	127	679	18.3	4.6	97				
NORTHEAST-MKTG.	17962	2199	20.5	12.2	91	661	22.9	3.7	101	582	15.7	3.2	69				
EAST CENTRAL	11741	1637	15.3	13.9	103	495	17.1	4.2	116	465	12.5	4.0	85				
WEST CENTRAL	13518	2008	18.7	14.9	110	467	16.2	3.5	95	652	17.6	4.8	103				
SOUTH	23168	3014	28.1	13.0	96	682	23.6	2.9	81	1417	38.2	6.1	131				
PACIFIC	12874	1858	17.3	14.4	107	*583	20.2	4.5	124	597	16.1	4.6	99				
COUNTY SIZE A	32596	4289	40.0	13.2	97	1264	43.8	3.9	106	1433	38.6	4.4	94				
COUNTY SIZE B	23814	3435	32.1	14.4	107	968	33.5	4.1	112	1088	29.3	4.6	98				
COUNTY SIZE C	12663	1667	15.6	13.2	97	*401	13.9	3.2	87	725	19.5	5.7	122				
COUNTY SIZE D	10190	1325	12.4	13.0	96	**255	8.8	2.5	69	*467	12.6	4.6	98				
METRO CENTRAL CITY	23190	2973	27.7	12.8	95	975	33.8	4.2	115	1195	32.2	5.2	110				
METRO SUBURBAN	36920	5381	50.2	14.6	108	1453	50.3	3.9	108	1698	45.7	4.6	98				
NON METRO	19152	2362	22.0	12.3	91	*459	15.9	2.4	66	820	22.1	4.3	91				
TOP 5 ADI'S	18703	2494	23.3	13.3	99	866	30.0	4.6	127	834	22.5	4.5	95				
TOP 10 ADI'S	26158	3350	31.3	12.8	95	1015	35.1	3.9	106	1044	28.1	4.0	85				
TOP 20 ADI'S	36612	4713	44.0	12.9	95	1359	47.1	3.7	102	1531	41.2	4.2	89				
HSHLD INC. \$50,000 OR MORE	9326	1697	15.8	18.2	135	556	19.3	6.0	164	*474	12.8	5.1	108				
\$40,000 OR MORE	18002	3081	28.8	17.1	127	853	29.5	4.7	130	824	22.2	4.6	98				
\$30,000 OR MORE	31361	5417	50.6	17.3	128	1292	44.7	4.1	113	1417	38.2	4.5	96				
\$25,000 OR MORE	39858	6667	62.2	16.7	124	1656	57.3	4.2	114	1760	47.4	4.4	94				
\$20,000 - \$24,999	8664	1148	10.7	13.3	98	*388	13.4	4.5	123	*487	13.1	5.6	120				
\$15,000 - \$19,999	7964	858	8.0	10.8	80	*330	11.4	4.1	114	*376	10.1	4.7	101				
\$10,000 - \$14,999	11093	1181	11.0	10.6	79	*262	9.1	2.4	65	597	16.1	5.4	115				
UNDER \$10,000	11683	862	8.0	7.4	55	**252	8.7	2.2	59	*493	13.3	4.2	90				
HOUSEHOLD OF 1 PERSON	7453	727	6.8	9.8	72	296	10.2	4.0	109	*194	5.2	2.6	56				
2 PEOPLE	24757	2930	27.3	11.8	88	1059	36.7	4.3	117	1037	27.9	4.2	89				
3 OR 4 PEOPLE	32682	5063	47.2	15.5	115	1182	40.9	3.6	99	1818	49.0	5.6	119				
5 OR MORE PEOPLE	14370	1995	18.6	13.9	103	*351	12.2	2.4	67	*664	17.9	4.6	99				
NO CHILD IN HSHLD	46768	5364	50.1	11.5	85	1762	61.0	3.8	103	1793	48.3	3.8	82				
CHILD(REN) UNDER 2 YRS	4799	724	6.8	15.1	112	**118	4.1	2.5	67	**202	5.4	4.2	90				
2 - 5 YEARS	11125	1774	16.6	15.9	118	*371	12.8	3.3	92	572	15.4	5.1	110				
6 - 11 YEARS	14193	2500	23.3	17.6	130	507	17.6	3.6	98	1016	27.4	7.2	153				
12 - 17 YEARS	17402	2823	26.3	16.2	120	626	21.7	3.6	99	984	26.5	5.7	121				
RESIDENCE OWNED	56398	8303	77.5	14.7	109	2201	76.2	3.9	107	2574	69.3	4.6	97				
VALUE: \$50,000 OR MORE	34811	5558	51.9	16.0	118	1550	53.7	4.5	122	1576	42.4	4.5	97				
VALUE: UNDER \$50,000	21587	2746	25.6	12.7	94	651	22.5	3.0	83	998	26.9	4.6	99				

DIET CONTROL BY RESPONDENT - REASONS & WHETHER NON-PRESCRIPTION PRODUCT USED
(MALES)

		TOTAL U.S. '000	TO LOSE HEIGHT				TO MAINTAIN HEIGHT				USE NON-PRESCRIPTION PRODUCT				A	B	C	D
			A	B	C	D	A	B	C	D	A	B	C	D	'000	% DOWN	% ACROSS	% INDX
			'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES		79263	10716	100.0	13.5	100	2888	100.0	3.6	100	3713	100.0	4.7	100				
MAGAZINES	QUINTILE 1	16033	2701	25.2	16.8	125	793	27.5	4.9	136	779	21.0	4.9	104				
	QUINTILE 2	15354	2213	20.7	14.4	107	671	23.2	4.4	120	769	20.7	5.0	107				
	QUINTILE 3	15888	1975	18.4	12.4	92	448	15.5	2.8	77	787	21.2	5.0	106				
	QUINTILE 4	17310	2305	21.5	13.3	98	535	18.5	3.1	85	718	19.3	4.1	89				
	QUINTILE 5	14677	1522	14.2	10.4	77	*442	15.3	3.0	83	660	17.9	4.5	96				
NEWSPAPERS	QUINTILE 1	15277	2366	22.1	15.5	115	715	24.8	4.7	128	562	15.1	3.7	79				
	QUINTILE 2	22745	3080	28.7	13.5	100	860	29.8	3.8	104	1036	27.9	4.6	97				
	QUINTILE 3	10692	1694	15.8	15.8	117	*475	16.4	4.4	122	669	18.0	6.3	134				
	QUINTILE 4	11646	1559	14.5	13.4	99	*323	11.2	2.8	76	*504	13.6	4.3	92				
	QUINTILE 5	18903	2017	18.8	10.7	79	*515	17.8	2.7	75	942	25.4	5.0	106				
OUTDOOR	QUINTILE 1	16620	2416	22.5	14.5	108	551	19.1	3.3	91	859	23.1	5.2	110				
	QUINTILE 2	16377	2444	22.8	14.9	110	613	21.2	3.7	103	863	23.2	5.3	112				
	QUINTILE 3	15995	2087	19.5	13.0	97	584	20.2	3.7	100	660	17.8	4.1	88				
	QUINTILE 4	15592	2073	19.3	13.3	98	565	19.6	3.6	99	699	18.8	4.5	96				
	QUINTILE 5	14679	1695	15.8	11.5	85	575	19.9	3.9	108	632	17.0	4.3	92				
RADIO-DRIVE TIME	QUINTILE 1	15746	2140	20.0	13.6	101	593	20.5	3.8	103	831	22.4	5.3	113				
	QUINTILE 2	15067	2073	19.3	13.8	102	500	17.3	3.3	91	635	17.1	4.2	90				
	QUINTILE 3	15631	2246	21.0	14.4	106	617	21.4	3.9	108	616	16.6	3.9	84				
	QUINTILE 4	16245	2268	21.2	14.0	103	650	22.5	4.0	110	869	23.4	5.3	114				
	QUINTILE 5	16573	1989	18.6	12.0	89	528	18.3	3.2	87	763	20.5	4.6	98				
RADIO-MID- DAY	TERCILE 1	21788	2899	27.1	13.3	98	712	24.7	3.3	90	1135	30.6	5.2	111				
	TERCILE 2	21151	2777	25.9	13.1	97	843	29.2	4.0	109	787	21.2	3.7	79				
	TERCILE 3	36323	5039	47.0	13.9	103	1332	46.1	3.7	101	1791	48.2	4.9	105				
RADIO-TOTAL	QUINTILE 1	15977	2078	19.4	13.0	96	529	18.3	3.3	91	833	22.4	5.2	111				
	QUINTILE 2	15923	2056	19.2	12.9	96	641	22.2	4.0	110	797	21.5	5.0	107				
	QUINTILE 3	14980	2410	22.5	16.1	119	689	23.9	4.6	126	714	19.2	4.8	102				
	QUINTILE 4	17123	2312	21.6	13.5	100	536	18.6	3.1	86	714	19.2	4.2	89				
	QUINTILE 5	15260	1860	17.4	12.2	90	494	17.1	3.2	89	654	17.6	4.3	91				
TV-PRIME TIME	QUINTILE 1	15674	2149	20.1	13.7	101	484	16.8	3.1	85	759	20.4	4.8	103				
	QUINTILE 2	15944	2170	20.3	13.6	101	529	18.3	3.3	91	870	23.4	5.5	116				
	QUINTILE 3	16037	2490	23.2	15.5	115	703	24.3	4.4	120	867	23.4	5.4	115				
	QUINTILE 4	15412	1901	17.7	12.3	91	552	19.1	3.6	98	650	17.5	4.2	90				
	QUINTILE 5	16194	2006	18.7	12.4	92	620	21.5	3.8	105	567	15.3	3.5	75				
TV-DAYTIME	TERCILE 1	19156	2299	21.5	12.0	89	661	22.9	3.5	95	939	25.3	4.9	105				
	TERCILE 2	19343	2742	25.6	14.2	105	659	22.8	3.4	94	1066	28.7	5.5	118				
	TERCILE 3	40764	5674	52.9	13.9	103	1569	54.3	3.8	106	1709	46.0	4.2	89				
TV-TOTAL	QUINTILE 1	15844	2210	20.6	13.9	103	*540	18.7	3.4	94	977	26.3	6.2	132				
	QUINTILE 2	15767	1999	18.7	12.7	94	685	23.7	4.3	119	659	17.7	4.2	89				
	QUINTILE 3	15775	2134	19.9	13.5	100	455	15.8	2.9	79	851	22.9	5.4	115				
	QUINTILE 4	15903	2173	20.3	13.7	101	582	20.2	3.7	100	597	16.1	3.8	80				
	QUINTILE 5	15974	2200	20.5	13.8	102	627	21.7	3.9	108	629	16.9	3.9	84				
MAGAZINES-NEWSPAPERS: DUAL		21225	3592	33.5	16.9	125	976	33.8	4.6	126	1101	29.7	5.2	111				
MAGAZINE IMPERATIVE		17728	2332	21.8	13.2	97	665	23.0	3.8	103	947	25.5	5.3	114				
NEWSPAPER IMPERATIVE		22987	2840	26.5	12.4	91	839	29.1	3.6	100	891	24.0	3.9	83				
MAGAZINES-OUTDOOR: DUAL		16244	2552	23.8	15.7	116	674	23.3	4.1	114	837	22.5	5.2	110				
MAGAZINE IMPERATIVE		24016	3346	31.2	13.9	103	1037	35.9	4.3	119	1125	30.3	4.7	100				
OUTDOOR IMPERATIVE		26020	3322	31.0	12.8	94	751	26.0	2.9	79	1219	32.8	4.7	100				
MAGAZINES-RADIO: DUAL		16918	2426	22.6	14.3	106	760	26.3	4.5	123	850	22.9	5.0	107				
MAGAZINE IMPERATIVE		23456	3571	33.3	15.2	113	969	33.6	4.1	113	1127	30.4	4.8	103				
RADIO IMPERATIVE		23900	2981	27.8	12.5	92	715	24.8	3.0	82	1170	31.5	4.9	105				
MAGAZINES-TELEVISION: DUAL		15791	2323	21.7	14.7	109	619	21.4	3.9	108	793	21.4	5.0	107				
MAGAZINE IMPERATIVE		25476	3882	36.2	15.2	113	1145	39.6	4.5	123	1267	34.1	5.0	106				
TELEVISION IMPERATIVE		25744	3145	29.3	12.2	90	832	28.8	3.2	89	1314	35.4	5.1	109				
NEWSPAPERS-OUTDOOR: DUAL		17628	2678	25.0	15.2	112	584	20.2	3.3	91	813	21.9	4.6	98				
NEWSPAPER IMPERATIVE		26414	3861	36.0	14.6	108	1306	45.2	4.9	136	1215	32.7	4.6	98				
OUTDOOR IMPERATIVE		23059	3117	29.1	13.5	100	778	26.9	3.4	93	1229	33.1	5.3	114				
NEWSPAPERS-RADIO: DUAL		17996	2466	23.0	13.7	101	841	29.1	4.7	128	834	22.5	4.6	99				
NEWSPAPER IMPERATIVE		26269	4019	37.5	15.3	113	1088	37.7	4.1	114	1129	30.4	4.3	92				
RADIO IMPERATIVE		21342	2788	26.0	13.1	97	650	22.5	3.0	84	1226	33.0	5.7	123				
NEWSPAPERS-TELEVISION: DUAL		17359	2193	20.5	12.6	93	693	24.0	4.0	110	688	18.5	4.0	85				
NEWSPAPER IMPERATIVE		26889	4162	38.8	15.5	114	1206	41.8	4.5	123	1190	32.0	4.4	94				
TELEVISION IMPERATIVE		21698	2967	27.7	13.7	101	698	24.2	3.2	88	1319	35.5	6.1	130				
OUTDOOR-RADIO: DUAL		16456	2358	22.0	14.3	106	598	20.7	3.6	100	714	19.2	4.3	93				
OUTDOOR IMPERATIVE		25870	3709	34.6	14.3	106	861	29.8	3.3	91	1364	36.7	5.3	113				
RADIO IMPERATIVE		23943	3102	28.9	13.0	96	1006	34.8	4.2	115	1222	32.9	5.1	109				
OUTDOOR-TELEVISION: DUAL		15918	2355	22.0	14.8	109	654	22.6	4.1	113	1027	27.7	6.5	138				
OUTDOOR IMPERATIVE		26398	3756	35.1	14.2	105	854	29.6	3.2	89	1139	30.7	4.3	92				
TELEVISION IMPERATIVE		24851	3032	28.3	12.2	90	929	32.2	3.7	103	1166	31.4	4.7	100				
RADIO-TELEVISION: DUAL		15584	2164	20.2	13.9	103	597	20.7	3.8	105	823	22.2	5.3	113				
RADIO IMPERATIVE		25472	3472	32.4	13.6	101	944	32.7	3.7	102	1138	30.6	4.5	95				
TELEVISION IMPERATIVE		25578	3419	31.9	13.4	99	909	31.5	3.6	98	1271	34.2	5.0	106				

	TOTAL U.S. '000	TO LOSE WEIGHT				TO MAINTAIN WEIGHT				USE NON-PRESCRIPTION PRODUCT				A '000	B DOWN	C % ACROSS	D % INDX
		A '000	B % ACROSS	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX				
TOTAL MALES	79263	10716	100.0	13.5	100	2888	100.0	3.6	100	3713	100.0	4.7	100				
ATLANTIC MONTHLY	452	**32	0.3	7.1	52	**34	1.2	7.5	206	**10	0.3	2.2	47				
BARRON'S	1058	**184	1.7	17.4	129	**121	4.2	11.4	314	**78	2.1	7.4	157				
BETTER HOMES & GARDENS	4773	859	8.0	18.0	133	257	8.9	5.4	148	**259	7.0	5.4	116				
BON APPETIT	1037	223	2.1	21.5	159	**90	3.1	8.7	238	**40	1.1	3.9	82				
BUSINESS WEEK	3193	500	4.7	15.7	116	**199	6.9	6.2	171	**121	3.3	3.8	81				
CAR AND DRIVER	2705	399	3.7	14.8	109	**101	3.5	3.7	102	**63	1.7	2.3	50				
CBS MAGAZINE NETWORK (GROSS)	5678	769	7.2	13.5	100	351	12.2	6.2	170	**201	5.4	3.5	76				
CHANGING TIMES	1847	362	3.4	19.6	145	**115	4.0	6.2	171	**131	3.5	7.1	151				
COLONIAL HOMES	492	**83	0.8	16.9	125	**29	1.0	5.9	162	**31	0.8	6.3	135				
CONDE NAST MAG. PKG. (GROSS)	2066	204	1.9	9.9	73	**44	1.5	2.1	58	**24	0.6	1.2	25				
CONSUMERS DIGEST	1719	319	3.0	18.6	137	**17	0.6	1.0	27	**103	2.8	6.0	128				
COSMOPOLITAN	1762	302	2.8	17.1	127	**67	2.3	3.8	104	**66	1.8	3.7	80				
COUNTRY LIVING	1110	*201	1.9	18.1	134	**60	2.1	5.4	148	**41	1.1	3.7	79				
CUISINE	660	*121	1.1	18.3	136	**45	1.6	6.8	187	**30	0.8	4.5	97				
CYCLE WORLD	1924	**229	2.1	11.9	88	**47	1.6	2.4	67	**69	1.9	3.6	77				
DCI:CREATIVE IDEAS FOR LIV	437	**62	0.6	14.2	105	**13	0.5	3.0	82	**36	1.0	8.2	176				
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	413	3.9	16.6	123	**63	2.2	2.5	69	**98	2.6	3.9	84				
DISCOVER	1279	*183	1.7	14.3	106	**123	4.3	9.6	264	**56	1.5	4.4	93				
EBONY	2898	364	3.4	12.6	93	**113	3.9	3.9	107	*116	3.1	4.0	85				
ESQUIRE	1384	224	2.1	16.2	120	**92	3.2	6.6	182	**46	1.2	3.3	71				
ESSENCE	850	**163	1.5	19.2	142	**36	1.2	4.2	116	**65	1.8	7.6	163				
FAMILY CIRCLE	2430	433	4.0	17.8	132	**85	2.9	3.5	96	**104	2.8	4.3	91				
THE FAMILY HANDYMAN	2356	413	3.9	17.5	130	**50	1.7	2.1	58	*133	3.6	5.6	121				
FAMILY WEEKLY	11533	1736	16.2	15.1	111	439	15.2	3.8	104	596	16.1	5.2	110				
FIELD & STREAM	7444	1033	9.6	13.9	103	*171	5.9	2.3	63	307	8.3	4.1	88				
FOOD & WINE	416	**84	0.8	20.2	149	**11	0.4	2.6	73	**41	1.1	9.9	210				
FORBES	1865	403	3.8	21.6	160	*140	4.8	7.5	206	*154	4.1	8.3	176				
FORTUNE	1849	425	4.0	23.0	170	*134	4.6	7.2	199	*124	3.3	6.7	143				
GENTLEMEN'S QUARTERLY	2284	366	3.4	16.0	119	**54	1.9	2.4	65	**73	2.0	3.2	68				
GLAMOUR	538	**46	0.4	8.6	63	**8	0.3	1.5	41	**5	0.1	0.9	20				
GOLF DIGEST	1649	342	3.2	20.7	153	**54	1.9	3.3	90	**61	1.6	3.7	79				
GOLF DIGEST/TENNIS (GROSS)	2294	451	4.2	19.7	145	*80	2.8	3.5	96	**97	2.6	4.2	90				
GOLF MAGAZINE	1577	295	2.8	18.7	138	**43	1.5	2.7	75	**77	2.1	4.9	104				
GOLF MAGAZINE/SKI (GROSS)	2487	469	4.4	18.9	139	**63	2.2	2.5	70	**123	3.3	4.9	106				
GOOD HOUSEKEEPING	2569	480	4.5	18.7	138	*133	4.6	5.2	142	*89	2.4	3.5	74				
HARPER'S BAZAAR	431	**90	0.8	20.9	154	**5	0.2	1.2	32	**11	0.3	2.6	54				
HEALTH	788	*170	1.6	21.6	160	**18	0.6	2.3	63	**64	1.7	8.1	173				
HEARST MAG CORP. BUY (GROSS)	18781	3051	28.5	16.2	120	814	28.2	4.3	119	801	21.6	4.3	91				
HEARST MAN POWER (GROSS)	9169	1322	12.3	14.4	107	397	13.7	4.3	119	433	11.7	4.7	101				
HEARST WOMAN POWER (GROSS)	5452	960	9.0	17.6	130	252	8.7	4.6	127	*216	5.8	4.0	85				
HOUSE BEAUTIFUL	1020	*188	1.8	18.4	136	**36	1.2	3.5	97	**32	0.9	3.1	67				
INC.	993	*208	1.9	20.9	155	**69	2.4	6.9	191	**40	1.1	4.0	86				
JET	2808	333	3.1	11.9	88	**96	3.3	3.4	94	*150	4.0	5.3	114				
LADIES' HOME JOURNAL	1868	344	3.2	18.4	136	**88	3.0	4.7	129	**83	2.2	4.4	95				
LHJ FAMILY GRP COMBO(GROSS)	3582	723	6.7	20.2	149	*129	4.5	3.6	99	*236	6.4	6.6	141				
LIFE	4817	700	6.5	14.5	107	*311	10.8	6.5	177	290	7.8	6.0	129				
L.A. TIMES HOME MAGAZINE	1465	236	2.2	16.1	119	**38	1.3	2.6	71	**139	3.7	9.5	203				
MADEMOISELLE	460	**51	0.5	11.1	82	**11	0.4	2.4	66	**1	0.0	0.2	5				
MC CALL'S	1764	301	2.8	17.1	126	**85	2.9	4.8	132	**82	2.2	4.6	99				
MC CALL'S/WRK MOTHER (GROSS)	2062	368	3.4	17.8	132	**85	2.9	4.1	113	**94	2.5	4.6	97				
MECHANIX ILLUSTRATED	3625	656	6.1	18.1	134	*116	4.0	3.2	88	*247	6.7	6.8	145				
METROPOLITAN HOME	495	**81	0.8	16.4	121	**19	0.7	3.2	105	**38	1.0	7.7	164				
MONEY	3017	573	5.3	19.0	140	*161	5.6	5.3	146	**105	2.8	3.5	74				
MOTHER EARTH NEWS	1203	*206	1.9	17.1	127	**39	1.4	3.2	89	**43	1.2	3.6	76				
MS.	*257	**57	0.5	22.2	164	**0	0.0	0.0	0	**0	0.0	0.0	0				
NATIONAL ENQUIRER	6921	924	8.6	13.4	99	*171	5.9	2.5	68	332	8.9	4.8	102				
NATIONAL GEOGRAPHIC	11626	1868	17.4	16.1	119	601	20.8	5.2	142	495	13.3	4.3	91				
NATIONAL SUNDAY MAGAZINE PKG	49424	7156	66.8	14.5	107	2108	73.0	4.3	117	2253	60.7	4.6	97				
NATURAL HISTORY	753	**125	1.2	16.6	123	**38	1.3	5.0	139	**58	1.6	7.7	164				
NEW WOMAN	*296	**59	0.6	19.9	147	**0	0.0	0.0	0	**10	0.3	3.4	72				
NEW YORK INCLUDING CUE	541	**72	0.7	13.3	98	**18	0.6	3.3	91	**12	0.3	2.2	47				
THE NEW YORKER	1078	193	1.8	17.9	132	**70	2.4	6.5	178	**22	0.6	2.0	44				
NEWSWEEK	9602	1589	14.8	16.5	122	522	18.1	5.4	149	447	12.0	4.7	99				
THE N.Y. TIMES DAILY EDITION	1376	255	2.4	18.5	137	*62	2.1	4.5	124	*56	1.5	4.1	87				
THE N.Y. TIMES MAGAZINE	2110	387	3.6	18.3	136	*134	4.6	6.4	174	*71	1.9	3.4	72				
OMNI	1927	273	2.5	14.2	105	**173	6.0	9.0	246	**140	3.8	7.3	155				
ON CABLE	911	**68	0.6	7.5	55	**16	0.6	1.8	48	**24	0.6	2.6	56				
1001 HOME IDEAS	927	*209	2.0	22.5	167	**23	0.8	2.5	68	**88	2.4	9.5	203				
ORGANIC GARDENING	1430	*243	2.3	17.0	126	**70	2.4	4.9	134	*74	2.0	5.2	110				
OUTDOOR LIFE	4064	594	5.5	14.6	108	**128	4.4	3.1	86	*151	4.1	3.7	79				
PARADE MAGAZINE	24538	3485	32.5	14.2	105	1112	38.5	4.5	124	918	24.7	3.7	80				

	TOTAL U.S. '000	TO LOSE HEIGHT				TO MAINTAIN HEIGHT				USE NON-PRESCRIPTION PRODUCT							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	10716	100.0	13.5	100	2888	100.0	3.6	100	3713	100.0	4.7	100				
PARENTS	1126	*161	1.5	14.3	106	**30	1.0	2.7	73	**40	1.1	3.6	76				
PENTHOUSE	4157	669	6.2	16.1	119	*159	5.5	3.8	105	*149	4.0	4.6	77				
PEOPLE	7591	1144	10.7	15.1	111	364	12.6	4.8	132	412	11.1	5.4	116				
PLAYBOY	8379	1261	11.8	15.0	111	257	8.9	3.1	84	354	9.5	4.2	90				
POPULAR HOT RODDING	2110	*276	2.6	13.1	97	**26	0.9	1.2	34	**122	3.3	5.8	123				
POPULAR MECHANICS	4850	777	7.3	16.0	118	*229	7.9	4.7	130	*292	7.9	6.0	129				
POPULAR SCIENCE	3397	541	5.0	15.9	118	**129	4.5	3.8	104	*154	4.1	4.6	97				
PREVENTION	1720	270	2.5	15.7	116	**104	3.6	6.0	166	**77	2.1	4.5	96				
PSYCHOLOGY TODAY	1344	*186	1.7	13.8	102	**130	4.5	9.7	265	**89	2.4	5.6	141				
READER'S DIGEST	16016	2765	25.8	17.3	128	734	25.4	4.6	126	895	24.1	6.6	119				
REDBOOK	1121	*178	1.7	15.9	117	**53	1.8	4.7	130	**61	1.6	5.4	116				
ROAD & TRACK	2161	346	3.2	16.0	118	**164	5.7	7.6	208	**93	2.5	4.3	92				
ROLLING STONE	1948	*282	2.6	14.5	107	**101	3.5	5.2	142	**124	3.3	6.4	136				
RUNNER'S WORLD	899	*215	2.0	23.9	177	**84	2.9	9.3	256	**39	1.1	4.3	93				
SATURDAY EVENING POST	841	*85	0.8	10.1	75	**55	1.9	6.5	179	**34	0.9	4.0	86				
SCIENCE 84	841	*172	1.6	20.5	151	**25	0.9	3.0	82	**21	0.6	2.5	53				
SCIENCE DIGEST	1194	*167	1.6	14.0	103	**50	1.7	4.2	115	**29	0.8	2.4	52				
SCIENTIFIC AMERICAN	1379	233	2.2	16.9	125	**86	3.0	6.2	171	**64	1.7	4.6	99				
SELF	436	*442	0.4	9.6	71	**22	0.8	5.0	138	**3	0.1	0.7	15				
SEVENTEEN	614	**125	1.2	20.4	151	**16	0.6	2.6	72	**28	0.8	4.6	97				
SKI	910	*175	1.6	19.2	142	**20	0.7	2.2	60	**47	1.3	5.2	110				
SMITHSONIAN	2937	564	5.3	19.2	142	*223	7.7	7.6	208	**111	3.0	3.8	81				
SOAP OPERA DIGEST	545	**140	1.3	25.7	190	**11	0.4	2.0	55	**37	1.0	6.8	145				
SOUTHERN LIVING	2054	352	3.3	17.1	127	**51	1.8	2.5	68	**62	1.7	3.0	64				
SPORT	2799	439	4.1	15.7	116	**138	4.8	4.9	135	*196	5.3	7.0	149				
THE SPORTING NEWS	1938	348	3.2	18.0	133	**70	2.4	3.6	99	**121	3.3	6.2	133				
SPORTS AFIELD	3125	378	3.5	12.1	89	**118	4.1	3.8	104	**113	3.0	3.6	77				
SPORTS ILLUSTRATED	11159	1655	15.4	14.8	110	537	18.6	4.8	132	506	13.6	4.5	97				
STAR	4095	477	4.5	11.6	86	**129	4.5	3.2	86	*150	4.0	3.7	78				
SUNDAY	25169	3407	31.8	13.5	100	1084	37.5	4.3	118	1127	30.4	4.5	96				
SUNSET	1294	338	3.2	26.1	193	**170	5.9	13.1	361	**60	1.6	4.6	99				
TV GUIDE	18508	2639	24.6	14.3	105	639	22.1	3.5	95	1149	30.9	6.2	133				
TENNIS	645	*109	1.0	16.9	125	**26	0.9	4.0	111	**36	1.0	5.6	119				
TIME	12124	1836	17.1	15.1	112	568	19.7	4.7	129	477	12.8	3.9	84				
TOWN & COUNTRY	493	**121	1.1	24.5	182	**30	1.0	6.1	167	**23	0.6	4.7	100				
TRAVEL & LEISURE	1122	*223	2.1	19.9	147	**64	2.2	5.7	157	**63	1.7	5.6	120				
TRUE STORY	690	*86	0.8	12.5	92	**4	0.1	0.6	16	**25	0.7	3.6	77				
U.S. NEWS & WORLD REPORT	6571	1075	10.0	16.4	121	316	10.9	4.8	132	*256	6.9	3.9	83				
USA TODAY	3120	582	5.4	18.7	138	*143	5.0	4.6	126	*180	4.8	5.8	123				
US	1315	*192	1.8	14.6	108	**28	1.0	2.1	58	**51	1.4	3.9	83				
VOGUE	632	**65	0.6	10.3	76	**2	0.1	0.3	9	**14	0.4	2.2	47				
WALL STREET JOURNAL	4247	963	9.0	22.7	168	296	10.2	7.0	191	*322	8.7	7.6	162				
WEIGHT WATCHERS	398	*84	0.8	21.1	156	**16	0.6	4.0	110	**28	0.8	7.0	150				
WOMAN'S DAY	1139	217	2.0	19.1	141	**27	0.9	2.4	65	*37	1.0	3.2	69				
WORKING MOTHER	*298	*67	0.6	22.5	166	**0	0.0	0.0	0	**12	0.3	4.0	86				
WORKING WOMAN	327	*67	0.6	20.5	152	**0	0.0	0.0	0	**8	0.2	2.4	52				
WORLD TENNIS	397	*60	0.6	15.1	112	**31	1.1	7.8	214	**9	0.2	2.3	48				
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1419	13.2	14.7	109	515	17.8	5.3	147	376	10.1	3.9	83				
BLAIR INSERTS	43762	6288	58.7	14.4	106	1883	65.2	4.3	118	1893	51.0	4.3	92				
DAILY NEWSPAPERS																	
READ ANY	52459	7502	70.0	14.3	106	2009	69.6	3.8	105	2346	63.2	4.5	95				
READ ONE	41891	5834	54.4	13.9	103	1525	52.8	3.6	100	1916	51.6	4.6	98				
READ TWO OR MORE	10568	1669	15.6	15.8	117	484	16.8	4.6	126	430	11.6	4.1	87				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	7533	70.3	14.5	107	2196	76.0	4.2	116	2397	64.6	4.6	99				
READ ONE	44561	6325	59.0	14.2	105	1849	64.0	4.1	114	2070	55.8	4.6	99				
READ TWO OR MORE	7368	1207	11.3	16.4	121	347	12.0	4.7	129	327	8.8	4.4	95				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	31.43				27.02				31.39							
30 DAY REACH	71522	9813	91.6	13.7	101	2622	90.8	3.7	101	3404	91.7	4.8	102				
50 SHWG - 30 DAY AV FREQ	15.55	16.38				14.09				16.28							
30 DAY REACH	68168	9406	87.8	13.8	102	2514	87.0	3.7	101	3272	88.1	4.8	102				
25 SHWG - 30 DAY AV FREQ	8.43	8.79				7.74				8.95							
30 DAY REACH	62898	8823	82.3	14.0	104	2251	77.9	3.6	98	3014	81.2	4.8	102				
CABLE TV: HOME WIRED	31664	4682	43.7	14.8	109	1339	46.4	4.2	116	1649	44.4	5.2	111				
HOME NOT WIRED	47599	6034	56.3	12.7	94	1549	53.6	3.3	89	2064	55.6	4.3	93				
HAVE PAY CABLE	17139	2683	25.0	15.7	116	735	25.5	4.3	118	825	22.2	4.8	103				

	TOTAL U.S. '000	TO LOSE WEIGHT				TO MAINTAIN WEIGHT				USE NON-PRESCRIPTION PRODUCT							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	10716	100.0	13.5	100	2888	100.0	3.6	100	3713	100.0	4.7	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	6722	62.7	14.1	104	1700	58.9	3.6	98	2169	58.4	4.6	97				
10:00 AM - 3:00 PM	29926	4008	37.4	13.4	99	1144	39.6	3.8	105	1296	34.9	4.3	92				
3:00 PM - 7:00 PM	37666	5410	50.5	14.4	106	1437	49.8	3.8	105	1691	45.5	4.5	96				
7:00 PM - MIDNIGHT	18909	2449	22.9	13.0	96	748	25.9	4.0	109	991	26.7	5.2	112				
MIDNIGHT - 6:00 AM	11822	1644	15.3	13.9	103	422	14.6	3.6	98	609	16.4	5.2	110				
6:00 AM - MIDNIGHT	63254	8754	81.7	13.8	102	2381	82.4	3.8	103	2925	78.8	4.6	99				
ENTIRE DAY	64057	8906	83.1	13.9	103	2405	83.3	3.8	103	2979	80.2	4.7	99				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	2148	20.0	12.9	96	629	21.8	3.8	104	581	15.6	3.5	75				
ALL NEWS	3542	491	4.6	13.9	103	*195	6.8	5.5	151	*189	5.1	5.3	114				
AOR/PROGRESSIVE	7465	942	8.8	12.6	93	*257	8.9	3.4	94	271	7.3	3.6	77				
BEAUTIFUL MUSIC	5061	822	7.7	16.2	120	*195	6.8	3.9	106	287	7.7	5.7	121				
BLACK	1914	*266	2.5	13.9	103	*52	1.8	2.7	75	*117	3.2	6.1	130				
CLASSICAL	2304	347	3.2	15.1	111	*181	6.3	7.9	216	*119	3.2	5.2	110				
CHR/ROCK	10663	1725	16.1	16.2	120	366	12.7	3.4	94	495	13.3	4.6	99				
COUNTRY	13919	1877	17.5	13.5	100	463	16.0	3.3	91	807	21.7	5.8	124				
GOLDEN OLDIES	2040	285	2.7	14.0	103	*130	4.5	6.4	175	*67	1.8	3.3	70				
MOR/NOSTALGIA	5105	701	6.5	13.7	102	*196	6.8	3.8	105	*218	5.9	4.3	91				
NEWS/TALK	4764	738	6.9	15.5	115	*222	7.7	4.7	128	*176	4.7	3.7	79				
RELIGIOUS	2164	368	3.4	17.0	126	*76	2.6	3.5	96	*127	3.4	5.9	125				
SOFT ROCK	623	*58	0.5	9.3	69	*9	0.3	1.4	40	*12	0.3	1.9	41				
URBAN CONTEMPORARY	1331	*115	1.1	8.6	64	*60	2.1	4.5	124	*48	1.3	3.6	77				
HIRED NETWORKS:																	
ABC CONTEMPORARY	3186	389	3.6	12.2	90	*129	4.5	4.0	111	*94	2.5	3.0	63				
ABC DIRECTION	2724	355	3.3	13.0	96	*166	5.7	6.1	167	*133	3.6	4.9	104				
ABC ENTERTAINMENT	5256	652	6.1	12.4	92	*153	5.3	2.9	80	*197	5.3	3.7	80				
ABC FM	2263	*294	2.7	13.0	96	*79	2.7	3.5	96	*94	2.5	4.2	89				
ABC INFORMATION	5618	743	6.9	13.2	98	*211	7.3	3.8	103	*198	5.3	3.5	75				
ABC ROCK	2857	416	3.9	14.6	108	*107	3.7	3.7	103	*128	3.4	4.5	96				
CBS	5953	746	7.0	12.5	93	304	10.5	5.1	140	*233	6.3	3.9	84				
MUTUAL	4979	676	6.3	13.6	100	*213	7.4	4.3	117	*184	5.0	3.7	79				
NBC	7279	1049	9.8	14.4	107	305	10.6	4.2	115	332	8.9	4.6	97				
RADIORADIO	2389	247	2.3	10.3	76	*115	4.0	4.8	132	*51	1.4	2.1	46				
RKO ONE	2583	357	3.3	13.8	102	*109	3.8	4.2	116	*118	3.2	4.6	98				
RKO TWO	3674	505	4.7	13.7	102	*141	4.9	3.8	105	*164	4.4	4.5	95				
THE SOURCE	3514	572	5.3	16.3	120	*158	5.5	4.5	123	*161	4.3	4.6	98				
NON-WIRED : BLAIR	9864	1476	13.8	15.0	111	314	10.9	3.2	87	445	12.0	4.5	96				
INTERNET	13522	1677	15.6	12.4	92	656	22.7	4.9	133	666	17.9	4.9	105				
KATZ RADIO GROUP	19321	2665	24.9	13.8	102	733	25.4	3.8	104	801	21.6	4.1	89				
SUPERNET	10739	1484	13.8	13.8	102	436	15.1	4.1	111	508	13.7	4.7	101				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	681	6.4	13.3	99	186	6.4	3.6	100	222	6.0	4.3	93				
WKDAY 9:00 AM - 1:00 PM	5383	597	5.6	11.1	82	146	5.1	2.7	74	254	6.8	4.7	101				
WKDAY 1:00 PM - 4:30 PM	6469	853	8.0	13.2	98	209	7.2	3.2	89	389	10.5	6.0	128				
WKDAY 4:30 PM - 7:30 PM	19661	2663	24.9	13.5	100	702	24.3	3.6	98	1015	27.3	5.2	110				
WKDAY 7:30 PM - 8:00 PM	27579	3621	33.8	13.1	97	973	33.7	3.5	97	1374	37.0	5.0	106				
WKDAY 11:00 PM - 11:30 PM	22964	3116	29.1	13.6	100	906	31.4	3.9	108	1182	31.8	5.1	110				
WKDAY 11:30 PM - 1:00 AM	8158	1078	10.1	13.2	98	363	12.6	4.4	122	470	12.7	5.8	123				
M-SAT 8-11 PM-SUN 7-11 PM	30140	4154	38.8	13.8	102	1052	36.4	3.5	96	1510	40.7	5.0	107				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	248	2.3	12.1	90	*69	2.4	3.4	92	*99	2.7	4.8	103				
ANOTHER WORLD	N 1214	*131	1.2	10.8	80	*38	1.3	3.1	86	*116	3.1	9.6	204				
AS THE WORLD TURNS	C 1740	250	2.3	14.4	106	*26	0.9	1.5	41	*85	2.3	4.9	104				
CAPITOL	C 1016	*168	1.8	18.5	137	*5	0.2	0.5	14	*79	2.1	7.8	166				
CBS MORN. NEWS 1	C 1203	161	1.5	13.4	99	*31	1.1	2.6	71	*38	1.0	3.2	67				
CBS MORN. NEWS 2	C 773	115	1.1	14.9	110	*23	0.8	3.0	82	*26	0.7	3.4	72				
DAYS OF OUR LIVES	N 1629	151	1.4	9.3	69	*58	2.0	3.6	98	*120	3.2	7.4	157				
FACTS OF LIFE - DAYTIME	N 961	*133	1.2	13.8	102	*13	0.5	1.4	37	*109	2.9	11.3	242				
FAMILY FEUD	A 1390	104	1.0	7.5	55	*34	1.2	2.4	67	*40	1.1	2.9	61				
GENERAL HOSPITAL	A 1463	185	1.7	12.6	94	*23	0.8	1.6	43	*51	1.4	3.5	74				
GOOD MORNING, AMERICA-730	A 1705	232	2.2	13.6	101	*50	1.7	2.9	80	*73	2.0	4.3	91				
GOOD MORNING, AMERICA-830	A 889	111	1.0	12.5	92	*41	1.4	4.6	127	*29	0.8	3.3	70				
GUIDING LIGHT	C 1754	276	2.6	15.7	116	*19	0.7	1.1	30	*83	2.2	4.7	101				
ONE LIFE TO LIVE	A 1100	150	1.4	13.6	101	*37	1.3	3.4	92	*79	2.1	7.2	153				
PRESS YOUR LUCK	C 1222	143	1.3	11.7	87	*26	0.9	2.1	58	*107	2.9	8.8	187				
PRICE IS RIGHT 1	C 2692	297	2.8	11.0	82	*36	1.2	1.3	37	140	3.8	5.2	111				
PRICE IS RIGHT 2	C 2764	331	3.1	12.0	89	*51	1.8	1.8	51	133	3.6	4.8	103				
RYAN'S HOPE	A 880	*142	1.3	16.1	119	*55	1.9	6.3	172	*77	2.1	8.8	187				
SALE OF THE CENTURY	N 926	176	1.6	19.0	141	*21	0.7	2.3	62	*83	2.2	9.0	191				
SEARCH FOR TOMORROW	N 359	*34	0.3	9.5	70	*5	0.2	1.4	38	*26	0.7	7.2	155				
TODAY SHOW 1	N 1890	306	2.9	16.2	120	*90	3.1	4.8	131	*106	2.9	5.6	120				
TODAY SHOW 2	N 1344	196	1.8	14.6	108	*72	2.5	5.4	147	*71	1.9	5.3	113				
\$25,000 PYRAMID	C 1462	131	1.2	9.0	66	*11	0.4	0.8	21	*70	1.9	4.8	102				
WHEEL OF FORTUNE	N 1497	187	1.7	12.5	92	*76	2.6	5.1	139	*88	2.4	5.9	125				
YOUNG AND THE RESTLESS	C 1954	259	2.4	13.3	98	*38	1.3	1.9	53	*122	3.3	6.2	133				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	381	3.6	13.8	102	*62	2.1	2.3	62	*168	4.5	6.1	130				
NBA PLAYOFF GAME -1	C 3881	531	5.0	13.7	101	133	4.6	3.4	94	179	4.8	4.6	98				
NBC MAJOR LEAGUE PRE-GAME N	2805	372	3.5	13.3	98	*95	3.3	3.4	93	*146	3.9	5.2	111				
SPORTSMORL - SUN	N 2041	298	2.8	14.6	108	*44	1.5	2.2	59	*117	3.2	5.7	122				
SUNDAY MORNING	C 2555	407	3.8	15.9	118	*108	3.7	4.2	116	*144	3.9	5.6	120				

	TOTAL U.S. '000	TO LOSE WEIGHT				TO MAINTAIN WEIGHT				USE NON-PRESCRIPTION PRODUCT							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	10716	100.0	13.5	100	2888	100.0	3.6	100	3713	100.0	4.7	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	3171	29.6	13.0	96	866	30.0	3.6	98	1109	29.9	4.6	97				
NETWORK AFFILIATES - LATE	17197	2348	21.9	13.7	101	668	23.1	3.9	107	847	22.8	4.9	105				
INDEPENDENTS - LATE	2887	384	3.6	13.3	98	76	2.6	2.6	72	124	3.3	4.3	92				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	11301	1423	13.3	12.6	93	289	10.0	2.6	70	579	15.6	5.1	109				
ABC MONDAY NIGHT MOVIE	4379	588	5.5	13.4	99	*175	6.1	4.0	110	*202	5.4	4.6	98				
ABC SUNDAY NIGHT MOVIE	9910	1339	12.5	13.5	100	294	10.2	3.0	81	420	11.3	4.2	90				
ABC WORLD NEWS TONIGHT	6212	922	8.6	14.8	110	244	8.4	3.9	108	318	9.4	5.6	120				
AFTERMASH	4575	582	5.4	12.7	94	*172	6.0	3.8	103	*272	7.3	5.9	127				
ALICE	6777	910	8.5	13.4	99	*186	6.4	2.7	75	368	9.9	5.4	116				
AMERICAN PARADE	4868	636	5.9	13.1	97	*178	6.2	3.7	100	*211	5.7	4.3	93				
BENSON	7593	947	8.8	12.5	92	295	10.2	3.9	107	388	10.4	5.1	109				
BLUE THUNDER	6036	803	7.5	13.3	98	*146	5.1	2.4	66	284	7.6	4.7	100				
CAGNEY & LACEY	7698	1014	9.5	13.2	97	210	7.3	2.7	75	317	8.5	4.1	88				
CBS EVENING NEWS-DEAN	4066	483	4.5	11.9	88	*126	4.4	3.1	85	*150	4.0	3.7	79				
CBS EVENING NEWS-RATHER	8092	1073	10.0	13.3	98	201	7.0	2.5	68	325	8.8	4.0	86				
CBS SAT. NEWS-SCHIEFFER	4795	621	5.8	13.0	96	*116	4.0	2.4	66	*163	4.4	3.4	73				
CBS SATURDAY NIGHT MOVIE	6034	860	8.0	14.3	105	199	6.9	3.3	91	244	6.6	4.0	86				
CBS WEDNESDAY NIGHT MOVIE	4993	689	6.4	13.8	102	174	6.0	3.5	96	236	6.4	4.7	101				
CHEERS	6976	1118	10.4	16.0	119	264	9.1	3.8	104	428	11.5	6.1	131				
DALLAS	13575	1926	18.0	14.2	105	361	12.5	2.7	73	845	22.8	6.2	133				
DIFF'RENT STROKES	3684	471	4.4	12.8	95	**103	3.6	2.8	77	**145	3.9	3.9	84				
DOUBLE TROUBLE	4462	750	7.0	16.8	124	**140	4.8	3.1	86	*294	7.9	6.6	141				
DUCK FACTORY	4810	706	6.6	14.7	109	*165	5.7	3.4	94	*270	7.3	5.6	120				
DUKES OF HAZZARD	5951	748	7.0	12.6	93	*198	6.9	3.3	91	256	6.9	4.3	92				
DYNASTY	11325	1526	14.2	13.5	100	407	14.1	3.6	99	599	16.1	5.3	113				
FALCON CREST	4512	661	6.2	14.6	108	**99	3.4	2.2	60	291	7.8	6.4	138				
FALL GUY	9215	1267	11.8	13.7	102	333	11.5	3.6	99	557	15.0	6.0	129				
FAMILY TIES	8604	1214	11.3	14.1	104	201	7.0	2.3	64	479	12.9	5.6	119				
FANTASY ISLAND	4179	665	6.2	15.9	118	**112	3.9	2.7	74	*257	6.9	6.1	131				
FOULUPS, BLEEPs & BLUNDERS	4781	714	6.7	14.9	110	*168	5.8	3.5	96	*260	7.0	5.4	116				
FOUR SEASONS	6697	909	8.5	13.6	100	*284	9.8	4.2	116	353	9.5	5.3	113				
GIMME A BREAK	3873	453	4.2	11.7	87	**106	3.7	2.7	75	*189	5.1	4.9	104				
HART TO HART	4310	648	6.0	15.0	111	**120	4.2	2.8	76	*238	6.4	5.5	118				
HILL STREET BLUES	5751	681	6.4	11.8	88	*197	6.8	3.4	94	308	8.3	5.4	114				
HOTEL	8568	1009	9.4	11.8	87	324	11.2	3.8	104	330	8.9	3.9	82				
JEFFERSONS	8801	1097	10.2	12.5	92	251	8.7	2.9	78	400	10.8	4.5	97				
JENNIFER SLEPT HERE	6978	938	8.8	13.4	99	*222	7.7	3.2	87	366	9.9	5.2	112				
KATE & ALLIE	3021	302	2.8	10.0	74	*72	2.5	2.4	65	**115	3.1	3.8	81				
KNIGHT RIDER	6811	975	9.1	14.3	106	*166	5.7	2.4	67	321	8.6	4.7	101				
LOVE BOAT	5256	748	7.0	14.2	105	*88	3.0	1.7	46	*260	7.0	4.9	106				
MAGNUM PI	7174	910	8.5	12.7	94	259	9.0	3.6	99	385	10.4	5.4	115				
MAMA'S FAMILY	10438	1456	13.6	13.9	103	366	12.7	3.5	96	511	13.8	4.9	105				
MASTER, THE	3488	385	3.6	11.0	82	*118	4.1	3.4	93	*107	2.9	3.1	65				
MATT HOUSTON	4127	611	5.7	14.8	110	*104	3.6	2.5	69	*301	8.1	7.3	156				
NBC MONDAY NIGHT MOVIE	5978	817	7.6	13.7	101	212	7.3	3.5	97	275	7.4	4.6	98				
NBC NIGHTLY NEWS	10446	1473	13.7	14.1	104	473	16.4	4.5	124	604	16.3	5.8	123				
NBC NIGHTLY NEWS-SAT	5571	639	6.0	11.5	85	265	9.2	4.8	131	299	8.1	5.4	115				
NBC NIGHTLY NEWS-SUN	3675	344	3.2	9.4	69	**112	3.9	3.0	84	*151	4.1	4.1	88				
NBC SUNDAY NIGHT MOVIE	2905	322	3.0	11.1	82	**106	3.7	3.6	100	*139	3.7	4.8	102				
NEWHART	8352	1341	12.5	16.1	119	*290	10.0	3.5	95	450	12.1	5.4	115				
ONE DAY AT A TIME	6864	927	8.7	13.5	100	*157	5.4	2.3	63	311	8.4	4.5	97				
PEOPLE ARE FUNNY	3866	448	4.2	11.6	86	**138	4.8	3.6	98	*204	5.5	5.3	113				
REAL PEOPLE	3956	428	4.0	10.8	80	*150	5.2	3.8	104	*142	3.8	3.6	77				
REMINGTON STEELE	6305	820	7.7	13.0	96	*193	6.7	3.1	84	339	9.1	5.4	115				
RIPLEY'S BELIEVE IT - NOT	5884	817	7.6	13.9	103	*132	4.6	2.2	62	280	7.5	4.8	102				
RIPTIDE	5706	755	7.0	13.2	98	250	8.7	4.4	120	*210	5.7	3.7	79				
SCARECROW & MRS. KING	6202	729	6.8	11.8	87	*185	6.4	3.0	82	235	6.3	3.8	81				
SIMON & SIMON	6513	885	8.3	13.6	101	216	7.5	3.3	91	282	7.6	4.3	92				
60 MINUTES	8593	1138	10.6	13.2	98	259	9.0	3.0	83	409	11.0	4.8	102				
ST. ELSEWHERE	13342	1691	15.8	12.7	94	496	17.2	3.7	102	605	16.3	4.5	97				
THREE'S COMPANY	6029	956	8.9	15.9	117	167	5.8	2.8	76	334	9.0	5.5	118				
T.J. HOOKER	8565	1037	9.7	12.1	90	238	8.2	2.8	76	312	8.4	3.6	78				
TONIGHT SHOW	7400	971	9.1	13.1	97	213	7.4	2.9	79	360	9.7	4.9	104				
TRAPPER JOHN, M.D.	2433	363	3.4	14.9	110	117	4.1	4.8	132	136	3.7	5.6	119				
TV BLOOPERS & PRAC. JOKES	5958	848	7.9	14.2	105	*179	6.2	3.0	82	289	7.8	4.9	104				
20/20	9086	1233	11.5	13.6	100	263	9.1	2.9	79	512	13.8	5.6	120				
WEBSTER	8306	1227	11.5	14.8	109	358	12.4	4.3	118	433	11.7	5.2	111				
WORLD NEWS - SUN	6788	866	8.1	12.8	94	235	8.1	3.5	95	*311	8.4	4.6	98				
YELLOW ROSE	2036	245	2.3	12.0	89	**74	2.6	3.6	100	*140	3.8	6.9	147				
TV VIEWING SPORTS EVENTS	3174	421	3.9	13.3	98	*133	4.6	4.2	115	*100	2.7	3.2	67				
BASEBALL																	
BASKETBALL - COLLEGE GAMES	16307	2324	21.7	14.3	105	579	20.0	3.6	97	649	17.5	4.0	85				
BASKETBALL - PRO GAMES	10054	1685	15.7	16.8	124	*328	11.4	3.3	90	*336	9.0	3.3	71				
BOWLING	8248	1315	12.3	15.9	118	*340	11.8	4.1	113	*296	8.0	3.6	77				
BOXING	5356	759	7.1	14.2	105	**164	5.7	3.1	84	*261	7.0	4.9	104				
FOOTBALL - COLLEGE GAMES	11255	1541	14.4	13.7	101	*450	15.6	4.0	110	*508	13.7	4.5	96				
FOOTBALL - PRO GAMES	14647	2320	21.6	15.8	117	673	23.3	4.6	126	699	18.8	4.8	102				
GOLF	23581	3633	33.9	15.4	114	1061	36.7	4.5	123	910	24.5	3.9	82				
POST-SEASON COLL. FOOTBALL	6145	998	9.3	16.2	120	*330	11.4	5.4	147	*296	8.0	4.8	103				
POST-SEASON PRO FOOTBALL	12828	2121	19.8	16.5	122	601	20.8	4.7	129	*510	13.7	4.0	85				
TENNIS	15397	2606	24.3	16.9	125	612	21.2	4.0	109	624	16.8	4.1	87				
WRESTLING - PROFESSIONAL	3483	708	6.6	20.3	150	**227	7.9	6.5	179	*168	4.5	4.8	103				
	6023	727	6.8	12.1	89	**95	3.3	1.6	43	*3301	8.1	5.0	107				

	TOTAL U.S. '000	RESPONDENT (MYSELF) CONROLS DIET				BLOOD SUGAR LEVEL				CHOLESTEROL LEVEL				SALT INTAKE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALES	88464	30767	100.0	34.8	100	3804	100.0	4.3	100	2422	100.0	2.7	100	4423	100.0	5.0	100
FEMALE HOMEMAkers	80986	28161	91.5	34.8	100	3405	89.5	4.2	98	2272	93.8	2.8	102	4187	94.7	5.2	103
EMPLOYED MOTHERS	18702	7153	23.2	38.2	110	*371	9.8	2.0	46	**288	11.9	1.5	56	*531	12.0	2.8	57
18 - 24	14726	4846	15.8	32.9	95	**335	8.8	2.3	53	**275	11.4	1.9	68	**314	7.1	2.1	43
25 - 34	20202	7498	24.4	37.1	107	*426	11.2	2.1	49	*210	8.7	1.0	38	565	12.8	2.8	56
35 - 44	14781	5952	19.3	40.3	116	*505	13.3	3.4	79	*256	10.6	1.7	63	525	11.9	3.6	71
45 - 54	11449	4311	14.0	37.7	108	648	17.0	5.7	132	*420	17.3	3.7	134	822	18.6	7.2	144
55 - 64	11846	4213	13.7	35.6	102	803	21.1	6.8	158	504	20.8	4.3	155	1026	23.2	8.7	173
65 OR OLDER	15459	3947	12.8	25.5	73	1087	28.6	7.0	164	757	31.3	4.9	179	1172	26.5	7.6	152
18 - 34	34928	12344	40.1	35.3	102	760	20.0	2.2	51	*485	20.0	1.4	51	879	19.9	2.5	50
18 - 49	55154	20314	66.0	36.8	106	1562	41.1	2.8	66	905	37.4	1.6	60	1697	38.4	3.1	62
25 - 54	46433	17761	57.7	38.3	110	1579	41.5	3.4	79	886	36.6	1.9	70	1912	43.2	4.1	82
35 - 49	20226	7970	25.9	39.4	113	801	21.1	4.0	92	*420	17.3	2.1	76	818	18.5	4.0	81
50 OR OLDER	33310	10453	34.0	31.4	90	2242	58.9	6.7	157	1516	62.6	4.6	166	2727	61.7	8.2	164
GRADUATED COLLEGE	12110	5144	16.7	42.5	122	*565	14.9	4.7	109	*489	20.2	4.0	147	714	16.1	5.9	118
ATTENDED COLLEGE	15309	6634	21.6	43.3	125	*433	11.4	2.8	66	*367	15.2	2.4	88	846	19.1	5.5	111
GRADUATED HIGH SCHOOL	36912	12761	41.5	34.6	99	1404	36.9	3.8	88	887	36.6	2.4	88	1745	39.5	4.7	95
DID NOT GRADUATE HIGH SCHOOL	24134	6228	20.2	25.8	74	1402	36.9	5.8	135	679	28.0	2.8	103	1118	25.3	4.6	93
EMPLOYED FULL-TIME	35457	13711	44.6	38.7	111	1182	31.1	3.3	78	766	31.6	2.2	79	1648	37.3	4.6	93
EMPLOYED PART-TIME	8514	3231	10.5	37.9	109	*263	6.9	3.1	72	**206	8.5	2.4	88	*328	7.4	3.9	77
NOT EMPLOYED	44494	13825	44.9	31.1	89	2359	62.0	5.3	123	1450	59.9	3.3	119	2447	55.3	5.5	110
PROFESSIONAL/MANAGER	10811	5019	16.3	46.4	133	*356	9.4	3.3	77	*348	14.4	3.2	118	*547	12.4	5.1	101
TECH/CLERICAL/SALES	19640	7697	25.0	39.2	113	858	22.6	4.4	102	*344	14.2	1.8	64	1053	23.8	5.4	107
PRECISION/CRAFT	1023	*428	1.4	41.8	120	**2	0.1	0.2	5	**0	0.0	0.0	0	**22	0.5	2.2	43
OTHER EMPLOYED	12498	3798	12.3	30.4	87	*228	6.0	1.8	42	*279	11.5	2.2	82	*354	8.0	2.8	57
SINGLE	15995	5360	17.4	33.5	96	*480	12.6	3.0	70	*343	14.2	2.1	78	514	11.6	3.2	64
MARRIED	51689	18916	61.5	36.6	105	2068	54.4	4.0	93	1354	55.9	2.6	96	2734	61.8	5.3	106
DIVORCED/SEPARATED/WIDOWED	20780	6491	21.1	31.2	90	1255	33.0	6.0	140	724	29.9	3.5	127	1175	26.6	5.7	113
PARENTS	33922	12357	40.2	36.4	105	812	21.3	2.4	56	*440	18.2	1.3	47	937	21.2	2.8	55
WHITE	76422	27653	89.9	36.2	104	3290	86.5	4.3	100	2121	87.6	2.8	101	3929	88.8	5.1	103
BLACK	10066	2594	8.4	25.8	74	*440	11.6	4.4	102	*233	9.6	2.3	85	*417	9.4	4.1	83
OTHER	1976	**520	1.7	26.3	76	*74	1.9	3.7	87	**68	2.8	3.4	126	**78	1.8	3.9	79
NORTHEAST-CENSUS	19803	6834	22.2	34.5	99	853	22.4	4.3	100	709	29.3	3.6	131	1312	29.7	6.6	133
NORTH CENTRAL	22181	8448	27.5	38.1	110	963	25.3	4.3	101	709	29.3	3.2	117	1134	25.6	5.1	102
SOUTH	30082	9478	30.8	31.5	91	1245	32.7	4.1	96	623	25.7	2.1	76	1292	29.2	4.3	86
WEST	16398	6008	19.5	36.6	105	742	19.5	4.5	105	*381	15.7	2.3	85	685	15.5	4.2	84
NORTHEAST-MKTG.	20163	6639	21.6	32.9	95	791	20.8	3.9	91	662	27.3	3.3	120	1194	27.0	5.9	118
EAST CENTRAL	13054	4809	15.6	36.8	106	645	17.0	4.9	115	*412	17.0	3.2	115	769	17.4	5.9	118
WEST CENTRAL	14993	5658	18.4	37.7	109	566	14.9	3.8	88	423	17.5	2.8	103	674	15.2	4.5	90
SOUTH	25785	8407	27.3	32.6	94	1130	29.7	4.4	102	*590	24.4	2.3	84	1181	26.7	4.6	92
PACIFIC	14470	5254	17.1	36.3	104	673	17.7	4.7	108	*333	13.7	2.3	84	605	13.7	4.2	84
COUNTY SIZE A	36705	12019	39.1	32.7	94	1496	39.3	4.1	95	1045	43.1	2.8	104	1680	38.0	4.6	92
COUNTY SIZE B	26819	10071	32.7	37.6	108	1283	33.7	4.8	111	786	32.5	2.9	107	1411	31.9	5.3	105
COUNTY SIZE C	13597	5182	16.8	38.1	110	546	14.4	4.0	93	*337	13.9	2.5	91	819	18.5	6.0	120
COUNTY SIZE D	11344	3496	11.4	30.8	89	*479	12.6	4.2	98	**254	10.5	2.2	82	*513	11.6	4.5	90
METRO CENTRAL CITY	26825	8768	28.5	32.7	94	1073	28.2	4.0	93	891	36.8	3.3	121	1238	28.0	4.6	92
METRO SUBURBAN	39912	14689	47.7	36.8	106	1847	48.6	4.6	108	997	41.2	2.5	91	1939	43.8	4.9	97
NON METRO	29718	7310	23.8	33.6	97	884	23.2	4.1	95	533	22.0	2.5	90	1246	28.2	5.7	115
TOP 5 ADI'S	20847	6852	22.3	32.9	95	934	24.6	4.5	104	662	27.3	3.2	116	1042	23.6	5.0	100
TOP 10 ADI'S	28719	9175	29.8	31.9	92	1184	31.1	4.1	96	822	33.9	2.9	105	1345	30.4	4.7	94
TOP 20 ADI'S	40904	13607	44.2	33.3	96	1729	45.5	4.2	98	1250	51.6	3.1	112	2003	45.3	4.9	98
HSOLD INC. \$50,000 OR MORE	7931	3750	12.2	47.3	136	*436	11.5	5.5	128	**190	7.8	2.4	88	*494	11.2	6.2	125
\$40,000 OR MORE	15233	6646	21.6	43.6	125	*709	18.6	4.7	108	*358	14.8	2.4	86	890	20.1	5.8	117
\$30,000 OR MORE	28333	11840	38.5	41.8	120	1105	29.0	3.9	91	775	32.0	2.7	100	1631	36.9	5.8	115
\$25,000 OR MORE	36417	15402	50.1	42.3	122	1316	34.6	3.6	84	1061	43.8	2.9	106	2151	48.6	5.9	118
\$20,000 - \$24,999	9943	3197	10.4	32.2	92	*276	7.3	2.8	65	**148	6.1	1.5	54	*257	5.8	2.6	52
\$15,000 - \$19,999	9211	3052	9.9	33.1	95	*379	10.0	4.1	96	*213	8.8	2.3	84	*446	10.1	4.8	97
\$10,000 - \$14,999	13477	4036	13.1	29.9	86	*580	15.2	4.3	100	*388	16.0	2.9	105	652	14.7	4.8	97
UNDER \$10,000	19418	5079	16.5	26.2	75	1252	32.9	6.4	150	612	25.3	3.2	115	917	20.7	4.7	94
HOUSEHOLD OF 1 PERSON	11987	3699	12.0	30.9	89	734	19.3	6.1	142	572	23.6	4.8	174	857	19.4	7.1	143
2 PEOPLE	27046	9313	30.3	34.4	99	1438	37.8	5.3	124	960	39.6	3.5	130	1934	43.7	7.2	143
3 OR 4 PEOPLE	34251	12786	41.6	37.3	107	1098	28.9	3.2	75	*677	28.0	2.0	72	1169	26.4	3.4	68
5 OR MORE PEOPLE	15180	4969	16.2	32.7	94	*534	14.0	3.5	82	**213	8.8	1.4	51	*464	10.5	3.1	61
NO CHILD IN HSHLD	49819	16978	55.2	34.1	98	2872	75.5	5.8	134	1911	78.9	3.8	140	3335	75.4	6.7	134
CHILD(REN) UNDER 2 YRS	6045	2066	6.7	34.2	98	*51	1.3	0.8	20	**64	2.6	1.1	39	**102	2.3	1.7	34
2 - 5 YEARS	15233	4913	16.0	32.3	93	**204	5.4	1.3	31	**186	7.7	1.2	45	**268	6.1	1.8	35
6 - 11 YEARS	16260	5874	19.1	36.1	104	*536	14.1	3.3	77	*115	4.7	0.7	26	*421	9.5	2.6	52
12 - 17 YEARS	19173	7039	22.9	36.7	106	528	13.9	2.8	64	*310	12.8	1.6	59	747	16.9	3.9	78
RESIDENCE OWNED	61371	22796	74.1	37.1	107	2937	77.2	4.8	111	1933	79.8	3.1	115	3578	80.9	5.8	117
VALUE: \$50,000 OR MORE	35355	14178	46.1	40.1	115	1613	42.4	4.6	106	1233	50.9	3.5	127	2170	49.1	6.1	123
VALUE: UNDER \$50,000	26016	8618	28.0	33.1	95	1323	34.8	5.1	118	701	28.9	2.7	98	1408	31.8	5.4	108

			RESPONDENT (MYSELF)								BLOOD SUGAR LEVEL								CHOLESTEROL LEVEL								SALT INTAKE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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			TOTAL	U.S.	'000	DOWN	% ACROSS	INDX	TOTAL	U.S.	'000	DOWN	% ACROSS	INDX	TOTAL	U.S.	'000	DOWN	% ACROSS	INDX	TOTAL	U.S.	'000	DOWN	% ACROSS	INDX	TOTAL	U.S.	'000	DOWN	% ACROSS	INDX	TOTAL	U.S.	'000	DOWN	% ACROSS	INDX																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
TOTAL FEMALES			88464		30767	100.0	34.8	100		3804	100.0	4.3	100		2422	100.0	2.7	100		4423	100.0	5.0	100																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				

	TOTAL U.S. '000	RESPONDENT (MYSELF) CONTROLS DIET				BLOOD SUGAR LEVEL				CHOLESTEROL LEVEL				SALT INTAKE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	30767	100.0	34.8	100	3804	100.0	4.3	100	2422	100.0	2.7	100	4423	100.0	5.0	100
ATLANTIC MONTHLY	415	*155	0.5	37.3	107	**28	0.7	6.7	157	**36	1.5	8.7	317	**40	0.9	9.6	193
BARRON'S	522	*188	0.6	36.0	104	**22	0.6	4.2	98	**21	0.9	4.0	147	**23	0.5	4.4	88
BETTER HOMES & GARDENS	17429	7083	23.0	40.6	117	782	20.6	4.5	104	636	26.3	3.6	133	1160	26.2	6.7	133
BON APPETIT	2772	1169	3.8	42.2	121	**140	3.7	5.1	117	**75	3.1	2.7	99	*146	3.3	5.3	105
BUSINESS WEEK	1469	538	1.7	36.6	105	**72	1.9	4.9	114	**26	1.1	1.8	65	**42	0.9	2.9	57
CAR AND DRIVER	397	*166	0.5	41.8	120	**44	1.2	11.1	258	**7	0.3	1.8	64	**23	0.5	5.8	116
CBS MAGAZINE NETWORK (GROSS)	1633	571	1.9	35.0	101	**44	1.2	2.7	63	**31	1.3	1.9	69	**64	1.4	3.9	78
CHANGING TIMES	1554	577	1.9	37.1	107	**29	0.8	1.9	43	**50	2.1	3.2	118	**91	2.1	5.9	117
COLONIAL HOMES	1304	562	1.8	43.1	124	**45	1.2	3.5	80	**23	0.9	1.8	64	**68	1.5	5.2	104
CONDE NAST MAG. PKG. (GROSS)	17858	7599	24.7	42.6	122	861	22.6	4.8	112	582	24.0	3.3	119	807	18.2	4.5	90
CONSUMERS DIGEST	1406	575	1.9	40.9	118	**32	0.8	2.3	53	**40	1.7	2.8	104	**75	1.7	5.3	107
COSMOPOLITAN	8815	3595	11.7	40.8	117	389	10.2	4.4	103	**25	9.3	2.6	93	314	7.1	3.6	71
COUNTRY LIVING	2636	1262	4.1	47.9	138	**77	2.0	2.9	68	**75	3.1	2.8	104	**176	4.0	6.7	134
CUISINE	1554	612	2.0	39.4	113	**59	1.6	3.8	88	**23	0.9	1.5	54	**66	1.5	4.2	85
CYCLE WORLD	469	**190	0.6	40.5	116	**13	0.3	2.8	64	**15	0.6	3.2	117	**25	0.6	5.3	107
DCI:CREATIVE IDEAS FOR LIV	2631	1128	3.7	42.9	123	**104	2.7	4.0	92	**76	3.1	2.9	106	**127	2.9	4.8	97
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	3046	9.9	43.1	124	335	8.8	4.7	110	227	9.4	3.2	117	483	10.9	6.8	137
DISCOVER	998	356	1.2	35.7	103	**76	2.0	7.6	177	**36	1.5	3.6	132	**61	1.4	6.1	122
EBONY	4289	1180	3.8	27.5	79	*136	3.6	3.2	74	**73	3.0	1.7	62	*190	4.3	4.4	89
ESQUIRE	1176	417	1.4	35.5	102	**22	0.6	1.9	44	**31	1.3	2.6	96	**37	0.8	3.1	63
ESSENCE	2392	722	2.3	30.2	87	**95	2.5	4.0	92	**43	1.8	1.8	66	**132	3.0	5.5	110
FAMILY CIRCLE	17209	7102	23.1	41.3	119	850	22.3	4.9	115	405	16.7	2.4	86	948	21.4	5.5	110
THE FAMILY HANDYMAN	1184	439	1.4	37.1	107	**35	0.9	3.0	69	**28	1.2	2.4	86	**38	0.9	3.2	64
FAMILY WEEKLY	12391	4581	14.9	37.0	106	478	12.6	3.9	90	323	13.3	2.6	95	650	14.7	5.2	105
FIELD & STREAM	2438	975	3.2	40.0	115	**85	2.2	3.5	81	**41	1.7	1.7	61	*133	3.0	5.5	109
FOOD & WINE	614	*194	0.6	31.6	91	**12	0.3	2.0	45	**9	0.4	1.5	54	**18	0.4	2.9	59
FORBES	813	359	1.2	44.2	127	**55	1.4	6.8	157	**65	2.7	8.0	292	**67	1.5	8.2	165
FORTUNE	1083	503	1.6	46.4	134	**57	1.5	5.3	122	**58	2.4	5.4	196	**63	1.4	5.8	116
GENTLEMEN'S QUARTERLY	1197	586	1.9	49.0	141	**103	2.7	8.6	200	**32	1.3	2.7	98	**43	1.0	3.6	72
GLAMOUR	6625	2799	9.1	42.2	121	*283	7.4	4.3	99	*154	6.4	2.3	85	*265	6.0	4.0	80
GOLF DIGEST	707	394	1.3	55.7	160	**24	0.6	3.4	79	**37	1.5	5.2	191	**45	1.0	6.4	127
GOLF DIGEST/TENNIS (GROSS)	1316	667	2.2	50.7	146	**27	0.7	2.1	48	**49	2.0	3.7	136	**88	2.0	6.7	134
GOLF MAGAZINE	469	*285	0.9	60.8	175	**48	1.3	10.2	238	**25	1.0	5.3	195	**19	0.4	4.1	81
GOLF MAGAZINE/SKI (GROSS)	1060	527	1.7	49.7	143	**74	1.9	7.0	162	**49	2.0	4.6	169	**98	2.2	9.2	185
GOOD HOUSEKEEPING	17784	7044	22.9	39.6	114	802	21.1	4.5	105	399	16.5	2.2	82	1026	23.2	5.8	115
HARPER'S BAZAAR	2931	1341	4.4	45.8	132	**130	3.4	4.4	103	**117	4.8	4.0	146	*148	3.3	5.0	101
HEALTH	2199	899	2.9	40.9	118	**91	2.4	4.1	96	**47	1.9	2.1	78	*126	2.8	5.7	115
HEARST MAG CORP. BUY (GROSS)	49148	20669	67.2	42.1	121	2090	54.9	4.3	99	1319	54.5	2.7	98	2714	51.4	5.5	110
HEARST MAN POWER (GROSS)	2113	975	3.2	46.1	133	**108	2.8	5.1	119	**59	2.4	2.8	102	*150	3.4	7.1	142
HEARST WOMAN POWER (GROSS)	35062	14446	47.0	41.2	118	1586	41.7	4.5	105	870	35.9	2.5	91	1852	41.9	5.3	106
HOUSE BEAUTIFUL	3865	1553	5.0	40.2	116	*108	2.8	2.8	65	*136	5.6	3.5	129	*242	5.5	6.3	125
INC.	315	**114	0.4	36.2	104	**66	0.2	1.9	44	**11	0.5	3.5	128	**11	0.2	3.5	70
JET	3690	960	3.1	26.0	75	*121	3.2	3.3	76	**52	2.1	1.4	51	*182	4.1	4.9	99
LADIES' HOME JOURNAL	12930	5388	17.5	41.7	120	741	19.5	5.7	133	386	15.9	3.0	109	749	16.9	5.8	116
LHJ FAMILY GRP COMBO(GROSS)	18161	7602	24.7	41.9	120	984	25.9	5.4	126	500	20.6	2.8	101	987	22.3	5.4	109
LIFE	5065	1915	6.2	37.8	109	*204	5.4	4.0	94	**73	3.0	1.4	53	258	5.8	5.1	102
L.A. TIMES HOME MAGAZINE	1310	490	1.6	37.4	108	**55	1.4	4.2	98	**14	0.6	1.1	39	**98	2.2	7.5	150
MADMOISELLE	3759	1497	4.9	39.8	115	**148	3.9	3.9	92	**136	5.6	3.6	132	*145	3.3	3.9	77
MC CALL'S	14658	6093	19.8	41.6	120	833	21.9	5.7	132	355	14.7	2.4	88	609	18.3	5.5	110
MC CALL'S/WRK MOTHER (GROSS)	15857	6665	21.7	42.0	121	865	22.7	5.5	127	388	16.0	2.4	89	856	19.4	5.4	108
MECHANIX ILLUSTRATED	809	424	1.4	52.4	151	**30	0.8	3.7	86	**27	1.1	3.3	122	**65	1.5	8.0	161
METROPOLITAN HOME	1009	446	1.4	44.2	127	**11	0.3	1.1	25	**16	0.7	1.6	58	**54	1.2	5.4	107
MONEY	1707	736	2.4	43.1	124	**79	2.1	4.6	108	**81	3.3	4.7	173	**112	2.5	6.6	131
MOTHER EARTH NEWS	1123	512	1.7	45.6	131	**43	1.1	3.8	89	**31	1.3	2.8	101	**55	1.2	4.9	98
MS.	932	291	0.9	31.2	90	**17	0.4	1.8	42	**29	1.2	3.1	114	**50	1.1	5.4	107
NATIONAL ENQUIRER	11971	4053	13.2	33.9	97	459	12.1	3.8	89	*242	10.0	2.0	74	463	10.5	3.9	77
NATIONAL GEOGRAPHIC	10503	4139	13.5	39.4	113	381	10.0	3.6	84	*347	14.3	3.3	121	737	16.7	7.0	140
NATIONAL SUNDAY MAGAZINE PKG	54325	20161	65.5	37.1	107	2358	62.0	4.3	101	1598	66.0	2.9	107	3018	68.2	5.6	111
NATURAL HISTORY	626	*248	0.8	39.6	114	**31	0.8	5.0	115	*24	1.0	3.8	140	**37	0.8	5.9	118
NEW WOMAN	1992	737	2.4	37.0	106	**42	1.1	2.1	49	**37	1.5	1.9	68	**53	1.2	2.7	53
NEW YORK INCLUDING CUE	547	249	0.8	45.5	131	**16	0.4	2.9	68	**12	0.5	2.2	80	**25	0.6	4.6	91
THE NEW YORKER	1380	606	2.0	43.9	126	**71	1.9	5.1	120	**56	2.3	4.1	148	**94	2.1	6.8	136
NEWSWEEK	6925	2739	8.9	39.6	114	280	7.4	4.0	94	317	13.1	4.6	167	401	9.1	5.8	116
THE N.Y. TIMES DAILY EDITION	1363	586	1.9	43.0	124	**121	3.2	8.9	206	**106	4.4	7.8	284	**111	2.5	8.1	163
THE N.Y. TIMES MAGAZINE	2333	967	3.1	41.4	119	**163	4.3	7.0	162	**133	5.5	5.7	208	*235	5.3	10.1	201
OMNI	872	333	1.1	38.2	110	**61	1.6	7.0	163	**10	0.4	1.1	42	**44	1.0	5.0	101
ON CABLE	1298	427	1.4	32.9	95	**54	1.4	4.2	97	**29	1.2	2.2	82	**57	1.3	4.4	88
1001 HOME IDEAS	3032	1315	4.3	43.4	125	**152	4.0	5.0	117	**67	2.8	2.2	81	**112	2.5	3.7	74
ORGANIC GARDENING	1680	618	2.0	36.8	106	**57	1.5	3.4	79	**68	2.8	4.0	148	**120	2.7	7.1	143
OUTDOOR LIFE	960	289	0.9	30.1	87	**30	0.8	3.1	73	**20	0.8	2.1	76	**42	0.9	4.4	88
PARADE MAGAZINE	26755	9881	32.1	36.9	106	1334	35.1	5.0	116	832	34.4	3.1	114	1532	34.6	5.7	115

	TOTAL U.S. '000	RESPONDENT (MYSELF) CONTROLS DIET				BLOOD SUGAR LEVEL				CHOLESTEROL LEVEL				SALT INTAKE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% ACROSS DOWN	%	INDX	'000	% ACROSS DOWN	%	INDX	'000	% ACROSS DOWN	%	INDX	'000	% ACROSS DOWN	%	INDX
TOTAL FEMALES	88464	30767	100.0	34.8	100	3804	100.0	4.3	100	2422	100.0	2.7	100	4423	100.0	5.0	100
PARENTS	4173	1513	4.9	36.3	104	**64	1.7	1.5	36	**62	2.6	1.5	54	*144	3.3	3.5	69
PENTHOUSE	973	370	1.2	38.0	109	**29	0.8	3.0	93	**17	0.7	1.7	64	**69	1.6	7.1	142
PEOPLE	13479	5100	16.6	37.8	109	582	15.3	4.3	100	271	11.2	2.0	73	538	12.2	4.0	80
PLAYBOY	2183	825	2.7	37.8	109	**129	3.4	5.9	137	**39	1.6	1.8	65	**137	3.1	6.3	126
POPULAR HOT RODDING	388	**98	0.3	25.3	73	**8	0.2	2.1	48	**8	0.3	2.1	75	**8	0.2	2.1	41
POPULAR MECHANICS	1037	529	1.7	51.0	147	**52	1.4	5.0	117	**26	1.1	2.5	92	**122	2.8	11.8	235
POPULAR SCIENCE	920	465	1.5	50.5	145	**36	0.9	3.9	91	**12	0.5	1.3	48	**77	1.7	8.4	167
PREVENTION	4071	1765	5.7	43.4	125	**291	7.6	7.1	166	**199	8.2	4.9	179	253	5.7	6.2	124
PSYCHOLOGY TODAY	1940	839	2.7	43.2	124	**93	2.4	4.8	111	**33	1.4	1.7	62	**114	2.6	5.9	118
READER'S DIGEST	24031	9090	29.5	37.8	109	1091	28.7	4.5	106	726	30.0	3.0	110	1413	31.9	5.9	118
REDBOOK	8464	3807	12.4	45.0	129	396	10.4	4.7	109	247	10.2	2.9	107	512	11.6	6.0	121
ROAD & TRACK	429	**157	0.5	36.6	105	**22	0.6	5.1	119	**5	0.2	1.2	43	**15	0.3	3.5	70
ROLLING STONE	1355	561	1.8	41.4	119	**53	1.4	3.9	91	**23	0.9	1.7	62	**59	1.3	4.4	87
RUNNER'S WORLD	329	*177	0.6	53.8	155	**27	0.7	8.2	191	**22	0.9	6.7	244	**24	0.5	7.3	146
SATURDAY EVENING POST	1268	505	1.6	39.8	115	**45	1.2	3.5	83	**47	1.9	3.7	135	**80	1.8	6.3	126
SCIENCE 84	702	370	1.2	52.7	152	**90	2.4	12.8	298	**5	0.2	0.7	26	**44	1.0	6.3	125
SCIENCE DIGEST	553	*254	0.8	45.9	132	**37	1.0	6.7	156	**24	1.0	4.3	159	**10	0.2	1.8	36
SCIENTIFIC AMERICAN	615	297	1.0	48.3	139	**34	0.9	5.5	129	**14	0.6	2.3	83	**36	0.8	5.9	117
SELF	2683	1336	4.3	49.8	143	**171	4.5	6.4	148	**93	3.8	3.5	127	**128	2.9	4.8	95
SEVENTEEN	3309	1319	4.3	39.9	115	**106	2.8	3.2	74	**78	3.2	2.4	86	**150	3.4	4.5	91
SKI	591	*242	0.8	40.9	118	**26	0.7	4.4	102	**23	0.9	3.9	142	**79	1.8	13.4	267
SMITHSONIAN	3039	1276	4.1	42.0	121	**106	2.8	3.5	81	**115	4.7	3.8	138	**222	5.0	7.3	146
SOAP OPERA DIGEST	3683	1252	4.1	34.0	98	*168	4.4	4.6	106	**82	3.4	2.2	81	*181	4.1	4.9	98
SOUTHERN LIVING	4434	1918	6.2	43.3	124	*231	6.1	5.2	121	*150	6.2	3.4	124	356	8.0	8.0	161
SPORT	701	*295	1.0	42.1	121	*110	0.3	1.4	33	**53	2.2	7.6	276	**80	1.8	11.4	228
THE SPORTING NEWS	518	*222	0.7	42.9	123	**14	0.4	2.7	63	**7	0.3	1.4	49	**27	0.6	5.2	104
SPORTS AFIELD	523	*192	0.6	36.7	106	**18	0.5	3.4	80	**10	0.4	1.9	70	**19	0.4	3.6	73
SPORTS ILLUSTRATED	3325	1365	4.4	41.1	118	**144	3.8	4.3	101	**79	3.3	2.4	87	*146	3.3	4.4	88
STAR	8567	2811	9.1	32.8	94	391	10.3	4.6	106	*194	8.0	2.3	83	354	8.0	4.1	83
SUNDAY	27630	10307	33.5	37.3	107	982	25.8	3.6	83	875	36.1	3.2	116	1466	33.1	5.3	106
SUNSET	2219	984	3.2	44.3	128	**106	2.8	4.8	111	**96	4.0	4.3	158	*214	4.8	9.6	193
TV GUIDE	24258	8702	28.3	35.9	103	885	23.3	3.6	85	532	22.0	2.2	80	1053	23.8	4.3	87
TENNIS	609	*273	0.9	44.8	129	**3	0.1	0.5	11	**12	0.5	2.0	72	**43	1.0	7.1	141
TIME	9929	3810	12.4	38.4	110	431	11.3	4.3	101	248	10.2	2.5	91	529	12.0	5.3	107
TOWN & COUNTRY	1062	472	1.5	44.4	128	**36	0.9	3.4	79	**38	1.6	3.6	131	**76	1.7	7.2	143
TRAVEL & LEISURE	1051	557	1.8	53.0	152	**47	1.2	4.5	104	**39	1.6	3.7	136	**79	1.8	7.5	150
TRUE STORY	3946	1372	4.5	34.8	100	*201	5.3	5.1	118	**89	3.7	2.3	82	**133	3.0	3.4	67
U.S. NEWS & WORLD REPORT	3782	1481	4.8	39.2	113	*184	4.8	4.9	113	*159	6.6	4.2	154	*283	6.4	7.5	150
USA TODAY	1874	867	2.8	46.3	133	**38	1.0	2.0	47	**95	3.9	5.1	185	**104	2.4	5.5	111
US	2213	1070	3.5	48.4	139	**95	2.5	4.3	100	**43	1.8	1.9	71	**117	2.6	5.3	106
VOGUE	4792	1969	6.4	41.1	118	*258	6.8	5.4	125	*199	8.2	4.2	152	269	6.1	5.6	112
WALL STREET JOURNAL	2045	890	2.9	43.5	125	**125	3.3	6.1	142	**88	3.6	4.3	157	*136	3.1	6.7	133
WEIGHT WATCHERS	2364	1198	3.9	50.7	146	**131	3.4	5.5	129	**99	4.1	4.2	153	*163	3.7	6.9	138
WOMAN'S DAY	15182	6100	19.8	40.2	116	804	21.1	5.3	123	430	17.8	2.8	103	883	20.0	5.8	116
WORKING MOTHER	1198	572	1.9	47.7	137	**33	0.9	2.8	64	**33	1.4	2.8	101	**48	1.1	4.0	80
WORKING WOMAN	1523	664	2.2	43.6	125	**77	2.0	5.1	118	**25	1.0	1.6	60	**87	2.0	5.7	114
WORLD TENNIS	*183	**78	0.3	42.6	123	**6	0.2	3.3	76	**0	0.0	0.0	0	**5	0.1	2.7	55
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1202	3.9	43.3	124	**179	4.7	6.4	150	**141	5.8	5.1	186	*206	4.7	7.4	148
BLAIR INSERTS	47909	17713	57.6	37.0	106	2074	54.5	4.3	101	1423	58.8	3.0	108	2636	59.6	5.5	110
DAILY NEWSPAPERS																	
READ ANY	56731	20959	68.1	36.9	106	2562	67.4	4.5	105	1720	71.0	3.0	111	3251	73.5	5.7	115
READ ONE	47696	17247	56.1	36.2	104	2154	56.6	4.5	105	1429	59.0	3.0	109	2659	60.1	5.6	112
READ TWO OR MORE	9034	3712	12.1	41.1	118	407	10.7	4.5	105	292	12.1	3.2	118	592	13.4	6.6	131
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	21386	69.5	37.0	107	2448	64.4	4.2	99	1681	69.4	2.9	106	3176	71.8	5.5	110
READ ONE	50513	18166	59.0	36.0	103	2069	54.4	4.1	95	1392	57.5	2.8	101	2632	59.5	5.2	104
READ TWO OR MORE	7219	3220	10.5	44.6	128	379	10.0	5.3	122	288	11.9	4.0	146	543	12.3	7.5	150
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	30.09				27.78				25.80				26.28			
30 DAY REACH	78184	27625	89.8	35.3	102	3214	84.5	4.1	96	2045	84.4	2.6	96	3747	84.7	4.8	96
50 SHWG - 30 DAY AV FREQ	14.80	15.67				14.42				13.87				13.86			
30 DAY REACH	74239	26612	86.5	35.8	103	3105	81.6	4.2	97	1916	79.1	2.6	94	3571	80.7	4.8	96
25 SHWG - 30 DAY AV FREQ	8.05	8.54				8.11				7.47				7.59			
30 DAY REACH	68254	24407	79.3	35.8	103	2767	72.7	4.1	94	1779	73.5	2.6	95	3265	73.8	4.8	96
CABLE TV: HOME WIRED	35215	13234	43.0	37.6	108	1437	37.8	4.1	95	912	37.7	2.6	95	1733	39.2	4.9	98
HOME NOT WIRED	53250	17533	57.0	32.9	95	2367	62.2	4.4	103	1510	62.3	2.8	104	2690	60.8	5.1	101
HAVE PAY CABLE	17885	7189	23.4	40.2	116	626	16.5	3.5	81	*345	14.2	1.9	70	882	19.9	4.9	99

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		RESPONDENT (MYSELF)				BLOOD SUGAR LEVEL				CHOLESTEROL LEVEL				SALT INTAKE				
		CONTROLS DIET				A B C D				A B C D				A B C D				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	'000	A % DOWN	B % ACROSS	C % INDX	'000	A % DOWN	B % ACROSS	C % INDX	'000	A % DOWN	B % ACROSS	C % INDX
TOTAL FEMALES		88464	30767	100.0	34.8	100	3804	100.0	4.3	100	2422	100.0	2.7	100	4423	100.0	5.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	9365	30.4	33.5	96	1543	40.6	5.5	128	873	36.0	3.1	114	1596	36.1	5.7	114
NETWORK AFFILIATES - LATE		21966	7828	25.4	35.6	102	1043	27.4	4.7	110	638	26.3	2.9	106	1201	27.2	5.5	109
INDEPENDENTS - LATE		2247	926	3.0	41.2	118	127	3.3	5.7	131	*89	3.7	4.0	145	149	3.4	6.6	133
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 11524	4093	13.3	35.5	102	552	14.5	4.8	111	223	9.2	1.9	71	451	10.2	3.9	78
ABC MONDAY NIGHT MOVIE		A 6879	2245	7.3	32.6	94	268	7.0	3.9	91	182	7.5	2.6	97	329	7.4	4.8	96
ABC SUNDAY NIGHT MOVIE		A 13690	4720	15.3	34.5	99	555	14.6	4.1	94	334	13.8	2.4	89	687	15.5	5.0	100
ABC WORLD NEWS TONIGHT		A 6589	2133	6.9	32.4	93	394	10.4	6.0	139	261	10.8	4.0	145	441	10.0	6.7	133
AFTERMASH		C 6391	2371	7.7	37.1	107	411	10.8	6.4	150	*237	9.8	3.7	135	356	8.0	5.6	111
ALICE		C 10273	3576	11.6	34.8	100	498	13.1	4.8	113	243	10.0	2.4	86	520	11.8	5.1	101
AMERICAN PARADE		C 7130	2275	7.4	31.9	92	278	7.3	3.9	91	202	8.3	2.8	103	371	8.4	5.2	104
BENSON		A 11665	3771	12.3	32.3	93	536	14.1	4.6	107	473	19.5	4.1	148	640	14.5	5.5	110
BLUE THUNDER		A 5442	1802	5.9	33.1	95	*266	7.0	4.9	114	*142	5.9	2.6	95	305	6.9	5.6	112
CAGNEY & LACEY		C 10565	3692	12.0	34.9	100	377	9.9	3.6	83	324	13.4	3.1	112	626	14.2	5.9	119
CBS EVENING NEWS-DEAN		C 3668	1231	4.0	33.6	96	*203	5.3	5.5	129	*117	4.8	3.2	117	268	6.1	7.3	146
CBS EVENING NEWS-RATHER		C 7561	2621	8.5	34.7	100	434	11.4	5.7	133	298	12.3	3.9	144	408	9.2	5.4	108
CBS SAT. NEWS-SCHIEFFER		C 3948	1295	4.2	32.8	94	206	5.4	5.2	121	159	6.6	4.0	147	309	7.0	7.8	157
CBS SATURDAY NIGHT MOVIE		C 5966	1988	6.5	33.3	96	289	7.6	4.8	113	129	5.3	2.2	79	295	6.7	4.9	99
CBS WEDNESDAY NIGHT MOVIE		C 6529	2348	7.6	36.0	103	281	7.4	4.3	100	160	6.6	2.5	90	418	9.5	6.4	128
CHEERS		N 9842	3727	12.1	37.9	109	307	8.1	3.1	73	168	6.9	1.7	62	436	9.9	4.4	89
DALLAS		C 23935	8336	27.1	34.8	100	1057	27.8	4.4	103	785	32.4	3.3	120	1262	28.5	5.3	105
DIFF'RENT STROKES		N 7574	2663	8.7	35.2	101	353	9.3	4.7	108	227	9.4	3.0	109	354	8.0	4.7	93
DOUBLE TROUBLE		N 7786	2696	8.8	34.6	100	372	9.8	4.8	111	*166	6.9	2.1	78	324	7.3	4.2	83
DUCK FACTORY		N 6290	2377	7.7	37.8	109	*140	3.7	2.2	52	*125	5.2	2.0	73	322	7.3	5.1	102
DUKES OF HAZZARD		C 6402	2119	6.9	33.1	95	278	7.3	4.3	101	*112	4.6	1.7	64	262	5.9	4.1	82
DYNASTY		A 21955	7578	24.6	34.5	99	1019	26.8	4.6	108	536	22.1	2.4	89	1044	23.6	4.8	95
FACTS OF LIFE		N 8898	3059	9.9	34.4	99	474	12.5	5.3	124	*219	9.0	2.5	90	374	8.5	4.2	84
FALCON CREST		C 21877	7651	24.9	35.0	101	907	23.8	4.1	96	693	28.6	3.2	116	1083	24.5	5.0	99
FALL GUY		A 10045	3505	11.4	34.9	100	521	13.7	5.2	121	318	13.1	3.2	116	600	13.6	6.0	119
FAMILY TIES		N 8922	3074	10.0	34.5	99	334	8.8	3.7	87	*162	6.7	1.8	66	405	9.2	4.5	91
FANTASY ISLAND		A 8288	2696	8.8	32.5	94	383	10.1	4.6	107	258	10.7	3.1	114	336	7.6	4.1	81
FOULUPS, BLEEPs & BLUNDERS		A 9891	3419	11.1	34.6	99	513	13.5	5.2	121	325	13.4	3.3	120	617	13.9	6.2	125
FOUR SEASONS		C 5429	2068	6.7	38.1	110	*266	7.0	4.9	114	*198	8.2	3.6	133	391	8.8	7.2	144
GIMME A BREAK		N 9646	3298	10.7	34.2	98	498	13.1	5.2	120	*245	10.1	2.5	93	518	11.7	5.4	107
HART TO HART		A 9983	3575	11.6	35.8	103	432	11.4	4.3	101	250	10.3	2.5	91	553	12.5	5.5	111
HILL STREET BLUES		N 9688	3635	11.8	37.5	108	316	8.3	3.3	76	*226	9.3	2.3	85	591	13.4	6.1	122
HOTEL		A 15435	5441	17.7	35.3	101	683	18.0	4.4	103	405	16.7	2.6	96	841	19.0	5.4	109
JEFFERSONS		C 10031	3319	10.8	33.1	95	458	12.0	4.6	106	231	9.5	2.3	84	504	11.4	5.0	100
JENNIFER SLEPT HERE		N 6376	2401	7.8	37.2	108	314	8.3	4.9	115	*156	6.4	2.4	89	291	6.6	4.6	91
KATE & ALLIE		C 9951	3404	11.1	34.2	98	367	9.6	3.7	86	244	10.1	2.5	90	494	11.2	5.0	99
KNIGHT RIDER		N 7908	2733	8.9	34.6	99	366	9.6	4.6	108	*180	7.4	2.3	83	405	9.2	5.1	102
LOVE BOAT		A 13226	4572	14.9	34.6	99	803	21.1	6.1	141	484	20.0	3.7	134	678	15.3	5.1	103
MAGNUM PI		C 12105	4125	13.4	34.1	98	530	13.9	4.4	102	306	12.6	2.5	92	593	13.4	4.9	98
MAMA'S FAMILY		N 6364	2296	7.5	36.1	104	328	8.6	5.2	120	*149	6.2	2.3	86	410	9.3	6.4	129
MASTER, THE		N 3955	1255	4.1	31.7	91	*206	5.4	5.2	121	*89	3.7	2.3	82	*166	3.8	4.2	84
MATT HOUSTON		A 6903	2517	8.2	36.5	105	337	8.9	4.9	114	*194	8.0	2.8	103	363	8.2	5.3	105
NBC MONDAY NIGHT MOVIE		N 13443	4705	15.3	35.0	101	543	14.3	4.0	94	257	10.6	1.9	70	576	13.0	4.3	86
NBC NIGHTLY NEWS		N 5585	1764	5.7	31.6	91	288	7.6	5.2	120	158	6.5	2.8	103	323	7.3	5.8	116
NBC NIGHTLY NEWS-SAT		N 3688	1090	3.5	29.6	85	*213	5.6	5.8	134	*155	6.4	4.2	154	*198	4.5	5.4	107
NBC NIGHTLY NEWS-SUN		N 3310	1229	4.0	37.1	107	*280	7.4	8.5	197	*121	5.0	3.7	134	*238	5.4	7.2	144
NBC SUNDAY NIGHT MOVIE		N 9238	2912	9.5	31.5	91	357	9.4	3.9	90	*134	5.5	1.5	53	448	10.1	4.8	97
NEWMART		C 9876	3371	11.0	34.1	98	399	10.5	4.0	94	288	11.9	2.9	107	529	12.0	5.4	107
ONE DAY AT A TIME		C 7954	2856	9.3	35.9	103	375	9.9	4.7	110	241	10.0	3.0	111	334	7.6	4.2	84
PEOPLE ARE FUNNY		N 5182	1883	6.1	36.3	104	258	6.8	5.0	116	*138	5.7	2.7	97	276	6.2	5.3	107
REAL PEOPLE		N 9674	3176	10.3	32.8	94	454	11.9	4.7	109	240	9.9	2.5	91	411	9.3	4.2	85
REMINGTON STEELE		N 8511	3007	9.8	35.3	102	354	9.3	4.2	97	*240	9.9	2.8	103	442	10.0	5.2	104
RIPLEY'S BELIEVE IT - NOT		A 5656	1971	6.4	34.8	100	276	7.3	4.9	114	*210	8.7	3.7	136	294	6.6	5.2	104
RIPTIDE		N 7718	2650	8.6	34.3	99	358	9.4	4.6	108	*198	8.2	2.6	94	385	8.7	5.0	100
SCARECROW & MRS. KING		C 11058	3915	12.7	35.4	102	732	19.2	6.6	154	395	16.3	3.6	130	610	13.8	5.5	110
SIMON & SIMON		C 11615	4018	13.1	34.6	99	531	14.0	4.6	106	323	13.3	2.8	102	581	13.1	5.0	100
60 MINUTES		C 14326	5047	16.4	35.2	101	812	21.3	5.7	132	372	15.4	2.6	95	795	18.0	5.5	111
ST. ELSEWHERE		N 7670	2720	8.8	35.5	102	266	7.0	3.5	81	*175	7.2	2.3	83	398	9.0	5.2	104
THREE'S COMPANY		A 12068	4094	13.3	33.9	98	451	11.9	3.7	87	208	8.6	1.7	63	560	12.7	4.6	93

DIET CONTROL BY RESPONDENT - REASONS & WHETHER NON-PRESCRIPTION PRODUCT USED
(FEMALES)

	TOTAL U.S. '000	TO LOSE WEIGHT				TO MAINTAIN WEIGHT				USE NON-PRESCRIPTION PRODUCT				A '000	B DOWN	C ACROSS %	D INDX
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX				
TOTAL FEMALES	88464	23129	100.0	26.1	100	4428	100.0	5.0	100	7043	100.0	8.0	100				
FEMALE HOMEMAkers	80986	21166	91.5	26.1	100	4003	90.4	4.9	99	6613	93.9	8.2	103				
EMPLOYED MOTHERS	18702	6108	26.4	32.7	125	735	16.6	3.9	79	1936	27.5	10.4	130				
18 - 24	14726	3951	17.1	26.8	103	670	15.1	4.5	91	1233	17.5	8.4	105				
25 - 34	20202	6215	26.9	30.8	118	977	22.1	4.8	97	1921	27.3	9.5	119				
35 - 44	14781	4695	20.3	31.8	121	931	21.0	6.3	126	1625	23.1	11.0	138				
45 - 54	11449	3180	13.7	27.8	106	521	11.8	4.6	91	875	12.4	7.6	96				
55 - 64	11846	2963	12.8	25.0	96	749	16.9	6.3	126	742	10.5	6.3	79				
65 OR OLDER	15459	2126	9.2	13.8	53	580	13.1	3.8	75	648	9.2	4.2	53				
18 - 34	34928	10165	43.9	29.1	111	1647	37.2	4.7	94	3154	44.8	9.0	113				
18 - 49	55154	16398	70.9	29.7	114	2891	65.3	5.2	105	5250	74.5	9.5	120				
25 - 54	46433	14090	60.9	30.3	116	2429	54.9	5.2	105	4420	62.8	9.5	120				
35 - 49	20226	6233	26.9	30.8	118	1244	28.1	6.2	123	2096	29.8	10.4	130				
50 OR OLDER	33310	6731	29.1	20.2	77	1538	34.7	4.6	92	1793	25.5	5.4	68				
GRADUATED COLLEGE	12110	3756	16.2	31.0	119	845	19.1	7.0	139	785	11.1	6.5	81				
ATTENDED COLLEGE	5309	5394	23.3	35.2	135	930	21.0	6.1	121	1172	16.6	7.7	96				
GRADUATED HIGH SCHOOL	36912	9968	43.1	27.0	103	1758	39.7	4.8	95	3285	46.6	8.9	112				
DID NOT GRADUATE HIGH SCHOOL	24134	4011	17.3	16.6	64	895	20.2	3.7	74	1801	25.6	7.5	94				
EMPLOYED FULL-TIME	35457	10747	46.5	30.3	116	2023	45.7	5.7	114	3316	47.1	9.4	117				
EMPLOYED PART-TIME	8514	2513	10.9	29.5	113	*536	12.1	6.3	126	707	10.0	8.3	104				
NOT EMPLOYED	44494	9869	42.7	22.2	85	1869	42.2	4.2	84	3020	42.9	6.8	85				
PROFESSIONAL/MANAGER	10811	3854	16.7	35.6	136	798	18.0	7.4	147	1017	14.4	9.4	118				
TECH/CLERICAL/SALES	19640	6104	26.4	31.1	119	1187	26.8	6.0	121	1674	23.8	8.5	107				
PRECISION/CRAFT	1023	*330	1.4	32.3	123	*91	2.1	8.9	178	*88	1.2	8.6	108				
OTHER EMPLOYED	12498	2972	12.8	23.8	91	*483	10.9	3.9	77	1245	17.7	10.0	125				
SINGLE	15995	4100	17.7	25.6	98	877	19.8	5.5	110	1114	15.8	7.0	87				
MARRIED	51689	14558	62.9	28.2	108	2499	56.4	4.8	97	4335	61.6	8.4	105				
DIVORCED/SEPARATED/WIDOWED	20780	4471	19.3	21.5	82	1052	23.8	5.1	101	1594	22.6	7.7	96				
PARENTS	33922	10407	45.0	30.7	117	1370	30.9	4.0	81	3361	47.7	9.9	124				
WHITE	76422	20831	90.1	27.3	104	3996	90.2	5.2	104	6115	86.8	8.0	101				
BLACK	10066	1874	8.1	18.6	71	*378	8.5	3.8	75	833	11.8	8.3	104				
OTHER	1976	*424	1.8	21.5	82	*54	1.2	2.7	55	*95	1.3	4.8	60				
NORTHEAST-CENSUS	19803	5102	22.1	25.8	99	1057	23.9	5.3	107	1150	16.3	5.8	73				
NORTH CENTRAL	22181	6406	27.7	28.9	110	1238	28.0	5.6	112	2161	30.7	9.7	122				
SOUTH	30082	6973	30.1	23.2	89	1220	27.6	4.1	81	2386	33.9	7.9	100				
WEST	16398	4648	20.1	28.3	108	913	20.6	5.6	111	1347	19.1	8.2	103				
NORTHEAST-MKTG.	20163	4954	21.4	24.6	94	1011	22.8	5.0	100	1110	15.8	5.5	69				
EAST CENTRAL	13054	3639	15.7	27.9	107	653	14.7	5.0	100	967	13.7	7.4	93				
WEST CENTRAL	14993	4292	18.6	28.6	109	929	21.0	6.2	124	1584	22.5	10.6	136				
SOUTH	25785	6125	26.5	23.8	91	1108	25.0	4.3	86	2182	31.0	8.5	106				
PACIFIC	14470	4120	17.8	28.5	109	727	16.4	5.0	100	1199	17.0	8.3	104				
COUNTY SIZE A	36705	9021	39.0	24.6	94	1808	40.8	4.9	98	2453	34.8	6.7	84				
COUNTY SIZE B	26819	7644	33.0	28.5	109	1356	30.6	5.1	101	2468	35.0	9.2	116				
COUNTY SIZE C	13597	3952	17.1	29.1	111	787	17.8	5.8	116	1221	17.3	9.0	113				
COUNTY SIZE D	11344	2512	10.9	22.1	85	*477	10.8	4.2	84	900	12.8	7.9	100				
METRO CENTRAL CITY	26825	6423	27.8	23.9	92	1317	29.7	4.9	98	2825	31.0	7.9	99				
METRO SUBURBAN	39912	11409	49.3	28.6	109	2031	45.9	5.1	102	3314	47.1	8.3	104				
NON METRO	21728	5297	22.9	24.4	93	1081	24.4	5.0	99	1618	23.0	7.4	94				
TOP 5 ADI'S	20847	4999	21.6	24.0	92	1140	25.7	5.5	109	1217	17.3	5.8	73				
TOP 10 ADI'S	28719	6820	29.5	23.7	91	1506	34.0	5.2	105	1659	23.6	5.8	73				
TOP 20 ADI'S	40904	10090	43.6	24.7	94	2143	48.4	5.2	105	2727	38.7	6.7	84				
HSGLD INC. \$50,000 OR MORE	7931	2842	12.3	35.8	137	*677	15.3	8.5	171	*717	10.2	9.0	114				
\$40,000 OR MORE	15233	5199	22.5	34.1	131	1006	22.7	6.6	132	1212	17.2	8.0	100				
\$30,000 OR MORE	28333	9147	39.5	32.3	123	1874	42.3	6.6	132	2186	31.0	7.7	97				
\$25,000 OR MORE	36417	11968	51.7	32.9	126	2304	52.0	6.3	126	2986	42.4	8.2	103				
\$20,000 - \$24,999	9943	2586	11.2	26.0	99	*439	9.9	4.4	88	852	12.1	8.6	108				
\$15,000 - \$19,999	9211	2250	9.7	24.4	93	*471	10.6	5.1	102	670	9.5	7.3	91				
\$10,000 - \$14,999	13477	3007	13.0	22.3	85	461	10.4	3.4	68	1046	14.9	7.8	97				
UNDER \$10,000	19418	3318	14.3	17.1	65	753	17.0	3.9	77	1489	21.1	7.7	96				
HOUSEHOLD OF 1 PERSON	11987	2393	10.3	20.0	76	631	14.3	5.3	105	695	9.9	5.8	73				
2 PEOPLE	27046	6311	27.3	23.3	89	1647	37.2	6.1	122	2164	30.7	8.0	100				
3 OR 4 PEOPLE	34251	10314	44.6	30.1	115	1654	37.4	4.8	96	3024	42.9	8.8	111				
5 OR MORE PEOPLE	15180	4111	17.8	27.1	104	*496	11.2	3.3	65	1159	16.5	7.6	96				
NO CHILD IN HSHLD	49819	11622	50.2	23.3	89	2818	63.6	5.7	113	3455	49.1	6.9	87				
CHILD(REN) UNDER 2 YRS	6045	1857	8.0	30.7	117	**155	3.5	2.6	51	*565	8.0	9.3	117				
2 - 5 YEARS	15233	4122	17.8	27.1	103	585	13.2	3.8	77	1471	20.9	9.7	121				
6 - 11 YEARS	16260	4786	20.7	29.4	113	669	15.1	4.1	82	1805	25.6	11.1	139				
12 - 17 YEARS	19173	6029	26.1	31.4	120	752	17.0	3.9	78	1775	25.2	9.3	116				
RESIDENCE OWNED	61371	16848	72.8	27.5	105	3416	77.1	5.6	111	4820	68.4	7.9	99				
VALUE: \$50,000 OR MORE	35355	10599	45.8	30.0	115	2282	51.5	6.5	129	2515	35.7	7.1	89				
VALUE: UNDER \$50,000	26016	6249	27.0	24.0	92	1134	25.6	4.4	87	2305	32.7	8.9	111				

		TOTAL U.S. '000	TO LOSE WEIGHT				TO MAINTAIN WEIGHT				USE NON-PRESCRIPTION PRODUCT							
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES		88464	23129	100.0	26.1	100	4428	100.0	5.0	100	7043	100.0	8.0	100				
MAGAZINES	QUINTILE 1	17988	5940	25.7	33.0	126	1189	26.9	6.6	132	1788	25.4	9.9	125				
	QUINTILE 2	19446	6109	26.4	31.4	120	1081	24.4	5.6	111	1693	24.0	8.7	109				
	QUINTILE 3	14626	4051	17.5	27.7	106	534	12.1	3.7	73	1248	17.7	8.5	107				
	QUINTILE 4	16014	3679	15.9	23.0	88	871	19.7	5.4	109	1195	17.0	7.5	94				
	QUINTILE 5	20389	3350	14.5	16.4	63	755	17.1	3.7	74	1119	15.9	5.5	69				
NEWSPAPERS	QUINTILE 1	13830	4344	18.8	31.4	120	896	20.2	6.5	129	1260	17.9	9.1	114				
	QUINTILE 2	26350	7229	31.3	27.4	105	1417	32.0	5.4	107	1957	27.8	7.4	93				
	QUINTILE 3	12415	3451	14.9	27.8	106	531	12.0	4.3	85	1103	15.7	8.9	112				
	QUINTILE 4	21911	5280	22.8	24.1	92	969	21.9	4.4	88	1670	23.7	7.6	96				
	QUINTILE 5	13960	2824	12.2	20.2	77	616	13.9	4.4	88	1053	15.0	7.5	95				
OUTDOOR	QUINTILE 1	16810	4886	21.1	29.1	111	1142	25.8	5.8	136	1451	20.6	8.6	108				
	QUINTILE 2	17101	4725	20.4	27.6	106	720	16.3	4.2	84	1659	23.6	9.7	122				
	QUINTILE 3	17579	4860	21.0	27.6	106	838	18.9	4.8	95	1355	19.2	7.7	97				
	QUINTILE 4	18343	4518	19.5	24.6	94	1003	22.7	5.5	109	1405	19.9	7.7	96				
	QUINTILE 5	18631	4140	17.9	22.2	85	725	16.4	3.9	78	1173	16.7	6.3	79				
RADIO-DRIVE TIME	QUINTILE 1	17390	4963	21.5	28.5	109	1042	23.5	6.0	120	1570	22.3	9.0	113				
	QUINTILE 2	16591	4650	20.1	28.0	107	715	16.1	4.3	86	1571	22.3	9.5	119				
	QUINTILE 3	16910	4310	18.6	25.5	97	1026	23.2	6.1	121	1205	17.1	7.1	90				
	QUINTILE 4	18002	4512	19.5	25.1	96	821	18.5	4.6	91	1283	18.2	7.1	90				
	QUINTILE 5	19572	4695	20.3	24.0	92	824	18.6	4.2	84	1414	20.1	7.2	91				
RADIO-MID- DAY	TERCILE 1	23248	6428	27.8	27.6	106	1350	30.5	5.8	116	2016	28.6	8.7	109				
	TERCILE 2	23667	6343	27.4	26.8	103	1201	27.1	5.1	101	1991	28.3	8.4	106				
	TERCILE 3	41549	10358	44.8	24.9	95	1877	42.4	4.5	90	3036	43.1	7.3	92				
RADIO-TOTAL	QUINTILE 1	17786	4911	21.2	27.6	106	1066	24.1	6.0	120	1676	23.8	9.4	118				
	QUINTILE 2	17316	4924	21.3	28.4	109	755	17.1	4.4	87	1464	20.8	8.5	106				
	QUINTILE 3	18428	4776	20.6	25.9	99	1122	25.3	6.1	122	1558	22.1	8.5	106				
	QUINTILE 4	17669	4680	20.2	26.5	101	826	18.7	4.7	93	1152	16.4	6.5	82				
	QUINTILE 5	17265	3838	16.6	22.2	85	659	14.9	3.8	76	1192	16.9	6.9	87				
TV-PRIME TIME	QUINTILE 1	17416	4096	17.7	23.5	90	1027	23.2	5.9	118	1213	17.2	7.0	87				
	QUINTILE 2	17413	4898	21.2	28.1	108	901	20.3	5.2	103	1564	22.2	9.0	113				
	QUINTILE 3	17943	4840	20.9	27.0	103	737	16.6	4.1	82	1639	23.3	9.1	115				
	QUINTILE 4	18442	4947	21.4	26.8	103	869	19.6	4.7	94	1386	19.7	7.5	94				
	QUINTILE 5	17250	4347	18.8	25.2	96	896	20.2	5.2	104	1241	17.6	7.2	90				
TV-DAYTIME	TERCILE 1	29966	7057	30.5	23.6	90	1283	29.0	4.3	86	2352	33.4	7.8	99				
	TERCILE 2	29480	8241	35.6	28.0	107	1481	33.4	5.0	100	2518	35.8	8.5	107				
	TERCILE 3	29018	7832	33.9	27.0	103	1664	37.6	5.7	115	2173	30.9	7.5	94				
TV-TOTAL	QUINTILE 1	17740	4143	17.9	23.4	89	951	21.5	5.4	107	1322	18.8	7.5	94				
	QUINTILE 2	17674	4302	18.6	24.3	93	718	16.2	4.1	81	1439	20.4	8.1	102				
	QUINTILE 3	17730	4928	21.3	27.8	106	821	18.5	4.6	93	1460	20.7	8.2	103				
	QUINTILE 4	17563	4973	21.5	28.3	108	899	20.3	5.1	102	1555	22.1	8.9	111				
	QUINTILE 5	17757	4784	20.7	26.9	103	1039	23.5	5.9	117	1268	18.0	7.1	90				
MAGAZINES-NEWSPAPERS: DUAL		23278	7422	32.1	31.9	122	1467	33.1	6.3	126	1955	27.8	8.4	105				
	MAGAZINE IMPERATIVE	21634	6765	29.2	31.3	120	1055	23.8	4.9	97	2168	30.8	10.0	126				
	NEWSPAPER IMPERATIVE	23455	5579	24.1	23.8	91	1077	24.3	4.6	92	1670	23.7	7.1	89				
MAGAZINES-OUTDOOR: DUAL		17482	5699	24.6	32.6	125	1101	24.9	6.3	126	1924	27.3	11.0	138				
	MAGAZINE IMPERATIVE	28830	8562	37.0	29.7	114	1503	33.9	5.2	104	2330	33.1	8.1	102				
	OUTDOOR IMPERATIVE	26119	5850	25.3	22.4	86	1128	25.5	4.3	86	1823	25.9	7.0	88				
MAGAZINES-RADIO: DUAL		20162	6372	27.5	31.6	121	1163	26.3	5.8	115	1962	27.9	9.7	122				
	MAGAZINE IMPERATIVE	26292	8000	34.6	30.4	116	1477	33.4	5.6	112	2157	30.6	8.2	103				
	RADIO IMPERATIVE	25308	5732	24.8	22.6	87	1258	28.4	5.0	99	1986	28.2	7.8	99				
MAGAZINES-TELEVISION: DUAL		17312	5208	22.5	30.1	115	879	19.9	5.1	101	1659	23.6	9.6	120				
	MAGAZINE IMPERATIVE	29099	9359	40.5	32.2	123	1677	37.9	5.8	115	2605	37.0	9.0	112				
	TELEVISION IMPERATIVE	27505	5522	23.9	20.1	77	1137	25.7	4.1	83	1917	27.2	7.0	88				
NEWSPAPERS-OUTDOOR: DUAL		18628	6167	26.7	33.1	127	1154	26.1	6.2	124	1719	24.4	9.2	116				
	NEWSPAPER IMPERATIVE	29178	7570	32.7	25.9	99	1430	32.3	4.9	98	2102	29.8	7.2	90				
	OUTDOOR IMPERATIVE	25260	6182	26.7	24.5	94	1175	26.5	4.7	93	2179	30.9	8.6	108				
NEWSPAPERS-RADIO: DUAL		19246	5253	22.7	27.3	104	1188	26.8	6.2	123	1684	23.9	8.7	110				
	NEWSPAPER IMPERATIVE	28155	8093	35.0	28.7	110	1460	33.0	5.2	104	2034	28.9	7.2	91				
	RADIO IMPERATIVE	25308	6609	28.6	26.1	100	1202	27.1	4.7	95	2305	32.7	9.1	114				
NEWSPAPERS-TELEVISION: DUAL		18615	4751	20.5	25.5	98	1002	22.6	5.4	108	1363	19.4	7.3	92				
	NEWSPAPER IMPERATIVE	29207	9070	39.2	31.1	119	1601	36.2	5.5	110	2515	35.7	8.6	108				
	TELEVISION IMPERATIVE	25472	5837	25.2	22.9	88	1095	24.7	4.3	86	2102	29.8	8.3	104				
OUTDOOR-RADIO: DUAL		17292	5303	22.9	30.7	117	983	22.2	5.7	114	1657	23.5	9.6	120				
	OUTDOOR IMPERATIVE	26915	7001	30.3	26.0	99	1382	31.2	5.1	103	2211	31.4	8.2	103				
	RADIO IMPERATIVE	28938	7332	31.7	25.3	97	1480	33.4	5.1	102	2270	32.2	7.8	99				
OUTDOOR-TELEVISION: DUAL		16112	4218	18.2	26.2	100	950	21.5	5.9	118	1377	19.6	8.5	107				
	OUTDOOR IMPERATIVE	28228	8391	36.3	29.7	114	1442	32.6	5.1	102	2433	34.5	8.6	108				
	TELEVISION IMPERATIVE	30024	7047	30.5	23.5	90	1326	29.9	4.4	88	2289	32.5	7.6	96				
RADIO-TELEVISION: DUAL		17803	4511	19.5	25.3	97	907	20.5	5.1	102	1596	22.7	9.0	113				
	RADIO IMPERATIVE	28338	8392	36.3	29.6	113	1570	35.5	5.5	111	2562	36.4	9.0	114				
	TELEVISION IMPERATIVE	28445	6811	29.4	23.9	92	1331	30.1	4.7	93	1919	27.2	6.7	85				

	TOTAL U.S. '000	TO LOSE WEIGHT				TO MAINTAIN WEIGHT				USE NON-PRESCRIPTION PRODUCT				A '000	B DOWN %	C ACROSS %	D INDX
		A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX				
TOTAL FEMALES	88464	23129	100.0	26.1	100	4428	100.0	5.0	100	7043	100.0	8.0	100				
ATLANTIC MONTHLY	415	**89	0.4	21.4	82	**26	0.6	6.3	125	**11	0.2	2.7	33				
BARRON'S	522	**128	0.6	24.5	94	**57	1.3	10.9	218	**31	0.4	5.9	75				
BETTER HOMES & GARDENS	17429	5340	23.1	30.6	117	940	21.2	5.4	108	1667	23.7	9.6	120				
BON APPETIT	2772	859	3.7	31.0	119	*241	5.4	8.7	174	*228	3.2	8.2	103				
BUSINESS WEEK	1469	378	1.6	25.7	98	**107	2.4	7.3	146	**122	1.7	8.3	104				
CAR AND DRIVER	397	**119	0.5	30.0	115	**39	0.9	9.8	196	**51	0.7	12.8	161				
CBS MAGAZINE NETWORK (GROSS)	1633	478	2.1	29.3	112	**45	1.0	2.8	55	**194	2.8	11.9	149				
CHANGING TIMES	1554	411	1.8	26.4	101	**106	2.4	6.8	136	*149	2.1	9.6	120				
COLONIAL HOMES	1304	466	2.0	35.7	137	**58	1.3	4.4	89	*234	3.3	17.9	225				
CONDE NAST MAG. PKG. (GROSS)	17858	5986	25.9	33.5	128	1224	27.6	6.9	137	1549	22.0	8.7	109				
CONSUMERS DIGEST	1406	499	2.2	35.5	136	**47	1.1	3.3	67	*162	2.3	11.5	145				
COSMOPOLITAN	8815	2881	12.5	32.7	125	570	12.9	6.5	129	948	13.5	10.8	135				
COUNTRY LIVING	2636	1032	4.5	39.2	150	*174	3.9	6.6	132	*293	4.2	11.1	140				
CUISINE	1554	502	2.2	32.3	124	**89	2.0	5.7	114	*148	2.1	9.5	120				
CYCLE WORLD	469	**150	0.6	32.0	122	**20	0.5	4.3	85	**57	0.8	12.2	153				
DCI:CREATIVE IDEAS FOR LIV	2631	832	3.6	31.6	121	*199	4.5	7.6	151	*319	4.5	12.1	152				
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	2168	9.4	30.7	117	408	9.2	5.8	115	693	9.8	9.8	123				
DISCOVER	998	299	1.3	30.0	115	**49	1.1	4.9	98	**91	1.3	9.1	115				
EBONY	4289	952	4.1	22.2	85	*144	3.3	3.4	67	349	5.0	8.1	102				
ESQUIRE	1176	329	1.4	28.0	107	**44	1.0	3.7	75	*144	2.0	12.2	154				
ESSENCE	2392	602	2.6	25.2	96	*91	2.1	3.8	76	*208	3.0	8.7	109				
FAMILY CIRCLE	17209	5611	24.3	32.6	125	948	21.4	5.5	110	1711	24.3	9.9	125				
THE FAMILY HANDYMAN	1184	378	1.6	31.9	122	**43	1.0	3.6	73	*114	1.6	9.6	121				
FAMILY WEEKLY	12391	3603	15.6	29.1	111	597	13.5	4.8	96	1230	17.5	9.9	125				
FIELD & STREAM	2438	769	3.3	31.5	121	**135	3.0	5.5	111	*232	3.3	9.5	120				
FOOD & WINE	614	*151	0.7	24.6	94	**47	1.1	7.7	153	**59	0.8	9.6	121				
FORBES	813	*230	1.0	28.3	108	**90	2.0	11.1	221	*51	0.7	6.3	79				
FORTUNE	1083	392	1.7	36.2	138	**89	2.0	8.2	164	*140	2.0	12.9	162				
GENTLEMEN'S QUARTERLY	1197	413	1.8	34.5	132	**115	2.6	9.6	192	*120	1.7	10.0	126				
GLAMOUR	6625	2154	9.3	32.5	124	496	11.2	7.5	150	572	8.1	8.6	108				
GOLF DIGEST	707	*316	1.4	44.7	171	**45	1.0	6.4	127	**96	1.4	13.6	171				
GOLF DIGEST/TENNIS (GROSS)	1316	517	2.2	39.3	150	**60	1.4	4.6	91	*167	2.4	12.7	159				
GOLF MAGAZINE	469	*212	0.9	45.2	173	**51	1.2	10.9	217	**43	0.6	9.2	115				
GOLF MAGAZINE/SKI (GROSS)	1060	399	1.7	37.6	144	**110	2.5	10.4	207	*74	1.1	7.0	88				
GOOD HOUSEKEEPING	17784	5473	23.7	30.8	118	956	21.6	5.4	107	1567	22.2	8.8	111				
HARPER'S BAZAAR	2931	1125	4.9	38.4	147	*167	3.8	5.7	114	*285	4.0	9.7	122				
HEALTH	2199	735	3.2	33.4	128	*119	2.7	5.4	108	*337	4.8	15.3	192				
HEARST MAG CORP. BUY (GROSS)	49148	16405	70.9	33.4	128	2859	64.6	5.8	116	4867	69.1	9.9	124				
HEARST MAN POWER (GROSS)	2113	778	3.4	36.8	141	**114	2.6	5.4	108	*250	3.5	11.8	149				
HEARST WOMAN POWER (GROSS)	35062	11377	49.2	32.4	124	2050	46.3	5.8	117	3405	48.3	9.7	122				
HOUSE BEAUTIFUL INC.	3865	1240	5.4	32.1	123	*208	4.7	5.4	108	307	4.4	7.9	100				
JET	315	**94	0.4	29.8	114	**19	0.4	6.0	121	*30	0.4	9.5	120				
LADIES' HOME JOURNAL	3690	762	3.3	20.7	79	*124	2.8	3.4	67	282	4.0	7.6	96				
LHJ FAMILY GRP COMBO(GROSS)	12930	4328	18.7	33.5	128	622	14.0	4.8	96	1222	17.4	9.5	119				
LIFE	18161	6142	26.6	33.8	129	953	21.5	5.2	105	1878	26.7	10.3	130				
L.A. TIMES HOME MAGAZINE	5065	1527	6.6	30.1	115	269	6.1	5.3	106	415	5.9	8.2	103				
MADAMOISELLE	1310	399	1.7	30.5	116	**63	1.4	4.8	96	**59	0.8	4.5	57				
MC CALL'S	3759	1202	5.2	32.0	122	*222	5.0	5.9	118	304	4.3	8.1	102				
MC CALL'S/HRK MOTHER (GROSS)	14658	4651	20.1	31.7	121	946	21.4	6.5	129	1253	17.8	8.5	107				
	15857	5151	22.3	32.5	124	993	22.4	6.3	125	1359	19.3	8.6	108				
MECHANIX ILLUSTRATED	809	367	1.6	45.4	174	**44	1.0	5.4	109	**118	1.7	14.6	183				
METROPOLITAN HOME	1009	375	1.6	37.2	142	**63	1.4	6.2	125	*161	2.3	16.0	200				
MONEY	1707	577	2.5	33.8	129	**93	2.1	5.4	109	*231	3.3	13.5	170				
MOTHER EARTH NEWS	1123	406	1.8	36.2	138	**42	0.9	3.7	75	*104	1.5	9.3	116				
MS.	932	247	1.1	26.5	101	*31	0.7	3.3	66	*63	0.9	6.8	85				
NATIONAL ENQUIRER	11971	3287	14.2	27.5	105	456	10.3	3.8	76	1172	16.6	9.8	123				
NATIONAL GEOGRAPHIC	10503	3132	13.5	29.8	114	662	15.0	6.3	126	781	11.1	7.4	93				
NATIONAL SUNDAY MAGAZINE PKG	54325	15295	66.1	28.2	108	2835	64.0	5.2	104	4520	64.2	8.3	105				
NATURAL HISTORY	626	*227	1.0	36.3	139	**24	0.5	3.8	77	**89	1.3	14.2	179				
NEW WOMAN	1992	604	2.6	30.3	116	**111	2.5	5.6	111	*183	2.6	9.2	115				
NEW YORK INCLUDING CUE	547	*176	0.8	32.2	123	**76	1.7	13.9	278	**42	0.6	7.7	96				
THE NEW YORKER	1380	441	1.9	32.0	122	**76	1.7	5.5	110	**88	1.2	6.4	80				
NEWSWEEK	6925	2109	9.1	30.5	116	325	7.3	4.7	94	431	6.1	6.2	78				
THE N.Y. TIMES DAILY EDITION	1363	381	1.6	28.0	107	**178	4.0	13.1	261	*72	1.0	5.3	66				
THE N.Y. TIMES MAGAZINE	2333	596	2.6	25.5	98	*272	6.1	11.7	233	**119	1.7	5.1	64				
OMNI	872	229	1.0	26.3	100	**78	1.8	8.9	179	**107	1.5	12.3	154				
ON CABLE	1298	336	1.5	25.9	99	**37	0.8	2.9	57	**118	1.7	9.1	114				
1001 HOME IDEAS	3032	1080	4.7	35.6	136	*212	4.8	7.0	140	319	4.5	10.5	132				
ORGANIC GARDENING	1680	483	2.1	28.8	110	**78	1.8	4.6	93	**89	1.3	5.3	67				
OUTDOOR LIFE	960	235	1.0	24.5	94	**38	0.9	4.0	79	**68	1.0	7.1	89				
PARADE MAGAZINE	26755	7286	31.5	27.2	104	1412	31.9	5.3	105	2089	29.7	7.8	98				

	TOTAL U.S. '000	TO LOSE WEIGHT				TO MAINTAIN WEIGHT				USE NON-PRESCRIPTION PRODUCT							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	23129	100.0	26.1	100	4428	100.0	5.0	100	7043	100.0	8.0	100				
PARENTS	4173	1242	5.4	29.8	114	*172	3.9	4.1	82	367	5.2	8.8	110				
PENTHOUSE	973	*306	1.3	31.4	120	**39	0.9	4.0	80	**121	1.7	12.4	156				
PEOPLE	13479	3985	17.2	29.6	113	804	18.2	6.0	119	1133	16.1	8.4	106				
PLAYBOY	2183	620	2.7	28.4	109	*124	2.8	5.7	113	*185	2.6	8.5	106				
POPULAR HOT RODDING	388	**77	0.3	19.8	76	**15	0.3	3.9	77	**47	0.7	12.1	152				
POPULAR MECHANICS	1037	437	1.9	42.1	161	**38	0.9	3.7	73	**127	1.8	12.2	154				
POPULAR SCIENCE	920	375	1.6	40.8	156	**53	1.2	5.8	115	**154	2.2	16.7	210				
PREVENTION	4071	1344	5.8	33.0	126	*236	5.3	5.8	116	291	4.1	7.1	90				
PSYCHOLOGY TODAY	1940	677	2.9	34.9	133	*149	3.4	7.7	153	*140	2.0	7.2	91				
READER'S DIGEST	24031	7144	30.9	29.7	114	1083	24.5	4.5	90	2279	32.4	9.5	119				
REDBOOK	8464	3023	13.1	35.7	137	523	11.8	6.2	123	890	12.6	10.5	132				
ROAD & TRACK	429	**139	0.6	32.4	124	*7	0.2	1.6	33	**54	0.8	12.6	158				
ROLLING STONE	1355	438	1.9	32.3	124	**98	2.2	7.2	144	**111	1.6	8.2	103				
RUNNER'S WORLD	329	*138	0.6	41.9	160	**22	0.5	6.7	134	**8	0.1	2.4	31				
SATURDAY EVENING POST	1268	413	1.8	32.6	125	**54	1.2	4.3	85	**112	1.6	8.8	111				
SCIENCE 84	702	*264	1.1	37.6	144	**82	1.9	11.7	233	**70	1.0	10.0	125				
SCIENCE DIGEST	553	*186	0.8	33.6	129	**48	1.1	8.7	173	**45	0.6	8.1	102				
SCIENTIFIC AMERICAN	615	*219	0.9	35.6	136	**45	1.0	7.3	146	**84	1.2	13.7	172				
SELF	2683	1176	5.1	43.8	168	*160	3.6	6.0	119	*274	3.9	10.2	128				
SEVENTEEN	3309	1027	4.4	31.0	119	**153	3.5	4.6	92	*241	3.4	7.3	91				
SKI	591	*187	0.8	31.6	121	**58	1.3	9.8	196	**31	0.4	5.2	66				
SMITHSONIAN	3039	927	4.0	30.5	117	*220	5.0	7.2	145	*231	3.3	7.6	95				
SOAP OPERA DIGEST	3683	1015	4.4	27.6	105	*133	3.0	3.6	72	397	5.6	10.8	135				
SOUTHERN LIVING	4434	1336	5.8	30.1	115	*208	4.7	4.7	94	374	5.3	8.4	106				
SPORT	701	*220	1.0	31.4	120	**19	0.4	2.7	54	**29	0.4	4.1	52				
THE SPORTING NEWS	518	**199	0.9	38.4	147	**15	0.3	2.9	58	**72	1.0	13.9	175				
SPORTS AFIELD	523	*156	0.7	29.8	114	**28	0.6	5.4	107	**77	1.1	14.7	185				
SPORTS ILLUSTRATED	3325	1152	5.0	34.6	133	*204	4.6	6.1	123	*328	4.7	9.9	124				
STAR	8567	2257	9.8	26.3	101	347	7.8	4.1	81	714	10.1	8.3	105				
SUNDAY	27630	7782	33.6	28.2	108	1495	33.8	5.4	108	2374	33.7	8.6	108				
SUNSET	2219	702	3.0	31.6	121	*230	5.2	10.4	207	*144	2.0	6.5	82				
TV GUIDE	24258	6989	30.2	28.8	110	1233	27.8	5.1	102	2280	32.4	9.4	118				
TENNIS	609	*201	0.9	33.0	126	**15	0.3	2.5	49	**70	1.0	11.5	144				
TIME	9929	2824	12.2	28.4	109	672	15.2	6.8	135	638	9.1	6.4	81				
TOWN & COUNTRY	1062	340	1.5	32.0	122	**76	1.7	7.2	143	**69	1.0	6.5	82				
TRAVEL & LEISURE	1051	407	1.8	38.7	148	**115	2.6	10.9	219	**113	1.6	10.8	135				
TRUE STORY	3946	1185	5.1	30.0	115	**116	2.6	2.9	59	557	7.9	14.1	177				
U.S. NEWS & WORLD REPORT	3782	1107	4.8	29.3	112	*169	3.8	4.5	89	*227	3.2	6.0	75				
USA TODAY	1874	738	3.2	39.4	151	*128	2.9	6.8	136	*204	2.9	10.9	137				
US	2213	935	4.0	42.3	162	**103	2.3	4.7	93	*243	3.5	11.0	138				
VOGUE	4792	1454	6.3	30.3	116	346	7.8	7.2	144	398	5.7	8.3	104				
WALL STREET JOURNAL	2045	654	2.8	32.0	122	**164	3.7	8.0	160	*206	2.9	10.1	127				
WEIGHT WATCHERS	2364	981	4.2	41.5	159	*178	4.0	7.5	150	277	3.9	11.7	147				
WOMAN'S DAY	15182	4619	20.0	30.4	116	927	20.9	6.1	122	1226	17.4	8.1	101				
WORKING MOTHER	1198	501	2.2	41.8	160	**47	1.1	3.9	78	**106	1.5	8.8	111				
WORKING WOMAN	1523	563	2.4	37.0	141	**97	2.2	6.4	127	*141	2.0	9.3	116				
WORLD TENNIS	*183	**69	0.3	37.7	144	**0	0.0	0.0	0	*35	0.5	19.1	240				
ZIFF-DAVIS MAG WETHK (GROSS)	2776	1019	4.4	36.7	140	*172	3.9	6.2	124	*257	3.6	9.3	116				
BLAIR INSERTS	47909	13368	57.8	27.9	107	2560	57.8	5.3	107	3867	54.9	8.1	101				
DAILY NEWSPAPERS																	
READ ANY	56731	15815	68.4	27.9	107	3010	68.0	5.3	106	4528	64.3	8.0	100				
READ ONE	47696	13150	56.9	27.6	105	2399	54.2	5.0	100	3709	52.7	7.8	98				
READ TWO OR MORE	9034	2665	11.5	29.5	113	612	13.8	6.8	135	819	11.6	9.1	114				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	16220	70.1	28.1	107	3070	69.3	5.3	106	4773	67.8	8.3	104				
READ ONE	50513	13732	59.4	27.2	104	2590	58.5	5.1	102	4020	57.1	8.0	100				
READ TWO OR MORE	7219	2488	10.8	34.5	132	480	10.8	6.6	133	754	10.7	10.4	131				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.69				32.13				30.56							
30 DAY REACH	78184	20892	90.3	26.7	102	3972	89.7	5.1	101	6473	91.9	8.3	104				
50 SHWG - 30 DAY AV FREQ	14.80	15.44				16.75				15.90							
30 DAY REACH	74239	20139	87.1	27.1	104	3835	86.6	5.2	103	6240	88.6	8.4	106				
25 SHWG - 30 DAY AV FREQ	8.05	8.43				8.83				8.70							
30 DAY REACH	68254	18448	79.8	27.0	103	3648	82.4	5.3	107	5699	80.9	8.3	105				
CABLE TV: HOME WIRED	35215	10344	44.7	29.4	112	1906	43.0	5.4	108	3301	46.9	9.4	118				
HOME NOT WIRED	53250	12785	55.3	24.0	92	2522	57.0	4.7	95	3742	53.1	7.0	88				
HAVE PAY CABLE	17885	5790	25.0	32.4	124	969	21.9	5.4	108	1857	26.4	10.4	130				

	TOTAL U.S. '000	TO LOSE WEIGHT				TO MAINTAIN WEIGHT				USE NON-PRESCRIPTION PRODUCT							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	23129	100.0	26.1	100	4428	100.0	5.0	100	7043	100.0	8.0	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	13614	58.9	28.4	108	2718	61.4	5.7	113	4031	57.2	8.4	105				
10:00 AM - 3:00 PM	33674	9291	40.2	27.6	106	1911	43.2	5.7	113	2849	40.5	8.5	106				
3:00 PM - 7:00 PM	34431	9859	42.6	28.6	110	1974	44.6	5.7	115	3086	43.8	9.0	113				
7:00 PM - MIDNIGHT	17761	4780	20.7	26.9	103	981	22.2	5.5	110	1620	23.0	9.1	115				
MIDNIGHT - 6:00 AM	10087	3041	13.1	30.1	115	483	10.9	4.8	96	987	14.0	9.8	123				
6:00 AM - MIDNIGHT	64318	17688	76.5	27.5	105	3445	77.8	5.4	107	5341	75.8	8.3	104				
ENTIRE DAY	65181	17897	77.4	27.5	105	3497	79.0	5.4	107	5407	76.8	8.3	104				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	5434	23.5	31.2	119	1186	26.8	6.8	136	1596	22.7	9.3	115				
ALL NEWS	2520	643	2.8	25.5	98	*185	4.2	7.3	147	*138	2.0	5.5	69				
AOR/PROGRESSIVE	4419	1307	5.7	29.6	113	*251	5.7	5.7	113	382	5.4	8.6	109				
BEAUTIFUL MUSIC	6119	1748	7.6	28.6	109	319	7.2	5.2	104	517	7.3	8.4	106				
BLACK	2623	598	2.6	22.8	87	**110	2.5	4.2	84	*229	3.3	8.7	110				
CLASSICAL	1553	425	1.8	27.4	105	**75	1.7	4.8	96	**44	0.6	2.8	36				
CHR/ROCK	11282	3387	14.6	30.0	115	535	12.1	4.7	95	1152	16.4	10.2	128				
COUNTRY	13343	3636	15.7	27.3	104	593	13.4	4.4	89	1233	17.5	9.2	116				
GOLDEN OLDIES	1299	378	1.6	29.1	111	**78	1.8	6.0	120	**77	1.1	5.9	74				
MOR/NOSTALGIA	5241	1315	5.7	25.1	96	*255	5.8	4.9	97	293	4.2	5.6	70				
NEWS/TALK	4165	1068	4.6	25.6	98	*182	4.1	4.4	87	*271	3.8	6.5	82				
RELIGIOUS	3324	860	3.7	25.9	99	*220	5.0	6.6	132	*206	2.9	6.2	78				
SOFT ROCK	609	*145	0.6	23.8	91	*337	0.8	6.1	121	*338	0.5	6.2	78				
URBAN CONTEMPORARY	1853	332	1.4	17.9	69	*73	1.6	3.9	79	*167	2.4	9.0	113				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	928	4.0	24.9	95	*148	3.3	4.0	79	333	4.7	8.9	112				
ABC DIRECTION	2458	714	3.1	28.7	110	**129	2.9	5.2	104	249	3.5	10.0	126				
ABC ENTERTAINMENT	5129	1346	5.8	26.2	100	335	7.6	6.5	130	455	6.5	8.9	111				
ABC FM	2498	610	2.6	24.4	93	*95	2.1	3.8	76	*216	3.1	8.6	109				
ABC INFORMATION	5721	1651	7.1	28.9	110	348	7.9	6.1	122	387	5.5	6.8	85				
ABC ROCK	2021	700	3.0	34.6	132	**81	1.8	4.0	80	*239	3.4	11.8	149				
CBS	4756	1276	5.5	26.8	103	265	6.0	5.6	111	399	5.7	8.4	105				
MUTUAL	5272	1522	6.6	28.9	110	*287	6.5	5.4	109	441	6.3	8.4	105				
NBC	4964	1549	6.7	31.2	119	276	6.2	5.6	111	437	6.2	8.8	111				
RADIORADIO	2218	606	2.6	27.3	105	**108	2.4	4.9	97	*202	2.9	9.1	114				
RKO ONE	2565	644	2.8	25.1	96	*131	3.0	5.1	102	*245	3.5	9.6	120				
RKO TWO	3640	912	3.9	25.1	96	*218	4.9	6.0	120	244	3.5	6.7	84				
THE SOURCE	2467	591	2.6	24.0	92	*208	4.7	8.4	168	*196	2.8	7.9	100				
NON-WIRED: BLAIR	9466	2881	12.5	30.4	116	555	12.5	5.9	117	894	12.7	9.4	119				
INTERNET	13616	3680	15.9	27.0	103	730	16.5	5.4	107	1055	15.0	7.7	97				
KATZ RADIO GROUP	16998	4682	20.2	27.5	105	1034	23.4	6.1	122	1287	18.3	7.6	95				
SUPERNET	11622	3256	14.1	28.0	107	513	11.6	4.4	88	1171	16.6	10.1	127				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	2431	10.5	25.8	99	474	10.7	5.0	100	676	9.6	7.2	90				
WKDAY 9:00 AM - 1:00 PM	13304	3208	13.9	24.1	92	595	13.4	4.5	89	1031	14.6	7.7	97				
WKDAY 1:00 PM - 4:30 PM	17591	4237	18.3	24.1	92	778	17.6	4.4	88	1462	20.8	8.3	104				
WKDAY 4:30 PM - 7:30 PM	24418	5871	25.4	24.0	92	1208	27.3	4.9	99	1904	27.0	7.8	98				
WKDAY 7:30 PM - 8:00 PM	34400	8385	36.3	24.4	93	1652	37.3	4.8	96	2549	36.2	7.4	93				
WKDAY 11:00 PM - 11:30 PM	26120	6694	28.9	25.6	98	1483	33.5	5.7	113	2086	29.6	8.0	100				
WKDAY 11:30 PM - 1:00 AM	8402	2157	9.3	25.7	98	471	10.6	5.6	112	670	9.5	8.0	100				
M-SAT 8-11 PM-SUN 7-11 PM	36828	9520	41.2	25.8	99	1924	43.5	5.2	104	2939	41.7	8.0	100				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	1726	7.5	23.9	91	273	6.2	3.8	76	581	8.2	8.0	101				
ANOTHER WORLD	N 4924	1046	4.5	21.2	81	218	4.9	4.4	88	283	4.0	5.7	72				
AS THE WORLD TURNS	C 5966	1495	6.5	25.1	96	261	5.9	4.4	87	537	7.6	9.0	113				
CAPITOL	C 3672	975	4.2	26.6	102	*134	3.0	3.6	73	422	6.0	11.5	144				
CBS MORN. NEWS 1	C 1590	462	2.0	29.1	111	*78	1.8	4.9	98	160	2.3	10.1	126				
CBS MORN. NEWS 2	C 1298	328	1.4	25.3	97	*53	1.2	4.1	82	*78	1.1	6.0	75				
DAYS OF OUR LIVES	N 6389	1568	6.8	24.5	94	267	6.0	4.2	83	400	5.7	6.3	79				
FACTS OF LIFE - DAYTIME	N 2526	491	2.1	19.4	74	*88	2.0	3.5	70	151	2.1	6.0	75				
FAMILY FEUD	A 3427	723	3.1	21.1	81	144	3.3	4.2	84	219	3.1	6.4	80				
GENERAL HOSPITAL	A 6870	1718	7.4	25.0	96	365	8.2	5.3	106	568	8.1	8.3	104				
GOOD MORNING, AMERICA-730A	A 3767	1010	4.4	26.8	103	171	3.9	4.5	91	292	4.1	7.8	97				
GOOD MORNING, AMERICA-830A	A 3076	789	3.4	25.7	98	156	3.5	5.1	101	191	2.7	6.2	78				
GUIDING LIGHT	C 5789	1502	6.5	25.9	99	234	5.3	4.0	81	599	8.5	10.3	130				
ONE LIFE TO LIVE	A 4918	1136	4.9	23.1	88	221	5.0	4.5	90	437	6.2	8.9	112				
PRESS YOUR LUCK	C 2367	587	2.5	24.8	95	129	2.9	5.4	109	194	2.8	8.2	103				
PRICE IS RIGHT 1	C 4727	935	4.0	19.8	76	272	6.1	5.8	115	331	4.7	7.0	88				
PRICE IS RIGHT 2	C 5511	1187	5.1	21.5	82	277	6.3	5.0	100	401	5.7	7.3	91				
RYAN'S HOPE	A 3479	828	3.6	23.8	91	*93	2.1	2.7	53	221	3.1	6.4	80				
SALE OF THE CENTURY	N 2823	563	2.4	19.9	76	*102	2.3	3.6	72	189	2.7	6.7	84				
SEARCH FOR TOMORROW	N 2525	566	2.4	22.4	86	*143	3.2	5.7	113	*123	1.7	4.9	61				
TODAY SHOW 1	N 2979	772	3.3	25.9	99	146	3.3	4.9	98	134	1.9	4.5	56				
TODAY SHOW 2	N 2792	610	2.6	21.8	84	124	2.8	4.4	89	117	1.7	4.2	53				
\$25,000 PYRAMID	C 2899	617	2.7	21.3	81	142	3.2	4.9	98	204	2.9	7.0	88				
WHEEL OF FORTUNE	N 4689	1052	4.5	22.4	86	197	4.4	4.2	84	289	4.1	6.2	77				
YOUNG AND THE RESTLESS	C 6231	1485	6.4	23.8	91	290	6.5	4.7	93	528	7.5	8.5	106				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	569	2.5	28.9	110	*77	1.7	3.9	78	137	1.9	6.9	87				
NBA PLAYOFF GAME -1	C 1246	277	1.2	22.2	85	**61	1.4	4.9	98	*72	1.0	5.8	73				
NBC MAJOR LEAGUE PRE-GAME N	1140	*366	1.6	32.1	123	*54	1.2	4.7	95	*137	1.9	12.0	151				
SPORTSWORLD - SUN	N 1328	396	1.7	29.8	114	**49	1.1	3.7	74	*94	1.3	7.1	89				
SUNDAY MORNING	C 1645	469	2.0	28.5	109	*86	1.9	5.2	104	*155	2.2	9.4	118				

	TOTAL U.S. '000	TO LOSE WEIGHT				TO MAINTAIN WEIGHT				USE NON-PRESCRIPTION PRODUCT							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	23129	100.0	26.1	100	4428	100.0	5.0	100	7043	100.0	8.0	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	6691	28.9	23.9	91	1264	28.5	4.5	90	1952	27.7	7.0	88				
NETWORK AFFILIATES - LATE	21966	5670	24.5	25.8	99	1236	27.9	5.6	112	1785	25.3	8.1	102				
INDEPENDENTS - LATE	2247	673	2.9	30.0	115	156	3.5	6.9	139	173	2.5	7.7	97				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11524	3049	13.2	26.5	101	518	11.7	4.5	90	1056	15.0	9.2	115				
ABC MONDAY NIGHT MOVIE	A 6879	1704	7.4	24.8	95	307	6.9	4.5	89	486	6.9	7.1	89				
ABC SUNDAY NIGHT MOVIE	A 13690	3569	15.4	26.1	100	722	16.3	5.3	105	1084	15.4	7.9	99				
ABC WORLD NEWS TONIGHT	A 6589	1440	6.2	21.9	84	305	6.9	4.6	92	478	6.8	7.3	91				
AFTERMASH	C 6391	1694	7.3	26.5	101	*377	8.5	5.9	118	662	9.4	10.4	130				
ALICE	C 10273	2684	11.6	26.1	100	479	10.8	4.7	93	787	11.2	7.7	96				
AMERICAN PARADE	C 7130	1616	7.0	22.7	87	425	9.6	6.0	119	431	6.1	6.0	76				
BENSON	A 11665	2755	11.9	23.6	90	601	13.6	5.2	103	868	12.3	7.4	93				
BLUE THUNDER	A 5442	1343	5.8	24.7	94	276	6.2	5.1	101	493	7.0	9.1	114				
CAGNEY & LACEY	C 10565	2674	11.6	25.3	97	672	15.2	6.4	127	768	10.9	7.3	91				
CBS EVENING NEWS-DEAN	C 3668	928	4.0	25.3	97	**153	3.5	4.2	83	*225	3.2	6.1	77				
CBS EVENING NEWS-RATHER	C 7561	1915	8.3	25.3	97	362	8.2	4.8	96	528	7.5	7.0	88				
CBS SAT. NEWS-SCHIEFFER	C 3948	866	3.7	21.9	84	196	4.4	5.0	99	253	3.6	6.4	80				
CBS SATURDAY NIGHT MOVIE	C 5966	1478	6.4	24.8	95	272	6.1	4.6	91	464	6.6	7.8	98				
CBS WEDNESDAY NIGHT MOVIE	C 6529	1757	7.6	26.9	103	362	8.2	5.5	111	642	9.1	9.8	124				
CHEERS	N 9842	2920	12.6	29.7	113	556	12.6	5.6	113	641	9.1	6.5	82				
DALLAS	C 23935	6163	26.6	25.7	98	1286	29.0	5.4	107	1874	26.6	7.8	98				
DIFF'RENT STROKES	N 7574	1989	8.6	26.3	100	335	7.6	4.4	88	613	8.7	8.1	102				
DOUBLE TROUBLE	N 7786	2053	8.9	26.4	101	360	8.1	4.6	92	721	10.2	9.3	116				
DUCK FACTORY	N 6290	1912	8.3	30.4	116	322	7.3	5.1	102	448	6.4	7.1	89				
DUKES OF HAZZARD	C 6402	1488	6.4	23.2	89	341	7.7	5.3	106	651	9.2	10.2	128				
DYNASTY	A 21955	5729	24.8	26.1	100	1034	23.4	4.7	94	1672	23.7	7.6	96				
FACTS OF LIFE	N 8898	2186	9.5	24.6	94	479	10.8	5.4	108	698	9.9	7.8	99				
FALCON CREST	C 21877	5812	25.1	26.6	102	1144	25.8	5.2	104	1732	24.6	7.9	99				
FALL GUY	A 10045	2554	11.0	25.4	97	432	9.8	4.3	86	914	13.0	9.1	114				
FAMILY TIES	N 8922	2363	10.2	26.5	101	380	8.6	4.3	85	543	7.7	6.1	76				
FANTASY ISLAND	A 8288	2044	8.8	24.7	94	401	9.1	4.8	97	734	10.4	8.9	111				
FOULUPS, BLEEPERS & BLUNDERS	A 9891	2523	10.9	25.5	98	577	13.0	5.8	117	857	12.2	8.7	109				
FOUR SEASONS	C 5429	1551	6.7	28.6	109	*292	6.6	5.4	107	606	8.6	11.2	140				
GIMME A BREAK	N 9646	2389	10.3	24.8	95	463	10.5	4.8	96	644	9.1	6.7	84				
HART TO HART	A 9983	2633	11.4	26.4	101	584	13.2	5.8	117	903	12.8	9.0	114				
HILL STREET BLUES	N 9688	2855	12.3	29.5	113	466	10.5	4.8	96	677	9.6	7.0	88				
HOTEL	A 15435	4139	17.9	26.8	103	727	16.4	4.7	94	1334	18.9	8.6	109				
JEFFERSONS	C 10031	2428	10.5	24.2	93	473	10.7	4.7	94	753	10.7	7.5	94				
JENNIFER SLEPT HERE	N 6376	1849	8.0	29.0	111	288	6.5	4.5	90	582	8.3	9.1	115				
KATE & ALLIE	C 9951	2581	11.2	25.9	99	479	10.8	4.8	96	775	11.0	7.8	98				
KNIGHT RIDER	N 7908	2044	8.8	25.8	99	262	5.9	3.3	66	558	7.9	7.1	89				
LOVE BOAT	A 13226	3324	14.4	25.1	96	540	12.2	4.1	82	1104	15.7	8.3	105				
MAGNUM PI	C 12105	2984	12.9	24.7	94	627	14.2	5.2	103	1075	15.3	8.9	112				
MAMA'S FAMILY	N 6364	1762	7.6	27.7	106	323	7.3	5.1	101	524	7.4	8.2	103				
MASTER, THE	N 3955	914	4.0	23.1	88	*217	4.9	5.5	110	263	3.7	6.6	84				
MATT HOUSTON	A 6903	1836	7.9	26.6	102	396	8.9	5.7	115	659	9.4	9.5	120				
NBC MONDAY NIGHT MOVIE	N 13443	3660	15.8	27.2	104	646	14.6	4.8	96	1056	15.0	7.9	99				
NBC NIGHTLY NEWS	N 5585	1271	5.5	22.8	87	255	5.8	4.6	91	233	3.3	4.2	52				
NBC NIGHTLY NEWS-SAT	N 3688	733	3.2	19.9	76	*151	3.4	4.1	82	*240	3.4	6.5	82				
NBC NIGHTLY NEWS-SUN	N 3310	856	3.7	25.9	99	*121	2.7	3.7	73	*217	3.1	6.6	82				
NBC SUNDAY NIGHT MOVIE	N 9238	2164	9.4	23.4	90	424	9.6	4.6	92	507	7.2	5.5	69				
NEWHART	C 9876	2502	10.8	25.3	97	496	11.2	5.0	100	730	10.4	7.4	93				
ONE DAY AT A TIME	C 7954	2236	9.7	28.1	108	312	7.0	3.9	78	726	10.3	9.1	115				
PEOPLE ARE FUNNY	N 5182	1395	6.0	26.9	103	*302	6.8	5.8	116	432	6.1	8.3	105				
REAL PEOPLE	N 9674	2271	9.8	23.5	90	509	11.5	5.3	105	735	10.4	7.6	95				
REMINGTON STEELE	N 8511	2154	9.3	25.3	97	571	12.9	6.7	134	581	8.2	6.8	86				
RIPLEY'S BELIEVE IT - NOT	A 5656	1505	6.5	26.6	102	232	5.2	4.1	82	519	7.4	9.2	115				
RIP TIDE	N 7718	1955	8.5	25.3	97	383	8.6	5.0	99	574	8.1	7.4	93				
SCARECROW & MRS. KING	C 11058	2762	11.9	25.0	96	548	12.4	5.0	99	922	13.1	8.3	105				
SIMON & SIMON	C 11615	2935	12.7	25.3	97	592	13.4	5.1	102	1031	14.6	8.9	111				
60 MINUTES	C 14326	3678	15.9	25.7	98	792	17.9	5.5	110	936	13.3	6.5	82				
ST. ELSEWHERE	N 7670	2058	8.9	26.8	103	412	9.3	5.4	107	477	6.8	6.2	78				
THREE'S COMPANY	A 12068	3180	13.7	26.4	101	551	12.4	4.6	91	876	12.4	7.3	91				
T.J. HOOKER	A 9735	2326	10.1	23.9	91	450	10.2	4.6	92	733	10.4	7.5	95				
TONIGHT SHOW	N 2531	677	2.9	26.7	102	125	2.8	4.9	99	167	2.4	6.6	83				
TRAPPER JOHN, M.D.	C 10374	2659	11.5	25.6	98	499	11.3	4.8	96	802	11.4	7.7	97				
TV BLOOPERS & PRAC. JOKES	N 9795	2630	11.4	26.9	103	457	10.3	4.7	93	773	11.0	7.9	99				
20/20	A 10009	2636	11.4	26.3	101	640	14.5	6.4	128	832	11.8	8.3	104				
WEBSTER	A 11934	2873	12.4	24.1	92	607	13.7	5.1	102	953	13.5	8.0	100				
WORLD NEWS - SUN	A 3291	821	3.5	24.9	95	*174	3.9	5.3	106	*272	3.9	8.3	104				
YELLOW ROSE	N 5196	1400	6.1	26.9	103	305	6.9	5.9	117	518	7.4	10.0	125				
TV VIEWING SPORTS EVENTS																	</

EYE DROPS & EYE WASH (NON-PRESCRIPTION)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-13

	'000	%	UNWEIGHTED							
1A. DO YOU YOURSELF USE THEM?										
YES	59747	35.6		6766						
NO	107980	64.4		12344						
	ALL		SOLE		PRIMARY		SECONDARY			
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED	
IF YOU DO										
1B. WHICH BRANDS DO YOU USE?										
CLEAR EYES	5935	3.5	2531	1.5	2289	1.4	1116	.7	628	
COLLYRIUM	2707	1.6	1512	.9	684	.4	511	.3	304	
MURINE	19532	11.6	8454	5.0	7048	4.2	4030	2.4	2210	
OCUSOL	1278	.8	915	.5	261	.2	102	.1	179	
VISINE	39317	23.4	26136	15.6	10558	6.3	2624	1.6	4296	
OTHER BRANDS	7298	4.4	5044	3.0	1043	.6	1211	.7	864	
DO NOT KNOW	435	.3							50	

	'000	%	UNWEIGHTED	
1C. ABOUT HOW OFTEN DID YOU USE EYE DROPS OR EYE WASH IN THE LAST 3 MONTHS?				
ONCE A DAY OR MORE OFTEN	H	6392	3.8	774
2 OR 3 TIMES A WEEK	H	8901	5.3	1002
ONCE A WEEK	H	5399	3.2	676
2 OR 3 TIMES A MONTH	M	10141	6.0	1122
ONCE A MONTH	M	6787	4.0	744
LESS THAN ONCE A MONTH	L	11889	7.1	1281
NEVER IN LAST 3 MONTHS	L	10239	6.1	1167

EYE DROPS & EYE WASH (NON-PRESCRIPTION) - USAGE IN LAST 3 MONTHS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	59747	100.0	35.6	100	20692	100.0	12.3	100	16928	100.0	10.1	100	22127	100.0	13.2	100
MALES	79263	26394	44.2	33.3	93	9489	45.9	12.0	97	7082	41.8	8.9	89	9823	44.4	12.4	94
FEMALES	88464	33353	55.8	37.7	106	11203	54.1	12.7	103	9846	58.2	11.1	110	12304	55.6	13.9	105
18 - 24	28671	10294	17.2	35.9	101	3431	16.6	12.0	97	2988	17.7	10.4	103	3875	17.5	13.5	102
25 - 34	39536	14414	24.1	36.5	102	4760	23.0	12.0	98	3973	23.5	10.0	100	5681	25.7	14.4	109
35 - 44	28978	9986	16.7	34.5	97	2258	15.7	11.2	91	2593	15.3	8.9	89	4134	18.7	14.3	108
45 - 54	22345	7537	12.6	33.7	95	2246	10.9	10.1	81	2118	12.5	9.5	94	3173	14.3	14.2	108
55 - 64	22224	7656	12.8	34.4	97	2600	12.6	11.7	95	2254	13.3	10.1	100	2803	12.7	12.6	96
65 OR OLDER	25973	9861	16.5	38.0	107	4397	21.2	16.9	137	3003	17.7	11.6	115	2461	11.1	9.5	72
18 - 34	68207	24708	41.4	36.2	102	8191	39.6	12.0	97	6961	41.1	10.2	101	9556	43.2	14.0	106
18 - 49	108058	38530	64.5	35.7	100	12547	60.6	11.6	94	10616	62.7	9.8	97	15366	69.4	14.2	108
25 - 54	90859	31937	53.5	35.2	99	10265	49.6	11.3	92	8684	51.3	9.6	95	12988	58.7	14.3	108
35 - 49	39851	13822	23.1	34.7	97	4356	21.1	10.9	89	3655	21.6	9.2	91	5810	26.3	14.6	111
50 OR OLDER	59669	21218	35.5	35.6	100	8145	39.4	13.7	111	6312	37.3	10.6	105	6761	30.6	11.3	86
GRADUATED COLLEGE	28091	9433	15.8	33.6	94	2984	14.4	10.6	86	2736	16.2	9.7	97	3713	16.8	13.2	100
ATTENDED COLLEGE	28938	10465	17.5	36.2	102	3378	16.3	11.7	95	2822	16.7	9.8	97	4265	19.3	14.7	112
GRADUATED HIGH SCHOOL	65503	23696	39.7	36.2	102	7995	38.6	12.2	99	6408	37.9	9.8	97	9294	42.0	14.2	108
DID NOT GRADUATE HIGH SCHOOL	45195	16153	27.0	35.7	100	6335	30.6	14.0	114	4962	29.3	11.0	109	4856	21.9	10.7	81
EMPLOYED MALES	56429	18369	30.7	32.6	91	6343	30.7	11.2	91	4851	28.7	8.6	85	7174	32.4	12.7	96
EMPLOYED FEMALES	43971	16856	28.2	38.3	108	5201	25.1	11.8	96	4915	29.0	11.2	111	6740	30.5	15.3	116
EMPLOYED FULL-TIME	87773	30727	51.4	35.0	98	10265	49.6	11.7	95	8428	49.8	9.6	95	12033	54.4	13.7	104
EMPLOYED PART-TIME	12627	4497	7.5	35.6	100	1279	6.2	10.1	82	1338	7.9	10.6	105	1881	8.5	14.9	113
NOT EMPLOYED	67327	24523	41.0	36.4	102	9148	44.2	13.6	110	7162	42.3	10.6	105	8213	37.1	12.2	92
PROFESSIONAL/MANAGER	25845	8756	14.7	33.9	95	2593	12.5	10.0	81	2442	14.4	9.4	94	3721	16.8	14.4	109
TECH/CLERICAL/SALES	30895	10927	18.3	35.4	99	3784	18.3	12.2	99	2955	17.5	9.6	95	4188	18.9	13.6	103
PRECISION/CRAFT	12629	4757	8.0	37.7	106	1458	7.0	11.5	94	1384	8.2	11.0	109	1915	8.7	15.2	115
OTHER EMPLOYED	31031	10785	18.1	34.8	98	3710	17.9	12.0	97	2985	17.6	9.6	95	4090	18.5	13.2	100
SINGLE	35557	12496	20.9	35.1	99	4546	22.0	12.8	104	3713	21.9	10.4	103	4237	19.1	11.9	90
MARRIED	103585	36374	60.9	35.1	99	11711	56.6	11.3	92	10085	59.6	9.7	96	14578	65.9	14.1	107
DIVORCED/SEPARATED/WIDOWED	28585	10878	18.2	38.1	107	4436	21.4	15.5	126	3129	18.5	10.9	108	3312	15.0	11.6	88
PARENTS	59295	21012	35.2	35.4	99	6454	31.2	10.9	88	5475	32.3	9.2	91	9084	41.1	15.3	116
WHITE	146081	51716	86.6	35.4	99	17577	84.9	12.0	98	14751	87.1	10.1	100	19388	87.6	13.3	101
BLACK	17974	6667	11.2	37.1	104	2684	13.0	14.9	121	1685	10.0	9.4	93	2298	10.4	12.8	97
OTHER	3672	1364	2.3	37.1	104	*431	2.1	11.7	95	*492	2.9	13.4	133	*442	2.0	12.0	91
NORTHEAST-CENSUS	37005	9948	16.7	26.9	75	3284	15.9	8.9	72	2668	15.8	7.2	71	3996	18.1	10.8	82
NORTH CENTRAL	42642	13617	22.8	31.9	90	3923	19.0	9.2	75	4028	23.8	9.4	94	5667	25.6	13.3	101
SOUTH	56777	23416	39.2	41.2	116	8981	43.4	15.8	128	6461	38.2	11.4	113	7974	36.0	14.0	106
WEST	31303	12766	21.4	40.8	114	4504	21.8	14.4	117	3771	22.3	12.0	119	4491	20.3	14.3	109
NORTHEAST-MKTG.	38125	11074	18.5	29.0	82	3957	19.1	10.4	84	3018	17.8	7.9	78	4098	18.5	10.7	81
EAST CENTRAL	24794	7833	13.1	31.6	89	2241	10.8	9.0	73	2350	13.9	9.5	94	3242	14.7	13.1	99
WEST CENTRAL	28511	9573	16.0	33.6	94	2746	13.3	9.6	78	2856	16.9	10.0	99	3971	17.9	13.9	106
SOUTH	48953	20242	33.9	41.3	116	7801	37.7	15.9	129	5368	31.7	11.0	109	7074	32.0	14.5	110
PACIFIC	27344	11025	18.5	40.3	113	3947	19.1	14.4	117	3335	19.7	12.2	121	3743	16.9	13.7	104
COUNTY SIZE A	69301	23674	39.6	34.2	96	8133	39.3	11.7	95	7170	42.4	10.3	103	8372	37.8	12.1	92
COUNTY SIZE B	50633	18356	30.7	36.3	102	6321	30.5	12.5	101	5014	29.6	9.9	98	7020	31.7	13.9	105
COUNTY SIZE C	26259	9685	16.2	36.9	104	3575	17.3	13.6	110	2418	14.3	9.2	91	3693	16.7	14.1	107
COUNTY SIZE D	21534	8032	13.4	37.3	105	2664	12.9	12.4	100	2326	13.7	10.8	107	3042	13.7	14.1	107
METRO CENTRAL CITY	50014	17696	29.6	35.4	99	6726	32.5	13.4	109	5077	30.0	10.2	101	5894	26.6	11.8	89
METRO SUBURBAN	76832	26695	44.7	34.7	98	8497	41.1	11.1	90	7599	44.9	9.9	98	10599	47.9	13.8	105
NON METRO	40881	15356	25.7	37.6	105	5469	26.4	13.4	108	4253	25.1	10.4	103	5635	25.5	13.8	104
TOP 5 ADI'S	39550	13444	22.5	34.0	95	4582	22.1	11.6	94	4142	24.5	10.5	104	4720	21.3	11.9	90
TOP 10 ADI'S	54877	18550	31.0	33.8	95	6652	32.1	12.1	98	5417	32.0	9.9	98	6481	29.3	11.8	90
TOP 20 ADI'S	77516	26744	44.8	34.5	97	9143	44.2	11.8	96	7815	46.2	10.1	100	9786	44.2	12.6	96
HSHLD INC. \$50,000 OR MORE	17257	5858	9.8	33.9	95	1983	9.6	11.5	93	1443	8.5	8.4	83	2433	11.0	14.1	107
\$40,000 OR MORE	33235	11315	18.9	34.0	96	3805	18.4	11.4	93	2849	16.8	8.6	85	4661	21.1	14.0	106
\$30,000 OR MORE	59693	20572	34.4	34.5	97	6925	33.5	11.6	94	5361	31.7	9.0	89	8286	37.4	13.9	105
\$25,000 OR MORE	76275	26526	44.4	34.8	98	8498	41.1	11.1	90	7172	42.4	9.4	93	10855	49.1	14.2	108
\$20,000 - \$24,999	18607	7043	11.8	37.9	106	2474	12.0	13.3	108	2103	12.4	11.3	112	2466	11.1	13.3	100
\$15,000 - \$19,999	17175	5776	9.7	33.6	94	1897	9.2	11.0	90	1768	10.4	10.3	102	2111	9.5	12.3	93
\$10,000 - \$14,999	24569	9243	15.5	37.6	106	3280	15.9	13.4	108	2611	15.4	10.6	105	3352	15.1	13.6	103
UNDER \$10,000	31101	11160	18.7	35.9	101	4543	22.0	14.6	118	3274	19.3	10.5	104	3344	15.1	10.8	82
HOUSEHOLD OF 1 PERSON	19441	6911	11.6	35.5	100	3165	15.3	16.3	132	1790	10.6	9.2	91	1956	8.8	10.	

EYE DROPS & EYE MASH (NON-PRESCRIPTION) - USAGE IN LAST 3 MONTHS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	59747	100.0	35.6	100	20692	100.0	12.3	100	16928	100.0	10.1	100	22127	100.0	13.2	100
MAGAZINES	QUINTILE 1	34022	12481	20.9	36.7	103	4075	19.7	12.0	97	3735	22.1	11.0	109	4670	21.1	13.7	104
	QUINTILE 2	34800	12820	21.5	36.8	103	4116	19.9	11.8	96	3677	21.7	10.6	105	5027	22.7	14.4	109
	QUINTILE 3	30514	10471	17.5	34.3	96	3618	17.5	11.9	96	2802	16.6	9.2	91	4051	18.3	13.3	101
	QUINTILE 4	33324	11861	19.9	35.6	100	4103	19.8	12.3	100	3250	19.2	9.8	97	4508	20.4	13.5	103
	QUINTILE 5	35066	12115	20.3	34.5	97	4779	23.1	13.6	110	3464	20.5	9.9	98	3872	17.5	11.0	84
NEWSPAPERS	QUINTILE 1	29107	9615	16.1	33.0	93	3046	14.7	10.5	85	2858	16.9	9.8	97	3711	16.8	12.7	97
	QUINTILE 2	49095	17632	29.5	35.9	101	6083	29.4	12.4	100	4912	29.0	10.0	99	6637	30.0	13.5	102
	QUINTILE 3	23107	8406	14.1	36.4	102	3147	15.2	13.6	110	2543	15.0	11.0	109	2716	12.3	11.8	89
	QUINTILE 4	33556	12361	20.7	36.8	103	4264	20.6	12.7	103	3205	18.9	9.6	95	4892	22.1	14.6	111
	QUINTILE 5	32863	11734	19.6	35.7	100	4152	20.1	12.6	102	3411	20.2	10.4	103	4172	18.9	12.7	96
OUTDOOR	QUINTILE 1	33431	11785	19.7	35.3	99	3873	18.7	11.6	94	3442	20.3	10.3	102	4470	20.2	13.4	101
	QUINTILE 2	33478	12172	20.4	36.4	102	4212	20.4	12.6	102	3269	19.3	9.8	97	4691	21.2	14.0	106
	QUINTILE 3	33574	11681	19.6	34.8	98	3940	19.0	11.7	95	3526	20.8	10.5	104	4215	19.0	12.6	95
	QUINTILE 4	33935	12208	20.4	36.0	101	4146	20.0	12.2	99	3478	20.5	10.2	102	4584	20.7	13.5	102
	QUINTILE 5	33310	11901	19.9	35.7	100	4522	21.9	13.6	110	3213	19.0	9.6	96	4167	18.8	12.5	95
RADIO-DRIVE TIME	QUINTILE 1	33136	11729	19.6	35.4	99	3915	18.9	11.8	96	3281	19.4	9.9	98	4533	20.5	13.7	104
	QUINTILE 2	31658	11230	18.8	35.5	100	3890	18.8	12.3	100	3099	18.3	9.8	97	4241	19.2	13.4	102
	QUINTILE 3	32541	11531	19.3	35.4	99	4375	21.1	13.4	109	3003	17.7	9.2	91	4152	18.8	12.8	97
	QUINTILE 4	34247	12803	21.4	37.4	105	4347	21.0	12.7	103	3736	22.1	10.9	108	4719	21.3	13.8	104
	QUINTILE 5	36144	12455	20.8	34.5	97	4165	20.1	11.5	93	3808	22.5	10.5	104	4482	20.3	12.4	94
RADIO-MID- DAY	TERCILE 1	45037	16104	27.0	35.8	100	5352	25.9	11.9	96	4815	28.4	10.7	106	5937	26.8	13.2	100
	TERCILE 2	44819	15464	25.9	34.5	97	5393	26.1	12.0	98	4616	27.3	10.3	102	5454	24.6	12.2	92
	TERCILE 3	77872	28180	47.2	36.2	102	9947	48.1	12.8	104	7497	44.3	9.6	95	10736	48.5	13.8	105
RADIO-TOTAL	QUINTILE 1	33763	12283	20.6	36.4	102	4135	20.0	12.2	99	3579	21.1	10.6	105	4569	20.6	13.5	103
	QUINTILE 2	33240	10981	18.4	33.0	93	3613	17.5	10.9	88	3185	18.8	9.6	95	4183	18.9	12.6	95
	QUINTILE 3	33408	12621	21.1	37.8	106	4482	21.7	13.4	109	3393	20.0	10.2	101	4747	21.5	14.2	108
	QUINTILE 4	34792	12715	21.3	36.5	103	4494	21.7	12.9	105	3595	21.2	10.3	102	4626	20.9	13.3	101
	QUINTILE 5	32524	11148	18.7	34.3	96	3969	19.2	12.2	99	3176	18.8	9.8	97	4003	18.1	12.3	93
TV-PRIME TIME	QUINTILE 1	33090	11846	19.8	35.8	100	4070	19.7	12.3	100	3476	20.5	10.5	104	4300	19.4	13.0	99
	QUINTILE 2	33357	12049	20.2	36.1	101	4073	19.7	12.2	99	3553	21.0	10.7	106	4423	20.0	13.3	101
	QUINTILE 3	33980	12109	20.3	35.6	100	4109	19.9	12.1	98	3324	19.6	9.8	97	4676	21.1	13.8	104
	QUINTILE 4	33854	12159	20.4	35.9	101	4211	20.4	12.4	101	3351	19.8	9.9	98	4597	20.8	13.6	103
	QUINTILE 5	33444	11585	19.4	34.6	97	4229	20.4	12.6	102	3224	19.0	9.6	96	4132	18.7	12.4	94
TV-DAYTIME	TERCILE 1	49121	17953	30.0	36.5	103	6397	30.9	13.0	106	5229	30.9	10.6	105	6327	28.6	12.9	98
	TERCILE 2	48823	17695	29.6	36.2	102	6648	32.1	13.6	110	4798	28.3	9.8	97	6248	28.2	12.8	97
	TERCILE 3	69782	24099	40.3	34.5	97	7647	37.0	11.0	89	6900	40.8	9.9	98	9552	43.2	13.7	104
TV-TOTAL	QUINTILE 1	33584	12284	20.6	36.6	103	4518	21.8	13.5	109	3397	20.1	10.1	100	4369	19.7	13.0	99
	QUINTILE 2	33441	12244	20.5	36.6	103	4523	21.9	13.5	110	3688	21.8	11.0	109	4033	18.2	12.1	91
	QUINTILE 3	33505	11453	19.2	34.2	96	3993	19.3	11.9	97	2988	17.7	8.9	88	4472	20.2	13.3	101
	QUINTILE 4	33466	11730	19.6	35.1	98	3698	17.9	11.1	90	3300	19.5	9.9	98	4733	21.4	14.1	107
	QUINTILE 5	33731	12036	20.1	35.7	100	3961	19.1	11.7	95	3555	21.0	10.5	104	4520	20.4	13.4	102
MAGAZINES-NEWSPAPERS: DUAL		44503	16521	27.7	37.1	104	5272	25.5	11.8	96	4909	29.0	11.0	109	6340	28.7	14.2	108
MAGAZINE IMPERATIVE		39363	14419	24.1	36.6	103	4781	23.1	12.1	98	3957	23.4	10.1	100	5681	25.7	14.4	109
NEWSPAPER IMPERATIVE		46441	15386	25.8	33.1	93	5630	27.2	12.1	98	4266	25.2	9.2	91	5490	24.8	11.8	90
MAGAZINES-OUTDOOR: DUAL		33726	12212	20.4	36.2	102	3911	18.9	11.6	94	3729	22.0	11.1	110	4573	20.7	13.6	103
MAGAZINE IMPERATIVE		52846	19208	32.1	36.3	102	6441	31.1	12.2	99	5414	32.0	10.2	102	7352	33.2	13.9	105
OUTDOOR IMPERATIVE		52140	17964	30.1	34.5	97	6393	30.9	12.3	99	4823	28.5	9.3	92	6749	30.5	12.9	98
MAGAZINES-RADIO: DUAL		37081	13297	22.3	35.9	101	4127	19.9	11.1	90	4059	24.0	10.9	108	5111	23.1	13.8	104
MAGAZINE IMPERATIVE		49747	18453	30.9	37.1	104	6166	29.8	12.4	100	5204	30.7	10.5	104	7083	32.0	14.2	108
RADIO IMPERATIVE		49208	17131	28.7	34.8	98	6146	29.7	12.5	101	4728	27.9	9.6	95	6256	28.3	12.7	96
MAGAZINES-TELEVISION: DUAL		33103	12591	21.1	38.0	107	4352	21.0	13.1	107	3720	22.0	11.2	111	4520	20.4	13.7	104
MAGAZINE IMPERATIVE		54575	18998	31.8	34.8	98	5907	28.5	10.8	88	5398	31.9	9.9	98	7693	34.8	14.1	107
TELEVISION IMPERATIVE		53249	18379	30.8	34.5	97	7165	34.6	13.5	109	4879	28.8	9.2	91	6335	28.6	11.9	90
NEWSPAPERS-OUTDOOR: DUAL		36255	13050	21.8	36.0	101	4329	20.9	11.9	97	3857	22.8	10.6	105	4863	22.0	13.4	102
NEWSPAPER IMPERATIVE		55591	19325	32.3	34.8	98	6676	32.3	12.0	97	5439	32.1	9.8	97	7210	32.6	13.0	98
OUTDOOR IMPERATIVE		48319	17406	29.1	36.0	101	6079	29.4	12.6	102	4916	29.0	10.2	101	6410	29.0	13.3	101
NEWSPAPERS-RADIO: DUAL		37242	12662	21.2	34.0	95	4229	20.4	11.4	92	3700	21.9	9.9	98	4733	21.4	12.7	96
NEWSPAPER IMPERATIVE		54423	19732	33.0	36.3	102	6797	32.8	12.5	101	5662	33.4	10.4	103	7273	32.9	13.4	101
RADIO IMPERATIVE		46650	16971	28.4	36.4	102	5843	28.2	12.5	102	4879	28.8	10.5	104	6250	28.2	13.4	102
NEWSPAPERS-TELEVISION: DUAL		35974	12918	21.6	35.9	101	4632	22.4	12.9	104	3903	23.1	10.8	107	4384	19.8	12.2	92
NEWSPAPER IMPERATIVE		56095	19364	32.4	34.5	97	6296	30.4	11.2	91	5461	32.3	9.7	96	7607	34.4	13.6	103
TELEVISION IMPERATIVE		47170	17291	28.9	36.7	103	6452	31.2	13.7	111	4659	27.5	9.9	98	6179	27.9	13.1	99
OUTDOOR-RADIO: DUAL		33748	12157	20.3	36.0	101	4076	19.7	12.1	98	3450	20.4	10.2	101	4631	20.9	13.7	104
OUTDOOR IMPERATIVE		52785	18617	31.2	35.3	99	6557	31.7	12.4	101	5064	29.9	9.					

EYE DROPS & EYE WASH (NON-PRESCRIPTION) - USAGE IN LAST 3 MONTHS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	59747	100.0	35.6	100	20692	100.0	12.3	100	16928	100.0	10.1	100	22127	100.0	13.2	100
ATLANTIC MONTHLY	867	285	0.5	32.9	92	**104	0.5	12.0	97	**45	0.3	5.2	51	**136	0.6	15.7	119
BARRON'S	1580	634	1.1	40.1	113	*275	1.3	17.4	141	**111	0.7	7.0	70	*248	1.1	15.7	119
BETTER HOMES & GARDENS	22203	8488	14.2	38.2	107	2826	13.7	12.7	103	2482	14.7	11.2	111	3181	14.4	14.3	109
BON APPETIT	3810	1629	2.7	42.8	120	498	2.4	13.1	106	616	3.6	16.2	160	515	2.3	13.5	102
BUSINESS WEEK	4663	1661	2.8	35.6	100	685	3.3	14.7	119	418	2.5	9.0	89	558	2.5	12.0	91
CAR AND DRIVER	3102	1139	1.9	36.7	103	399	1.9	12.9	104	373	2.2	12.0	119	367	1.7	11.8	90
CBS MAGAZINE NETWORK (GROSS)	7311	2948	4.9	40.3	113	1047	5.1	14.3	116	809	4.8	11.1	110	1091	4.9	14.9	113
CHANGING TIMES	3400	1226	2.1	36.1	101	456	2.2	13.4	109	245	1.4	7.2	71	525	2.4	15.4	117
COLONIAL HOMES	1796	583	1.0	32.5	91	*256	1.2	14.3	116	*159	0.9	8.9	88	*168	0.8	9.4	71
CONDE NAST MAG. PKG. (GROSS)	19924	7449	12.5	37.4	105	2594	12.5	13.0	106	2289	13.5	11.5	114	2567	11.6	12.9	98
CONSUMERS DIGEST	3125	1081	1.8	34.6	97	353	1.7	11.3	92	359	2.1	11.5	114	368	1.7	11.8	89
COSMOPOLITAN	10577	4291	7.2	40.6	114	1555	7.5	14.7	119	1355	8.0	12.8	127	1381	6.2	13.1	99
COUNTRY LIVING	3746	1381	2.3	36.9	103	434	2.1	11.6	94	429	2.5	11.5	113	518	2.3	13.8	105
CUISINE	2214	811	1.4	36.6	103	306	1.5	13.8	112	*228	1.3	10.3	102	277	1.3	12.5	95
CYCLE WORLD	2394	1057	1.8	44.2	124	442	2.1	18.5	150	*209	1.2	8.7	87	406	1.8	17.0	129
DCI:CREATIVE IDEAS FOR LIV	3068	1272	2.1	41.5	116	540	2.6	17.6	143	298	1.8	9.7	96	434	2.0	14.1	107
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	3996	6.7	41.8	117	1507	7.3	15.8	128	1024	6.0	10.7	106	1466	6.6	15.3	116
DISCOVER	2277	791	1.3	34.7	98	296	1.4	13.0	105	*223	1.3	9.8	97	272	1.2	11.9	91
EBONY	7187	2884	4.8	40.1	113	1052	5.1	14.6	119	892	5.3	12.4	123	940	4.2	13.1	99
ESQUIRE	2560	1121	1.9	43.8	123	413	2.0	16.1	131	337	2.0	13.2	130	371	1.7	14.5	110
ESSENCE	3242	1352	2.3	41.7	117	522	2.5	16.1	131	415	2.5	12.8	127	415	1.9	12.8	97
FAMILY CIRCLE	19639	7596	12.7	38.7	109	2608	12.6	13.3	108	2074	12.3	10.6	105	2914	13.2	14.8	112
THE FAMILY HANDYMAN	3540	1200	2.0	33.9	95	371	1.8	10.5	85	316	1.9	8.9	88	514	2.3	14.5	110
FAMILY WEEKLY	23924	8928	14.9	37.3	105	3219	15.6	13.5	109	2396	14.2	10.0	99	3313	15.0	13.8	105
FIELD & STREAM	9883	3494	5.8	35.4	99	1180	5.7	11.9	97	1018	6.0	10.3	102	1297	5.9	13.1	99
FOOD & WINE	1030	370	0.6	35.9	101	*140	0.7	13.6	110	**86	0.5	8.3	83	*144	0.7	14.0	106
FORBES	2679	986	1.7	36.8	103	453	2.2	16.9	137	202	1.2	7.5	75	330	1.5	12.3	93
FORTUNE	2931	1087	1.8	37.1	104	412	2.0	14.1	114	311	1.8	10.6	105	364	1.6	12.4	94
GENTLEMEN'S QUARTERLY	3481	1409	2.4	40.5	114	664	3.2	19.1	155	347	2.0	10.0	99	397	1.8	11.4	86
GLAMOUR	7163	2770	4.6	38.7	109	850	4.1	11.9	96	1005	5.9	14.0	139	916	4.1	12.8	97
GOLF DIGEST	2355	798	1.3	33.9	95	243	1.2	10.3	84	246	1.5	10.4	104	309	1.4	13.1	99
GOLF DIGEST/TENNIS (GROSS)	3610	1229	2.1	34.0	96	395	1.9	10.9	89	356	2.1	9.9	98	478	2.2	13.2	100
GOLF MAGAZINE	2046	709	1.2	34.7	97	*147	0.7	7.2	58	*235	1.4	11.5	114	328	1.5	16.0	122
GOLF MAGAZINE/SKI (GROSS)	3547	1208	2.0	34.1	96	303	1.5	8.5	69	376	2.2	10.6	105	529	2.4	14.9	113
GOOD HOUSEKEEPING	20353	7781	13.0	38.2	107	2502	12.1	12.3	100	2132	12.6	10.5	104	3147	14.2	15.5	117
HARPER'S BAZAAR	3362	1260	2.1	37.5	105	446	2.2	13.3	108	344	2.0	10.2	101	470	2.1	14.0	106
HEALTH	2987	1237	2.1	41.4	116	443	2.1	14.8	120	404	2.4	13.5	134	391	1.8	13.1	99
HEARST MAG CORP. BUY (GROSS)	67928	25495	42.7	37.5	105	8616	41.6	12.7	103	7513	44.4	11.1	110	9366	42.3	13.8	105
HEARST MAN POWER (GROSS)	11282	3873	6.5	34.3	96	1317	6.4	11.7	95	1143	6.8	10.1	100	1413	6.4	12.5	95
HEARST WOMAN POWER (GROSS)	40514	15576	26.1	38.4	108	5181	25.0	12.8	104	4610	27.2	11.4	113	5785	26.1	14.3	108
HOUSE BEAUTIFUL	4885	1936	3.2	39.6	111	685	3.3	14.0	114	560	3.3	11.5	114	691	3.1	14.1	107
INC.	1308	544	0.9	41.6	117	*256	1.2	19.6	159	**101	0.6	7.7	77	*187	0.8	14.3	108
JET	6498	2506	4.2	38.6	108	992	4.8	15.3	124	673	4.0	10.4	103	841	3.8	12.9	98
LADIES' HOME JOURNAL	14797	5779	9.7	39.1	110	1777	8.6	12.0	97	1864	11.0	12.6	125	2138	9.7	14.4	110
LHJ FAMILY GRP COMBO(GROSS)	21743	8527	14.3	39.2	110	2754	13.3	12.7	103	2656	15.7	12.2	121	3117	14.1	14.3	109
LIFE	9881	3658	6.1	37.0	104	1498	7.2	15.2	123	992	5.9	10.0	99	1169	5.3	11.8	90
L.A. TIMES HOME MAGAZINE	2775	1141	1.9	41.1	115	508	2.5	18.3	148	306	1.8	11.0	109	328	1.5	11.8	90
MADAMOISELLE	4219	1492	2.5	35.4	99	495	2.4	11.7	95	430	2.5	10.2	101	568	2.6	13.5	102
MC CALL'S	16422	6744	11.3	41.1	115	2153	10.4	13.1	106	2151	12.7	13.1	130	2441	11.0	14.9	113
MC CALL'S/WRK MOTHER (GROSS)	17919	7349	12.3	41.0	115	2331	11.3	13.0	105	2333	13.8	13.0	129	2685	12.1	15.0	114
MECHANIC ILLUSTRATED	4433	1524	2.6	34.4	97	486	2.3	11.0	89	516	3.0	11.6	115	523	2.4	11.8	89
METROPOLITAN HOME	1504	640	1.1	42.6	119	239	1.2	15.9	129	*159	0.9	10.6	105	*241	1.1	16.0	121
MONEY	4723	1754	2.9	37.1	104	700	3.4	14.8	120	395	2.3	8.4	83	660	3.0	14.0	106
MOTHER EARTH NEWS	2325	859	1.4	36.9	104	*261	1.3	11.2	91	*267	1.6	11.5	114	331	1.5	14.2	108
MS.	1189	531	0.9	44.7	125	*202	1.0	17.0	138	*175	1.0	14.7	146	*154	0.7	13.0	98
NATIONAL ENQUIRER	18892	7360	12.3	39.0	109	2608	12.6	13.8	112	2161	12.8	11.4	113	2591	11.7	13.7	104
NATIONAL GEOGRAPHIC	22129	8079	13.5	36.5	102	2839	13.7	12.8	104	2166	12.8	9.8	97	3074	13.9	13.9	105
NATIONAL SUNDAY MAGAZINE PKG	103750	36649	61.3	35.3	99	12628	61.0	12.2	99	10285	60.8	9.9	98	13737	62.1	13.2	100
NATURAL HISTORY	1379	597	1.0	43.3	122	*250	1.2	18.1	147	*195	1.2	14.1	140	**152	0.7	11.0	84
NEW WOMAN	2289	809	1.4	35.3	99	298	1.4	13.0	106	*196	1.2	8.6	85	315	1.4	13.8	104
NEW YORK INCLUDING CUE	1088	267	0.4	24.5	69	*85	0.4	7.8	63	**98	0.6	9.0	89	**84	0.4	7.7	59
THE NEW YORKER	2459	893	1.5	36.3	102	284	1.4	11.5	94	274	1.6	11.1	110	335	1.5	13.6	103
NEWSWEEK	16527	6042	10.1	36.6	103	2224	10.7	13.5	109	1787	10.6	10.8	107	2031	9.2	12.3	93
THE N.Y. TIMES DAILY EDITION	2739	683	1.1	24.9	70	229	1.1	8.4	68	*175	1.0	6.4	63	279	1.3	10.2	77
THE N.Y. TIMES MAGAZINE	4443	1366	2.3	30.7	86	396	1.9	8.9	72	440	2.6	9.9	98	531	2.4	12.0	91
OMNI	2799	1073	1.8	38.3	108	357	1.7	12.8	103	346	2.0	12.4	122	370	1.7	13.2	100
ON CABLE	2209	721	1.2	32.6	92	*211	1.0	9.6	77	*220	1.3	10.0	99	289	1.3	13.1	99
1001 HOME IDEAS	3959	1511	2.5	38.2	107	534	2.6	13.5	109	388	2.3	9.8	97	589	2.7	14.9	113
ORGANIC GARDENING	3111	1122	1.9	36.1	101	360	1.7	11.6	94	365	2.2	11.7	116	396	1.8	12.7	96
OUTDOOR LIFE	5024	1837	3.1	36.6	103	542	2.6	10.8	87	578	3.4	11.5	114	718	3.2	14.3	108
PARADE MAGAZINE	51292	18178	30.4	35.4	99	6082	29.4	11.9	96	5068	29.9	9.9	98	7028	31.8	13.7	104

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	% DOWN	% ACROSS	% DOWN	% ACROSS	'000	'000	% DOWN	% ACROSS	'000	'000	% DOWN	% ACROSS
TOTAL ADULTS	167727	59747	100.0	35.6	100	20692	100.0	12.3	100	16928	100.0	10.1	100	22127	100.0	13.2	100
PARENTS	5298	1809	3.0	34.1	96	634	3.1	12.0	97	454	2.7	8.6	85	721	3.3	13.6	103
PENTHOUSE	5129	1932	3.2	37.7	106	736	3.6	14.3	116	497	2.9	9.7	96	699	3.2	13.6	103
PEOPLE	21070	7907	13.2	37.5	105	2674	12.9	12.7	103	2393	14.1	11.4	113	2840	12.8	13.5	102
PLAYBOY	10562	3752	6.3	35.5	100	1307	6.3	12.4	100	1058	6.3	10.0	99	1387	6.3	13.1	100
POPULAR HOT RODDING	2498	965	1.6	38.6	108	*459	2.2	18.4	149	*152	0.9	6.1	60	355	1.6	14.2	108
POPULAR MECHANICS	5887	2196	3.7	37.3	105	754	3.6	12.8	104	652	3.9	11.1	110	790	3.6	13.4	102
POPULAR SCIENCE	4317	1467	2.5	34.0	95	393	1.9	9.1	74	504	3.0	11.7	116	570	2.6	13.2	100
PREVENTION	5792	2245	3.8	38.8	109	822	4.0	14.2	115	643	3.8	11.1	110	780	3.5	13.5	102
PSYCHOLOGY TODAY	3284	1330	2.2	40.5	114	400	1.9	12.2	99	433	2.6	13.2	131	498	2.3	15.2	115
READER'S DIGEST	40046	14990	25.1	37.4	105	5197	25.1	13.0	105	4155	24.5	10.4	103	5638	25.5	14.1	107
REDBOOK	9584	3504	5.9	36.6	103	1124	5.4	11.7	95	1123	6.6	11.7	116	1257	5.7	13.1	99
ROAD & TRACK	2590	970	1.6	37.5	105	353	1.7	13.6	110	*254	1.5	9.8	97	363	1.6	14.0	106
ROLLING STONE	3302	1333	2.2	40.4	113	463	2.2	14.0	114	395	2.3	12.0	119	476	2.2	14.4	109
RUNNER'S WORLD	1229	485	0.8	39.5	111	**106	0.5	8.6	70	*130	0.8	10.6	105	*249	1.1	20.3	154
SATURDAY EVENING POST	2110	886	1.5	42.0	118	323	1.6	15.3	124	279	1.6	13.2	131	284	1.3	13.5	102
SCIENCE 84	1543	592	1.0	38.4	108	*246	1.2	15.9	129	**100	0.6	6.5	64	*247	1.1	16.0	121
SCIENCE DIGEST	1747	564	0.9	32.3	91	*174	0.8	10.0	81	*155	0.9	8.9	88	*235	1.1	13.5	102
SCIENTIFIC AMERICAN	1994	709	1.2	35.6	100	*264	1.3	13.2	107	250	1.5	12.5	124	*195	0.9	9.8	74
SELF	3119	1112	1.9	35.7	100	471	2.3	15.1	122	*229	1.4	7.3	73	412	1.9	13.2	100
SEVENTEEN	3923	1554	2.6	39.6	111	460	2.2	11.7	95	439	2.6	11.2	111	655	3.0	16.7	127
SKI	1501	498	0.8	33.2	93	*156	0.8	10.4	84	**141	0.8	9.4	93	*201	0.9	13.4	102
SMITHSONIAN	5976	2121	3.5	35.5	100	703	3.4	11.8	95	569	3.4	9.5	94	848	3.8	14.2	108
SOAP OPERA DIGEST	4228	1600	2.7	37.8	106	477	2.3	11.3	91	485	2.9	11.5	114	637	2.9	15.1	114
SOUTHERN LIVING	6488	2724	4.6	42.0	118	967	4.7	14.9	121	726	4.3	11.2	111	1032	4.7	15.9	121
SPORT	3500	1417	2.4	40.5	114	544	2.6	15.5	126	351	2.1	10.0	99	523	2.4	14.9	113
THE SPORTING NEWS	2456	1034	1.7	42.1	118	374	1.8	15.2	123	*241	1.4	9.8	97	419	1.9	17.1	129
SPORTS AFIELD	3648	1113	1.9	30.5	86	389	1.9	10.7	86	336	2.0	9.2	91	388	1.8	10.6	81
SPORTS ILLUSTRATED	14484	5247	8.8	36.2	102	1781	8.6	12.3	100	1356	8.0	9.4	93	2111	9.5	14.6	110
STAR	12661	4868	8.1	38.4	108	1489	7.2	11.8	95	1429	8.4	11.3	112	1950	8.8	15.4	117
SUNDAY	52799	17505	29.3	33.2	93	5888	28.5	11.2	90	4855	28.7	9.2	91	6762	30.6	12.8	97
SUNSET	3513	1270	2.1	36.2	101	514	2.5	14.6	119	*245	1.4	7.0	69	511	2.3	14.5	110
TV GUIDE	42766	15790	26.4	36.9	104	5163	25.0	12.1	98	4832	28.5	11.3	112	5795	26.2	13.6	103
TENNIS	1254	431	0.7	34.4	96	*151	0.7	12.0	98	**110	0.6	8.8	87	*169	0.8	13.5	102
TIME	22054	7793	13.0	35.3	99	2770	13.4	12.6	102	2196	13.0	10.0	99	2827	12.8	12.8	97
TOWN & COUNTRY	1555	642	1.1	41.3	116	*236	1.1	15.2	123	*186	1.1	12.0	119	220	1.0	14.1	107
TRAVEL & LEISURE	2173	895	1.5	41.2	116	341	1.6	15.7	127	246	1.5	11.3	112	309	1.4	14.2	108
TRUE STORY	4636	1687	2.8	36.4	102	527	2.5	11.4	92	497	2.9	10.7	106	663	3.0	14.3	108
U.S. NEWS & WORLD REPORT	10353	3857	6.5	37.3	105	1252	6.1	12.1	98	1146	6.8	11.1	110	1460	6.6	14.1	107
USA TODAY	4994	1724	2.9	34.5	97	630	3.0	12.6	102	385	2.3	7.7	76	709	3.2	14.2	108
US	3528	1300	2.2	36.8	103	471	2.3	13.4	108	457	2.7	13.0	128	372	1.7	10.5	80
VOGUE	5424	2074	3.5	38.2	107	777	3.8	14.3	116	625	3.7	11.5	114	671	3.0	12.4	94
WALL STREET JOURNAL	6292	2073	3.5	32.9	92	692	3.3	11.0	89	503	3.0	8.0	79	878	4.0	14.0	106
WEIGHT WATCHERS	2762	1087	1.8	39.4	110	338	1.6	12.2	99	362	2.1	13.1	130	386	1.7	14.0	106
WOMAN'S DAY	16320	6399	10.7	39.2	110	2127	10.3	13.0	106	1990	11.8	12.2	121	2283	10.3	14.0	106
WORKING MOTHER	1496	605	1.0	40.4	114	*179	0.9	12.0	97	*182	1.1	12.2	121	*244	1.1	16.3	124
WORKING WOMAN	1851	704	1.2	38.0	107	*257	1.2	13.9	113	*228	1.3	12.3	122	*220	1.0	11.9	90
WORLD TENNIS	580	*201	0.3	34.7	97	**71	0.3	12.2	99	**80	0.5	13.8	137	**51	0.2	8.8	67
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4588	7.7	37.0	104	1544	7.5	12.4	101	1431	8.5	11.5	114	1613	7.3	13.0	99
BLAIR INSERTS	91671	31916	53.4	34.8	98	10878	52.6	11.9	96	8961	52.9	9.8	97	12077	54.6	13.2	100
DAILY NEWSPAPERS																	
READ ANY	109190	38430	64.3	35.2	99	13102	63.3	12.0	97	10933	64.6	10.0	99	14395	65.1	13.2	100
READ ONE	89587	31671	53.0	35.4	99	11011	53.2	12.3	100	8929	52.7	10.0	99	11732	53.0	13.1	99
READ TWO OR MORE	19602	6759	11.3	34.5	97	2091	10.1	10.7	86	2004	11.8	10.2	101	2663	12.0	13.6	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	38652	64.7	35.2	99	13481	65.2	12.3	100	10870	64.2	9.9	98	14301	64.6	13.0	99
READ ONE	95074	33642	56.3	35.4	99	11894	57.5	12.5	101	9458	55.9	9.9	99	12291	55.5	12.9	98
READ TWO OR MORE	14588	5010	8.4	34.3	96	1587	7.7	10.9	88	1413	8.3	9.7	96	2011	9.1	13.8	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.82				27.95				29.60				29.02			
30 DAY REACH	149706	53161	89.0	35.5	100	18112	87.5	12.1	98	15072	89.0	10.1	100	19978	90.3	13.3	101
50 SHWG - 30 DAY AV FREQ	15.16	15.19				14.82				15.44				15.34			
30 DAY REACH	142406	50472	84.5	35.4	99	17081	82.5	12.0	97	14471	85.5	10.2	101	18920	85.5	13.3	101
25 SHWG - 30 DAY AV FREQ	8.23	8.21				8.06				8.31				8.26			
30 DAY REACH	131152	46715	78.2	35.6	100	15705	75.9	12.0	97	13467	79.6	10.3	102	17544	79.3	13.4	101
CABLE TV: HOME WIRED	66879	24004	40.2	35.9	101	8111	39.2	12.1	98	6625	39.1	9.9	98	9269	41.9	13.9	105
HOME NOT WIRED	100848	35743	59.8	35.4	99	12581	60.8	12.5	101	10303	60.9	10.2	101	12859	58.1	12.8	97
HAVE PAY CABLE	35024	12485	20.9	35.6	100	4282	20.7	12.2	99	3323	19.6	9.5	94	4880	22.1	13.9	106

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	59747	100.0	35.6	100	20692	100.0	12.3	100	16928	100.0	10.1	100	22127	100.0	13.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	34175	57.2	35.7	100	11817	57.1	12.4	100	9235	54.6	9.7	96	13123	59.3	13.7	104
10:00 AM - 3:00 PM	63599	22529	37.7	35.4	99	7469	36.1	11.7	95	6859	40.5	10.8	107	8201	37.1	12.9	98
3:00 PM - 7:00 PM	72097	25350	42.4	35.2	99	8503	41.1	11.8	96	7097	41.9	9.8	98	9751	44.1	13.5	103
7:00 PM - MIDNIGHT	36670	12763	21.4	34.8	98	4360	21.1	11.9	96	3487	20.6	9.5	94	4916	22.2	13.4	102
MIDNIGHT - 6:00 AM	21908	8068	13.5	36.8	103	2795	13.5	12.8	103	2143	12.7	9.8	97	3129	14.1	14.3	108
6:00 AM - MIDNIGHT	127571	45256	75.7	35.5	100	15384	74.3	12.1	98	12648	74.7	9.9	98	17225	77.8	13.5	102
ENTIRE DAY	129239	46019	77.0	35.6	100	15645	75.6	12.1	98	12928	76.4	10.0	99	17446	78.8	13.5	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	11848	19.8	34.8	98	3936	19.0	11.6	94	3325	19.6	9.8	97	4587	20.7	13.5	102
ALL NEWS	6062	1976	3.3	32.6	92	701	3.4	11.6	94	375	2.2	6.2	61	900	4.1	14.8	113
AOR/PROGRESSIVE	11884	4262	7.1	35.9	101	1486	7.2	12.5	101	1105	6.5	9.3	92	1672	7.6	14.1	107
BEAUTIFUL MUSIC	11180	4069	6.8	36.4	102	1267	6.1	11.3	92	1166	6.9	10.4	103	1636	7.4	14.6	111
BLACK	4538	1710	2.9	37.7	106	664	3.2	14.6	119	436	2.6	9.6	95	610	2.8	13.4	102
CLASSICAL	3857	1241	2.1	32.2	90	411	2.0	10.7	86	408	2.4	10.6	105	422	1.9	10.9	83
CHR/ROCK	21946	7956	13.3	36.3	102	2775	13.4	12.6	102	2317	13.7	10.6	105	2863	12.9	13.0	99
COUNTRY	27262	10308	17.3	37.8	106	3592	17.4	13.2	107	2957	17.5	10.8	107	3758	17.0	13.8	104
GOLDEN OLDIES	3339	1320	2.2	39.5	111	328	1.6	9.8	80	436	2.6	13.1	129	557	2.5	16.7	126
MOR/NOSTALGIA	10346	3536	5.9	34.2	96	1165	5.6	11.3	91	1014	6.0	9.8	97	1358	6.1	13.1	99
NEWS/TALK	8929	2750	4.6	30.8	86	893	4.3	10.0	81	832	4.9	9.3	92	1025	4.6	11.5	87
RELIGIOUS	5488	1783	3.0	32.5	91	562	2.7	10.2	83	544	3.2	9.9	98	678	3.1	12.4	94
SOFT ROCK	1232	448	0.7	36.4	102	*149	0.7	12.1	98	**127	0.8	10.3	102	*172	0.8	14.0	106
URBAN CONTEMPORARY	3184	1235	2.1	38.8	109	508	2.5	16.0	129	301	1.8	9.5	94	426	1.9	13.4	101
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2487	4.2	36.0	101	975	4.7	14.1	114	585	3.5	8.5	84	928	4.2	13.4	102
ABC DIRECTON	5212	1604	2.7	30.8	86	497	2.4	9.5	77	477	2.8	9.2	91	629	2.8	12.1	91
ABC ENTERTAINMENT	10385	3413	5.7	32.9	92	1351	6.5	13.0	105	888	5.2	8.6	85	1174	5.3	11.3	86
ABC FM	4762	1820	3.0	38.2	107	626	3.0	13.1	107	430	2.5	9.0	89	763	3.4	16.0	121
ABC INFORMATION	11339	4155	7.0	36.6	103	1572	7.6	13.9	112	1216	7.2	10.7	106	1367	6.2	12.1	91
ABC ROCK	4878	1656	2.8	33.9	95	606	2.9	12.4	101	527	3.1	10.8	107	523	2.4	10.7	81
CBS	10709	3712	6.2	34.7	97	1177	5.7	11.0	89	1048	6.2	9.8	97	1487	6.7	13.9	105
MUTUAL	10251	3700	6.2	36.1	101	1228	5.9	12.0	97	871	5.1	8.5	84	1602	7.2	15.6	118
NBC	12243	3907	6.5	31.9	90	1117	5.4	9.1	74	1264	7.5	10.3	102	1525	6.9	12.5	94
RADIO/RADIO	4606	1608	2.7	34.9	98	495	2.4	10.7	87	457	2.7	9.9	98	656	3.0	14.2	108
RKO ONE	5148	2001	3.3	38.9	109	795	3.8	15.4	125	545	3.2	10.6	105	660	3.0	12.8	97
RKO TWO	7313	2474	4.1	33.8	95	1006	4.9	13.8	112	568	3.4	7.8	77	900	4.1	12.3	93
THE SOURCE	5981	2388	4.0	39.9	112	729	3.5	12.2	99	771	4.6	12.9	128	889	4.0	14.9	113
NON-WIRED : BLAIR	19329	6958	11.6	36.0	101	2371	11.5	12.3	99	2113	12.5	10.9	108	2473	11.2	12.8	97
INTERNET	27139	9695	16.2	35.7	100	3367	16.3	12.4	101	2785	16.5	10.3	102	3543	16.0	13.1	99
KATZ RADIO GROUP	36319	12815	21.4	35.3	99	4214	20.4	11.6	94	3708	21.9	10.2	101	4893	22.1	13.5	102
SUPERNET	22361	8275	13.9	37.0	104	2772	13.4	12.4	100	2383	14.1	10.7	106	3121	14.1	14.0	106
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	5619	9.4	38.7	109	1993	9.6	13.7	111	1635	9.7	11.3	111	1991	9.0	13.7	104
WKDAY 9:00 AM - 1:00 PM	18688	6906	11.6	37.0	104	2513	12.1	13.4	109	2008	11.9	10.7	106	2385	10.8	12.8	97
WKDAY 1:00 PM - 4:30 PM	24061	8941	15.0	37.2	104	3261	15.8	13.6	110	2570	15.2	10.7	106	3110	14.1	12.9	98
WKDAY 4:30 PM - 7:30 PM	44079	16020	26.8	36.3	102	5814	28.1	13.2	107	4456	26.3	10.1	100	5750	26.0	13.0	99
WKDAY 7:30 PM - 8:00 PM	61979	22209	37.2	35.8	101	8071	39.0	13.0	106	6108	36.1	9.9	98	8029	36.3	13.0	98
WKDAY 11:00 PM - 11:30 PM	49084	17433	29.2	35.5	100	5981	28.9	12.2	99	5015	29.6	10.2	101	6436	29.1	13.1	99
WKDAY 11:30 PM - 1:00 AM	16560	5976	10.0	36.1	101	2107	10.2	12.7	103	1710	10.1	10.3	102	2159	9.8	13.0	99
M-SAT 8-11 PM-SUN 7-11 PM	66967	24066	40.3	35.9	101	8237	39.8	12.3	100	6901	40.8	10.3	102	8929	40.4	13.3	101
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	3406	5.7	36.7	103	1191	5.8	12.8	104	1028	6.1	11.1	110	1187	5.4	12.8	97
ANOTHER WORLD	N 6138	2485	4.2	40.5	114	865	4.2	14.1	114	741	4.4	12.1	120	878	4.0	14.3	108
AS THE WORLD TURNS	C 7707	2845	4.8	36.9	104	1074	5.2	13.9	113	741	4.4	9.6	95	1030	4.7	13.4	101
CAPITOL	C 4688	1726	2.9	36.8	103	711	3.4	15.2	123	390	2.3	8.3	82	624	2.8	13.3	101
CBS MORN. NEWS 1	C 2792	1206	2.0	43.2	121	386	1.9	13.8	112	362	2.1	13.0	128	458	2.1	16.4	124
CBS MORN. NEWS 2	C 2071	822	1.4	39.7	111	296	1.4	14.3	116	230	1.4	11.1	110	297	1.3	14.3	109
DAYS OF OUR LIVES	N 8018	3202	5.4	39.9	112	1077	5.2	13.4	109	869	5.1	10.8	107	1256	5.7	15.7	119
FACTS OF LIFE - DAYTIME	N 3487	1224	2.0	35.1	99	332	1.6	9.5	77	455	2.7	13.0	129	437	2.0	12.5	95
FAMILY FEUD	A 4817	1717	2.9	35.6	100	608	2.9	12.6	102	567	3.3	11.8	117	543	2.5	11.3	85
GENERAL HOSPITAL	A 8333	3066	5.0	36.1	101	1107	5.3	13.3	108	966	5.7	11.6	115	933	4.2	11.2	85
GOOD MORNING, AMERICA-730A	A 5472	2218	3.7	40.5	114	843	4.1	15.4	125	580	3.4	10.6	105	795	3.6	14.5	110
GOOD MORNING, AMERICA-830A	A 3965	1592	2.7	40.2	113	567	2.7	14.3	116	444	2.6	11.2	111	580	2.6	14.6	111
GUIDING LIGHT	C 7542	2725	4.6	36.1	101	995	4.8	13.2	107	770	4.5	10.2	101	960	4.3	12.7	96
ONE LIFE TO LIVE	A 6018	2182	3.7	36.3	102	897	4.3	14.9	121	622	3.7	10.3	102	663	3.0	11.0	84
PRESS YOUR LUCK	C 3589	1309	2.2	36.5	102	470	2.3	13.1	106	356	2.1	9.9	98	483	2.2	13.5	102
PRICE IS RIGHT 1	C 7418	2692	4.														

EYE DROPS & EYE WASH (NON-PRESCRIPTION) - USAGE IN LAST 3 MONTHS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	59747	100.0	35.6	100	20692	100.0	12.3	100	16928	100.0	10.1	100	22127	100.0	13.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	18932	31.7	36.2	102	6888	33.3	13.2	107	5205	30.7	10.0	99	6839	30.9	13.1	99
NETWORK AFFILIATES - LATE		39164	13982	23.4	35.7	100	4769	23.0	12.2	99	4018	23.7	10.3	102	5195	23.5	13.3	101
INDEPENDENTS - LATE		5133	1676	2.8	32.7	92	634	3.1	12.4	100	473	2.8	9.2	91	569	2.6	11.1	84
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	8284	13.9	36.3	102	2820	13.6	12.4	100	2281	13.5	10.0	99	3184	14.4	13.9	106
ABC MONDAY NIGHT MOVIE	A	11258	4234	7.1	37.6	106	1394	6.7	12.4	100	1328	7.8	11.8	117	1511	6.8	13.4	101
ABC SUNDAY NIGHT MOVIE	A	23600	8474	14.2	35.9	101	2831	13.7	12.0	97	2467	14.6	10.5	104	3176	14.4	13.5	102
ABC WORLD NEWS TONIGHT	A	12801	4935	8.3	38.6	108	1841	8.9	14.4	117	1273	7.5	9.9	99	1821	8.2	14.2	108
AFTERMASH	C	10966	3938	6.6	35.9	101	1418	6.9	12.9	105	1151	6.8	10.5	104	1369	6.2	12.5	95
ALICE	C	17050	6160	10.3	36.1	101	2104	10.2	12.3	100	1778	10.5	10.4	103	2278	10.3	13.4	101
AMERICAN PARADE	C	11998	4151	6.9	34.6	97	1453	7.0	12.1	98	1124	6.6	9.4	93	1574	7.1	13.1	99
BENSON	A	19258	6843	11.5	35.5	100	2558	12.4	13.3	108	1671	9.9	8.7	86	2614	11.8	13.6	103
BLUE THUNDER	A	11478	4125	6.9	35.9	101	1450	7.0	12.6	102	1081	6.4	9.4	93	1594	7.2	13.9	105
CAGNEY & LACEY	C	18263	6129	10.3	33.6	94	2112	10.2	11.6	94	1622	9.6	8.9	88	2395	10.8	13.1	99
CBS EVENING NEWS-DEAN	C	7733	2912	4.9	37.7	106	1219	5.9	15.8	128	678	4.0	8.8	87	1016	4.6	13.1	100
CBS EVENING NEWS-RATHER	C	15653	5702	9.5	36.4	102	1995	9.6	12.7	103	1643	9.7	10.5	104	2064	9.3	13.2	100
CBS SAT. NEWS-SCHIEFFER	C	8744	3258	5.5	37.3	105	1160	5.6	13.3	108	929	5.5	10.6	105	1169	5.3	13.4	101
CBS SATURDAY NIGHT MOVIE	C	12000	4302	7.2	35.8	101	1335	6.5	11.1	90	1351	8.0	11.3	112	1616	7.3	13.5	102
CBS WEDNESDAY NIGHT MOVIE	C	11522	4057	6.8	35.2	99	1247	6.0	10.8	88	1151	6.8	10.0	99	1659	7.5	14.4	109
CHEERS	N	16818	5764	9.6	34.3	96	1843	8.9	11.0	89	1572	9.3	9.3	93	2349	10.6	14.0	106
DALLAS	C	37510	13739	23.0	36.6	103	4909	23.7	13.1	106	3979	23.5	10.6	105	4851	21.9	12.9	98
DIFF'RENT STROKES	N	11258	4226	7.1	37.5	105	1655	8.0	14.7	119	1197	7.1	10.6	105	1374	6.2	12.2	93
DOUBLE TROUBLE	N	12248	4766	8.0	38.9	109	1658	8.0	13.5	110	1441	8.5	11.8	117	1666	7.5	13.6	103
DUCK FACTORY	N	11100	3792	6.3	34.2	96	1214	5.9	10.9	89	1167	6.9	10.5	104	1411	6.4	12.7	96
DUKES OF HAZZARD	C	12353	4287	7.2	34.7	97	1432	6.9	11.6	94	1304	7.7	10.6	105	1550	7.0	12.5	95
DYNASTY	A	33279	12324	20.6	37.0	104	4304	20.8	12.9	105	3687	21.8	11.1	110	4333	19.6	13.0	99
FACTS OF LIFE	N	13410	5300	8.9	39.5	111	1933	9.3	14.4	117	1486	8.8	11.1	110	1880	8.5	14.0	106
FALCON CREST	C	31093	11374	19.0	36.6	103	3879	18.7	12.5	101	3511	20.7	11.3	112	3984	18.0	12.8	97
FALL GUY	A	18649	6649	11.1	35.7	100	2269	11.0	12.2	99	1931	11.4	10.4	103	2449	11.1	13.1	100
FAMILY TIES	N	13101	4746	7.9	36.2	102	1699	8.2	13.0	105	1371	8.1	10.5	104	1675	7.6	12.8	97
FANTASY ISLAND	A	13069	4594	7.7	35.2	99	1552	7.5	11.9	96	1287	7.6	9.8	98	1755	7.9	13.4	102
FOULUPS, BLEEPES & BLUNDERS	A	16588	5924	9.9	35.7	100	2117	10.2	12.8	103	1818	10.7	11.0	109	1990	9.0	12.0	91
FOUR SEASONS	C	9302	3119	5.2	33.5	94	1088	5.3	11.7	95	919	5.4	9.9	98	1111	5.0	11.9	91
GIMME A BREAK	N	13955	5171	8.7	37.1	104	1934	9.3	13.9	112	1473	8.7	10.6	105	1764	8.0	12.6	96
HART TO HART	A	15735	5719	9.6	36.3	102	2020	9.8	12.8	104	1449	8.6	9.2	91	2251	10.2	14.3	108
HILL STREET BLUES	N	18257	6647	11.1	36.4	102	2236	10.8	12.2	99	1850	10.9	10.1	100	2561	11.6	14.0	106
HOTEL	A	24236	8440	14.1	34.8	98	3112	15.0	12.8	104	2274	13.4	9.4	93	3053	13.8	12.6	95
JEFFERSONS	C	17010	6288	10.5	37.0	104	2173	10.5	12.8	104	1826	10.8	10.7	106	2289	10.3	13.5	102
JENNIFER SLEPT HERE	N	9397	3492	5.8	37.2	104	1284	6.2	13.7	111	1031	6.1	11.0	109	1177	5.3	12.5	95
KATE & ALLIE	C	16762	5850	9.8	34.9	98	2057	9.9	12.3	99	1463	8.6	8.7	86	2330	10.5	13.9	105
KNIGHT RIDER	N	13164	4839	8.1	36.8	103	1685	8.1	12.8	104	1391	8.2	10.6	105	1763	8.0	13.4	102
LOVE BOAT	A	20400	7412	12.4	36.3	102	2728	13.2	13.4	108	2207	13.0	10.8	107	2477	11.2	12.1	92
MAGNUM PI	C	22543	8355	14.0	37.1	104	2523	12.2	11.2	91	2387	14.1	10.6	105	3446	15.6	15.3	116
MAMA'S FAMILY	N	9852	3845	6.4	39.0	110	1462	7.1	14.8	120	1148	6.8	11.7	115	1236	5.6	12.5	95
MASTER, THE	N	8082	3030	5.1	37.5	105	1042	5.0	12.9	105	966	5.7	12.0	118	1022	4.6	12.6	96
MATT HOUSTON	A	12881	4801	8.0	37.3	105	1534	7.4	11.9	97	1380	8.2	10.7	106	1887	8.5	14.6	111
NBC MONDAY NIGHT MOVIE	N	23889	8501	14.2	35.6	100	2670	12.9	11.2	91	2556	15.1	10.7	106	3275	14.8	13.7	104
NBC NIGHTLY NEWS	N	11156	4157	7.0	37.3	105	1387	6.7	12.4	101	1317	7.8	11.8	117	1453	6.6	13.0	99
NBC NIGHTLY NEWS-SAT	N	7363	2770	4.6	37.6	106	976	4.7	13.3	107	842	5.0	11.4	113	953	4.3	12.9	98
NBC NIGHTLY NEWS-SUN	N	6214	2089	3.5	33.6	94	738	3.6	11.9	96	642	3.8	10.3	102	708	3.2	11.4	86
NBC SUNDAY NIGHT MOVIE	N	17590	6504	10.9	37.0	104	1944	9.4	11.1	90	1948	11.5	11.1	110	2612	11.8	14.8	113
NEWHART	C	16740	5684	9.5	34.0	95	1985	9.6	11.9	96	1550	9.2	9.3	92	2150	9.7	12.8	97
ONE DAY AT A TIME	C	11820	4413	7.4	37.3	105	1424	6.9	12.0	98	1329	7.9	11.2	111	1659	7.5	14.0	106
PEOPLE ARE FUNNY	N	9138	3623	6.1	39.6	111	1323	6.4	14.5	117	1083	6.4	11.9	117	1217	5.5	13.3	101
REAL PEOPLE	N	15979	5973	10.0	37.4	105	2139	10.3	13.4	109	1567	9.3	9.8	97	2267	10.2	14.2	108
REMINGTON STEELE	N	14395	4959	8.3	34.4	97	1620	7.8	11.3	91	1498	8.8	10.4	103	1842	8.3	12.8	97
RIPLY'S BELIEVE IT - NOT	N	11362	3979	6.7	35.0	98	1274	6.2	11.2	91	1112	6.6	9.8	97	1594	7.2	14.0	106
RIP TIDE	N	13920	4942	8.3	35.5	100	1639	7.9	11.8	95	1371	8.1	9.8	98	1933	8.7	13.9	105
SCARECROW & MRS. KING	C	17571	6177	10.3	35.2	99	1945	9.4	11.1	90	1707	10.1	9.7	96	2525	11.4	14.4	109
SIMON & SIMON	C	20208	7685	12.9	38.0	107	2524	12.2	12.5	101	2233	13.2	11.1	109	2929	13.2	14.5	110
60 MINUTES	C	27668	10360	17.3	37.4	105	3834	18.5	13.9	112	2833	16.						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	26394	100.0	33.3	100	9489	100.0	12.0	100	7082	100.0	8.9	100	9823	100.0	12.4	100
HOUSEHOLD HEADS	66405	22079	83.7	33.2	100	7700	81.1	11.6	97	6166	87.1	9.3	104	8213	83.6	12.4	100
18 - 24	13945	4505	17.1	32.3	97	1816	19.1	13.0	109	1000	14.1	7.2	80	1689	17.2	12.1	98
25 - 34	19334	6789	25.7	35.1	105	2455	25.9	12.7	106	1711	24.2	8.8	99	2624	26.7	13.6	110
35 - 44	14196	4502	17.1	31.7	95	1420	15.0	10.0	84	1280	18.1	9.0	101	1803	18.4	12.7	102
45 - 54	10896	3524	13.4	32.3	97	1058	11.1	9.7	81	1013	14.3	9.3	104	1453	14.8	13.3	108
55 - 64	10378	3264	12.4	31.5	94	1115	11.8	10.7	90	962	13.6	9.3	104	1186	12.1	11.4	92
65 OR OLDER	10514	3811	14.4	36.2	109	1625	17.1	15.5	129	1116	15.8	10.6	119	1069	10.9	10.2	82
18 - 34	33279	11294	42.8	33.9	102	4271	45.0	12.8	107	2711	38.3	8.1	91	4313	43.9	13.0	105
18 - 49	52904	17514	66.4	33.1	99	6141	64.7	11.6	97	4527	63.9	8.6	96	6846	69.7	12.9	104
25 - 54	44426	14815	56.1	33.3	100	4932	52.0	11.1	93	4003	56.5	9.0	101	5880	59.9	13.2	107
35 - 49	19625	6220	23.6	31.7	95	1870	19.7	9.5	80	1816	25.6	9.3	104	2534	25.8	12.9	104
50 OR OLDER	26359	8880	33.6	33.7	101	3349	35.3	12.7	106	2555	36.1	9.7	108	2977	30.3	11.3	91
GRADUATED COLLEGE	15982	4792	18.2	30.0	90	1609	17.0	10.1	84	1300	18.4	8.1	91	1882	19.2	11.8	95
ATTENDED COLLEGE	13629	4604	17.4	33.8	101	1623	17.1	11.9	99	1172	16.5	8.6	96	1809	18.4	13.3	107
GRADUATED HIGH SCHOOL	28591	9673	36.6	33.8	102	3389	35.7	11.9	99	2544	35.9	8.9	100	3739	38.1	13.1	106
DID NOT GRADUATE HIGH SCHOOL	21061	7326	27.8	34.8	104	2867	30.2	13.6	114	2065	29.2	9.8	110	2393	24.4	11.4	92
EMPLOYED FULL-TIME	52316	17118	64.9	32.7	98	5889	62.1	11.3	94	4448	62.8	8.5	95	6781	69.0	13.0	105
EMPLOYED PART-TIME	4113	1251	4.7	30.4	91	*454	4.8	11.0	92	*404	5.7	9.8	110	*394	4.0	9.6	77
NOT EMPLOYED	22834	8026	30.4	35.1	106	3146	33.2	13.8	115	2230	31.5	9.8	109	2649	27.0	11.6	94
PROFESSIONAL/MANAGER	15034	4516	17.1	30.0	90	1530	16.1	10.2	85	1111	15.7	7.4	83	1875	19.1	12.5	101
TECH/CLERICAL/SALES	11255	3529	13.4	31.4	94	1207	12.7	10.7	90	893	12.6	7.9	89	1429	14.5	12.7	102
PRECISION/CRAFT	11607	4278	16.2	36.9	111	1336	14.1	11.5	96	1240	17.5	10.7	120	1703	17.3	14.7	118
OTHER EMPLOYED	18534	6045	22.9	32.6	98	2270	23.9	12.2	102	1607	22.7	8.7	97	2168	22.1	11.7	94
SINGLE	19562	6433	24.4	32.9	99	2709	28.5	13.8	116	1585	22.4	8.1	91	2139	21.8	10.9	88
MARRIED	51896	17263	65.4	33.3	100	5727	60.4	11.0	92	4715	66.6	9.1	102	6821	69.4	13.1	106
DIVORCED/SEPARATED/WIDOWED	7804	2698	10.2	34.6	104	1054	11.1	13.5	113	782	11.0	10.0	112	863	8.8	11.1	89
PARENTS	25372	8496	32.2	33.5	101	2778	29.3	10.9	91	2157	30.5	8.5	95	3561	36.3	14.0	113
WHITE	69658	22926	86.9	32.9	99	8090	85.3	11.6	97	6283	88.7	9.0	101	8554	87.1	12.3	99
BLACK	7909	2791	10.6	35.3	106	1152	12.1	14.6	122	592	8.4	7.5	84	1047	10.7	13.2	107
OTHER	1696	677	2.6	39.9	120	**247	2.6	14.6	122	**207	2.9	12.2	137	**223	2.3	13.1	106
NORTHEAST-CENSUS	17202	4225	16.0	24.6	74	1284	13.5	7.5	62	917	12.9	5.3	60	2025	20.6	11.8	95
NORTH CENTRAL	20461	6063	23.0	29.6	89	1732	18.3	8.5	71	1777	25.1	8.7	97	2554	26.0	12.5	101
SOUTH	26695	10540	39.9	39.5	119	4580	48.3	17.2	143	2751	38.8	10.3	115	3210	32.7	12.0	97
WEST	14906	5566	21.1	37.3	112	1894	20.0	12.7	106	1637	23.1	11.0	123	2035	20.7	13.7	110
NORTHEAST-MKTG.	17962	4712	17.9	26.2	79	1654	17.4	9.2	77	985	13.9	5.5	61	2073	21.1	11.5	93
EAST CENTRAL	11741	3541	13.4	30.2	91	1019	10.7	8.7	72	1052	14.9	9.0	100	1471	15.0	12.5	101
WEST CENTRAL	13518	4192	15.9	31.0	93	1212	12.8	9.0	75	1269	17.9	9.4	105	1711	17.4	12.7	102
SOUTH	23168	9157	34.7	39.5	119	3987	42.0	17.2	144	2333	32.9	10.1	113	2837	28.9	12.2	99
PACIFIC	12874	4793	18.2	37.2	112	1619	17.1	12.6	105	1443	20.4	11.2	125	1732	17.6	13.5	109
COUNTY SIZE A	32596	10443	39.6	32.0	96	3891	41.0	11.9	100	2897	40.9	8.9	99	3656	37.2	11.2	91
COUNTY SIZE B	23814	7977	30.2	33.5	101	2899	30.6	12.2	102	1952	27.6	8.2	92	3126	31.8	13.1	106
COUNTY SIZE C	12663	4393	16.6	34.7	104	1576	16.6	12.4	104	1178	16.6	9.3	104	1640	16.7	13.0	105
COUNTY SIZE D	10190	3580	13.6	35.1	106	1123	11.8	11.0	92	1055	14.9	10.4	116	1402	14.3	13.8	111
METRO CENTRAL CITY	23190	7803	29.6	33.6	101	3188	33.6	13.7	115	2034	28.7	8.8	98	2581	26.3	11.1	90
METRO SUBURBAN	36920	11721	44.4	31.7	95	3929	41.4	10.6	89	3057	43.2	8.3	93	4736	48.2	12.8	104
NON METRO	19152	6870	26.0	35.9	108	2373	25.0	12.4	103	1991	28.1	10.4	116	2506	25.5	13.1	106
TOP 5 ADI'S	18703	5942	22.5	31.8	95	2057	21.7	11.0	92	1582	22.3	8.5	95	2302	23.4	12.3	99
TOP 10 ADI'S	26158	8379	31.7	32.0	96	3143	33.1	12.0	100	2126	30.0	8.1	91	3110	31.7	11.9	96
TOP 20 ADI'S	36612	11728	44.4	32.0	96	4182	44.1	11.4	95	3121	44.1	8.5	95	4426	45.1	12.1	98
HSGLD INC. \$50,000 OR MORE	9326	2558	9.7	27.4	82	962	10.1	10.3	86	630	8.9	6.8	76	966	9.8	10.4	84
\$40,000 OR MORE	18002	5335	20.2	29.6	89	1904	20.1	10.6	88	1248	17.6	6.9	78	2183	22.2	12.1	98
\$30,000 OR MORE	31361	9905	37.5	31.6	95	3492	36.8	11.1	93	2346	33.1	7.5	84	4067	41.4	13.0	105
\$25,000 OR MORE	39858	12705	48.1	31.9	96	4186	44.1	10.5	88	3133	44.2	7.9	88	5385	54.8	13.5	109
\$20,000 - \$24,999	8664	3035	11.5	35.0	105	1344	14.2	15.5	130	783	11.1	9.0	101	908	9.2	10.5	85
\$15,000 - \$19,999	7964	2395	9.1	30.1	90	849	8.9	10.7	89	665	9.4	8.4	93	882	9.0	11.1	89
\$10,000 - \$14,999	11093	3925	14.9	35.4	106	1566	16.5	14.1	118	1233	17.4	11.1	124	1125	11.5	10.1	82
UNDER \$10,000	11683	4335	16.4	37.1	111	1543	16.3	13.2	110	1268	17.9	10.9	121	1523	15.5	13.0	105
HOUSEHOLD OF 1 PERSON	7453	2521	9.6	33.8	102	1179	12.4	15.8	132	663	9.4	8.9	100	679	6.9	9.1	74
2 PEOPLE	24757	8896	33.7	35.9	108	3311	34.9	13.4	112	2554	36.1	10.3	115	3031	30.9	12.2	99
3 OR 4 PEOPLE	32682	10177	38.6	31.1	94	3336	35.2	10.2	85	2805	35.6	8.6	96	4035	41.1	12.3	100
5 OR MORE PEOPLE	14370	4801	18.2	33.4	100	1663	17.5	11.6	97	1060	19.0	7.4	83	2078	21.2	14.5	117
NO CHILD IN HSHLD	46768	15518	58.8	33.2	100	5963	62.8	12.8	107	4323	61.0	9.2	103	5232	53.3	11.2	90
CHILD(REN) UNDER 2 YRS	4799	1565	5.9	32.6	98	*455	4.8	9.5	79	*373	5.3	7.8	87	736	7.5	15.3	124
2 - 5 YEARS	11125	3700	14.0	33.3	100	1298	13.7	11.7	97	794	11.2	7.1	80	1608	16.4	14.5	117
6 - 11 YEARS	14193	4760	18.0	33.5	101	1752	18.5	12.3	103	1150	16.2	8.1	91	1857	18.9	13.1	106
12 - 17 YEARS	17402	5854	22.2	33.6	101	1805	19.0	10.4	87	1492	21.1	8.6	96	2557	26.0	14.7	119
RESIDENCE OWNED	56398	18778	71.1	33.3	100	6597	69.5	11.7	98	5051	71.3	9.0	100	7130	72.6	12.6	102
VALUE: \$50,000 OR MORE	34811	11271	42.7	32.4	97	3772	39.8	10.8	91	2892	40.8	8.3	93	4607	46.9	13.2	107
VALUE: UNDER \$50,000	21587	7507	28.4	34.8	104	2825	29.8	13.1	109	2160	30.5	10.0	112	2522	25.7	11.7	94

EYE DROPS & EYE WASH (NON-PRESCRIPTION) - USAGE IN LAST 3 MONTHS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	26394	100.0	33.3	100	9489	100.0	12.0	100	7082	100.0	8.9	100	9823	100.0	12.4	100
MAGAZINES	QUINTILE 1	16033	5253	19.9	32.8	98	1762	18.6	11.0	92	1421	20.1	8.9	99	2070	21.1	12.9	104
	QUINTILE 2	15354	5223	19.8	34.0	102	1716	18.1	11.2	93	1409	19.9	9.2	103	2098	21.4	13.7	110
	QUINTILE 3	15888	4919	18.6	31.0	93	1857	19.6	11.7	98	1129	15.9	7.1	80	1933	19.7	12.2	98
	QUINTILE 4	17310	5872	22.2	33.9	102	2076	21.9	12.0	100	1668	23.6	9.6	108	2128	21.7	12.3	99
	QUINTILE 5	14677	5127	19.4	34.9	105	2078	21.9	14.2	118	1455	20.5	9.9	111	1594	16.2	10.9	88
NEWSPAPERS	QUINTILE 1	15277	4481	17.0	29.3	88	1466	15.4	9.6	80	1136	16.0	7.4	83	1879	19.1	12.3	99
	QUINTILE 2	22745	7680	29.1	33.8	101	2710	28.6	11.9	100	2030	28.7	8.9	100	2940	29.9	12.9	104
	QUINTILE 3	10692	3521	13.3	32.9	99	1444	15.2	13.5	113	926	13.1	8.7	97	1151	11.7	10.8	87
	QUINTILE 4	11646	4122	15.6	35.4	106	1468	15.5	12.6	105	1109	15.7	9.5	107	1545	15.7	13.3	107
	QUINTILE 5	18903	6591	25.0	34.9	105	2402	25.3	12.7	106	1880	26.5	9.9	111	2309	23.5	12.2	99
OUTDOOR	QUINTILE 1	16620	5211	19.7	31.4	94	1691	17.8	10.2	85	1492	21.1	9.0	100	2029	20.7	12.2	99
	QUINTILE 2	16377	5753	21.8	35.1	105	2019	21.3	12.3	103	1451	20.5	8.9	99	2283	23.2	13.9	112
	QUINTILE 3	15995	5182	19.6	32.4	97	1696	17.9	10.6	89	1591	22.5	9.9	111	1894	19.3	11.8	96
	QUINTILE 4	15592	5214	19.8	33.4	100	2109	22.2	13.5	113	1218	17.2	7.8	87	1886	19.2	12.1	98
	QUINTILE 5	14679	5035	19.1	34.3	103	1974	20.8	13.4	112	1330	18.8	9.1	101	1732	17.6	11.8	95
RADIO-DRIVE TIME	QUINTILE 1	15746	5061	19.2	32.1	97	1662	17.5	10.6	88	1298	18.3	8.2	92	2102	21.4	13.3	108
	QUINTILE 2	15067	5155	19.5	34.2	103	1883	19.8	12.5	104	1406	19.9	9.3	104	1866	19.0	12.4	100
	QUINTILE 3	15631	5354	20.3	34.3	103	2157	22.7	13.8	115	1227	17.3	7.8	88	1971	20.1	12.6	102
	QUINTILE 4	16245	5539	21.0	34.1	102	1970	20.8	12.1	101	1546	21.8	9.5	107	2023	20.6	12.5	100
	QUINTILE 5	16573	5284	20.0	31.9	96	1818	19.2	11.0	92	1605	22.7	9.7	108	1861	18.9	11.2	91
RADIO-MID- DAY	TERCILE 1	21788	7119	27.0	32.7	98	2331	24.6	10.7	89	2191	30.9	10.1	113	2596	26.4	11.9	96
	TERCILE 2	21151	6791	25.7	32.1	96	2402	25.3	11.4	95	2032	28.7	9.6	108	2357	24.0	11.1	90
	TERCILE 3	36323	12485	47.3	34.4	103	4756	50.1	13.1	109	2859	40.4	7.9	88	4870	49.6	13.4	108
RADIO-TOTAL	QUINTILE 1	15977	5219	19.8	32.7	98	1693	17.8	10.6	89	1482	20.9	9.3	104	2043	20.8	12.8	103
	QUINTILE 2	15923	5019	19.0	31.5	95	1697	17.9	10.7	89	1512	21.3	9.5	106	1811	18.4	11.4	92
	QUINTILE 3	14980	5466	20.7	36.5	110	2166	22.8	14.5	121	1184	16.7	7.9	88	2115	21.5	14.1	114
	QUINTILE 4	17123	5791	21.9	33.8	102	2227	23.5	13.0	109	1511	21.3	8.8	99	2053	20.9	12.0	97
	QUINTILE 5	15260	4900	18.6	32.1	96	1706	18.0	11.2	93	1393	19.7	9.1	102	1801	18.3	11.8	95
TV-PRIME TIME	QUINTILE 1	15674	5216	19.8	33.3	100	1983	20.9	12.7	106	1413	20.0	9.0	101	1821	18.5	11.6	94
	QUINTILE 2	15944	5480	20.8	34.4	103	1823	19.2	11.4	96	1571	22.2	9.9	110	2086	21.2	13.1	106
	QUINTILE 3	16037	5322	20.2	33.2	100	1717	18.1	10.7	89	1467	20.7	9.1	102	2139	21.8	13.3	108
	QUINTILE 4	15412	5050	19.1	32.8	98	2017	21.3	13.1	109	1227	17.3	8.0	89	1806	18.4	11.7	95
	QUINTILE 5	16194	5326	20.2	32.9	99	1949	20.5	12.0	101	1404	19.8	8.7	97	1972	20.1	12.2	98
TV-DAYTIME	TERCILE 1	19156	6702	25.4	35.0	105	2549	26.9	13.3	111	1800	25.4	9.4	105	2353	24.0	12.3	99
	TERCILE 2	19343	6525	24.7	33.7	101	2668	28.1	13.8	115	1661	23.5	8.6	96	2196	22.4	11.4	92
	TERCILE 3	40764	13168	49.9	32.3	97	4272	45.0	10.5	88	3621	51.1	8.9	99	5275	53.7	12.9	104
TV-TOTAL	QUINTILE 1	15844	5417	20.5	34.2	103	2113	22.3	13.3	111	1375	19.4	8.7	97	1928	19.6	12.2	98
	QUINTILE 2	15767	5486	20.8	34.8	104	2018	21.3	12.8	107	1582	22.3	10.0	112	1886	19.2	12.0	97
	QUINTILE 3	15775	5058	19.2	32.1	96	1799	19.0	11.4	95	1279	18.1	8.1	91	1979	20.1	12.5	101
	QUINTILE 4	15903	5100	19.3	32.1	96	1745	18.4	11.0	92	1398	19.7	8.8	98	1957	19.9	12.3	99
	QUINTILE 5	15974	5335	20.2	33.4	100	1813	19.1	11.3	95	1448	20.4	9.1	101	2074	21.1	13.0	105
MAGAZINES-NEWSPAPERS: DUAL		21225	7185	27.2	33.9	102	2402	25.3	11.3	95	1827	25.8	8.6	96	2956	30.1	13.9	112
MAGAZINE IMPERATIVE		17728	5856	22.2	33.0	99	2058	21.7	11.6	97	1559	22.0	8.8	98	2238	22.8	12.6	102
NEWSPAPER IMPERATIVE		22987	7116	27.0	31.0	93	2588	27.3	11.3	94	1897	26.8	8.3	92	2631	26.8	11.4	92
MAGAZINES-OUTDOOR: DUAL		16244	5036	19.1	31.0	93	1490	15.7	9.2	77	1537	21.7	9.5	106	2010	20.5	12.4	100
MAGAZINE IMPERATIVE		24016	7983	30.2	33.2	100	3008	31.7	12.5	105	1917	27.1	8.0	89	3059	31.1	12.7	103
OUTDOOR IMPERATIVE		26020	8817	33.4	33.9	102	3192	33.6	12.3	102	2369	33.5	9.1	102	3256	33.1	12.5	101
MAGAZINES-RADIO: DUAL		16918	5637	21.4	33.3	100	1752	18.5	10.4	87	1520	21.5	9.0	101	2365	24.1	14.0	113
MAGAZINE IMPERATIVE		23456	7775	29.5	33.1	100	2816	29.7	12.0	100	1971	27.8	8.4	94	2988	30.4	12.7	103
RADIO IMPERATIVE		23900	7922	30.0	33.1	100	2930	30.9	12.3	102	2169	30.6	9.1	102	2824	28.7	11.8	95
MAGAZINES-TELEVISION: DUAL		15791	5534	21.0	35.0	105	1945	20.5	12.3	103	1449	20.5	9.2	103	2140	21.8	13.6	109
MAGAZINE IMPERATIVE		25476	7957	30.1	31.2	94	2677	28.2	10.5	88	2048	28.9	8.0	90	3232	32.9	12.7	102
TELEVISION IMPERATIVE		25744	8679	32.9	33.7	101	3521	37.1	13.7	114	2328	32.9	9.0	101	2829	28.8	11.0	89
NEWSPAPERS-OUTDOOR: DUAL		17628	5567	21.1	31.6	95	1825	19.2	10.4	86	1562	22.1	8.9	99	2180	22.2	12.4	100
NEWSPAPER IMPERATIVE		26414	8648	32.8	32.7	98	3172	33.4	12.0	100	2134	30.1	8.1	90	3342	34.0	12.7	102
OUTDOOR IMPERATIVE		23059	7980	30.2	34.6	104	2803	29.5	12.2	102	2250	31.8	9.8	109	2928	29.8	12.7	102
NEWSPAPERS-RADIO: DUAL		17996	5459	20.7	30.3	91	1729	18.2	9.6	80	1525	21.5	8.5	95	2206	22.5	12.3	99
NEWSPAPER IMPERATIVE		26269	8872	33.6	33.8	101	3292	34.7	12.5	105	2266	32.0	8.6	97	3315	33.7	12.6	102
RADIO IMPERATIVE		21342	7511	28.5	35.2	106	2790	29.4	13.1	109	2125	30.0	10.0	111	2596	26.4	12.2	98
NEWSPAPERS-TELEVISION: DUAL		17359	5475	20.7	31.5	95	2046	21.6	11.8	98	1511	21.3	8.7	97	1919	19.5	11.1	89
NEWSPAPER IMPERATIVE		26889	8621	32.7	32.1	96	2992	31.5	11.1	93	2231	31.5	8.3	93	3398	34.6	12.6	102
TELEVISION IMPERATIVE		21698	7971	30.2	36.7	110	3032	32.0	14.0	117	2087	29.5	9.6	108	2852	29.0	13.1	106
OUTDOOR-RADIO: DUAL		16456	5476	20.7	33.3	100	1793	18.9	10.9	91	1509	21.3	9.2	103	2175	22.1	13.2	

EYE DROPS & EYE WASH (NON-PRESCRIPTION) - USAGE IN LAST 3 MONTHS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	26394	100.0	33.3	100	9489	100.0	12.0	100	7082	100.0	8.9	100	9823	100.0	12.4	100
ATLANTIC MONTHLY	452	*132	0.5	29.2	88	**32	0.3	7.1	59	**23	0.3	5.1	57	**77	0.8	17.0	137
BARRON'S	1058	400	1.5	37.8	114	*194	2.0	18.3	153	**36	0.5	3.4	38	*170	1.7	16.1	130
BETTER HOMES & GARDENS	4773	1595	6.0	33.4	100	585	6.2	12.3	102	414	5.8	8.7	97	597	6.1	12.5	101
BON APPETIT	1037	387	1.5	37.3	112	*116	1.2	11.2	93	*145	2.0	14.0	156	*127	1.3	12.2	99
BUSINESS WEEK	3193	1070	4.1	33.5	101	500	5.3	15.7	131	*237	3.3	7.4	83	333	3.4	10.4	84
CAR AND DRIVER	2705	924	3.5	34.2	103	295	3.1	10.9	91	320	4.5	11.8	132	309	3.1	11.4	92
CBS MAGAZINE NETWORK (GROSS)	5678	2120	8.0	37.3	112	756	8.0	13.3	111	595	8.4	10.5	117	769	7.8	13.5	109
CHANGING TIMES	1847	591	2.2	32.0	96	*225	2.4	12.2	102	*102	1.4	5.5	62	*264	2.7	14.3	115
COLONIAL HOMES	492	*129	0.5	26.2	79	**64	0.7	13.0	109	**52	0.7	10.6	118	**13	0.1	2.6	21
CONDE NAST MAG. PKG. (GROSS)	2066	602	2.3	29.1	88	*362	3.8	17.5	146	*122	1.7	5.9	66	*118	1.2	5.7	46
CONSUMERS DIGEST	1719	491	1.9	28.6	86	*180	1.9	10.5	87	*140	2.0	8.1	91	*170	1.7	9.9	80
COSMOPOLITAN	1762	644	2.4	36.5	110	*264	2.8	15.0	125	*119	1.7	6.8	76	*261	2.7	14.8	120
COUNTRY LIVING	1110	358	1.4	32.3	97	**166	1.7	15.0	125	**91	1.3	8.2	92	*101	1.0	9.1	73
CUISINE	660	218	0.8	33.0	99	**82	0.9	12.4	104	**45	0.6	6.8	76	**90	0.9	13.6	110
CYCLE WORLD	1924	779	3.0	40.5	122	*359	3.8	18.7	156	**171	2.4	8.9	99	*249	2.5	12.9	104
DCI:CREATIVE IDEAS FOR LIV	437	*160	0.6	36.6	110	**91	1.0	20.8	174	**36	0.5	8.2	92	**33	0.3	7.6	61
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	964	3.7	38.7	116	461	4.9	18.5	155	*198	2.8	7.9	89	306	3.1	12.3	99
DISCOVER	1279	402	1.5	31.4	94	*132	1.4	10.3	86	**122	1.7	9.5	107	*149	1.5	11.6	94
EBONY	2898	1140	4.3	39.3	118	428	4.5	14.8	123	249	3.5	8.6	96	463	4.7	16.0	129
ESQUIRE	1384	529	2.0	38.2	115	*167	1.8	12.1	101	*164	2.3	11.8	133	*198	2.0	14.3	115
ESSENCE	850	362	1.4	42.6	128	*181	1.9	21.3	178	**63	0.9	7.4	83	**119	1.2	14.0	113
FAMILY CIRCLE	2430	924	3.5	38.0	114	344	3.6	14.2	118	*201	2.8	8.3	93	378	3.8	15.6	126
THE FAMILY HANDYMAN	2356	694	2.6	29.5	88	*202	2.1	8.6	72	*165	2.3	7.0	78	327	3.3	13.9	112
FAMILY WEEKLY	11533	3813	14.4	33.1	99	1474	15.5	12.8	107	962	13.6	8.3	93	1377	14.0	11.9	96
FIELD & STREAM	7444	2527	9.6	33.9	102	869	9.2	11.7	98	725	10.2	9.7	109	933	9.5	12.5	101
FOOD & WINE	416	*126	0.5	30.3	91	**40	0.4	9.6	80	**28	0.4	6.7	75	**58	0.6	13.9	113
FORBES	1865	650	2.5	34.9	105	294	3.1	15.8	132	*148	2.1	7.9	89	*209	2.1	11.2	90
FORTUNE	1849	647	2.5	35.0	105	240	2.5	13.0	108	*204	2.9	11.0	123	203	2.1	11.0	89
GENTLEMAN'S QUARTERLY	2284	799	3.0	35.0	105	454	4.8	19.9	166	*157	2.2	6.9	77	*187	1.9	8.2	66
GLAMOUR	538	*162	0.6	30.1	90	**86	0.9	16.0	134	**45	0.6	8.4	94	**32	0.3	5.9	48
GOLF DIGEST	1649	486	1.8	29.5	89	*164	1.7	9.9	83	*154	2.2	9.3	105	*168	1.7	10.2	82
GOLF DIGEST/TENNIS (GROSS)	2294	659	2.5	28.7	86	249	2.6	10.9	91	*202	2.9	8.8	99	208	2.1	9.1	73
GOLF MAGAZINE	1577	491	1.9	31.1	94	*113	1.2	7.2	60	*145	2.0	9.2	103	*233	2.4	14.8	119
GOLF MAGAZINE/SKI (GROSS)	2487	784	3.0	31.5	95	214	2.3	8.6	72	*221	3.1	8.9	99	350	3.6	14.1	114
GOOD HOUSEKEEPING	2569	830	3.1	32.3	97	276	2.9	10.7	90	*188	2.7	7.3	82	365	3.7	14.2	115
HARPER'S BAZAAR	431	**137	0.5	31.8	95	**63	0.7	14.6	122	**67	0.9	15.5	174	**7	0.1	1.6	13
HEALTH	788	357	1.4	45.3	136	*133	1.4	16.9	141	**120	1.7	15.2	170	**103	1.0	13.1	105
HEARST MAG CORP. BUY (GROSS)	18781	6281	23.8	33.4	100	2359	24.9	12.6	105	1764	24.9	9.4	105	2158	22.0	11.5	93
HEARST MAN POWER (GROSS)	9169	3104	11.8	33.9	102	1100	11.6	12.0	100	939	13.3	10.2	115	1065	10.8	11.6	94
HEARST WOMAN POWER (GROSS)	5452	1867	7.1	34.2	103	697	7.3	12.8	107	431	6.1	7.9	88	738	7.5	13.5	109
HOUSE BEAUTIFUL	1020	356	1.3	34.9	105	*150	1.6	14.7	123	**86	1.2	8.4	94	**120	1.2	11.8	95
INC.	993	385	1.5	38.8	116	**174	1.8	17.5	146	**80	1.1	8.1	90	**130	1.3	13.1	106
JET	2808	1053	4.0	37.5	113	423	4.5	15.1	126	182	2.6	6.5	73	448	4.6	16.0	129
LADIES' HOME JOURNAL	1868	626	2.4	33.5	101	*198	2.1	10.6	89	*203	2.9	10.9	122	*225	2.3	12.0	97
LHJ FAMILY GRP COMBO(GROSS)	3582	1275	4.8	35.6	107	446	4.7	12.5	104	348	4.9	9.7	109	480	4.9	13.4	108
LIFE	4817	1714	6.5	35.6	107	751	7.9	15.6	130	426	6.0	8.8	99	537	5.5	11.1	90
L.A. TIMES HOME MAGAZINE	1465	467	1.8	31.9	96	151	1.6	10.3	86	*119	1.7	8.1	91	*197	2.0	13.4	109
MADEMOISELLE	460	**151	0.6	32.8	99	**101	1.1	22.0	183	*93	0.0	0.7	7	**47	0.5	10.2	82
MC CALL'S	1764	689	2.6	39.1	117	*231	2.4	13.1	109	*196	2.8	11.1	124	*262	2.7	14.9	120
MC CALL'S/WRK MOTHER (GROSS)	2062	817	3.1	39.6	119	285	3.0	13.8	115	*224	3.2	10.9	122	308	3.1	14.9	121
MECHANIX ILLUSTRATED	3625	1169	4.4	32.2	97	373	3.9	10.3	86	384	5.4	10.6	119	412	4.2	11.4	92
METROPOLITAN HOME	495	*184	0.7	37.2	112	**61	0.6	12.3	103	**40	0.6	8.1	90	**82	0.8	16.6	134
MONEY	3017	1041	3.9	34.5	104	447	4.7	14.8	124	246	3.5	8.2	91	348	3.5	11.5	93
MOTHER EARTH NEWS	1203	407	1.5	33.8	102	*163	1.7	13.5	113	**107	1.5	8.9	100	*137	1.4	11.4	92
MS.	*257	**159	0.6	61.9	186	**88	0.9	34.2	286	**38	0.5	14.8	165	**34	0.3	13.2	107
NATIONAL ENQUIRER	6921	2460	9.3	35.5	107	864	9.1	12.5	104	627	8.9	9.1	101	970	9.9	14.0	113
NATIONAL GEOGRAPHIC	11626	3910	14.8	33.6	101	1354	14.3	11.6	97	1114	15.7	9.6	107	1442	14.7	12.4	100
NATIONAL SUNDAY MAGAZINE PKG	49424	16025	60.7	32.4	97	5834	61.5	11.8	99	4136	58.4	8.4	94	6055	61.6	12.3	99
NATURAL HISTORY	753	353	1.3	46.9	141	**195	2.1	25.9	216	**109	1.5	14.5	162	**48	0.5	6.4	51
NEW WOMAN	*296	**139	0.5	47.0	141	**93	1.0	31.4	262	**20	0.3	6.8	76	**25	0.3	8.4	68
NEW YORK INCLUDING CUE	541	*117	0.4	21.6	65	**42	0.4	7.8	65	**40	0.6	7.4	83	**35	0.4	6.5	52
THE NEW YORKER	1078	312	1.2	28.9	87	*76	0.8	7.1	59	*106	1.5	9.8	110	*130	1.3	12.1	97
NEWSWEEK	9602	3204	12.1	33.4	100	1118	11.8	11.6	97	993	14.0	10.3	116	1094	11.1	11.4	92
THE N.Y. TIMES DAILY EDITION	1376	306	1.2	22.2	67	127	1.3	9.2	77	**50	0.7	3.6	41	*129	1.3	9.4	76
THE N.Y. TIMES MAGAZINE	2110	582	2.2	27.6	83	209	2.2	9.9	83	*123	1.7	5.8	65	250	2.5	11.8	96
OMNI	1927	670	2.5	34.8	104	*216	2.3	11.2	94	*225	3.2	11.7	131	*230	2.3	11.9	96
ON CABLE	911	325	1.2	35.7	107	**61	0.6	6.7	56	*137	1.9	15.0	168	*127	1.3	13.9	112
1001 HOME IDEAS	927	292	1.1	31.5	95	*114	1.2	12.3	103	**25	0.4	2.7	30	*153	1.6	16.5	133
ORGANIC GARDENING	1430	442	1.7	30.9	93	*179	1.9	12.5	105	*130	1.8	9.1	102	*133	1.4	9.3	75
OUTDOOR LIFE	4064	1428	5.4	35.1	106	407	4.3	10.0	84	415	5.9	10.2	114	606	6.2	14.9	120
PARADE MAGAZINE	24538	8056	30.5	32.8	99	2908	30.6	11.9	99	1906	26.9	7.8	87	3242	33.0	13.2	107

EYE DROPS & EYE WASH (NON-PRESCRIPTION) - USAGE IN LAST 3 MONTHS
(MALES)

	TOTAL U.S. '000	ALL USERS ONCE A WEEK				HEAVY USERS OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	26394	100.0	33.3	100	9489	100.0	12.0	100	7082	100.0	8.9	100	9823	100.0	12.4	100
PARENTS	1126	353	1.3	31.3	94	**140	1.5	12.4	104	**57	0.8	5.1	57	*156	1.6	13.9	112
PENTHOUSE	4157	1502	5.7	36.1	109	579	6.1	13.9	116	394	5.6	9.5	106	529	5.4	12.7	103
PEOPLE	7591	2502	9.5	33.0	99	958	10.1	12.6	105	758	10.7	10.0	112	786	8.0	10.4	84
PLAYBOY	8379	2786	10.6	33.2	100	1049	11.1	12.5	105	766	10.8	9.1	102	970	9.9	11.6	93
POPULAR HOT RODDING	2110	829	3.1	39.3	118	*395	4.2	18.7	156	*148	2.1	7.0	79	*285	2.9	13.5	109
POPULAR MECHANICS	4850	1824	6.9	37.6	113	664	7.0	13.7	114	557	7.9	11.5	129	603	6.1	12.4	100
POPULAR SCIENCE	3397	1049	4.0	30.9	93	*271	2.9	8.0	67	361	5.1	10.6	119	417	4.2	12.3	99
PREVENTION	1720	590	2.2	34.3	103	264	2.8	15.3	128	*127	1.8	7.4	83	*199	2.0	11.6	93
PSYCHOLOGY TODAY	1344	556	2.1	41.4	124	*184	1.9	13.7	114	*148	2.1	11.0	123	*224	2.3	16.7	134
READER'S DIGEST	16016	5516	20.9	34.4	103	1902	20.0	11.9	99	1550	21.9	9.7	108	2065	21.0	12.9	104
REDBOOK	1121	392	1.5	35.0	105	*157	1.7	14.0	117	*124	1.8	11.1	124	*112	1.1	10.0	81
ROAD & TRACK	2161	784	3.0	36.3	109	*271	2.9	12.5	105	*199	2.8	9.2	103	*314	3.2	14.5	117
ROLLING STONE	1948	747	2.8	38.3	115	*228	2.4	11.7	98	*231	3.3	11.9	133	*288	2.9	14.8	119
RUNNER'S WORLD	899	*330	1.3	36.7	110	*79	0.8	8.8	73	*84	1.2	9.3	105	*167	1.7	18.6	150
SATURDAY EVENING POST	841	331	1.3	39.4	118	*121	1.3	14.4	120	*95	1.3	11.3	126	*116	1.2	13.8	111
SCIENCE 84	841	*231	0.9	27.5	82	**82	0.9	9.8	81	**28	0.4	3.3	37	**122	1.2	14.5	117
SCIENCE DIGEST	1194	375	1.4	31.4	94	**102	1.1	8.5	71	*106	1.5	8.9	99	*167	1.7	14.0	113
SCIENTIFIC AMERICAN	1379	377	1.4	27.3	82	**70	0.7	5.1	42	*166	2.3	12.0	135	*141	1.4	10.2	83
SELF	436	*151	0.6	34.6	104	*106	1.1	24.3	203	*116	0.2	3.7	41	*28	0.3	6.4	52
SEVENTEEN	614	*198	0.8	32.2	97	*115	1.2	18.7	156	*46	0.6	7.5	84	*37	0.4	6.0	49
SKI	910	293	1.1	32.2	97	*101	1.1	11.1	93	*75	1.1	8.2	92	*117	1.2	12.9	104
SMITHSONIAN	2937	1008	3.8	34.3	103	374	3.9	12.7	106	272	3.8	9.3	104	361	3.7	12.3	99
SOAP OPERA DIGEST	545	*165	0.6	30.3	91	*75	0.8	13.8	115	*32	0.5	5.9	66	*59	0.6	10.8	87
SOUTHERN LIVING	2054	804	3.0	39.1	118	371	3.9	18.1	151	*161	2.3	7.8	88	273	2.8	13.3	107
SPORT	2799	1092	4.1	39.0	117	459	4.8	16.4	137	*224	3.2	8.0	90	408	4.2	14.6	118
THE SPORTING NEWS	1938	714	2.7	36.8	111	*236	2.5	12.2	102	*171	2.4	8.8	99	306	3.1	15.8	127
SPORTS AFIELD	3125	905	3.4	29.0	87	*333	3.5	10.7	89	277	3.9	8.9	99	295	3.0	9.4	76
SPORTS ILLUSTRATED	11159	3745	14.2	33.6	101	1286	13.6	11.5	96	976	13.8	8.7	98	1483	15.1	13.3	107
STAR	4095	1293	4.9	31.6	95	452	4.8	11.0	92	294	4.2	7.2	80	547	5.6	13.4	108
SUNDAY	25169	7863	29.8	31.2	94	2745	28.9	10.9	91	2024	28.6	8.0	90	3094	31.5	12.3	99
SUNSET	1294	457	1.7	35.3	106	*160	1.7	12.4	103	*122	1.7	9.4	106	*175	1.8	13.5	109
TV GUIDE	18508	6112	23.2	33.0	99	1975	20.8	10.7	89	1731	24.4	9.4	105	2406	24.5	13.0	105
TENNIS	645	*174	0.7	27.0	81	*85	0.9	13.2	110	*49	0.7	7.6	85	*40	0.4	6.2	50
TIME	12124	3941	14.9	32.5	98	1501	15.8	12.4	103	981	13.9	8.1	91	1459	14.9	12.0	97
TOWN & COUNTRY	493	*144	0.5	29.2	88	*65	0.7	13.2	110	*31	0.4	6.3	70	*47	0.5	9.5	77
TRAVEL & LEISURE	1122	440	1.7	39.2	118	*192	2.0	17.1	143	*114	1.6	10.2	114	*134	1.4	11.9	96
TRUE STORY	690	*301	1.1	43.6	131	*102	1.1	14.8	123	*50	0.7	7.2	81	*149	1.5	21.6	174
U.S. NEWS & WORLD REPORT	6571	2246	8.5	34.2	103	700	7.4	10.7	89	641	9.1	9.8	109	906	9.2	13.8	111
USA TODAY	3120	918	3.5	29.4	88	340	3.6	10.9	91	221	3.1	7.1	79	357	3.6	11.4	92
US	1315	394	1.5	30.0	90	*222	2.3	16.9	141	*91	1.3	6.9	77	*81	0.8	6.2	50
VOGUE	632	*139	0.5	22.0	66	*69	0.7	10.9	91	*58	0.8	9.2	103	*12	0.1	1.9	15
WALL STREET JOURNAL	4247	1355	5.1	31.9	96	410	4.3	9.7	81	337	4.8	7.9	89	609	6.2	14.3	116
WEIGHT WATCHERS	398	*169	0.6	42.5	128	*105	1.1	26.4	220	*45	0.6	11.3	127	*19	0.2	4.8	39
WOMAN'S DAY	1139	355	1.3	31.2	94	*144	1.5	12.6	106	*109	1.5	9.6	107	*103	1.0	9.0	73
WORKING MOTHER	*298	**128	0.5	43.0	129	*54	0.6	18.1	151	*28	0.4	9.4	105	*47	0.5	15.8	127
WORKING WOMAN	327	*117	0.4	35.8	107	*60	0.6	18.3	153	*27	0.4	8.3	92	*29	0.3	8.9	72
WORLD TENNIS	397	*126	0.5	31.7	95	*29	0.3	7.3	61	*70	1.0	17.6	197	*27	0.3	6.8	55
ZIFF-DAVIS MAG NETWK (GROSS)	9635	3293	12.5	34.2	103	1133	11.9	11.8	98	1057	14.9	11.0	123	1103	11.2	11.4	92
BLAIR INSERTS	43762	14022	53.1	32.0	96	5051	53.2	11.5	96	3618	51.1	8.3	93	5353	54.5	12.2	99
DAILY NEWSPAPERS																	
READ ANY	52459	17082	64.7	32.6	98	6015	63.4	11.5	96	4392	62.0	8.4	94	6675	68.0	12.7	103
READ ONE	41891	13866	52.5	33.1	99	4968	52.4	11.9	99	3568	50.4	8.5	95	5330	54.3	12.7	103
READ TWO OR MORE	10568	3216	12.2	30.4	91	1047	11.0	9.9	83	824	11.6	7.8	87	1345	13.7	12.7	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	16902	64.0	32.5	98	6216	65.5	12.0	100	4366	61.6	8.4	94	6320	64.3	12.2	98
READ ONE	44561	14688	55.6	33.0	99	5525	58.2	12.4	104	3784	53.4	8.5	95	5378	54.7	12.1	97
READ TWO OR MORE	7368	2214	8.4	30.0	90	691	7.3	9.4	78	581	8.2	7.9	88	942	9.6	12.8	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	28.80				27.48				29.78				29.35			
30 DAY REACH	71522	23679	89.7	33.1	99	8382	88.3	11.7	98	6295	88.9	8.8	99	9001	91.6	12.6	102
50 SHWG - 30 DAY AV FREQ	15.55	15.24				14.54				15.79				15.50			
30 DAY REACH	68168	22373	84.8	32.8	99	7905	83.3	11.6	97	5946	84.0	8.7	98	8522	86.8	12.5	101
25 SHWG - 30 DAY AV FREQ	8.43	8.22				7.93				8.28				8.44			
30 DAY REACH	62898	20719	78.5	32.9	99	7242	76.3	11.5	96	5663	80.0	9.0	101	7815	79.6	12.4	100
CABLE TV: HOME WIRED	31664	10293	39.0	32.5	98	3588	37.8	11.3	95	2731	38.6	8.6	97	3974	40.5	12.6	101
HOME NOT WIRED	47599	16102	61.0	33.8	102	5902	62.2	12.4	104	4351	61.4	9.1	102	5849	59.5	12.3	99
HAVE PAY CABLE	17139	5601	21.2	32.7	98	1885	19.9	11.0	92	1438	20.3	8.4	94	2277	23.2	13.3	107

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	26394	100.0	33.3	100	9489	100.0	12.0	100	7082	100.0	8.9	100	9823	100.0	12.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	16036	60.8	33.7	101	5678	59.8	11.9	100	4084	57.7	8.6	96	6275	63.9	13.2	106
10:00 AM - 3:00 PM	29926	9839	37.3	32.9	99	3254	34.3	10.9	91	3046	43.0	10.2	114	3539	36.0	11.8	95
3:00 PM - 7:00 PM	37666	12351	46.8	32.8	98	4247	44.8	11.3	94	3187	45.0	8.5	95	4917	50.1	13.1	105
7:00 PM - MIDNIGHT	18909	6039	22.9	31.9	96	2110	22.2	11.2	93	1548	21.9	8.2	92	2381	24.2	12.6	102
MIDNIGHT - 6:00 AM	11822	3955	15.0	33.5	100	1531	16.1	13.0	108	999	14.1	8.5	95	1425	14.5	12.1	97
6:00 AM - MIDNIGHT	63254	20931	79.3	33.1	99	7427	78.3	11.7	98	5547	78.3	8.8	98	7956	81.0	12.6	101
ENTIRE DAY	64057	21232	80.4	33.1	100	7550	79.6	11.8	98	5642	79.7	8.8	99	8039	81.8	12.5	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	5305	20.1	32.0	96	1708	18.0	10.3	86	1575	22.2	9.5	106	2022	20.6	12.2	98
ALL NEWS	3542	1154	4.4	32.6	98	347	3.7	9.8	82	239	3.4	6.7	76	569	5.8	16.1	130
AOR/PROGRESSIVE	7465	2387	9.0	32.0	96	870	9.2	11.7	97	498	7.0	6.7	75	1019	10.4	13.7	110
BEAUTIFUL MUSIC	5061	1687	6.4	33.3	100	525	5.5	10.4	87	534	7.5	10.6	118	629	6.4	12.4	100
BLACK	1914	718	2.7	37.5	113	*342	3.6	17.9	149	*112	1.6	5.9	65	*264	2.7	13.8	111
CLASSICAL	2304	685	2.6	29.7	89	241	2.5	10.5	87	*214	3.0	9.3	104	230	2.3	10.0	81
CHR/ROCK	10663	3658	13.9	34.3	103	1497	15.8	14.0	117	881	12.4	8.3	92	1280	13.0	12.0	97
COUNTRY	13919	4957	18.8	35.6	107	1878	19.8	13.5	113	1360	19.2	9.8	109	1719	17.5	12.4	100
GOLDEN OLDIES	2040	758	2.9	37.2	112	*187	2.0	9.2	77	*261	3.7	12.8	143	310	3.2	15.2	123
MOR/NOSTALGIA	5105	1707	6.5	33.4	100	604	6.4	11.8	99	437	6.2	8.6	96	666	6.8	13.0	105
NEWS/TALK	4764	1468	5.6	30.8	93	470	5.0	9.9	82	420	5.9	8.8	99	578	5.9	12.1	98
RELIGIOUS	2164	521	2.0	24.1	72	*158	1.7	7.3	61	*178	2.5	8.2	92	*185	1.9	8.5	69
SOFT ROCK	623	*229	0.9	36.8	110	**119	1.3	19.1	160	**40	0.6	6.4	72	**70	0.7	11.2	91
URBAN CONTEMPORARY	1331	484	1.8	36.4	109	*198	2.1	14.9	124	*74	1.0	5.6	62	*212	2.2	15.9	129
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1119	4.2	35.1	105	423	4.5	13.3	111	*265	3.7	8.3	93	432	4.4	13.6	109
ABC DIRECTION	2724	842	3.2	30.9	93	310	3.3	11.4	95	241	3.4	8.8	99	291	3.0	10.7	86
ABC ENTERTAINMENT	5256	1629	6.2	31.0	93	603	6.4	11.5	96	467	6.6	8.9	99	559	5.7	10.6	86
ABC FM	2263	859	3.3	38.0	114	*360	3.8	15.9	133	*161	2.3	7.1	80	338	3.4	14.9	121
ABC INFORMATION	5618	1950	7.4	34.7	104	780	8.2	13.9	116	503	7.1	9.0	100	667	6.8	11.9	96
ABC ROCK	2857	820	3.1	28.7	86	356	3.8	12.5	104	*217	3.1	7.6	85	248	2.5	8.7	70
CBS	5953	2002	7.6	33.6	101	579	6.1	9.7	81	605	8.5	10.2	114	818	8.3	13.7	111
MUTUAL	4979	1755	6.6	35.2	106	560	5.9	11.2	94	443	6.3	8.9	100	753	7.7	15.1	122
NBC	7279	2291	8.7	31.5	95	627	6.6	8.6	72	743	10.5	10.2	114	922	9.4	12.7	102
RADIORADIO	2389	850	3.2	35.6	107	289	3.0	12.1	101	*210	3.0	8.8	98	351	3.6	14.7	119
RKO ONE	2583	1014	3.8	39.3	118	461	4.9	17.8	149	*222	3.1	8.6	96	330	3.4	12.8	103
RKO TWO	3674	1173	4.4	31.9	96	422	4.4	11.5	96	331	4.7	9.0	101	420	4.3	11.4	92
THE SOURCE	3514	1324	5.0	37.7	113	451	4.8	12.8	107	*331	4.7	9.4	105	542	5.5	15.4	124
NON-WIRED: BLAIR	9864	3336	12.6	33.8	102	1247	13.1	12.6	106	864	12.2	8.8	98	1225	12.5	12.4	100
INTERNET	13522	4556	17.3	33.7	101	1775	18.7	13.1	110	1135	16.0	8.4	94	1647	16.8	12.2	98
KATZ RADIO GROUP	19321	6394	24.2	33.1	99	2181	23.0	11.3	94	1763	24.9	9.1	102	2449	24.9	12.7	102
SUPERNET	10739	3695	14.0	34.4	103	1209	12.7	11.3	94	1048	14.8	9.8	109	1438	14.6	13.4	108
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	1763	6.7	34.5	104	665	7.0	13.0	109	506	7.1	9.9	111	592	6.0	11.6	94
MKDAY 9:00 AM - 1:00 PM	5383	1822	6.9	33.8	102	751	7.9	14.0	117	457	6.5	8.5	95	614	6.3	11.4	92
MKDAY 1:00 PM - 4:30 PM	6469	2250	8.5	34.8	104	898	9.5	13.9	116	596	8.4	9.2	103	757	7.7	11.7	94
MKDAY 4:30 PM - 7:30 PM	19661	6635	25.1	33.7	101	2504	26.4	12.7	106	1691	23.9	8.6	96	2440	24.8	12.4	100
MKDAY 7:30 PM - 8:00 PM	27579	9315	35.3	33.8	101	3624	38.2	13.1	110	2377	33.6	8.6	96	3314	33.7	12.0	97
MKDAY 11:00 PM - 11:30 PM	22964	7926	30.0	34.5	104	2915	30.7	12.7	106	2099	29.6	9.1	102	2912	29.6	12.7	102
MKDAY 11:30 PM - 1:00 AM	8158	2891	11.0	35.4	106	1072	11.3	13.1	110	780	11.0	9.6	107	1039	10.6	12.7	103
M-SAT 8-11 PM-SUN 7-11 PM	30140	10110	38.3	33.5	101	3633	38.3	12.1	101	2740	38.7	9.1	102	3737	38.0	12.4	100
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	717	2.7	35.0	105	297	3.1	14.5	121	185	2.6	9.0	101	235	2.4	11.5	93
ANOTHER WORLD	N 1214	377	1.4	31.1	93	130	1.4	10.7	89	124	1.8	10.2	114	123	1.3	10.1	82
AS THE WORLD TURNS	C 1740	550	2.1	31.6	95	224	2.4	12.9	108	111	1.6	6.4	71	216	2.2	12.4	100
CAPITOL	C 1016	335	1.3	33.0	99	*152	1.6	15.0	125	*48	0.7	4.7	53	*134	1.4	13.2	106
CBS MORN. NEWS 1	C 1203	471	1.8	39.2	118	152	1.6	12.6	106	128	1.8	10.6	119	191	1.9	15.9	128
CBS MORN. NEWS 2	C 773	329	1.2	42.6	128	115	1.2	14.9	124	*74	1.0	9.6	107	140	1.4	18.1	146
DAYS OF OUR LIVES	N 1629	542	2.1	33.3	100	197	2.1	12.1	101	142	2.0	8.7	98	204	2.1	12.5	101
FACTS OF LIFE - DAYTIME	N 961	262	1.0	27.3	82	*87	0.9	9.1	76	*82	1.2	8.5	96	*93	0.9	9.7	78
FAMILY FEUD	A 1390	442	1.7	31.8	95	158	1.7	11.4	95	168	2.4	12.1	135	*116	1.2	8.3	67
GENERAL HOSPITAL	A 1463	504	1.9	34.4	103	234	2.5	16.0	134	145	2.0	9.9	111	126	1.3	8.6	69
GOOD MORNING, AMERICA-730	A 1705	691	2.6	40.5	122	281	3.0	16.5	138	195	2.8	11.4	128	216	2.2	12.7	102
GOOD MORNING, AMERICA-830	A 889	300	1.1	33.7	101	162	1.7	18.2	152	66	0.9	7.4	83	*72	0.7	8.1	65
GUIDING LIGHT	C 1754	573	2.2	32.7	98	225	2.4	12.8	107	108	1.5	6.2	69	240	2.4	13.7	110
ONE LIFE TO LIVE	A 1100	430	1.6	39.1	117	190	2.0	17.3	144	*114	1.6	10.4	116	*126	1.3	11.5	92
PRESS YOUR LUCK	C 1222	484	1.8	39.6	119	185	1.9	15.1	126	*114	1.6	9.3	104	185	1.9	15.1	122
PRICE IS RIGHT 1	C 2692	968	3.7	36.0	108	393	4.1	14.6	122	231	3.3	8.6	96	343	3.5	12.7	103
PRICE IS RIGHT 2	C 2764	946	3.6	34.2	103	386	4.1	14.0	117	225	3.2	8.1	91	3			

EYE DROPS & EYE WASH (NON-PRESCRIPTION) - USAGE IN LAST 3 MONTHS
(MALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
			A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	26394	100.0	33.3	100	9489	100.0	12.0	100	7082	100.0	8.9	100	9823	100.0	12.4	100
WKDAY LOCAL EVENING TV NEWS																		
	NETWORK AFFILIATES - EARLY	24321	8188	31.0	33.7	101	2956	31.2	12.2	102	2104	29.7	8.7	97	3129	31.9	12.9	104
	NETWORK AFFILIATES - LATE	17197	5920	22.4	34.4	103	2125	22.4	12.4	103	1553	21.9	9.0	101	2242	22.8	13.0	105
	INDEPENDENTS - LATE	2887	922	3.5	31.9	96	377	4.0	13.1	109	243	3.4	8.4	94	302	3.1	10.5	84
TV EVENING NTHK 6 PM - 2 AM																		
	A TEAM	N 11301	3779	14.3	33.4	100	1352	14.2	12.0	100	1016	14.3	9.0	101	1411	14.4	12.5	101
	ABC MONDAY NIGHT MOVIE	A 4379	1638	6.2	37.4	112	626	6.6	14.3	119	477	6.7	10.9	122	534	5.4	12.2	98
	ABC SUNDAY NIGHT MOVIE	A 9910	3398	12.9	34.3	103	1243	13.1	12.5	105	862	12.2	8.7	97	1293	13.2	13.0	105
	ABC WORLD NEWS TONIGHT	A 6212	2358	8.9	38.0	114	887	9.3	14.3	119	582	8.2	9.4	105	889	9.1	14.3	115
	AFTERMASH	C 4575	1384	5.2	30.3	91	527	5.6	11.5	96	423	6.0	9.2	103	434	4.4	9.5	77
	ALICE	C 6777	2203	8.3	32.5	98	862	9.1	12.7	106	546	7.7	8.1	90	795	8.1	11.7	95
	AMERICAN PARADE	C 4868	1563	5.9	32.1	96	536	5.6	11.0	92	388	5.5	8.0	89	639	6.5	13.1	106
	BENSON	A 7593	2407	9.1	31.7	95	943	9.9	12.4	104	484	6.8	6.4	71	981	10.0	12.9	104
	BLUE THUNDER	A 6036	1960	7.4	32.5	98	764	8.1	12.7	106	505	7.1	8.4	94	691	7.0	11.4	92
	CAGNEY & LACEY	C 7698	2542	9.6	33.0	99	1016	10.7	13.2	110	580	8.2	7.5	84	946	9.6	12.3	99
	CBS EVENING NEWS-DEAN	C 4066	1311	5.0	32.2	97	583	6.1	14.3	120	300	4.2	7.4	83	428	4.4	10.5	85
	CBS EVENING NEWS-RATHER	C 8092	2642	10.0	32.6	98	1010	10.6	12.5	104	631	8.9	7.8	87	1002	10.2	12.4	100
	CBS SAT. NEWS-SCHIEFFER	C 4795	1541	5.8	32.1	97	535	5.6	11.2	93	426	6.0	8.9	99	580	5.9	12.1	98
	CBS SATURDAY NIGHT MOVIE	C 6034	1945	7.4	32.2	97	676	7.1	11.2	94	591	8.3	9.8	110	678	6.9	11.2	91
	CBS WEDNESDAY NIGHT MOVIE	C 4993	1596	6.0	32.0	96	558	5.9	11.2	93	404	5.7	8.1	91	634	6.5	12.7	102
	CHEERS	N 6976	2273	8.6	32.6	98	719	7.6	10.3	86	620	8.8	8.9	99	934	9.5	13.4	108
	DALLAS	C 13575	5012	19.0	36.9	111	1965	20.7	14.5	121	1305	18.4	9.6	108	1742	17.7	12.8	104
	DIFF'RENT STROKES	N 3684	1271	4.8	34.5	104	512	5.4	13.9	116	370	5.2	10.0	112	389	4.0	10.6	85
	DOUBLE TROUBLE	N 4462	1673	6.3	37.5	113	519	5.5	11.6	97	608	8.6	13.6	153	545	5.5	12.2	99
	DUCK FACTORY	N 4810	1501	5.7	31.2	94	465	4.9	9.7	81	450	6.4	9.4	105	587	6.0	12.2	98
	DUKES OF HAZZARD	C 5951	1973	7.5	33.2	100	705	7.4	11.8	99	631	8.9	10.6	119	638	6.5	10.7	87
	DYNASTY	A 11325	3959	15.0	35.0	105	1521	16.0	13.4	112	1053	14.9	9.3	104	1385	14.1	12.2	99
	FACTS OF LIFE	N 4512	1559	5.9	34.6	104	564	5.9	12.5	104	486	6.9	10.8	121	510	5.2	11.3	91
	FALCON CREST	C 9215	3392	12.9	36.8	111	1307	13.8	14.2	118	930	13.1	10.1	113	1155	11.8	12.5	101
	FALL GUY	A 8604	2742	10.4	31.9	96	1072	11.3	12.5	104	680	9.6	7.9	88	990	10.1	11.5	93
	FAMILY TIES	N 4179	1421	5.4	34.0	102	525	5.5	12.6	105	386	5.5	9.2	103	510	5.2	12.2	98
	FANTASY ISLAND	A 4781	1638	6.2	34.3	103	592	6.2	12.4	103	415	5.9	8.7	97	631	6.4	13.2	106
	FOULUPS, BLEEPES & BLUNDERS	A 6697	2369	9.0	35.4	106	944	9.9	14.1	118	559	7.9	8.3	93	865	8.8	12.9	104
	FOUR SEASONS	C 3873	1085	4.1	28.0	84	421	4.4	10.9	91	*304	4.3	7.8	88	359	3.7	9.3	75
	GIMME A BREAK	N 4310	1517	5.7	35.2	106	611	6.4	14.2	118	391	5.5	9.1	102	516	5.3	12.0	97
	HART TO HART	A 5751	1960	7.4	34.1	102	794	8.4	13.8	115	451	6.4	7.8	88	714	7.3	12.4	100
	HILL STREET BLUES	N 8568	2903	11.0	33.9	102	1035	10.9	12.1	101	752	10.6	8.8	98	1116	11.4	13.0	105
	HOTEL	A 8801	2916	11.0	33.1	99	1138	12.0	12.9	108	668	9.4	7.6	85	1111	11.3	12.6	102
	JEFFERSONS	C 6978	2266	8.6	32.5	98	844	8.9	12.1	101	620	8.8	8.9	99	802	8.2	11.5	93
	JENNIFER SLEPT HERE	N 3021	1048	4.0	34.7	104	425	4.5	14.1	118	318	4.5	10.5	118	306	3.1	10.1	82
	KATE & ALLIE	C 6811	2221	8.4	32.6	98	756	8.0	11.1	93	520	7.3	7.6	85	946	9.6	13.9	112
	KNIGHT RIDER	N 5256	1693	6.4	32.2	97	604	6.4	11.5	96	427	6.0	8.1	91	662	6.7	12.6	102
	LOVE BOAT	A 7174	2341	8.9	32.6	98	954	10.1	13.3	111	584	8.2	8.1	91	803	8.2	11.2	90
	MAGNUM PI	C 10438	3644	13.8	34.9	105	1177	12.4	11.3	94	1008	14.2	9.7	108	1458	14.8	14.0	113
	MAMA'S FAMILY	N 3488	1126	4.3	32.3	97	441	4.6	12.6	106	302	4.3	8.7	97	384	3.9	11.0	89
	MASTER, THE	N 4127	1523	5.8	36.9	111	564	5.9	13.7	114	477	6.7	11.6	129	482	4.9	11.7	94
	MATT HOUSTON	A 5978	2044	7.7	34.2	103	697	7.3	11.7	97	557	7.9	9.3	104	790	8.0	13.2	107
	NBC MONDAY NIGHT MOVIE	N 10446	3388	12.8	32.4	97	1103	11.6	10.6	88	892	12.6	8.5	96	1393	14.2	13.3	108
	NBC NIGHTLY NEWS	N 5571	1865	7.1	33.5	101	578	6.1	10.4	87	586	8.3	10.5	118	700	7.1	12.6	101
	NBC NIGHTLY NEWS-SAT	N 3675	1220	4.6	33.2	100	389	4.1	10.6	88	354	5.0	9.6	108	478	4.9	13.0	105
	NBC NIGHTLY NEWS-SUN	N 2905	816	3.1	28.1	84	246	2.6	8.5	71	242	3.4	8.3	93	328	3.3	11.3	91
	NBC SUNDAY NIGHT MOVIE	N 8352	2909	11.0	34.8	105	912	9.6	10.9	91	807	11.4	9.7	108	1191	12.1	14.3	115
	NEWHART	C 6864	2204	8.4	32.1	96	782	8.2	11.4	95	561	7.9	8.2	91	861	8.8	12.5	101
	ONE DAY AT A TIME	C 3866	1449	5.5	37.5	113	578	6.1	15.0	125	418	5.9	10.8	121	453	4.6	11.7	95
	PEOPLE ARE FUNNY	N 3956	1321	5.0	33.4	100	534	5.6	13.5	113	357	5.0	9.0	101	430	4.4	10.9	88
	REAL PEOPLE	N 6305	2119	8.0	33.6	101	703	7.4	11.1	93	593	8.4	9.4	105	824	8.4	13.1	105
	REMINGTON STEELE	N 5884	1765	6.7	30.0	90	615	6.5	10.5	87	503	7.1	8.5	96	647	6.6	11.0	89
	RIPLEY'S BELIEVE IT - NOT	A 5706	1783	6.8	31.2	94	600	6.3	10.5	88	479	6.8	8.4	94	704	7.2	12.3	100
	RIP TIDE	N 6202	1998	7.6	32.2	97	756	8.0	12.2	102	480	6.8	7.7	87	762	7.8	12.3	99
	SCARECROW & MRS. KING	C 6513	2120	8.0	32.6	98	611	6.4	9.4	78	576	8.1	8.8	99	933	9.5	14.3	116
	SIMON & SIMON	C 8593	3104	11.8	36.1	108	1018	10.7	11.8	99	840	11.9	9.8	109	1247	12.7	14.5	117
	60 MINUTES	C 13342	4621	17.5	34.6	104	1639	17.3	12.3	103	1225	17.3	9.2	103	1757	17.9	13.2	106
	ST. ELSEWHERE	N 6029	1987	7.5	33.0	99	744	7.8	12.3	103	557	7.9	9.2	103	686	7.0	11.4	92
	THREE'S COMPANY	A 8565	2888	10.9														

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	33353	100.0	37.7	100	11203	100.0	12.7	100	9846	100.0	11.1	100	12304	100.0	13.9	100
FEMALE HOMEMAKERS	80986	30376	91.1	37.5	99	10430	93.1	12.9	102	8675	88.1	10.7	96	11271	91.6	13.9	100
EMPLOYED MOTHERS	18702	7138	21.4	38.2	101	2184	19.5	11.7	92	1799	18.3	9.6	86	3155	25.6	16.9	121
18 - 24	14726	5789	17.4	39.3	104	1615	14.4	11.0	87	1987	20.2	13.5	121	2187	17.8	14.9	107
25 - 34	20202	7625	22.9	37.7	100	2306	20.6	11.4	90	2263	23.0	11.2	101	3057	24.8	15.1	109
35 - 44	14781	5484	16.4	37.1	98	1838	16.4	12.4	98	1314	13.3	8.9	80	2332	19.0	15.8	113
45 - 54	11449	4013	12.0	35.1	93	1188	10.6	10.4	82	1105	11.2	9.7	87	1720	14.0	15.0	108
55 - 64	11846	4393	13.2	37.1	98	1484	13.2	12.5	99	1291	13.1	10.9	98	1617	13.1	13.7	98
65 OR OLDER	15459	6050	18.1	39.1	104	2772	24.7	17.9	142	1886	19.2	12.2	110	1392	11.3	9.0	65
18 - 34	34928	13414	40.2	38.4	102	3920	35.0	11.2	89	4250	43.2	12.2	109	5243	42.6	15.0	108
18 - 49	55154	21016	63.0	38.1	101	6407	57.2	11.6	92	6089	61.8	11.0	99	8520	69.2	15.4	111
25 - 54	46433	17122	51.3	36.9	98	5332	47.6	11.5	91	4681	47.5	10.1	91	7108	57.8	15.3	110
35 - 49	22626	7602	22.8	37.6	100	2486	22.2	12.3	97	1839	18.7	9.1	82	3276	26.6	16.2	116
50 OR OLDER	33310	12338	37.0	37.0	98	4796	42.8	14.4	114	3757	38.2	11.3	101	3784	30.8	11.4	82
GRADUATED COLLEGE	12110	4641	13.9	38.3	102	1375	12.3	11.4	90	1436	14.6	11.9	107	1830	14.9	15.1	109
ATTENDED COLLEGE	15309	5861	17.6	38.3	102	1755	15.7	11.5	91	1650	16.8	10.8	97	2456	20.0	16.0	115
GRADUATED HIGH SCHOOL	36912	14024	42.0	38.0	101	4606	41.1	12.5	99	3863	39.2	10.5	94	5555	45.1	15.0	108
DID NOT GRADUATE HIGH SCHOOL	24134	8828	26.5	36.6	97	3668	31.0	14.4	113	2897	29.4	12.0	108	2463	20.0	10.2	73
EMPLOYED FULL-TIME	35457	13609	40.8	38.4	102	4376	39.1	12.3	97	3981	40.4	11.2	101	5253	42.7	14.8	107
EMPLOYED PART-TIME	8514	3246	9.7	38.1	101	825	7.4	9.7	77	934	9.5	11.0	99	1487	12.1	17.5	126
NOT EMPLOYED	44494	16498	49.5	37.1	98	6002	53.6	13.5	107	4931	50.1	11.1	100	5564	45.2	12.5	90
PROFESSIONAL/MANAGER	10811	4240	12.7	39.2	104	1063	9.5	9.8	78	1331	13.5	12.3	111	1846	15.0	17.1	123
TECH/CLERICAL/SALES	19640	7398	22.2	37.7	100	2576	23.0	13.1	104	2062	20.9	10.5	94	2759	22.4	14.0	101
PRECISION/CRAFT	1023	*479	1.4	46.8	124	**122	1.1	11.9	94	**144	1.5	14.1	126	**213	1.7	20.8	150
OTHER EMPLOYED	12498	4739	14.2	37.9	101	1440	12.9	11.5	91	1377	14.0	11.0	99	1922	15.6	15.4	111
SINGLE	15995	6063	18.2	37.9	101	1837	16.4	11.5	91	2128	21.6	13.3	120	2098	17.1	13.1	94
MARRIED	51689	19111	57.3	37.0	98	5984	53.4	11.6	91	5370	54.5	10.4	93	7757	63.0	15.0	108
DIVORCED/SEPARATED/WIDOWED	20780	8179	24.5	39.4	104	3382	30.2	16.3	129	2348	23.8	11.3	102	2450	19.9	11.8	85
PARENTS	33922	12517	37.5	36.9	98	3675	32.8	10.8	86	3318	33.7	9.8	88	5523	44.9	16.3	117
WHITE	76422	28790	86.3	37.7	100	9487	84.7	12.4	98	8468	86.0	11.1	100	10834	88.1	14.2	102
BLACK	10066	3877	11.6	38.5	102	1532	13.7	15.2	120	1093	11.1	10.9	98	1252	10.2	12.4	89
OTHER	1976	*687	2.1	34.8	92	**183	1.6	9.3	73	**285	2.9	14.4	130	**219	1.8	11.1	80
NORTHEAST-CENSUS	19803	5723	17.2	28.9	77	2001	17.9	10.1	80	1751	17.8	8.8	79	1971	16.0	10.0	72
NORTH CENTRAL	22181	7555	22.7	34.1	90	2191	19.6	9.9	78	2251	22.9	10.1	91	3113	25.3	14.0	101
SOUTH	30082	12876	38.6	42.8	114	4402	39.3	14.6	116	3710	37.7	12.3	111	4764	38.7	15.8	114
WEST	16398	7200	21.6	43.9	116	2610	23.3	15.9	126	2134	21.7	13.0	117	2456	20.0	15.0	108
NORTHEAST-MKTG.	20163	6362	19.1	31.6	84	2304	20.6	11.4	90	2033	20.6	10.1	91	2025	16.5	10.0	72
EAST CENTRAL	13054	4292	12.9	32.9	87	1222	10.9	9.4	74	1298	13.2	9.9	89	1772	14.4	13.6	98
WEST CENTRAL	14993	5382	16.1	35.9	95	1535	13.7	10.2	81	1587	16.1	10.6	95	2260	18.4	15.1	108
SOUTH	25785	11086	33.2	43.0	114	3814	34.0	14.8	117	3035	30.8	11.8	106	4237	34.4	16.4	118
PACIFIC	14470	6232	18.7	43.1	114	2329	20.8	16.1	127	1892	19.2	13.1	117	2011	16.3	13.9	100
COUNTY SIZE A	36705	13231	39.7	36.0	96	4242	37.9	11.6	91	4273	43.4	11.6	105	4716	38.3	12.8	92
COUNTY SIZE B	26819	10379	31.1	38.7	103	3422	30.5	12.8	101	3062	31.1	11.4	103	3894	31.6	14.5	104
COUNTY SIZE C	13597	5292	15.9	38.9	103	1999	17.8	14.7	116	1240	12.6	9.1	82	2053	16.7	15.1	109
COUNTY SIZE D	11344	4452	13.3	39.2	104	1541	13.8	13.6	107	1271	12.9	11.2	101	1640	13.3	14.5	104
METRO CENSUS CITY	26825	9894	29.7	36.9	98	3538	31.6	13.2	104	3043	30.9	11.3	102	3312	26.9	12.3	89
METRO SUBURBAN	39912	14974	44.9	37.5	100	4569	40.8	11.4	90	4542	46.1	11.4	102	5863	47.7	14.7	106
NON METRO	21728	8486	25.4	39.1	104	3096	27.6	14.2	113	2261	23.0	10.4	93	3129	25.4	14.4	104
TOP 5 ADI'S	20847	7503	22.5	36.0	95	2525	22.5	12.1	96	2560	26.0	12.3	110	2418	19.7	11.6	83
TOP 10 ADI'S	26719	10171	30.5	35.4	94	3508	31.3	12.2	96	3291	33.4	11.5	103	3371	27.4	11.7	84
TOP 20 ADI'S	40904	15016	45.0	36.7	97	4962	44.3	12.1	96	4694	47.7	11.5	103	5360	43.6	13.1	94
HSGLD INC. \$50,000 OR MORE	7931	3300	9.9	41.6	110	1021	9.1	12.9	102	812	8.2	10.2	92	1467	11.9	18.5	133
\$40,000 OR MORE	15233	5980	17.9	39.3	104	1901	17.0	12.5	99	1601	16.3	10.5	94	2478	20.1	16.3	117
\$30,000 OR MORE	28333	10667	32.0	37.6	100	3433	30.6	12.1	96	3015	30.6	10.6	96	4219	34.3	14.9	107
\$25,000 OR MORE	36417	13821	41.4	38.0	101	4312	38.5	11.8	93	4039	41.0	11.1	100	5470	44.5	15.0	108
\$20,000 - \$24,999	9943	4008	12.0	40.3	107	1130	10.1	11.4	90	1320	13.4	13.3	119	1558	12.7	15.7	113
\$15,000 - \$19,999	9211	3381	10.1	36.7	97	1048	9.4	11.4	90	1103	11.2	12.0	108	1230	10.0	13.4	96
\$10,000 - \$14,999	13477	5318	15.9	39.5	105	1714	15.3	12.7	100	1378	14.0	10.2	92	2227	18.1	16.5	119
UNDER \$10,000	19418	6825	20.5	35.1	93	3000	26.8	15.4	122	2005	20.4	10.3	93	1820	14.8	9.4	67
HOUSEHOLD OF 1 PERSON	11987	4390	13.2	36.6	97	1986	17.7	16.6	131	1127	11.4	9.4	84	1277	10.4	10.7	77
2 PEOPLE	27046	10463	31.4	38.7	103	3902	34.8	14.4	114	3162	32.1	11.7	105	3399	27.6	12.6	90
3 OR 4 PEOPLE	34251	13223	39.6	38.6	102	3820	34.1	11.2	88	3932	39.9	11.5	103	5472	44.5	16.0	115
5 OR MORE PEOPLE	15180	5277	15.8	34.8	92	1496	13.4	9.9	78	1626	16.5	10.7	96	2156	17.5	14.2	102
NO CHILD IN HSHLD	49819	18890	56.6	37.9	101	7028	62.7	14.1	111	5821	59.1	11.7	105	6041	49.1	12.1	87
CHILD(REN) UNDER 2 YRS	6045	2134	6.4	35.3	94	*569	5.1	9.4	74	*535	5.4	8.9	80	1030	8.4	17.0	123
2 - 5 YEARS	15233	5419	16.2	35.6	94	1510	13.5	9.9	78	1556	15.8	10.2	92	2353	19.1	15.4	111
6 - 11 YEARS	16260	5989	18.0	36.8	98	1829	16.3	11.2	89	1721	17.5	10.6	95	2440	19.8	15.0	108
12 - 17 YEARS	19173	7089	21.3	37.0	98	2210	19.7	11.5	91	1809	18.4	9.4	85	3070	25.0	16.0	115
RESIDENCE OWNED	61371	23422	70.2	38.2	101	7626	68.1	12.4	98	6920	70.3	11.3	101	8876	72.1	14.5	104
VALUE: \$50,000 OR MORE	35355	13184	39.5	37.3	99	4171	37.2	11.8	93	4121	41.9	11.7	105	4892	39.8	13.8	99
VALUE: UNDER \$50,000	26016	10237	30.7	39.3	104	3455	30.8	13.3	105	2798	28.4	10.8	97	3984	32.4	15.3	110

EYE DROPS & EYE WASH (NON-PRESCRIPTION) - USAGE IN LAST 3 MONTHS
(FEMALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALES		88464	33353	100.0	37.7	100	11203	100.0	12.7	100	9846	100.0	11.1	100	12304	100.0	13.9	100
MAGAZINES	QUINTILE 1	17988	7228	21.7	40.2	107	2313	20.6	12.9	102	2314	23.5	12.9	116	2600	21.1	14.5	104
	QUINTILE 2	19446	7597	22.8	39.1	104	2400	21.4	12.3	97	2268	23.0	11.7	105	2929	23.8	15.1	108
	QUINTILE 3	14626	5552	16.6	38.0	101	1761	15.7	12.0	95	1673	17.0	11.4	103	2118	17.2	14.5	104
	QUINTILE 4	16014	5988	18.0	37.4	99	2027	18.1	12.7	100	1582	16.1	9.9	89	2380	19.3	14.9	107
	QUINTILE 5	20389	6988	21.0	34.3	91	2701	24.1	13.2	105	2009	20.4	9.9	89	2278	18.5	11.2	80
NEWSPAPERS	QUINTILE 1	13830	5134	15.4	37.1	98	1581	14.1	11.4	90	1721	17.5	12.4	112	1832	14.9	13.2	95
	QUINTILE 2	26350	9952	29.8	37.8	100	3373	30.1	12.8	101	2882	29.3	10.9	98	3697	30.0	14.0	101
	QUINTILE 3	12415	4885	14.6	39.3	104	1703	15.2	13.7	108	1617	16.4	13.0	117	1565	12.7	12.6	91
	QUINTILE 4	21911	8239	24.7	37.6	100	2796	25.0	12.8	101	2096	21.3	9.6	86	3347	27.2	15.3	110
	QUINTILE 5	13960	5144	15.4	36.8	98	1750	15.6	12.5	99	1531	15.5	11.0	99	1863	15.1	13.3	96
OUTDOOR	QUINTILE 1	16810	6573	19.7	39.1	104	2182	19.5	13.0	102	1950	19.8	11.6	104	2442	19.8	14.5	104
	QUINTILE 2	17101	6420	19.2	37.5	100	2193	19.6	12.8	101	1818	18.5	10.6	96	2408	19.6	14.1	101
	QUINTILE 3	17579	6499	19.5	37.0	98	2243	20.0	12.8	101	1935	19.7	11.0	99	2321	18.9	13.2	95
	QUINTILE 4	18343	6995	21.0	38.1	101	2037	18.2	11.1	88	2260	23.0	12.3	111	2698	21.9	14.7	106
	QUINTILE 5	18631	6866	20.6	36.9	98	2548	22.7	13.7	108	1883	19.1	10.1	91	2435	19.8	13.1	94
RADIO-DRIVE TIME	QUINTILE 1	17390	6667	20.0	38.3	102	2253	20.1	13.0	102	1983	20.1	11.4	102	2431	19.8	14.0	101
	QUINTILE 2	16591	6075	18.2	36.6	97	2006	17.9	12.1	95	1693	17.2	10.2	92	2375	19.3	14.3	103
	QUINTILE 3	16910	6176	18.5	36.5	97	2219	19.8	13.1	104	1776	18.0	10.5	94	2181	17.7	12.9	93
	QUINTILE 4	18002	7264	21.8	40.4	107	2377	21.2	13.2	104	2190	22.2	12.2	109	2697	21.9	15.0	108
	QUINTILE 5	19572	7171	21.5	36.6	97	2347	20.9	12.0	95	2203	22.4	11.3	101	2621	21.3	13.4	96
RADIO-MID- DAY	TERCILE 1	23248	8986	26.9	38.7	103	3021	27.0	13.0	103	2624	26.7	11.3	101	3341	27.2	14.4	103
	TERCILE 2	23667	8672	26.0	36.6	97	2991	26.7	12.6	100	2584	26.2	10.9	98	3097	25.2	13.1	94
	TERCILE 3	41549	15695	47.1	37.8	100	5191	46.3	12.5	99	4638	47.1	11.2	100	5866	47.7	14.1	102
RADIO-TOTAL	QUINTILE 1	17786	7064	21.2	39.7	105	2442	21.8	13.7	108	2096	21.3	11.8	106	2526	20.5	14.2	102
	QUINTILE 2	17316	5962	17.9	34.4	91	1916	17.1	11.1	87	1674	17.0	9.7	87	2372	19.3	13.7	98
	QUINTILE 3	18428	7156	21.5	38.8	103	2316	20.7	12.6	99	2209	22.4	12.0	108	2631	21.4	14.3	103
	QUINTILE 4	17669	6923	20.8	39.2	104	2267	20.2	12.8	101	2084	21.2	11.8	106	2572	20.9	14.6	105
	QUINTILE 5	17265	6248	18.7	36.2	96	2262	20.2	13.1	103	1783	18.1	10.3	93	2203	17.9	12.8	92
TV-PRIME TIME	QUINTILE 1	17416	6630	19.9	38.1	101	2088	18.6	12.0	95	2063	21.0	11.8	106	2479	20.1	14.2	102
	QUINTILE 2	17413	6569	19.7	37.7	100	2249	20.1	12.9	102	1982	20.1	11.4	102	2337	19.0	13.4	96
	QUINTILE 3	17943	6787	20.3	37.8	100	2392	21.4	13.3	105	1858	18.9	10.4	93	2537	20.6	14.1	102
	QUINTILE 4	18442	7108	21.3	38.5	102	2194	19.6	11.9	94	2124	21.6	11.5	103	2791	22.7	15.1	109
	QUINTILE 5	17250	6260	18.8	36.3	96	2280	20.4	13.2	104	1820	18.5	10.6	95	2160	17.6	12.5	90
TV-DAYTIME	TERCILE 1	29966	11252	33.7	37.5	100	3847	34.3	12.8	101	3430	34.8	11.4	103	3975	32.3	13.3	95
	TERCILE 2	29480	11170	33.5	37.9	100	3980	35.5	13.5	107	3137	31.9	10.6	96	4053	32.9	13.7	99
	TERCILE 3	29018	10932	32.8	37.7	100	3376	30.1	11.6	92	3279	33.3	11.3	102	4277	34.8	14.7	106
TV-TOTAL	QUINTILE 1	17740	6868	20.6	38.7	103	2404	21.5	13.6	107	2022	20.5	11.4	102	2441	19.8	13.8	99
	QUINTILE 2	17674	6758	20.3	38.2	101	2504	22.4	14.2	112	2106	21.4	11.9	107	2148	17.5	12.2	87
	QUINTILE 3	17730	6396	19.2	36.1	96	2194	19.6	12.4	98	1709	17.4	9.6	87	2493	20.3	14.1	101
	QUINTILE 4	17563	6631	19.9	37.8	100	1953	17.4	11.1	88	1902	19.3	10.8	97	2776	22.6	15.8	114
	QUINTILE 5	17757	6701	20.1	37.7	100	2148	19.2	12.1	96	2107	21.4	11.9	107	2446	19.9	13.8	99
MAGAZINES-NEWSPAPERS: DUAL		23278	9337	28.0	40.1	106	2870	25.6	12.3	97	3082	31.3	13.2	119	3384	27.5	14.5	105
MAGAZINE IMPERATIVE		21634	8563	25.7	39.6	105	2723	24.3	12.6	99	2397	24.3	11.1	100	3443	28.0	15.9	114
NEWSPAPER IMPERATIVE		23455	8271	24.8	35.3	94	3043	27.2	13.0	102	2370	24.1	10.1	91	2858	23.2	12.2	88
MAGAZINES-OUTDOOR: DUAL		17482	7176	21.5	41.0	109	2421	21.6	13.8	109	2192	22.3	12.5	113	2563	20.8	14.7	105
MAGAZINE IMPERATIVE		28830	11225	33.7	38.9	103	3434	30.7	11.9	94	3498	35.5	12.1	109	4293	34.9	14.9	107
OUTDOOR IMPERATIVE		26119	9147	27.4	35.0	93	3201	28.6	12.3	97	2454	24.9	9.4	84	3493	28.4	13.4	96
MAGAZINES-RADIO: DUAL		20162	7660	23.0	38.0	101	2375	21.2	11.8	93	2540	25.8	12.6	113	2746	22.3	13.6	98
MAGAZINE IMPERATIVE		26292	10678	32.0	40.6	108	3350	29.9	12.7	101	3233	32.8	12.3	110	4095	33.3	15.6	112
RADIO IMPERATIVE		25308	9209	27.6	36.4	97	3217	28.7	12.7	100	2559	26.0	10.1	91	3433	27.9	13.6	98
MAGAZINES-TELEVISION: DUAL		17312	7057	21.2	40.8	108	2406	21.5	13.9	110	2271	23.1	13.1	118	2380	19.3	13.7	99
MAGAZINE IMPERATIVE		29099	11041	33.1	37.9	101	3229	28.8	11.1	88	3350	34.0	11.5	103	4462	36.3	15.3	110
TELEVISION IMPERATIVE		27505	9700	29.1	35.3	94	3643	32.5	13.2	105	2551	25.9	9.3	83	3506	28.5	12.7	92
NEWSPAPERS-OUTDOOR: DUAL		18628	7483	22.4	40.2	107	2504	22.4	13.4	106	2295	23.3	12.3	111	2684	21.8	14.4	104
NEWSPAPER IMPERATIVE		29178	10677	32.0	36.6	97	3504	31.3	12.0	95	3305	33.6	11.3	102	3868	31.4	14.3	95
OUTDOOR IMPERATIVE		25260	9425	28.3	37.3	99	3277	29.3	13.0	102	2666	27.1	10.6	95	3482	28.3	13.8	99
NEWSPAPERS-RADIO: DUAL		19246	7203	21.6	37.4	99	2500	22.3	13.0	103	2176	22.1	11.3	102	2528	20.5	13.1	94
NEWSPAPER IMPERATIVE		28155	10860	32.6	38.6	102	3506	31.3	12.5	98	3396	34.5	12.1	108	3958	32.2	14.1	101
RADIO IMPERATIVE		25308	9460	28.4	37.4	99	3054	27.3	12.1	95	2753	28.0	10.9	98	3653	29.7	14.4	104
NEWSPAPERS-TELEVISION: DUAL		18615	7443	22.3	40.0	106	2586	23.1	13.9	110	2392	24.3	12.8	115	2465	20.0	13.2	95
NEWSPAPER IMPERATIVE		29207	10744	32.2	36.8	98	3305	29.5	11.3	89	3230	32.8	11.1	99	4209	34.2	14.4	104
TELEVISION IMPERATIVE		25472	9320	27.9	36.6	97	3421	30.5	13.4	106	2572	26.1	10.1	91	3327	27.0	13.1	94
OUTDOOR-RADIO: DUAL		17292	6681	20.0	38.6	102	2284	20.4	13.2	104	1941	19.7	11.2	101	2457	20.0	14.2	102
OUTDOOR IMPERATIVE		26915																

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	33353	100.0	37.7	100	11203	100.0	12.7	100	9846	100.0	11.1	100	12304	100.0	13.9	100
ATLANTIC MONTHLY	415	*153	0.5	36.9	98	**72	0.6	17.3	137	**21	0.2	5.1	45	**59	0.5	14.2	102
BARRON'S	522	*234	0.7	44.8	119	**81	0.7	15.5	123	**75	0.8	14.4	129	**77	0.6	14.8	106
BETTER HOMES & GARDENS	17429	6893	20.7	39.5	105	2241	20.0	12.9	102	2069	21.0	11.9	107	2583	21.0	14.8	107
BON APPETIT	2772	1242	3.7	44.8	119	383	3.4	13.8	109	471	4.8	17.0	153	388	3.2	14.0	101
BUSINESS WEEK	1469	591	1.8	40.2	107	*185	1.7	12.6	99	*181	1.8	12.3	111	*225	1.8	15.3	110
CAR AND DRIVER	397	*214	0.6	53.9	143	**104	0.9	26.2	207	**53	0.5	13.4	120	**58	0.5	14.6	105
CBS MAGAZINE NETWORK (GROSS)	1633	828	2.5	50.7	134	291	2.6	17.8	141	*214	2.2	13.1	118	*322	2.6	19.7	142
CHANGING TIMES	1554	635	1.9	40.9	108	231	2.1	14.9	117	*143	1.5	9.2	83	*261	2.1	16.8	121
COLONIAL HOMES	1304	454	1.4	34.8	92	*192	1.7	14.7	116	**107	1.1	8.2	74	*155	1.3	11.9	85
CONDE NAST MAG. PKG. (GROSS)	17858	6847	20.5	38.3	102	2232	19.9	12.5	99	2167	22.0	12.1	109	2448	19.9	13.7	99
CONSUMERS DIGEST	1406	590	1.8	42.0	111	*173	1.5	12.3	97	*219	2.2	15.6	140	*198	1.6	14.1	101
COSMOPOLITAN	8815	3647	10.9	41.4	110	1291	11.5	14.6	116	1235	12.5	14.0	126	1120	9.1	12.7	91
COUNTRY LIVING	2636	1024	3.1	38.8	103	268	2.4	10.2	80	339	3.4	12.9	116	417	3.4	15.8	114
CUISINE	1554	594	1.8	38.2	101	*224	2.0	14.4	114	*183	1.9	11.8	106	*187	1.5	12.0	87
CYCLE WORLD	469	*279	0.8	59.5	158	**83	0.7	17.7	140	**38	0.4	8.1	73	**157	1.3	33.5	241
DCI:CREATIVE IDEAS FOR LIV	2631	1112	3.3	42.3	112	449	4.0	17.1	135	262	2.7	10.0	89	401	3.3	15.2	110
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	3032	9.1	42.9	114	1046	9.3	14.8	117	826	8.4	11.7	105	1160	9.4	16.4	118
DISCOVER	998	389	1.2	39.0	103	*164	1.5	16.4	130	**102	1.0	10.2	92	*123	1.0	12.3	89
EBONY	4289	1744	5.2	40.7	108	624	5.6	14.5	115	644	6.5	15.0	135	477	3.9	11.1	80
ESQUIRE	1176	592	1.8	50.3	134	*247	2.2	21.0	166	*172	1.7	14.6	131	*173	1.4	14.7	106
ESSENCE	2392	990	3.0	41.4	110	341	3.0	14.3	113	353	3.6	14.8	133	296	2.4	12.4	89
FAMILY CIRCLE	17209	6672	20.0	38.8	103	2264	20.2	13.2	104	1873	19.0	10.9	98	2535	20.6	14.7	106
THE FAMILY HANDYMAN	1184	506	1.5	42.7	113	*169	1.5	14.3	113	*150	1.5	12.7	114	*186	1.5	15.7	113
FAMILY WEEKLY	12391	5115	15.3	41.3	109	1745	15.6	14.1	111	1434	14.6	11.6	104	1935	15.7	15.6	112
FIELD & STREAM	2438	968	2.9	39.7	105	*310	2.8	12.7	100	*293	3.0	12.0	108	364	3.0	14.9	107
FOOD & WINE	614	244	0.7	39.7	105	**100	0.9	16.3	129	**58	0.6	9.4	85	**86	0.7	14.0	101
FORBES	813	335	1.0	41.2	109	*159	1.4	19.6	154	**54	0.5	6.6	60	**122	1.0	15.0	108
FORTUNE	1083	440	1.3	40.6	108	*172	1.5	15.9	125	**107	1.1	9.9	89	**161	1.3	14.9	107
GENTLEMEN'S QUARTERLY	1197	610	1.8	51.0	135	*210	1.9	17.5	139	**190	1.9	15.9	143	*210	1.7	17.5	126
GLAMOUR	6625	2608	7.8	39.4	104	764	6.8	11.5	91	960	9.8	14.5	130	884	7.2	13.3	96
GOLF DIGEST	707	312	0.9	44.1	117	**80	0.7	11.3	89	**92	0.9	13.0	117	**141	1.1	19.9	143
GOLF DIGEST/TENNIS (GROSS)	1316	569	1.7	43.2	115	*146	1.3	11.1	88	*153	1.6	11.6	104	*270	2.2	20.5	148
GOLF MAGAZINE	469	*218	0.7	46.5	123	**34	0.3	7.2	57	**89	0.9	19.0	170	**95	0.8	20.3	146
GOLF MAGAZINE/SKI (GROSS)	1060	423	1.3	39.9	106	**89	0.8	8.4	66	**155	1.6	14.6	131	*179	1.5	16.9	121
GOOD HOUSEKEEPING	17784	6951	20.8	39.1	104	2226	19.9	12.5	99	1944	19.7	10.9	98	2781	22.6	15.6	112
HARPER'S BAZAAR	2931	1123	3.4	38.3	102	383	3.4	13.1	103	*277	2.8	9.5	85	463	3.8	15.8	114
HEALTH	2199	880	2.6	40.0	106	309	2.8	14.1	111	283	2.9	12.9	116	*288	2.3	13.1	94
HEARST MAG CORP. BUY (GROSS)	49148	19213	57.6	39.1	104	6257	55.9	12.7	101	5748	58.4	11.7	105	7208	58.6	14.7	105
HEARST MAN POWER (GROSS)	2113	769	2.3	36.4	97	*217	1.9	10.3	81	*204	2.1	9.7	87	348	2.8	16.5	118
HEARST WOMAN POWER (GROSS)	35062	13709	41.1	39.1	104	4484	40.0	12.8	101	4178	42.4	11.9	107	5047	41.0	14.4	103
HOUSE BEAUTIFUL	3865	1579	4.7	40.9	108	536	4.8	13.9	110	473	4.8	12.2	110	570	4.6	14.7	106
INC.	315	**160	0.5	50.8	135	**82	0.7	26.0	206	**21	0.2	6.7	60	**57	0.5	18.1	130
JET	3690	1454	4.4	39.4	105	569	5.1	15.4	122	491	5.0	13.3	120	393	3.2	10.7	77
LADIES' HOME JOURNAL	12930	5153	15.4	39.9	106	1579	14.1	12.2	96	1661	16.9	12.8	115	1913	15.5	14.8	106
LHJ FAMILY GRP COMBO(GROSS)	18161	7253	21.7	39.9	106	2308	20.6	12.7	100	2307	23.4	12.7	114	2637	21.4	14.5	104
LIFE	5065	1944	5.8	38.4	102	747	6.7	14.7	116	566	5.7	11.2	100	631	5.1	12.5	90
L.A. TIMES HOME MAGAZINE	1310	674	2.0	51.5	136	356	3.2	27.2	215	*188	1.9	14.4	129	**131	1.1	10.0	72
MADENOISELLE	3759	1342	4.0	35.7	95	394	3.5	10.5	83	427	4.3	11.4	102	521	4.2	13.9	100
MC CALL'S	14658	6056	18.2	41.3	110	1922	17.2	13.1	104	1955	19.9	13.3	120	2179	17.7	14.9	107
MC CALL'S/WRK MOTHER (GROSS)	15857	6533	19.6	41.2	109	2047	18.3	12.9	102	2110	21.4	13.3	120	2377	19.3	15.0	108
MECHANIX ILLUSTRATED	809	355	1.1	43.9	116	**112	1.0	13.8	109	*132	1.3	16.3	147	**111	0.9	13.7	99
METROPOLITAN HOME	1009	456	1.4	45.2	120	*179	1.6	17.7	140	**119	1.2	11.8	106	*159	1.3	15.8	113
MONEY	1707	713	2.1	41.8	111	253	2.3	14.8	117	*148	1.5	8.7	78	*312	2.5	18.3	131
MOTHER EARTH NEWS	1123	452	1.4	40.2	107	**98	0.9	8.7	69	**160	1.6	14.2	128	*194	1.6	17.3	124
MS.	932	371	1.1	39.8	106	*115	1.0	12.3	97	*137	1.4	14.7	132	*119	1.0	12.8	92
NATIONAL ENQUIRER	11971	4900	14.7	40.9	109	1745	15.6	14.6	115	1534	15.6	12.8	115	1621	13.2	13.5	97
NATIONAL GEOGRAPHIC	10503	4170	12.5	39.7	105	1485	13.3	14.1	112	1053	10.7	10.0	90	1632	13.3	15.5	112
NATIONAL SUNDAY MAGAZINE PKG	54325	20624	61.8	38.0	101	6794	60.6	12.5	99	6149	62.5	11.3	102	7681	62.4	14.1	102
NATURAL HISTORY	626	*245	0.7	39.1	104	**55	0.5	8.8	69	**86	0.9	13.7	123	**104	0.8	16.6	119
NEW WOMAN	1992	670	2.0	33.6	89	*205	1.8	10.3	81	*176	1.8	8.8	79	290	2.4	14.6	105
NEW YORK INCLUDING CUE	547	*150	0.4	27.4	73	**43	0.4	7.9	62	**59	0.6	10.8	97	**49	0.4	9.0	64
THE NEW YORKER	1380	581	1.7	42.1	112	208	1.9	15.1	119	*168	1.7	12.2	109	*205	1.7	14.9	107
NEWSWEEK	6925	2838	8.5	41.0	109	1107	9.9	16.0	126	794	8.1	11.5	103	938	7.6	13.5	97
THE N.Y. TIMES DAILY EDITION	1363	377	1.1	27.7	73	*101	0.9	7.4	59	**125	1.3	9.2	82	*150	1.2	11.0	79
THE N.Y. TIMES MAGAZINE	2333	784	2.4	33.6	89	*187	1.7	8.0	63	*316	3.2	13.5	122	281	2.3	12.0	87
ONNI	872	403	1.2	46.2	123	*141	1.3	16.2	128	**121	1.2	13.9	125	*141	1.1	16.2	116
ON CABLE	1298	395	1.2	30.4	81	*150	1.3	11.6	91	**83	0.8	6.4	57	*162	1.3	12.5	90
1001 HOME IDEAS	3032	1219	3.7	40.2	107	420	3.7	13.9	109	363	3.7	12.0	108	436	3.5	14.4	103
ORGANIC GARDENING	1680	680	2.0	40.5	107	*181	1.6	10.8	85	*235	2.4	14.0	126	*263	2.1	15.7	113
OUTDOOR LIFE	960	410	1.2	42.7	113	**134	1.2	14.0	110	*163	1.7	17.0	153	*112	0.9	11.7	84
PARADE MAGAZINE	26755	10121	30.3	37.8	100	3173	28.3	11.9	94	3162	32.1	11.8	106	3786	30.8	14.2	102

EYE DROPS & EYE MASH (NON-PRESCRIPTION) - USAGE IN LAST 3 MONTHS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	33353	100.0	37.7	100	11203	100.0	12.7	100	9846	100.0	11.1	100	12304	100.0	13.9	100
PARENTS	4173	1456	4.4	34.9	93	494	4.4	11.8	93	397	4.0	9.5	85	566	4.6	13.6	98
PENTHOUSE	973	430	1.3	44.2	117	*157	1.4	16.1	127	**103	1.0	10.6	95	**170	1.4	17.5	126
PEOPLE	13479	5404	16.2	40.1	106	1715	15.3	12.7	109	1635	16.6	12.1	109	2054	16.7	15.2	110
PLAYBOY	2183	966	2.9	44.3	117	258	2.3	11.8	93	292	3.0	13.4	120	416	3.4	19.1	137
POPULAR HOT RODDING	388	**137	0.4	35.7	94	**64	0.6	16.5	130	**4	0.0	1.0	9	**69	0.6	17.8	128
POPULAR MECHANICS	1037	372	1.1	35.9	95	**89	0.8	8.6	68	**96	1.0	9.3	83	*187	1.5	18.0	130
POPULAR SCIENCE	920	418	1.3	45.4	121	**123	1.1	13.4	106	**143	1.5	15.5	140	*153	1.2	16.6	120
PREVENTION	4071	1655	5.0	40.7	108	558	5.0	13.7	108	515	5.2	12.7	114	581	4.7	14.3	103
PSYCHOLOGY TODAY	1940	774	2.3	39.9	106	*216	1.9	11.1	88	*284	2.9	14.6	132	*274	2.2	14.1	102
READER'S DIGEST	24031	9474	28.4	39.4	105	3295	29.4	13.7	108	2606	26.5	10.8	97	3573	29.0	14.9	107
REDBOOK	8464	3111	9.3	36.8	97	967	8.6	11.4	90	999	10.1	11.8	106	1145	9.3	13.5	97
ROAD & TRACK	429	*186	0.6	43.4	115	*82	0.7	19.1	151	*55	0.6	12.8	115	*449	0.4	11.4	82
ROLLING STONE	1355	586	1.8	43.2	115	*234	2.1	17.3	136	*164	1.7	12.1	109	*188	1.5	13.9	100
RUNNER'S WORLD	329	**155	0.5	47.1	125	*27	0.2	8.2	65	*46	0.5	14.0	126	*82	0.7	24.9	179
SATURDAY EVENING POST	1268	555	1.7	43.8	116	*202	1.8	15.9	126	*184	1.9	14.5	130	*168	1.4	13.2	95
SCIENCE 84	702	361	1.1	51.4	136	**164	1.5	23.4	184	*72	0.7	10.3	92	**125	1.0	17.8	128
SCIENCE DIGEST	553	*189	0.6	34.2	91	*72	0.6	13.0	103	*49	0.5	8.9	80	*67	0.5	12.1	87
SCIENTIFIC AMERICAN	615	332	1.0	54.0	143	*194	1.7	31.5	249	*84	0.9	13.7	123	*54	0.4	8.8	63
SELF	2683	962	2.9	35.9	95	365	3.3	13.6	107	*213	2.2	7.9	71	383	3.1	14.3	103
SEVENTEEN	3309	1356	4.1	41.0	109	345	3.1	10.4	82	393	4.0	11.9	107	618	5.0	18.7	134
SKI	591	*206	0.6	34.9	92	**55	0.5	9.3	73	*65	0.7	11.0	99	**85	0.7	14.4	103
SMITHSONIAN	3039	1113	3.3	36.6	97	329	2.9	10.8	85	297	3.0	9.8	88	488	4.0	16.1	115
SOAP OPERA DIGEST	3683	1434	4.3	38.9	103	403	3.6	10.9	86	454	4.6	12.3	111	578	4.7	15.7	113
SOUTHERN LIVING	4434	1920	5.8	43.3	115	596	5.3	13.4	106	565	5.7	12.7	114	759	6.2	17.1	123
SPORT	701	325	1.0	46.4	123	**85	0.8	12.1	96	**126	1.3	18.0	161	**114	0.9	16.3	117
THE SPORTING NEWS	518	*320	1.0	61.8	164	**138	1.2	26.6	210	*70	0.7	13.5	121	**113	0.9	21.8	157
SPORTS AFIELD	523	*208	0.6	39.8	105	*56	0.5	10.7	85	*59	0.6	11.3	101	*94	0.8	18.0	129
SPORTS ILLUSTRATED	3325	1502	4.5	45.2	120	495	4.4	14.9	118	379	3.8	11.4	102	628	5.1	18.9	136
STAR	8567	3576	10.7	41.7	111	1037	9.3	12.1	96	1135	11.5	13.2	119	1404	11.4	16.4	118
SUNDAY	27630	9643	28.9	34.9	93	3144	28.1	11.4	90	2832	28.8	10.2	92	3668	29.8	13.3	95
SUNSET	2219	814	2.4	36.7	97	354	3.2	16.0	126	**122	1.2	5.5	49	337	2.7	15.2	109
TV GUIDE	24258	9677	29.0	39.9	106	3188	28.5	13.1	104	3101	31.5	12.8	115	3389	27.5	14.0	100
TENNIS	609	*257	0.8	42.2	112	*66	0.6	10.8	86	*62	0.6	10.2	91	**129	1.0	21.2	152
TIME	9929	3852	11.5	38.8	103	1269	11.3	12.8	101	1214	12.3	12.2	110	1369	11.1	13.8	99
TOWN & COUNTRY	1062	499	1.5	47.0	125	*171	1.5	16.1	127	**155	1.6	14.6	131	*172	1.4	16.2	116
TRAVEL & LEISURE	1051	455	1.4	43.3	115	*149	1.3	14.2	112	*132	1.3	12.6	113	*175	1.4	16.7	120
TRUE STORY	3946	1387	4.2	35.1	93	425	3.8	10.8	85	447	4.5	11.3	102	515	4.2	13.1	94
U.S. NEWS & WORLD REPORT	3782	1611	4.8	42.6	113	552	4.9	14.6	115	505	5.1	13.4	120	554	4.5	14.6	105
USA TODAY	1874	806	2.4	43.0	114	*290	2.6	15.5	122	*164	1.7	8.8	79	353	2.9	18.8	135
W	2213	905	2.7	40.9	108	249	2.2	11.3	89	366	3.7	16.5	149	291	2.4	13.1	95
VOGUE	4792	1935	5.8	40.4	107	708	6.3	14.8	117	567	5.8	11.8	106	660	5.4	13.8	99
WALL STREET JOURNAL	2045	718	2.2	35.1	93	*283	2.5	13.8	109	*166	1.7	8.1	73	269	2.2	13.2	95
WEIGHT WATCHERS	2364	918	2.8	38.8	103	233	2.1	9.9	78	318	3.2	13.5	121	367	3.0	15.5	112
WOMAN'S DAY	15182	6044	18.1	39.8	106	1983	17.7	13.1	103	1881	19.1	12.4	111	2180	17.7	14.4	103
WORKING MOTHER	1198	477	1.4	39.8	106	*125	1.1	10.4	82	*154	1.6	12.9	115	*198	1.6	16.5	119
WORKING WOMAN	1523	588	1.8	38.6	102	*197	1.8	12.9	102	*201	2.0	13.2	119	*190	1.5	12.5	90
WORLD TENNIS	*183	**75	0.2	41.0	109	**41	0.4	22.4	177	**10	0.1	5.5	49	**24	0.2	13.1	94
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1295	3.9	46.6	124	411	3.7	14.8	117	375	3.8	13.5	121	510	4.1	18.4	132
BLAIR INSERTS	47909	17894	53.7	37.3	99	5827	52.0	12.2	96	5343	54.3	11.2	100	6724	54.6	14.0	101
DAILY NEWSPAPERS																	
READ ANY	56731	21348	64.0	37.6	100	7087	63.3	12.5	99	6541	66.4	11.5	104	7720	62.7	13.6	98
READ ONE	47696	17806	53.4	37.3	99	6043	53.9	12.7	100	5361	54.4	11.2	101	6401	52.0	13.4	96
READ TWO OR MORE	9034	3542	10.6	39.2	104	1044	9.3	11.6	91	1180	12.0	13.1	117	1319	10.7	14.6	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	21750	65.2	37.7	100	7264	64.8	12.6	99	6505	66.1	11.3	101	7981	64.9	13.8	99
READ ONE	50513	18954	56.8	37.5	100	6369	56.9	12.6	100	5673	57.6	11.2	101	6912	56.2	13.7	98
READ TWO OR MORE	7219	2796	8.4	38.7	103	896	8.0	12.4	98	831	8.4	11.5	103	1068	8.7	14.8	106
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.83				28.35				29.46				28.74			
30 DAY REACH	78184	29483	88.4	37.7	100	9730	86.9	12.4	98	8777	89.1	11.2	101	10977	89.2	14.0	101
50 SHWG - 30 DAY AV FREQ	14.80	15.16				15.07				15.19				15.21			
30 DAY REACH	74239	28099	84.2	37.8	100	9177	81.9	12.4	98	8525	86.6	11.5	103	10398	84.5	14.0	101
25 SHWG - 30 DAY AV FREQ	8.05	8.20				8.18				8.33				8.11			
30 DAY REACH	68254	25996	77.9	38.1	101	8463	75.5	12.4	98	7804	79.3	11.4	103	9729	79.1	14.3	102
CABLE TV: HOME WIRED	35215	13712	41.1	38.9	103	4523	40.4	12.8	101	3893	39.5	11.1	99	5295	43.0	15.0	108
HOME NOT WIRED	53250	19642	58.9	36.9	98	6680	59.6	12.5	99	5953	60.5	11.2	100	7009	57.0	13.2	95
HAVE PAY CABLE	17885	6884	20.6	38.5	102	2397	21.4	13.4	106	1885	19.1	10.5	95	2602	21.1	14.5	105

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	33353	100.0	37.7	100	11203	100.0	12.7	100	9846	100.0	11.1	100	12304	100.0	13.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	18139	54.4	37.8	100	6139	54.8	12.8	101	5151	52.3	10.7	96	6849	55.7	14.3	103
10:00 AM - 3:00 PM	33674	12690	38.0	37.7	100	4214	37.6	12.5	99	3813	38.7	11.3	102	4662	37.9	13.8	100
3:00 PM - 7:00 PM	34431	12999	39.0	37.8	100	4256	38.0	12.4	98	3909	39.7	11.4	102	4834	39.3	14.0	101
7:00 PM - MIDNIGHT	17761	6724	37.9	37.9	100	2250	20.1	12.7	100	1939	19.7	10.9	98	2535	20.6	14.3	103
MIDNIGHT - 6:00 AM	10087	4113	12.3	40.8	108	1264	11.3	12.5	99	1145	11.6	11.4	102	1705	13.9	16.9	122
6:00 AM - MIDNIGHT	64318	24326	72.9	37.8	100	7956	71.0	12.4	98	7101	72.1	11.0	99	9268	75.3	14.4	104
ENTIRE DAY	65181	24788	74.3	38.0	101	8095	72.3	12.4	98	7286	74.0	11.2	100	9407	76.5	14.4	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	6543	19.6	37.6	100	2229	19.9	12.8	101	1750	17.8	10.1	90	2565	20.8	14.7	106
ALL NEWS	2520	822	2.5	32.6	87	354	3.2	14.0	111	*137	1.4	5.4	49	331	2.7	13.1	94
ADULT/PROGRESSIVE	4419	1875	5.6	42.4	113	616	5.5	13.9	110	607	6.2	13.7	123	652	5.3	14.8	106
BEAUTIFUL MUSIC	6119	2382	7.1	38.9	103	742	6.6	12.1	96	632	6.4	10.3	93	1008	8.2	16.5	118
BLACK	2623	992	3.0	37.8	100	322	2.9	12.3	97	324	3.3	12.4	111	346	2.8	13.2	95
CLASSICAL	1553	556	1.7	35.8	95	*170	1.5	10.9	86	*194	2.0	12.5	112	*192	1.6	12.4	89
CHR/ROCK	11282	4298	12.9	38.1	101	1278	11.4	11.3	89	1436	14.6	12.7	114	1584	12.9	14.0	101
COUNTRY	13343	5351	16.0	40.1	106	1715	15.3	12.9	101	1597	16.2	12.0	108	2039	16.6	15.3	110
GOLDEN OLDIES	1299	562	1.7	43.3	115	*141	1.3	10.9	86	*174	1.8	13.4	120	*247	2.0	19.0	137
MOR/NOSTALGIA	5241	1829	5.5	34.9	93	560	5.0	10.7	84	577	5.9	11.0	99	692	5.6	13.2	95
NEWS/TALK	4165	1282	3.8	30.8	82	423	3.8	10.2	80	413	4.2	9.9	89	447	3.6	10.7	77
RELIGIOUS	3324	1262	3.8	38.0	101	403	3.6	12.1	96	366	3.7	11.0	99	493	4.0	14.8	107
SOFT ROCK	609	*220	0.7	36.1	96	**31	0.3	5.1	40	**86	0.9	14.1	127	**103	0.8	16.9	122
URBAN CONTEMPORARY	1853	751	2.3	40.5	107	310	2.8	16.7	132	*227	2.3	12.3	110	*214	1.7	11.5	83
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1368	4.1	36.7	97	552	4.9	14.8	117	320	3.3	8.6	77	496	4.0	13.3	96
ABC DIRECTION	2488	762	2.3	30.6	81	188	1.7	7.6	60	236	2.4	9.5	85	339	2.8	13.6	98
ABC ENTERTAINMENT	5129	1784	5.3	34.8	92	747	6.7	14.6	115	421	4.3	8.2	74	616	5.0	12.0	86
ABC FM	2498	960	2.9	38.4	102	266	2.4	10.6	84	*269	2.7	10.8	97	425	3.5	17.0	122
ABC INFORMATION	5721	2204	6.6	38.5	102	792	7.1	13.8	109	713	7.2	12.5	112	700	5.7	12.2	88
ABC ROCK	2021	837	2.5	41.4	110	*250	2.2	12.4	98	*311	3.2	15.4	138	276	2.2	13.7	98
CBS	4756	1710	5.1	36.0	95	598	5.3	12.6	99	443	4.5	9.3	84	669	5.4	14.1	101
MUTUAL	5272	1945	5.8	36.9	98	668	6.0	12.7	100	428	4.3	8.1	73	848	6.9	16.1	116
NBC	4964	1616	4.8	32.6	86	491	4.4	9.9	78	522	5.3	10.5	94	603	4.9	12.1	87
RADIORADIO	2218	758	2.3	34.2	91	*206	1.8	9.3	73	*247	2.5	11.1	100	305	2.5	13.8	99
RKO ONE	2565	987	3.0	38.5	102	334	3.0	13.0	103	323	3.3	12.6	113	330	2.7	12.9	93
RKO TWO	3640	1301	3.9	35.7	95	585	5.2	16.1	127	*237	2.4	6.5	58	480	3.9	13.2	95
THE SOURCE	2467	1064	3.2	43.1	114	*277	2.5	11.2	89	440	4.5	17.8	160	347	2.8	14.1	101
NON-WIRED: BLAIR	9466	3622	10.9	38.3	101	1124	10.0	11.9	94	1250	12.7	13.2	119	1248	10.1	13.2	95
INTERNET	13616	5139	15.4	37.7	100	1592	14.2	11.7	92	1650	16.8	12.1	109	1897	15.4	13.9	100
KATZ RADIO GROUP	16998	6421	19.3	37.8	100	2033	18.1	12.0	94	1945	19.8	11.4	103	2444	19.9	14.4	103
SUPERNET	11622	4581	13.7	39.4	105	1563	14.0	13.4	106	1335	13.6	11.5	103	1682	13.7	14.5	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	3856	11.6	40.9	109	1328	11.9	14.1	111	1129	11.5	12.0	108	1399	11.4	14.8	107
MKDAY 9:00 AM - 1:00 PM	13304	5084	15.2	38.2	101	1762	15.7	13.2	105	1552	15.8	11.7	105	1771	14.4	13.4	96
MKDAY 1:00 PM - 4:30 PM	17591	6691	20.1	38.0	101	2363	21.1	13.4	106	1975	20.1	11.2	101	2353	19.1	13.4	96
MKDAY 4:30 PM - 7:30 PM	24418	9385	28.1	38.4	102	3310	29.5	13.6	107	2765	28.1	11.3	102	3310	26.9	13.6	97
MKDAY 7:30 PM - 8:00 PM	34400	12894	38.7	37.5	99	4448	39.7	12.9	102	3731	37.9	10.8	97	4715	38.3	13.7	99
MKDAY 11:00 PM - 11:30 PM	26120	9507	28.5	36.4	97	3066	27.4	11.7	93	2916	29.6	11.2	100	3524	28.6	13.5	97
MKDAY 11:30 PM - 1:00 AM	8402	3085	9.2	36.7	97	1035	9.2	12.3	97	929	9.4	11.1	99	1120	9.1	13.3	96
M-SAT 8-11 PM-SUN 7-11 PM	36828	13956	41.8	37.9	101	4603	41.1	12.5	99	4161	42.3	11.3	102	5192	42.2	14.1	101
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	2690	8.1	37.3	99	894	8.0	12.4	98	843	8.6	11.7	105	952	7.7	13.2	95
ANOTHER WORLD	N 4924	2108	6.3	42.8	114	735	6.6	14.9	118	618	6.3	12.6	113	756	6.1	15.4	110
AS THE WORLD TURNS	C 5966	2295	6.9	38.5	102	851	7.6	14.3	113	631	6.4	10.6	95	814	6.6	13.6	98
CAPITOL	C 3672	1391	4.2	37.9	100	559	5.0	15.2	120	342	3.5	9.3	84	490	4.0	13.3	96
CBS MORN. NEWS 1	C 1590	735	2.2	46.2	123	235	2.1	14.8	117	233	2.4	14.7	132	267	2.2	16.8	121
CBS MORN. NEWS 2	C 1298	493	1.5	38.0	101	181	1.6	13.9	110	156	1.6	12.0	108	156	1.3	12.0	86
DAYS OF OUR LIVES	N 6389	2660	8.0	41.6	110	880	7.9	13.8	109	728	7.4	11.4	102	1052	8.6	16.5	118
FACTS OF LIFE - DAYTIME	N 2526	963	2.9	38.1	101	245	2.2	9.7	77	373	3.8	14.8	133	345	2.8	13.7	98
FAMILY FEUD	A 3427	1276	3.8	37.2	99	450	4.0	13.1	104	399	4.1	11.6	105	427	3.5	12.5	90
GENERAL HOSPITAL	A 6870	2503	7.5	36.4	97	874	7.8	12.7	100	821	8.3	12.0	107	807	6.6	11.7	84
GOOD MORNING, AMERICA-730 A	A 3767	1527	4.6	40.5	108	563	5.0	14.9	118	385	3.9	10.2	92	579	4.7	15.4	111
GOOD MORNING, AMERICA-830 A	A 3076	1291	3.9	42.0	111	405	3.6	13.2	104	378	3.8	12.3	110	508	4.1	16.5	119
GUIDING LIGHT	C 5789	2151	6.4	37.2	99	770	6.9	13.3	105	662	6.7	11.4	103	720	5.9	12.4	89
ONE LIFE TO LIVE	A 4918	1752	5.3	35.6	94	707	6.3	14.4	114	508	5.2	10.3	93	537	4.4	10.9	79
PRESS YOUR LUCK	C 2367	825	2.5	34.9	92	284	2.5	12.0	95	242	2.5	10.2	92	298	2.4	12.6	91
PRICE IS RIGHT 1	C 4727	1724	5.2	36.5	97	618	5.5	13.1	103	525	5.3	11.1	100	581	4.7	12.3	88
PRICE IS RIGHT 2	C 5511	2															

EYE DROPS & EYE WASH (NON-PRESCRIPTION) - USAGE IN LAST 3 MONTHS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALES	88464	33353	100.0	37.7	100	11203	100.0	12.7	100	9846	100.0	11.1	100	12304	100.0	13.9	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	10744	32.2	38.4	102	3932	35.1	14.1	111	3101	31.5	11.1	100	3710	30.2	13.3	95
NETWORK AFFILIATES - LATE	21966	8063	24.2	36.7	97	2645	23.6	12.0	95	2465	25.0	11.2	101	2953	24.0	13.4	97
INDEPENDENTS - LATE	2247	753	2.3	33.5	89	258	2.3	11.5	91	229	2.3	10.2	92	266	2.2	11.8	85
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11524	4505	13.5	39.1	104	1468	13.1	12.7	101	1265	12.8	11.0	99	1773	14.4	15.4	111
ABC MONDAY NIGHT MOVIE	A 6879	2596	7.8	37.7	100	768	6.9	11.2	88	851	8.6	12.4	111	977	7.9	14.2	102
ABC SUNDAY NIGHT MOVIE	A 13690	5076	15.2	37.1	98	1589	14.2	11.6	92	1605	16.3	11.7	105	1882	15.3	13.7	99
ABC WORLD NEWS TONIGHT	A 6589	2577	7.7	39.1	104	954	8.5	14.5	114	691	7.0	10.5	94	932	7.6	14.1	102
AFTERMASH	C 6391	2554	7.7	40.0	106	891	8.0	13.9	110	728	7.4	11.4	102	935	7.6	14.6	105
ALICE	C 10273	3957	11.9	38.5	102	1243	11.1	12.1	96	1231	12.5	12.0	108	1483	12.1	14.4	104
AMERICAN PARADE	C 7130	2588	7.8	36.3	96	917	8.2	12.9	102	736	7.5	10.3	93	935	7.6	13.1	94
BENSON	A 11665	4435	13.3	38.0	101	1615	14.4	13.8	109	1187	12.1	10.2	91	1633	13.3	14.0	101
BLUE THUNDER	A 5442	2165	6.5	39.8	106	686	6.1	12.6	100	575	5.8	10.6	95	904	7.3	16.6	119
CAGNEY & LACEY	C 10565	3587	10.8	34.0	90	1096	9.8	10.4	82	1042	10.6	9.9	89	1448	11.8	13.7	99
CBS EVENING NEWS-DEAN	C 3668	1602	4.8	43.7	116	636	5.7	17.3	137	378	3.8	10.3	93	587	4.8	16.0	115
CBS EVENING NEWS-RATHER	C 7561	3060	9.2	40.5	107	986	8.8	13.0	103	1012	10.3	13.4	120	1062	8.6	14.0	101
CBS SAT. NEWS-SCHIEFFER	C 3948	1718	5.2	43.5	115	626	5.6	15.9	125	503	5.1	12.7	114	589	4.8	14.9	107
CBS SATURDAY NIGHT MOVIE	C 5966	2358	7.1	39.5	105	659	5.9	11.0	87	760	7.7	12.7	114	938	7.6	15.7	113
CBS WEDNESDAY NIGHT MOVIE	C 6529	2460	7.4	37.7	100	689	6.2	10.6	83	746	7.6	11.4	103	1025	8.3	15.7	113
CHEERS	N 9842	3492	10.5	35.5	94	1124	10.0	11.4	90	952	9.7	9.7	87	1415	11.5	14.4	103
DALLAS	C 23935	8726	26.2	36.5	97	2944	26.3	12.3	97	2674	27.2	11.2	100	3109	25.3	13.0	93
DIFF'RENT STROKES	N 7574	2956	8.9	39.0	104	1144	10.2	15.1	119	827	8.4	10.9	98	985	8.0	13.0	94
DOUBLE TROUBLE	N 7786	3093	9.3	39.7	105	1139	10.2	14.6	116	833	8.5	10.7	96	1121	9.1	14.4	104
DUCK FACTORY	N 6290	2291	6.9	36.4	97	750	6.7	11.9	94	717	7.3	11.4	102	824	6.7	13.1	94
DUKES OF HAZZARD	C 6402	2314	6.9	36.1	96	727	6.5	11.4	90	674	6.8	10.5	95	913	7.4	14.3	103
DYNASTY	A 21955	8365	25.1	38.1	101	2783	24.8	12.7	100	2634	26.8	12.0	108	2948	24.0	13.4	97
FACTS OF LIFE	N 8898	3741	11.2	42.0	112	1370	12.2	15.4	122	1001	10.2	11.2	101	1371	11.1	15.4	111
FALCON CREST	C 21877	7982	23.9	36.5	97	2572	23.0	11.8	93	2581	26.2	11.8	106	2829	23.0	12.9	93
FALL GUY	A 10045	3907	11.7	38.9	103	1197	10.7	11.9	94	1251	12.7	12.5	112	1459	11.9	14.5	104
FAMILY TIES	N 8922	3325	10.0	37.3	99	1174	10.5	13.2	104	986	10.0	11.1	99	1165	9.5	13.1	94
FANTASY ISLAND	A 8288	2955	8.9	35.7	95	960	8.6	11.6	91	872	8.9	10.5	95	1123	9.1	13.5	97
FOULUPS, BLEEPERS & BLUNDERS	A 9891	3555	10.7	35.9	95	1172	10.5	11.8	94	1258	12.8	12.7	114	1125	9.1	11.4	82
FOUR SEASONS	C 5429	2034	6.1	37.5	99	667	6.0	12.3	97	615	6.2	11.3	102	752	6.1	13.9	100
GIMME A BREAK	N 9646	3654	11.0	37.9	100	1323	11.8	13.7	108	1083	11.0	11.2	101	1248	10.1	12.9	93
HART TO HART	A 9983	3759	11.3	37.7	100	1225	10.9	12.3	97	997	10.1	10.0	90	1536	12.5	15.4	111
HILL STREET BLUES	N 9688	3744	11.2	38.6	103	1201	10.7	12.4	98	1098	11.2	11.3	102	1445	11.7	14.9	107
HOTEL	A 15435	5523	16.6	35.8	95	1974	17.6	12.8	101	1607	16.3	10.4	94	1942	15.8	12.6	90
JEFFERSONS	C 10031	4022	12.1	40.1	106	1330	11.9	13.3	105	1206	12.2	12.0	108	1487	12.1	14.8	107
JENNIFER SLEPT HERE	N 6376	2445	7.3	38.3	102	859	7.7	13.5	106	714	7.3	11.2	101	872	7.1	13.7	98
KATE & ALLIE	C 9951	3628	10.9	36.5	97	1301	11.6	13.1	103	943	9.6	9.5	85	1384	11.2	13.9	100
KNIGHT RIDER	N 7908	3146	9.4	39.8	106	1081	9.6	13.7	108	964	9.8	12.2	110	1101	8.9	13.9	100
LOVE BOAT	A 13226	5071	15.2	38.3	102	1775	15.8	13.4	106	1623	16.5	12.3	110	1674	13.6	12.7	91
MAGNUM PI	C 12105	4711	14.1	38.9	103	1345	12.0	11.1	88	1378	14.0	11.4	102	1988	16.2	16.4	118
MAMA'S FAMILY	N 6364	2719	8.2	42.7	113	1021	9.1	16.0	127	846	8.6	13.3	119	852	6.9	13.4	96
MASTER, THE	N 3955	1506	4.5	38.1	101	478	4.3	12.1	95	489	5.0	12.4	111	539	4.4	13.6	98
MATT HOUSTON	A 6903	2757	8.3	39.9	106	837	7.5	12.1	96	823	8.4	11.9	107	1098	8.9	15.9	114
NBC MONDAY NIGHT MOVIE	N 13443	5113	15.3	38.0	101	1567	14.0	11.7	92	1664	16.9	12.4	111	1882	15.3	14.0	101
NBC NIGHTLY NEWS	N 5585	2293	6.9	41.1	109	809	7.2	14.5	114	731	7.4	13.1	118	752	6.1	13.5	97
NBC NIGHTLY NEWS-SAT	N 3688	1550	4.6	42.0	111	587	5.2	15.9	126	488	5.0	13.2	119	475	3.9	12.9	93
NBC NIGHTLY NEWS-SUN	N 3310	1273	3.8	38.5	102	492	4.4	14.9	117	400	4.1	12.1	109	381	3.1	11.5	83
NBC SUNDAY NIGHT MOVIE	N 9238	3595	10.8	38.9	103	1033	9.2	11.2	88	1141	11.6	12.4	111	1421	11.5	15.4	111
NEWMART	C 9876	3481	10.4	35.2	93	1202	10.7	12.2	96	989	10.0	10.0	90	1289	10.5	13.1	94
ONE DAY AT A TIME	C 7954	2964	8.9	37.3	99	846	7.6	10.6	84	912	9.3	11.5	103	1206	9.8	15.2	109
PEOPLE ARE FUNNY	N 5182	2301	6.9	44.4	118	789	7.0	15.2	120	726	7.4	14.0	126	787	6.4	15.2	109
REAL PEOPLE	N 9674	3854	11.6	39.8	106	1436	12.8	14.8	117	974	9.9	10.1	90	1444	11.7	14.9	107
REMINGTON STEELE	N 8511	3195	9.6	37.5	100	1005	9.0	11.8	93	995	10.1	11.7	105	1195	9.7	14.0	101
RIPLEY'S BELIEVE IT - NOT	A 5656	2196	6.6	36.6	103	674	6.0	11.9	94	632	6.4	11.2	100	890	7.2	15.7	113
RIPTIDE	N 7718	2944	8.8	38.1	101	882	7.9	11.4	90	891	9.0	11.5	104	1171	9.5	15.2	109
SCARECROW & MRS. KING	C 11058	4057	12.2	36.7	97	1334	11.9	12.1	95	1130	11.5	10.2	92	1592	12.9	14.4	104
SIMON & SIMON	C 11615	4581	13.7	39.4	105	1506	13.4	13.0	102	1393	14.1	12.0	108	1682	13.7	14.5	104
60 MINUTES	C 14326	5738	17.2	40.1	106	2195	19.6	15.3	121	1608	16.3	11.2	101	1936	15.7	13.5	97
ST. ELSEWHERE	N 7670	2994	9.0	39.0	104	921	8.2	12.0	95	874	8.9	11.4	102	1199	9.7	15.6	112
THREE'S COMPANY	A 1																

	TOTAL U.S. '000	CLEAR EYES				MURINE				VISINE							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	5935	100.0	3.5	100	19532	100.0	11.6	100	39317	100.0	23.4	100				
MALES	79263	2573	43.4	3.2	92	8915	45.6	11.2	97	17507	44.5	22.1	94				
FEMALES	88464	3363	56.7	3.8	107	10617	54.4	12.0	103	21811	55.5	24.7	105				
18 - 24	28671	1435	24.2	5.0	141	2664	13.6	9.3	80	7443	18.9	26.0	111				
25 - 34	39536	1433	24.1	3.6	102	4392	22.5	11.1	95	10364	26.4	26.2	112				
35 - 44	28978	1108	18.7	3.8	108	3333	17.1	11.5	99	6519	16.6	22.5	96				
45 - 54	22345	509	8.6	2.3	64	2649	13.6	11.9	102	4796	12.2	21.5	92				
55 - 64	22224	559	9.4	2.5	71	2720	13.9	12.2	105	4811	12.2	21.6	92				
65 OR OLDER	25973	891	15.0	3.4	97	3774	19.3	14.5	125	5384	13.7	20.7	88				
18 - 34	68207	2868	48.3	4.2	119	7056	36.1	10.3	89	17807	45.3	26.1	111				
18 - 49	108058	4244	71.5	3.9	111	11838	60.6	11.0	94	26841	68.3	24.8	106				
25 - 54	90859	3050	51.4	3.4	95	10374	53.1	11.4	98	21679	55.1	23.9	102				
35 - 49	39851	1376	23.2	3.5	98	4782	24.5	12.0	103	9034	23.0	22.7	97				
50 OR OLDER	59669	1691	28.5	2.8	80	7694	39.4	12.9	111	12477	31.7	20.9	89				
GRADUATED COLLEGE	28091	765	12.9	2.7	77	2778	14.2	9.9	85	5889	15.0	21.0	89				
ATTENDED COLLEGE	28938	853	14.4	2.9	83	3204	16.4	11.1	95	7264	18.5	25.1	107				
GRADUATED HIGH SCHOOL	65503	2403	40.5	3.7	104	8066	41.3	12.3	106	15484	39.4	23.6	101				
DID NOT GRADUATE HIGH SCHOOL	45195	1915	32.3	4.2	120	5484	28.1	12.1	104	10681	27.2	23.6	101				
EMPLOYED MALES	56429	1733	29.2	3.1	87	5922	30.3	10.5	90	12565	32.0	22.3	95				
EMPLOYED FEMALES	43971	1659	28.0	3.8	107	5297	27.1	12.0	103	11181	28.4	25.4	108				
EMPLOYED FULL-TIME	87773	3016	50.8	3.4	97	9699	49.7	11.1	95	20652	52.5	23.5	100				
EMPLOYED PART-TIME	12627	*376	6.3	3.0	84	1521	7.8	12.0	103	3094	7.9	24.5	105				
NOT EMPLOYED	67327	2544	42.9	3.8	107	8312	42.6	12.3	106	15571	39.6	23.1	99				
PROFESSIONAL/MANAGER	25845	715	12.0	2.8	78	2832	14.5	11.0	94	5636	14.3	21.8	93				
TECH/CLERICAL/SALES	30895	1006	17.0	3.3	92	3333	17.1	10.8	93	7360	18.7	23.8	102				
PRECISION/CRAFT	12629	*506	8.5	4.0	113	1660	8.5	13.1	113	3212	8.2	25.4	108				
OTHER EMPLOYED	31031	1166	19.6	3.8	106	3395	17.4	10.9	94	7538	19.2	24.3	104				
SINGLE	35557	1590	26.8	4.5	126	3697	18.9	10.4	89	8599	21.9	24.2	103				
MARRIED	103585	3203	54.0	3.1	87	12504	64.0	12.1	104	24306	61.8	23.5	100				
DIVORCED/SEPARATED/WIDOWED	28585	1143	19.3	4.0	113	3331	17.1	11.7	100	6412	16.3	22.4	96				
PARENTS	59295	2320	39.1	3.9	111	6618	33.9	11.2	96	14464	36.8	24.4	104				
WHITE	146081	4625	77.9	3.2	89	16855	86.3	11.5	99	34447	87.6	23.6	101				
BLACK	17974	1154	19.4	6.4	181	2377	12.2	13.2	114	4009	10.2	22.3	95				
OTHER	3672	**157	2.6	4.3	121	**300	1.5	8.2	70	861	2.2	23.4	100				
NORTHEAST-CENSUS	37005	637	10.7	1.7	49	2676	13.7	7.2	62	6922	17.6	18.7	80				
NORTH CENTRAL	42642	1127	19.0	2.6	75	5257	26.9	12.3	106	8969	22.8	21.0	90				
SOUTH	56777	2656	44.8	4.7	132	8200	42.0	14.4	124	14661	37.3	25.8	110				
WEST	31303	1515	25.5	4.8	137	3400	17.4	10.9	93	8764	22.3	28.0	119				
NORTHEAST-MKTG.	38125	651	11.0	1.7	48	3081	15.8	8.1	69	6965	17.7	18.3	78				
EAST CENTRAL	24794	576	9.7	2.3	66	2726	14.0	11.0	94	5192	13.2	20.9	89				
WEST CENTRAL	28511	868	14.6	3.0	86	3575	18.3	12.5	108	6475	16.5	22.7	97				
SOUTH	48953	2486	41.9	5.1	144	7163	36.7	14.6	126	13225	33.6	27.0	115				
PACIFIC	27344	1354	22.8	5.0	140	2987	15.3	10.9	94	7459	19.0	27.3	116				
COUNTY SIZE A	69301	2610	44.0	3.8	106	7341	37.6	10.6	91	15077	38.3	21.8	93				
COUNTY SIZE B	50633	1709	28.8	3.4	95	6231	31.9	12.3	106	12136	30.9	24.0	102				
COUNTY SIZE C	26259	857	14.4	3.3	92	3047	15.6	11.6	100	6835	17.4	26.0	111				
COUNTY SIZE D	21534	760	12.8	3.5	100	2913	14.9	13.5	116	5269	13.4	24.5	104				
METRO CENTRAL CITY	50014	2118	35.7	4.2	120	5658	29.0	11.3	97	11400	29.0	22.8	97				
METRO SUBURBAN	76832	2419	40.8	3.1	89	8357	42.8	10.9	93	17764	45.2	23.1	99				
NON METRO	40881	1398	23.6	3.4	97	5517	28.2	13.5	116	10153	25.8	24.8	106				
TOP 5 ADI'S	39550	1567	26.4	4.0	112	3981	20.4	10.1	86	9113	23.2	23.0	98				
TOP 10 ADI'S	54877	2003	33.7	3.6	103	5546	28.4	10.1	87	11692	29.7	21.3	91				
TOP 20 ADI'S	77516	2759	46.5	3.6	101	8416	43.1	10.9	93	17123	43.6	22.1	94				
HSGLD INC. \$50,000 OR MORE	17257	*526	8.9	3.0	86	1883	9.6	10.9	94	3668	9.3	21.3	91				
\$40,000 OR MORE	33235	1031	17.4	3.1	88	3485	17.8	10.5	90	7504	19.1	22.6	96				
\$30,000 OR MORE	59493	1772	29.9	3.0	84	6620	33.9	11.1	95	13595	34.6	22.8	97				
\$25,000 OR MORE	76275	2361	39.8	3.1	87	8512	43.6	11.2	96	17529	44.6	23.0	98				
\$20,000 - \$24,999	18607	684	11.5	3.7	104	2190	11.2	11.8	101	4771	12.1	25.6	109				
\$15,000 - \$19,999	17175	*506	8.5	2.9	83	1867	9.6	10.9	93	3961	10.1	23.1	98				
\$10,000 - \$14,999	24569	951	16.0	3.9	109	3385	17.3	13.8	118	6051	15.4	24.6	105				
UNDER \$10,000	31101	1434	24.2	4.6	130	3578	18.3	11.5	99	7005	17.8	22.5	96				
HOUSEHOLD OF 1 PERSON	19441	679	11.4	3.5	99	2266	11.6	11.7	100	3746	9.5	19.3	82				
2 PEOPLE	51803	1796	30.3	3.5	98	6372	32.6	12.3	106	12647	32.2	24.4	104				
3 OR 4 PEOPLE	66933	2217	37.4	3.3	94	7801	39.9	11.7	100	16223	41.3	24.2	103				
5 OR MORE PEOPLE	29550	1244	21.0	4.2	119	3093	15.8	10.5	90	6701	17.0	22.7	97				
NO CHILD IN HSHLD	96587	3163	53.3	3.3	93	11397	58.4	11.8	101	21996	55.9	22.8	97				
CHILD(REN) UNDER 2 YRS	10844	*395	6.7	3.6	103	1032	5.3	9.5	82	2525	6.4	23.3	99				
2 - 5 YEARS	26358	1087	18.3	4.1	117	2799	14.3	10.6	91	6348	16.1	24.1	103				
6 - 11 YEARS	30453	1165	19.6	3.8	108	3612	18.5	11.9	102	7128	18.1	23.4	100				
12 - 17 YEARS	36575	1417	23.9	3.9	109	4235	21.7	11.6	99	8776	22.3	24.0	102				
RESIDENCE OWNED	117770	3678	62.0	3.1	88	14216	72.8	12.1	104	27270	69.4	23.2	99				
VALUE: \$50,000 OR MORE	70166	1996	33.6	2.8	80	8089	41.4	11.5	99	15647	39.8	22.3	95				
VALUE: UNDER \$50,000	47604	1683	28.4	3.5	100	6127	31.4	12.9	111	11623	29.6	24.4	104				

		TOTAL U.S. '000	CLEAR EYES				MURINE				VISINE							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	5935	100.0	3.5	100	19532	100.0	11.6	100	39317	100.0	23.4	100				
MAGAZINES	QUINTILE 1	34022	1428	24.1	4.2	119	4165	21.3	12.2	105	8495	21.6	25.0	107				
	QUINTILE 2	34800	1155	19.5	3.3	94	4206	21.5	12.1	104	8685	22.1	25.0	106				
	QUINTILE 3	30514	1016	17.1	3.3	94	3327	17.0	10.9	94	6938	17.6	22.7	97				
	QUINTILE 4	33324	1215	20.5	3.6	103	3632	18.6	10.9	94	7726	19.7	23.2	99				
	QUINTILE 5	35066	1123	18.9	3.2	91	4202	21.5	12.0	103	7473	19.0	21.3	91				
NEWSPAPERS	QUINTILE 1	29107	805	13.6	2.8	78	3113	15.9	10.7	92	6230	15.8	21.4	91				
	QUINTILE 2	49095	1669	28.1	3.4	96	6178	31.6	12.6	108	11579	29.5	23.6	101				
	QUINTILE 3	23107	878	14.8	3.8	107	2799	14.3	12.1	104	5523	14.0	23.9	102				
	QUINTILE 4	33556	1207	20.3	3.6	102	3439	17.6	10.2	88	8463	21.5	25.2	108				
	QUINTILE 5	32863	1376	23.2	4.2	118	4004	20.5	12.2	105	7521	19.1	22.9	98				
OUTDOOR	QUINTILE 1	33431	1170	19.7	3.5	99	3576	18.3	10.7	92	8251	21.0	24.7	105				
	QUINTILE 2	33478	1068	18.0	3.2	90	3941	20.2	11.8	101	8090	20.6	24.2	103				
	QUINTILE 3	33574	1141	19.2	3.4	96	4113	21.1	12.3	105	7574	19.3	22.6	96				
	QUINTILE 4	33935	1366	23.0	4.0	114	4000	20.5	11.8	101	8014	20.4	23.6	101				
	QUINTILE 5	33310	1190	20.1	3.6	101	3902	20.0	11.7	101	7389	18.8	22.2	95				
RADIO-DRIVE TIME	QUINTILE 1	33136	1356	22.8	4.1	116	4029	20.6	12.2	104	7601	19.3	22.9	98				
	QUINTILE 2	31658	895	15.1	2.8	80	3593	18.4	11.3	97	7581	19.3	23.9	102				
	QUINTILE 3	32541	1178	19.8	3.6	102	3669	18.8	11.3	97	7789	19.8	23.9	102				
	QUINTILE 4	34247	1142	19.2	3.3	94	3936	20.2	11.5	99	8513	21.7	24.9	106				
	QUINTILE 5	36144	1364	23.0	3.8	107	4305	22.0	11.9	102	7833	19.9	21.7	92				
RADIO-MID- DAY	TERCILE 1	45037	1634	27.5	3.6	103	5792	29.7	12.9	110	10646	27.1	23.6	101				
	TERCILE 2	44819	1524	25.7	3.4	96	5099	26.1	11.4	98	10329	26.3	23.0	98				
	TERCILE 3	77872	2778	46.8	3.6	101	8641	44.2	11.1	95	18342	46.7	23.6	100				
RADIO-TOTAL	QUINTILE 1	33763	1342	22.6	4.0	112	4293	22.0	12.7	109	7927	20.2	23.5	100				
	QUINTILE 2	33240	1133	19.1	3.4	96	3732	19.1	11.2	96	7579	19.3	22.8	97				
	QUINTILE 3	33408	1187	20.0	3.6	100	3851	19.7	11.5	99	8693	22.1	26.0	111				
	QUINTILE 4	34792	1211	20.4	3.5	98	4128	21.1	11.9	102	7891	20.1	22.7	97				
	QUINTILE 5	32524	1063	17.9	3.3	92	3528	18.1	10.8	93	7228	18.4	22.2	95				
TV-PRIME TIME	QUINTILE 1	33090	1251	21.1	3.8	107	4170	21.3	12.6	108	7659	19.5	23.1	99				
	QUINTILE 2	33357	927	15.6	2.8	79	3889	19.9	11.7	100	8295	21.1	24.9	106				
	QUINTILE 3	33980	1166	19.6	3.4	97	4035	20.7	11.9	102	7924	20.2	23.3	99				
	QUINTILE 4	33854	1183	19.9	3.5	99	3646	18.7	10.8	92	8028	20.4	23.7	101				
	QUINTILE 5	33444	1410	23.8	4.2	119	3792	19.4	11.3	97	7411	18.8	22.2	95				
TV-DAYTIME	TERCILE 1	49121	1948	32.8	4.0	112	6097	31.2	12.4	107	11652	29.6	23.7	101				
	TERCILE 2	48823	1991	33.5	4.1	115	5899	30.2	12.1	104	11579	29.5	23.7	101				
	TERCILE 3	69782	1997	33.6	2.9	81	7537	38.6	10.8	93	16086	40.9	23.1	98				
TV-TOTAL	QUINTILE 1	33584	1415	23.8	4.2	119	4126	21.1	12.3	106	7813	19.9	23.3	99				
	QUINTILE 2	33441	1092	18.4	3.3	92	4117	21.1	12.3	106	8245	21.0	24.7	105				
	QUINTILE 3	33505	1072	18.1	3.2	90	3844	19.7	11.5	99	7613	19.4	22.7	97				
	QUINTILE 4	33466	1186	20.0	3.5	100	3685	18.9	11.0	95	7814	19.9	23.3	100				
	QUINTILE 5	33731	1171	19.7	3.5	98	3760	19.3	11.1	96	7831	19.9	23.2	99				
MAGAZINES-NEWSPAPERS: DUAL		44503	1527	25.7	3.4	97	5608	28.7	12.6	108	11067	28.1	24.9	106				
MAGAZINE IMPERATIVE		39363	1641	27.6	4.2	118	4477	22.9	11.4	98	9937	25.3	25.2	108				
NEWSPAPER IMPERATIVE		46441	1350	22.7	2.9	82	5111	26.2	11.0	95	9815	25.0	21.1	90				
MAGAZINES-OUTDOOR: DUAL		33726	1278	21.5	3.8	107	3841	19.7	11.4	98	8415	21.4	25.0	106				
MAGAZINE IMPERATIVE		52846	1970	33.2	3.7	105	6638	34.0	12.6	108	12591	32.0	23.8	102				
OUTDOOR IMPERATIVE		52140	1618	27.3	3.1	88	5677	29.1	10.9	93	11659	29.7	22.4	95				
MAGAZINES-RADIO: DUAL		37081	1418	23.9	3.8	108	4568	23.4	12.3	106	9163	23.3	24.7	105				
MAGAZINE IMPERATIVE		49747	1714	28.9	3.4	97	5753	29.5	11.6	99	12348	31.4	24.8	106				
RADIO IMPERATIVE		49208	1741	29.3	3.5	100	5689	29.1	11.6	99	11210	28.5	22.8	97				
MAGAZINES-TELEVISION: DUAL		33103	1299	21.9	3.9	111	4311	22.1	13.0	112	8397	21.4	25.4	108				
MAGAZINE IMPERATIVE		54575	1874	31.6	3.4	97	5909	30.3	10.8	93	12884	32.8	23.6	101				
TELEVISION IMPERATIVE		53249	1755	29.6	3.3	93	6166	31.6	11.6	99	11832	30.1	22.2	95				
NEWSPAPERS-OUTDOOR: DUAL		36255	1077	18.1	3.0	84	4332	22.2	11.9	103	8806	22.4	24.3	104				
NEWSPAPER IMPERATIVE		55591	2030	34.2	3.7	103	6831	35.0	12.3	106	12302	31.3	22.1	94				
OUTDOOR IMPERATIVE		48319	1798	30.3	3.7	105	5368	27.5	11.1	95	11665	29.7	24.1	103				
NEWSPAPERS-RADIO: DUAL		37242	1190	20.1	3.2	90	4415	22.6	11.9	102	8206	20.9	22.0	94				
NEWSPAPER IMPERATIVE		54423	1749	29.5	3.2	91	6364	32.6	11.7	100	12854	32.7	23.6	101				
RADIO IMPERATIVE		46650	1932	32.6	4.1	117	5440	27.9	11.7	100	11692	29.7	25.1	107				
NEWSPAPERS-TELEVISION: DUAL		35974	1358	22.9	3.8	107	4319	22.1	12.0	103	8210	20.9	22.8	97				
NEWSPAPER IMPERATIVE		56095	1606	27.1	2.9	81	6446	33.0	11.5	99	12851	32.7	22.9	98				
TELEVISION IMPERATIVE		47170	1745	29.4	3.7	105	5616	28.8	11.9	102	11711	29.8	24.8	106				
OUTDOOR-RADIO: DUAL		33748	1293	21.8	3.8	108	4024	20.6	11.9	102	8325	21.2	24.7	105				
OUTDOOR IMPERATIVE		52785	1618	27.3	3.1	87	5801	29.7	11.0	94	12327	31.4	23.4	100				
RADIO IMPERATIVE		52882	1996	33.6	3.8	107	6195	31.7	11.7	101	12081	30.7	22.8	97				
OUTDOOR-TELEVISION: DUAL		32030	1187	20.0	3.7	105	3613	18.5	11.3	97	7942	20.2	24.8	106				
OUTDOOR IMPERATIVE		54626	1706	28.7	3.1	88	6135	31.4	11.2	96	12805	32.6	23.4	100				
TELEVISION IMPERATIVE		54874	2025	34.1	3.7	104	6944	35.6	12.7	109	12495	31.8	22.8	97				
RADIO-TELEVISION: DUAL		33386	1073	18.1	3.2	91	3989	20.4	11.9	103	7848	20.0	23.5	100				
RADIO IMPERATIVE		53810	1933	32.6	3.6	102	6171	31.6	11.5	98	12722	32.4	23.6	101				
TELEVISION IMPERATIVE		54023	2049	34.5	3.8	107	6414	32.8	11.9	102	12737	32.4	23.6	101				

	TOTAL U.S. '000	CLEAR EYES				MURINE				VISINE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	5935	100.0	3.5	100	19532	100.0	11.6	100	39317	100.0	23.4	100				
ATLANTIC MONTHLY	867	**19	0.3	2.2	62	**56	0.3	6.5	55	*163	0.4	18.8	80				
BARRON'S	1580	**109	1.8	6.9	195	*232	1.2	14.7	126	378	1.0	23.9	102				
BETTER HOMES & GARDENS	22203	766	12.9	3.4	97	3028	15.5	13.6	117	5375	13.7	24.2	103				
BON APPETIT	3810	*235	4.0	6.2	174	458	2.3	12.0	103	1020	2.6	26.8	114				
BUSINESS WEEK	4663	*240	4.0	5.1	145	603	3.1	12.9	111	871	2.2	18.7	80				
CAR AND DRIVER	3102	**135	2.3	4.4	123	429	2.2	13.8	119	784	2.0	25.3	108				
CBS MAGAZINE NETWORK (GROSS)	7311	**442	7.4	6.0	171	941	4.8	12.9	111	2019	5.1	27.6	118				
CHANGING TIMES	3400	**139	2.3	4.1	116	488	2.5	14.4	123	740	1.9	21.8	93				
COLONIAL HOMES	1796	**94	1.6	5.2	148	*141	0.7	7.9	67	428	1.1	23.8	102				
CONDE NAST MAG. PKG. (GROSS)	19924	916	15.4	4.6	130	2266	11.6	11.4	98	5199	13.2	26.1	111				
CONSUMERS DIGEST	3125	**152	2.6	4.9	137	374	1.9	12.0	103	739	1.9	23.6	101				
COSMOPOLITAN	10577	456	7.7	4.3	122	1341	6.9	12.7	109	3094	7.9	29.3	125				
COUNTRY LIVING	3746	**86	1.4	2.3	65	455	2.3	12.1	104	928	2.4	24.8	106				
CUISINE	2214	**71	1.2	3.2	91	*265	1.4	12.0	103	519	1.3	23.4	100				
CYCLE WORLD	2394	**152	2.6	6.3	179	427	2.2	17.8	153	747	1.9	31.2	133				
DCI:CREATIVE IDEAS FOR LIV	3068	**144	2.4	4.7	133	427	2.2	13.9	120	831	2.1	27.1	116				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	324	5.5	3.4	96	1367	7.0	14.3	123	2693	6.8	28.2	120				
DISCOVER	2277	**168	2.8	7.4	209	*241	1.2	10.6	91	546	1.4	24.0	102				
EBONY	7187	546	9.2	7.6	215	1004	5.1	14.0	120	1775	4.5	24.7	105				
ESQUINE	2560	*225	3.8	8.8	248	452	2.3	17.7	152	716	1.8	28.0	119				
ESSENCE	3242	310	5.2	9.6	270	411	2.1	12.7	109	838	2.1	25.8	110				
FAMILY CIRCLE	19639	678	11.4	3.5	98	2569	13.2	13.1	112	4784	12.2	24.4	104				
THE FAMILY HANDYMAN	3540	**121	2.0	3.4	97	411	2.1	11.6	100	813	2.1	23.0	98				
FAMILY WEEKLY	23924	751	12.7	3.1	89	2884	14.8	12.1	104	6263	15.9	26.2	112				
FIELD & STREAM	9883	439	7.4	4.4	126	1259	6.4	12.7	109	2315	5.9	23.4	100				
FOOD & WINE	1030	**21	0.4	2.0	58	**72	0.4	7.0	60	243	0.6	23.6	101				
FORBES	2679	*178	3.0	6.6	188	370	1.9	13.8	119	546	1.4	20.4	87				
FORTUNE	2931	*204	3.4	7.0	197	401	2.1	13.7	117	653	1.7	22.3	95				
GENTLEMEN'S QUARTERLY	3481	*229	3.9	6.6	186	448	2.3	12.9	111	969	2.5	27.8	119				
GLAMOUR	7163	308	5.2	4.3	122	915	4.7	12.8	110	1999	5.1	27.9	119				
GOLF DIGEST	2355	**61	1.0	2.6	73	258	1.3	11.0	94	633	1.6	26.9	115				
GOLF DIGEST/TENNIS (GROSS)	3610	**80	1.3	2.2	63	354	1.8	9.8	84	940	2.4	26.0	111				
GOLF MAGAZINE	2046	**53	0.9	2.6	73	*228	1.2	11.1	96	551	1.4	26.9	115				
GOLF MAGAZINE/SKI (GROSS)	3547	**131	2.2	3.7	104	389	2.0	11.0	94	932	2.4	26.3	112				
GOOD HOUSEKEEPING	20353	731	12.3	3.6	102	2653	13.6	13.0	112	5137	13.1	25.2	108				
HARPER'S BAZAAR	3362	**161	2.7	4.8	135	350	1.8	10.4	89	900	2.3	26.8	114				
HEALTH	2987	*277	4.7	9.3	262	373	1.9	12.5	107	739	1.9	24.7	106				
HEARST MAG CORP. BUY (GROSS)	67928	2553	43.0	3.8	106	8678	44.4	12.8	110	17308	44.0	25.5	109				
HEARST MAN POWER (GROSS)	11282	438	7.4	3.9	110	1438	7.4	12.7	109	2550	6.5	22.6	96				
HEARST WOMAN POWER (GROSS)	40514	1501	25.3	3.7	105	5239	26.8	12.9	111	10646	27.1	26.3	112				
HOUSE BEAUTIFUL	4885	*179	3.0	3.7	104	782	4.0	16.0	137	1294	3.3	26.5	113				
INC.	1308	**115	1.9	8.8	248	*230	1.2	17.6	151	*219	0.6	16.7	71				
JET	6498	490	8.3	7.5	213	907	4.6	14.0	120	1491	3.8	22.9	98				
LADIES' HOME JOURNAL	14797	582	9.8	3.9	111	2178	11.2	14.7	126	3877	9.9	26.2	112				
LHJ FAMILY GRP COMBO(GROSS)	21743	1011	17.0	4.6	131	3065	15.7	14.1	121	5719	14.5	26.3	112				
LIFE	9881	546	9.2	5.5	156	995	5.1	10.1	86	2409	6.1	24.4	104				
L.A. TIMES HOME MAGAZINE	2775	**128	2.2	4.6	130	296	1.5	10.7	92	843	2.1	30.4	130				
MADEMOISELLE	4219	*140	2.4	3.3	94	491	2.5	11.6	100	1058	2.7	25.1	107				
MC CALL'S	16422	665	11.2	4.0	114	2217	11.4	13.5	116	4658	11.8	28.4	121				
MC CALL'S/WRK MOTHER (GROSS)	17919	731	12.3	4.1	115	2399	12.3	13.4	115	5050	12.8	28.2	120				
MECHANIX ILLUSTRATED	4433	*271	4.6	6.1	173	599	3.1	13.5	116	981	2.5	22.1	94				
METROPOLITAN HOME	1504	**103	1.7	6.8	194	*158	0.8	10.5	90	432	1.1	28.7	123				
MOONEY	4723	*267	4.5	5.7	160	685	3.5	14.5	125	1098	2.8	23.2	99				
MOTHER EARTH NEWS	2325	**63	1.1	2.7	77	368	1.9	15.8	136	616	1.6	26.5	113				
MS.	1189	**68	1.1	5.7	162	*213	1.1	17.9	154	388	1.0	32.6	139				
NATIONAL ENQUIRER	16892	978	16.5	5.2	146	2476	12.7	13.1	113	4730	12.0	25.0	107				
NATIONAL GEOGRAPHIC	22129	829	14.0	3.7	106	2629	13.5	11.9	102	5133	13.1	23.2	99				
NATIONAL SUNDAY MAGAZINE PKG	103750	3359	56.6	3.2	91	12312	63.0	11.9	102	24219	61.6	23.3	100				
NATURAL HISTORY	1379	**119	2.0	8.6	244	**178	0.9	12.9	111	325	0.8	23.6	101				
NEW WOMAN	2289	**41	0.7	1.8	51	*266	1.4	11.6	100	533	1.4	23.3	99				
NEW YORK INCLUDING CUE	1088	**46	0.8	4.2	119	**88	0.5	8.1	69	*159	0.4	14.6	62				
THE NEW YORKER	2459	**63	1.1	2.6	72	256	1.3	10.4	89	576	1.5	23.4	100				
NEWSWEEK	16527	732	12.3	4.4	125	1899	9.7	11.5	99	3939	10.0	23.8	102				
THE N.Y. TIMES DAILY EDITION	2739	**48	0.8	1.8	50	157	0.8	5.7	49	434	1.1	15.8	68				
THE N.Y. TIMES MAGAZINE	4443	**90	1.5	2.0	57	321	1.6	7.2	62	930	2.4	20.9	89				
OWNI	2799	*307	5.2	11.0	310	321	1.6	11.5	98	650	1.7	23.2	99				
ON CABLE	2209	**105	1.8	4.8	134	*243	1.2	11.0	94	400	1.0	18.1	77				
1001 HOME IDEAS	3959	*152	2.6	3.8	109	514	2.6	13.0	111	1103	2.8	27.9	119				
ORGANIC GARDENING	3111	**94	1.6	3.0	85	541	2.8	17.4	149	696	1.8	22.4	95				
OUTDOOR LIFE	5024	*278	4.7	5.5	156	560	2.9	11.1	96	1254	3.2	25.0	106				
PARADE MAGAZINE	51292	1624	27.4	3.2	89	5919	30.3	11.5	99	11668	29.7	22.7	97				

	TOTAL U.S. '000	CLEAR EYES				MURINE				VISINE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	5935	100.0	3.5	100	19532	100.0	11.6	100	39317	100.0	23.4	100				
PARENTS	5298	*194	3.3	3.7	103	578	3.0	10.9	94	1303	3.3	24.6	105				
PENTHOUSE	5129	*217	3.7	4.2	120	518	2.7	10.1	87	1294	3.3	25.2	108				
PEOPLE	21070	997	16.8	4.7	134	2215	11.3	10.5	90	5489	14.0	26.1	111				
PLAYBOY	10562	424	7.1	4.0	113	1218	6.2	11.5	99	2399	6.1	22.7	97				
POPULAR HOT RODDING	2498	**177	3.0	7.1	200	*325	1.7	13.0	112	696	1.8	27.9	119				
POPULAR MECHANICS	5887	*274	4.6	4.7	132	810	4.1	13.8	118	1434	3.6	24.4	104				
POPULAR SCIENCE	4317	**156	2.6	3.6	102	565	2.9	13.1	112	949	2.4	22.0	94				
PREVENTION	5792	*207	3.5	3.6	101	786	4.0	13.6	117	1327	3.4	22.9	98				
PSYCHOLOGY TODAY	3284	**171	2.9	5.2	147	324	1.7	9.9	85	782	2.0	23.8	102				
READER'S DIGEST	40046	1441	24.3	3.6	102	5331	27.3	13.3	114	9593	24.4	24.0	102				
REDBOOK	9584	314	5.3	3.3	93	1244	6.4	13.0	111	2416	6.1	25.2	108				
ROAD & TRACK	2590	**142	2.4	5.5	155	*270	1.4	10.4	90	658	1.7	25.4	108				
ROLLING STONE	3302	**262	4.4	7.9	224	378	1.9	11.4	98	982	2.5	29.7	127				
RUNNER'S WORLD	1229	**25	0.4	2.0	57	**163	0.8	13.3	114	*260	0.7	21.2	90				
SATURDAY EVENING POST	2110	**129	2.2	6.1	173	264	1.4	12.5	107	524	1.3	24.8	106				
SCIENCE 84	1543	**26	0.4	1.7	48	*209	1.1	13.5	116	318	0.8	20.6	88				
SCIENCE DIGEST	1747	**35	0.6	2.0	57	*260	1.3	14.9	128	289	0.7	16.5	71				
SCIENTIFIC AMERICAN	1994	**89	1.5	4.5	126	*163	0.8	8.2	70	462	1.2	23.2	99				
SELF	3119	*203	3.4	6.5	184	272	1.4	8.7	75	737	1.9	23.6	101				
SEVENTEEN	3923	*179	3.0	4.6	129	486	2.5	12.4	106	1110	2.8	28.3	121				
SKI	1501	**78	1.3	5.2	147	*160	0.8	10.7	92	381	1.0	25.4	108				
SMITHSONIAN	5976	*258	4.3	4.3	122	562	2.9	9.4	81	1263	3.2	21.1	90				
SOAP OPERA DIGEST	4228	*115	1.9	2.7	77	521	2.7	12.3	106	1030	2.6	24.4	104				
SOUTHERN LIVING	6488	*179	3.0	2.8	78	941	4.8	14.5	125	1863	4.7	28.7	122				
SPORT	3500	**184	3.1	5.3	149	497	2.5	14.2	122	864	2.2	24.7	105				
THE SPORTING NEWS	2456	**89	1.5	3.6	102	440	2.3	17.9	154	706	1.8	28.7	123				
SPORTS AFIELD	3648	**129	2.2	3.5	100	368	1.9	10.1	87	827	2.1	22.7	97				
SPORTS ILLUSTRATED	14484	541	9.1	3.7	106	1825	9.3	12.6	108	3499	8.9	24.2	103				
STAR	12661	605	10.2	4.8	135	1583	8.1	12.5	107	3262	8.3	25.8	110				
SUNDAY	52799	1616	27.2	3.1	86	6139	31.4	11.6	100	10859	27.6	20.6	88				
SUNSET	3513	**87	1.5	2.5	70	462	2.4	13.2	113	879	2.2	25.0	107				
TV GUIDE	42766	1751	29.5	4.1	116	5131	26.3	12.0	103	10753	27.3	25.1	107				
TENNIS	1254	**19	0.3	1.5	43	**96	0.5	7.7	66	307	0.8	24.5	104				
TIME	22054	751	12.7	3.4	96	2688	13.8	12.2	105	4958	12.6	22.5	96				
TOWN & COUNTRY	1555	**76	1.3	4.9	138	*223	1.1	14.3	123	399	1.0	25.7	109				
TRAVEL & LEISURE	2173	**83	1.4	3.8	108	263	1.3	12.1	104	512	1.3	23.6	101				
TRUE STORY	4636	*277	4.7	6.0	169	469	2.4	10.1	87	1133	2.9	24.4	104				
U.S. NEWS & WORLD REPORT	10353	366	6.2	3.5	100	1360	7.0	13.1	113	2483	6.3	24.0	102				
USA TODAY	4994	**145	2.4	2.9	82	518	2.7	10.4	89	1097	2.8	22.0	94				
US	3528	*211	3.6	6.0	169	445	2.3	12.6	108	791	2.0	22.4	96				
VOGUE	5424	*265	4.5	4.9	138	588	3.0	10.8	93	1406	3.6	25.9	111				
HALL STREET JOURNAL	6292	*176	3.0	2.8	79	717	3.7	11.4	98	1281	3.3	20.4	87				
WEIGHT WATCHERS	2762	*133	2.2	4.8	136	282	1.4	10.2	88	792	2.0	28.7	122				
WOMAN'S DAY	16320	584	9.8	3.6	101	2155	11.0	13.2	113	4249	10.8	26.0	111				
WORKING MOTHER	1496	**67	1.1	4.5	127	*183	0.9	12.2	105	392	1.0	26.2	112				
WORKING WOMAN	1851	**134	2.3	7.2	205	*244	1.2	13.2	113	425	1.1	23.0	98				
WORLD TENNIS	580	**33	0.6	5.7	161	**32	0.2	5.5	47	*129	0.3	22.2	95				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	544	9.2	4.4	124	1445	7.4	11.6	100	3258	8.3	26.2	112				
BLAIR INSERTS	91671	2972	50.1	3.2	92	10503	53.8	11.5	98	20678	52.6	22.6	96				
DAILY NEWSPAPERS																	
READ ANY	109190	3563	60.0	3.3	92	12776	65.4	11.7	100	25333	64.4	23.2	99				
READ ONE	89587	3023	50.9	3.4	95	10562	54.1	11.8	101	20910	53.2	23.3	100				
READ TWO OR MORE	19602	541	9.1	2.8	78	2214	11.3	11.3	97	4422	11.2	22.6	96				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3641	61.3	3.3	94	12790	65.5	11.7	100	25434	64.7	23.2	99				
READ ONE	95074	3225	54.3	3.4	96	11368	58.2	12.0	103	22112	56.2	23.3	99				
READ TWO OR MORE	14588	417	7.0	2.9	81	1422	7.3	9.7	84	3323	8.5	22.8	97				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.99				27.63				29.74							
30 DAY REACH	149706	5142	86.6	3.4	97	17352	88.8	11.6	100	35275	89.7	23.6	101				
50 SHWG - 30 DAY AV FREQ	15.16	15.19				14.48				15.71							
30 DAY REACH	142406	4911	82.7	3.4	97	16598	85.0	11.7	100	33432	85.0	23.5	100				
25 SHWG - 30 DAY AV FREQ	8.23	8.09				7.86				8.42							
30 DAY REACH	131152	4634	78.1	3.5	100	15264	78.1	11.6	100	31170	79.3	23.8	101				
CABLE TV: HOME WIRED	66879	2302	38.8	3.4	97	7600	38.9	11.4	98	16669	42.4	24.9	106				
HOME NOT WIRED	100848	3633	61.2	3.6	102	11932	61.1	11.8	102	22648	57.6	22.5	96				
HAVE PAY CABLE	35024	1087	18.3	3.1	88	3950	20.2	11.3	97	8975	22.8	25.6	109				

	TOTAL U.S. '000	CLEAR EYES				MURINE				VISINE				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	5935	100.0	3.5	100	19532	100.0	11.6	100	39317	100.0	23.4	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3103	52.3	3.2	92	10925	55.9	11.4	98	22861	58.1	23.9	102				
10:00 AM - 3:00 PM	63599	2264	38.1	3.6	101	7823	40.1	12.3	106	15064	38.3	23.7	101				
3:00 PM - 7:00 PM	72097	2492	42.0	3.5	98	8126	41.6	11.3	97	17162	43.7	23.8	102				
7:00 PM - MIDNIGHT	36670	1520	25.6	4.1	117	4173	21.4	11.4	98	8612	21.9	23.5	100				
MIDNIGHT - 6:00 AM	21908	909	15.3	4.1	117	2997	15.3	13.7	117	5292	13.5	24.2	103				
6:00 AM - MIDNIGHT	127571	4455	75.1	3.5	99	14646	75.0	11.5	99	30215	76.8	23.7	101				
ENTIRE DAY	129239	4519	76.1	3.5	99	14950	76.5	11.6	99	30689	78.1	23.7	101				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	920	15.5	2.7	76	4066	20.8	12.0	103	8119	20.7	23.9	102				
ALL NEWS	6062	**123	2.1	2.0	57	612	3.1	10.1	87	1345	3.4	22.2	95				
AOR/PROGRESSIVE	11884	547	9.2	4.6	130	1254	6.4	10.6	91	2935	7.5	24.7	105				
BEAUTIFUL MUSIC	11180	258	4.3	2.3	65	1353	6.9	12.1	104	2761	7.0	24.7	105				
BLACK	4538	*341	5.7	7.5	212	530	2.7	11.7	100	1107	2.8	24.4	104				
CLASSICAL	3857	**105	1.8	2.7	77	379	1.9	9.8	84	750	1.9	19.4	83				
CHR/ROCK	21946	907	15.3	4.1	117	2342	12.0	10.7	92	5767	14.7	26.3	112				
COUNTRY	27262	902	15.2	3.3	94	3526	18.1	12.9	111	6724	17.1	24.7	105				
GOLDEN OLDIES	3339	**95	1.6	2.8	80	471	2.4	14.1	121	922	2.3	27.6	118				
MOR/NOSTALGIA	10346	390	6.6	3.8	107	1018	5.2	9.8	84	2295	5.8	22.2	95				
NEWS/TALK	8929	*201	3.4	2.3	64	984	5.0	11.0	95	1767	4.5	19.8	84				
RELIGIOUS	5488	*141	2.4	2.6	73	632	3.2	11.5	99	1071	2.7	19.5	83				
SOFT ROCK	1232	**22	0.4	1.8	50	**89	0.5	7.2	62	346	0.9	28.1	120				
URBAN CONTEMPORARY	3184	*246	4.1	7.7	218	388	2.0	12.2	105	782	2.0	24.6	105				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	316	5.3	4.6	129	651	3.3	9.4	81	1708	4.3	24.7	105				
ABC DIRECTION	5212	*128	2.2	2.5	69	474	2.4	9.1	78	1032	2.6	19.8	84				
ABC ENTERTAINMENT	10385	*252	4.2	2.4	69	1208	6.2	11.6	100	2326	5.9	22.4	96				
ABC FM	4762	*229	3.9	4.8	136	578	3.0	12.1	104	1390	3.5	29.2	125				
ABC INFORMATION	11339	350	5.9	3.1	87	1411	7.2	12.4	107	2740	7.0	24.2	103				
ABC ROCK	4878	*213	3.6	4.4	123	487	2.5	10.0	86	1176	3.0	24.1	103				
CBS	10709	303	5.1	2.8	80	1307	6.7	12.2	105	2388	6.1	22.3	95				
MUTUAL	10251	325	5.5	3.2	90	1372	7.0	13.4	115	2276	5.8	22.2	95				
NBC	12243	*270	4.5	2.2	62	1418	7.3	11.6	99	2613	6.6	21.3	91				
RADIORADIO	4606	**140	2.4	3.0	86	554	2.8	12.0	103	1025	2.6	22.3	95				
RKO ONE	5148	*277	4.7	5.4	152	635	3.3	12.3	106	1366	3.5	26.5	113				
RKO TWO	7313	*229	3.9	3.1	88	834	4.3	11.4	98	1813	4.6	24.8	106				
THE SOURCE	5981	391	6.6	6.5	185	646	3.3	10.8	93	1648	4.2	27.6	118				
NON-WIRED: BLAIR	19329	659	11.1	3.4	96	2345	12.0	12.1	104	4649	11.8	24.1	103				
INTERNET	27139	1106	18.6	4.1	115	2955	15.1	10.9	94	6803	17.3	25.1	107				
KATZ RADIO GROUP	36319	1009	17.0	2.8	79	4443	22.7	12.2	105	8762	22.3	24.1	103				
SUPERNET	22361	881	14.8	3.9	111	2470	12.6	11.0	95	5639	14.3	25.2	108				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	533	9.0	3.7	104	1936	9.9	13.3	114	3648	9.3	25.1	107				
WKDAY 9:00 AM - 1:00 PM	18688	771	13.0	4.1	117	2286	11.7	12.2	105	4514	11.5	24.2	103				
WKDAY 1:00 PM - 4:30 PM	24061	1041	17.5	4.3	122	3004	15.4	12.5	107	5839	14.9	24.3	104				
WKDAY 4:30 PM - 7:30 PM	44079	1734	29.2	3.9	111	5230	26.8	11.9	102	10516	26.7	23.9	102				
WKDAY 7:30 PM - 8:00 PM	61979	2227	37.5	3.6	102	7305	37.4	11.8	101	14387	36.6	23.2	99				
WKDAY 11:00 PM - 11:30 PM	49084	1840	31.0	3.7	106	6033	30.9	12.3	106	11501	29.3	23.4	100				
WKDAY 11:30 PM - 1:00 AM	16560	649	10.9	3.9	111	2146	11.0	13.0	111	3933	10.0	23.8	101				
M-SAT 8-11 PM-SUN 7-11 PM	66967	2294	38.7	3.4	97	8030	41.1	12.0	103	15913	40.5	23.8	101				
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	456	7.7	4.9	139	985	5.0	10.6	91	2409	6.1	26.0	111				
ANOTHER WORLD	N 6138	238	4.0	3.9	110	948	4.9	15.4	133	1640	4.2	26.7	114				
AS THE WORLD TURNS	C 7707	331	5.6	4.3	121	983	5.0	12.8	110	1750	4.5	22.7	97				
CAPITOL	C 4688	216	3.6	4.6	130	563	2.9	12.0	103	1096	2.8	23.4	100				
CBS MORN. NEWS 1	C 2792	*131	2.2	4.7	133	462	2.4	16.5	142	791	2.0	28.3	121				
CBS MORN. NEWS 2	C 2071	*93	1.6	4.5	127	266	1.4	12.8	110	535	1.4	25.8	110				
DAYS OF OUR LIVES	N 8018	282	4.8	3.5	99	1180	6.0	14.7	126	2042	5.2	25.5	109				
FACTS OF LIFE - DAYTIME	N 3487	143	2.4	4.1	116	414	2.1	11.9	102	753	1.9	21.6	92				
FAMILY FEUD	A 4817	212	3.6	4.4	124	588	3.0	12.2	105	1112	2.8	23.1	98				
GENERAL HOSPITAL	A 8333	400	6.7	4.8	136	916	4.7	11.0	94	2027	5.2	24.3	104				
GOOD MORNING, AMERICA-730A	A 5472	209	3.5	3.8	108	703	3.6	12.8	110	1491	3.8	27.2	116				
GOOD MORNING, AMERICA-830A	A 3965	125	2.1	3.2	89	479	2.5	12.1	104	1097	2.8	27.7	118				
GUIDING LIGHT	C 7542	282	4.8	3.7	106	905	4.6	12.0	103	1795	4.6	23.8	102				
ONE LIFE TO LIVE	A 6018	334	5.6	5.6	157	609	3.1	10.1	87	1504	3.8	25.0	107				
PRESS YOUR LUCK	C 3589	203	3.4	5.7	160	438	2.2	12.2	105	825	2.1	23.0	98				
PRICE IS RIGHT 1	C 7418	382	6.4	5.1	146	943	4.8	12.7	109	1644	4.2	22.2	95				
PRICE IS RIGHT 2	C 8276	425	7.2	5.1	145	982	5.0	11.9	102	1868	4.8	22.6	96				
RYAN'S HOPE	A 4358	203	3.4	4.7	132	428	2.2	9.8	84	1102	2.8	25.3	108				
SALE OF THE CENTURY	N 3749	177	3.0	4.7	133	388	2.0	10.3	89	847	2.2	22.6	96				
SEARCH FOR TOMORROW	N 2884	122	2.1	4.2	120	419	2.1	14.5	125	825	2.1	28.6	122				
TODAY SHOW 1	N 4869	121	2.0	2.5	70	594	3.0	12.2	105	1109	2.8	22.8	97				
TODAY SHOW 2	N 4135	113	1.9	2.7	77	499	2.6	12.1	104	913	2.3	22.1	94				
\$25,000 PYRAMID	C 4361	223	3.8	5.1	145	518	2.7	11.9	102	1002	2.5	23.0	98				
WHEEL OF FORTUNE	N 6187	286	4.8	4.6	131	779	4.0	12.6	108	1516	3.9	24.5	105				
YOUNG AND THE RESTLESS	C 8186	381	6.4	4.7	132	1172	6.0	14.3	123	2119	5.4	25.9	110				
WEEKEND DAYTIME NTKW PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*196	3.3	4.1	117	577	3.0	12.2	105	1132	2.9	23.9	102				
NBA PLAYOFF GAME -1 C	5127	173	2.9	3.4	95	594	3.0	11.6	99	1142	2.9	22.3	95				
NBC MAJOR LEAGUE PRE-GAME N	3945	**155	2.6	3.9	111	526	2.7	13.3	114	881	2.2	22.3	95				
SPORTSWORLD - SUN N	3370	*115	1.9	3.4	96	423	2.2	12.6	108	760	1.9	22.6	96				
SUNDAY MORNING C	4200	*135	2.3	3.2	91	516	2.6	12.3	106	1116	2.8	26.6	113				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION.
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	5935	100.0	3.5	100	19532	100.0	11.6	100	39317	100.0	23.4	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1821	30.7	3.5	98	6408	32.8	12.3	105	12184	31.0	23.3	99				
NETWORK AFFILIATES - LATE	39164	1489	25.1	3.8	107	4833	24.7	12.3	106	9214	23.4	23.5	100				
INDEPENDENTS - LATE	5133	127	2.1	2.5	70	585	3.0	11.4	98	1045	2.7	20.4	87				
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 22825	835	14.1	3.7	103	2753	14.1	12.1	104	5598	14.2	24.5	105				
ABC MONDAY NIGHT MOVIE	N 11258	385	6.5	3.4	97	1607	8.2	14.3	123	2870	7.3	25.5	109				
ABC SUNDAY NIGHT MOVIE	A 23600	760	12.8	3.2	91	2919	14.9	12.4	106	5724	14.6	24.3	103				
ABC WORLD NEWS TONIGHT	A 12801	472	8.0	3.7	104	1533	7.8	12.0	103	3258	8.3	25.5	109				
AFTERMASH	C 10966	419	7.1	3.8	108	1213	6.2	11.1	95	2370	6.0	21.6	92				
ALICE	C 17050	695	11.7	4.1	115	2038	10.4	12.0	103	4113	10.5	24.1	103				
AMERICAN PARADE	C 11998	404	6.8	3.4	95	1468	7.5	12.2	105	2731	6.9	22.8	97				
BENSON	A 19258	836	14.1	4.3	123	2066	10.6	10.7	92	4412	11.2	22.9	98				
BLUE THUNDER	A 11478	432	7.3	3.8	106	1268	6.5	11.0	95	2785	7.1	24.3	104				
CAGNEY & LACEY	C 18263	593	10.0	3.2	92	1881	9.6	10.3	88	4103	10.4	22.5	96				
CBS EVENING NEWS-DEAN	C 7733	*246	4.1	3.2	90	871	4.5	11.3	97	1896	4.8	24.5	105				
CBS EVENING NEWS-RATHER	C 15653	493	8.3	3.1	89	1919	9.8	12.3	105	3619	9.2	23.1	99				
CBS SAT. NEWS-SCHIEFFER	C 8744	252	4.2	2.9	81	1093	5.6	12.5	107	2146	5.5	24.5	105				
CBS SATURDAY NIGHT MOVIE	C 12000	463	7.8	3.9	109	1390	7.1	11.6	99	2784	7.1	23.2	99				
CBS WEDNESDAY NIGHT MOVIE	C 11522	415	7.0	3.6	102	1441	7.4	12.5	107	2651	6.7	23.0	98				
CHEERS	N 16818	578	9.7	3.4	97	1736	8.9	10.3	89	3841	9.8	22.8	97				
DALLAS	C 37510	1325	22.3	3.5	100	4677	23.9	12.5	107	9146	23.3	24.4	104				
DIFF'RENT STROKES	N 11258	490	8.3	4.4	123	1481	7.6	13.2	113	2729	6.9	24.2	103				
DOUBLE TROUBLE	N 12248	596	10.0	4.9	138	1565	8.0	12.8	110	3230	8.2	26.4	113				
DUCK FACTORY	N 11100	418	7.0	3.8	106	1099	5.6	9.9	85	2514	6.4	22.6	97				
DUKES OF HAZZARD	C 12353	543	9.1	4.4	124	1414	7.2	11.4	98	2846	7.2	23.0	98				
DYNASTY	A 33279	1395	23.5	4.2	118	4001	20.5	12.0	103	8196	20.8	24.6	105				
FACTS OF LIFE	N 13410	655	11.0	4.9	138	1805	9.2	13.5	116	3442	8.8	25.7	109				
FALCON CREST	C 31093	1016	17.1	3.3	92	4029	20.6	13.0	111	7659	19.5	24.6	105				
FALL GUY	A 18649	799	13.5	4.3	121	2109	10.8	11.3	97	4535	11.5	24.3	104				
FAMILY TIES	N 13101	510	8.6	3.9	110	1499	7.7	11.4	98	3053	7.8	23.3	99				
FANTASY ISLAND	A 13069	494	8.3	3.8	107	1469	7.5	11.2	97	3025	7.7	23.1	99				
FOULUPS, BLEEPERS & BLUNDERS	A 16588	611	10.3	3.7	104	1893	9.7	11.4	98	3834	9.8	23.1	99				
FOUR SEASONS	C 9302	*344	5.8	3.7	105	991	5.1	10.7	91	1808	4.6	19.4	83				
GIMME A BREAK	N 13955	582	9.8	4.2	118	1641	8.4	11.8	101	3196	8.1	22.9	98				
HART TO HART	A 15735	501	8.4	3.2	90	1824	9.3	11.6	100	3670	9.3	23.3	99				
HILL STREET BLUES	N 18257	605	10.2	3.3	94	2030	10.4	11.1	95	4346	11.1	23.8	102				
HOTEL	A 24236	853	14.4	3.5	99	2801	14.3	11.6	99	5449	13.9	22.5	96				
JEFFERSONS	C 17010	768	12.9	4.5	128	2109	10.8	12.4	106	4081	10.4	24.0	102				
JENNIFER SLEPT HERE	N 9397	363	6.1	3.9	109	1178	6.0	12.5	108	2312	5.9	24.6	105				
KATE & ALLIE	C 16762	550	9.3	3.3	93	1741	8.9	10.4	89	3895	9.9	23.2	99				
KNIGHT RIDER	N 13164	516	8.7	3.9	111	1640	8.4	12.5	107	3297	8.4	25.0	107				
LOVE BOAT	A 20400	722	12.2	3.5	100	2430	12.4	11.9	102	4828	12.3	23.7	101				
MAGNUM PI	C 22543	710	12.0	3.1	89	2775	14.2	12.3	106	5560	14.1	24.7	105				
MAMA'S FAMILY	N 9852	363	6.1	3.7	104	1342	6.9	13.6	117	2391	6.1	24.3	104				
MASTER, THE	N 8082	398	6.7	4.9	139	1072	5.5	13.3	114	1897	4.8	23.5	100				
MATT HOUSTON	A 12881	499	8.4	3.9	109	1577	8.1	12.2	105	3203	8.1	24.9	106				
NBC MONDAY NIGHT MOVIE	N 23889	819	13.8	3.4	97	2927	15.0	12.3	105	5714	14.5	23.9	102				
NBC NIGHTLY NEWS	N 11156	334	5.6	3.0	85	1518	7.8	13.6	117	2713	6.9	24.3	104				
NBC NIGHTLY NEWS-SAT	N 7363	*291	4.9	4.0	112	991	5.1	13.5	116	1797	4.6	24.4	104				
NBC NIGHTLY NEWS-SUN	N 6214	*208	3.5	3.3	95	668	3.4	10.7	92	1280	3.3	20.6	88				
NBC SUNDAY NIGHT MOVIE	N 17590	713	12.0	4.1	115	2190	11.2	12.5	107	4361	11.1	24.8	106				
NEWHART	C 16740	515	8.7	3.1	87	1719	8.8	10.3	88	3854	9.8	23.0	98				
ONE DAY AT A TIME	C 11820	510	8.6	4.3	122	1506	7.7	12.7	109	2920	7.4	24.7	105				
PEOPLE ARE FUNNY	N 9138	325	5.5	3.6	101	1307	6.7	14.3	123	2353	6.0	25.7	110				
REAL PEOPLE	N 15979	610	10.3	3.8	108	2033	10.4	12.7	109	3781	9.6	23.7	101				
REMINGTON STEELE	N 14395	571	9.6	4.0	112	1619	8.3	11.2	97	3323	8.5	23.1	98				
RIPLY'S BELIEVE IT - NOT	A 11362	356	6.0	3.1	89	1256	6.4	11.1	95	2853	7.3	25.1	107				
RIPTIDE	N 13920	553	9.3	4.0	112	1701	8.7	12.2	105	3229	8.2	23.2	99				
SCARECROW & MRS. KING	C 17571	531	8.9	3.0	85	2000	10.2	11.4	98	3998	10.2	22.8	97				
SIMON & SIMON	C 20208	603	10.2	3.0	84	2755	14.1	13.6	117	5238	13.3	25.9	111				
60 MINUTES	C 27668	1016	17.1	3.7	104	3553	18.2	12.8	110	6767	17.2	24.5	104				
ST. ELSEWHERE	N 13699	520	8.8	3.8	107	1704	8.7	12.4	107	3106	7.9	22.7	97				
THREE'S COMPANY	A 20632	849	14.3	4.1	116	2238	11.5	10.8	93	4936	12.6	23.9	102				
T.J. HOOKER	A 17136	558	9.4	3.3	92	2188	11.2	12.8	110	4089	10.4	23.9	102				
TONIGHT SHOW	N 4963	236	4.0	4.8	134	619	3.2	12.5	107	1167	3.0	23.5	100				
TRAPPER JOHN, M.D.	C 16332	622	10.5	3.8	108	1978	10.1	12.1	104	3750	9.5	23.0	98				
TV BLOOPERS & PRAC. JOKES	N 18881	631	10.6	3.3	94	2369	12.1	12.5	108	4408	11.2	23.3	100				
20/20	A 18315	611	10.3	3.3	94	2449	12.5	13.4	115	4508	11.5	24.6	105				
WEBSTER	A 18722	812	13.7	4.3	123	2025	10.4	10.8	93	4306	11.0	23.0	98				
WORLD NEWS - SUN	A 5327	*153	2.6	2.9	81	693	3.5	13.0	112	1381	3.5	25.9	111				
YELLOW ROSE	N 8370	330	5.6	3.9	111	1104	5.7	13.2	113	2138	5.4	25.5	109				
TV VIEWING SPORTS EVENTS																	

PRESCRIPTION EYEGLASSES & CONTACT LENSES

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-5

	'000	%	UNWEIGHTED
1A. DO YOU YOURSELF CURRENTLY WEAR PRESCRIPTION EYEGLASSES OR CONTACT LENSES?			
YES	99405	59.3	11750
NO	68322	40.7	7360

IF YOU DO

1B. WHAT TYPES DO YOU WEAR?

PRESCRIPTION EYEGLASSES (SUN, TINTED OR REGULAR)	92609	55.2	10972
CONTACT LENSES:			
SOFT - EXTENDED WEAR	2679	1.6	317
SOFT - REGULAR	8352	5.0	924
HARD	5168	3.1	613

EYEGLASSES

'000	%	UNWEIGHTED
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CONTACT LENSES

'000	%	UNWEIGHTED
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1C. HOW MUCH DID YOU SPEND FOR THESE ITEMS
IN THE LAST 12 MONTHS?

WEAR	92609	55.2	10972	16013	9.5	1834
\$250 OR MORE	4080	2.4	535	2575	1.5	286
\$150 - \$249	12645	7.5	1491	2580	1.5	310
\$100 - \$149	19633	11.7	2320	2368	1.4	265
\$ 75 - \$ 99	9112	5.4	1101	1342	.8	155
\$ 50 - \$ 74	5593	3.3	711	1147	.7	135
UNDER \$50	5657	3.4	675	2538	1.5	280
NONE	35889	21.4	4139	3464	2.1	403

	TOTAL U.S. '000	WEAR ANY				WEAR EYEGLASSES				SPENT \$100 OR MORE LAST 12 MONTHS				SPENT LESS THAN \$100 LAST 12 MONTHS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	99405	100.0	59.3	100	92609	100.0	55.2	100	36358	100.0	21.7	100	56251	100.0	33.5	100
MALES	79263	43229	43.5	54.5	92	40561	43.8	51.2	93	15685	43.1	19.8	91	24876	44.2	31.4	94
FEMALES	88464	56176	56.5	63.5	107	52048	56.2	58.8	107	20673	56.9	23.4	108	31375	55.8	35.5	106
18 - 24	28671	11553	11.6	40.3	68	9799	10.6	34.2	62	3641	10.0	12.7	50	6159	10.9	21.5	64
25 - 34	39536	18355	18.5	46.4	78	16266	17.6	41.1	75	5537	15.2	14.0	65	10729	19.1	27.1	81
35 - 44	28978	14741	14.8	50.9	86	13483	14.6	46.5	84	5440	15.0	18.8	87	8042	14.3	27.8	83
45 - 54	22345	16094	16.2	72.0	122	15555	16.8	69.6	126	6620	18.2	29.6	137	8936	15.9	40.0	119
55 - 64	22224	17628	17.7	79.3	134	17266	18.6	77.7	141	7195	19.8	32.4	149	10071	17.9	45.3	135
65 OR OLDER	25973	21034	21.2	81.0	137	20241	21.9	77.9	141	7926	21.8	30.5	141	12314	21.9	47.4	141
18 - 34	68207	29908	30.1	43.8	74	26065	28.1	38.2	69	9177	25.2	13.5	62	16888	30.0	24.8	74
18 - 49	108058	51953	52.3	48.1	81	46552	50.3	43.1	78	17581	48.4	16.3	75	28970	51.5	26.8	80
25 - 54	90859	49190	49.5	54.1	91	45303	48.9	49.9	90	17596	48.4	19.4	89	27707	49.3	30.5	91
35 - 49	39851	22044	22.2	55.3	93	20487	22.1	51.4	93	8404	23.1	21.1	97	12083	21.5	30.3	90
50 OR OLDER	59669	47453	47.7	79.5	134	46058	49.7	77.2	140	18777	51.6	31.5	145	27281	48.5	45.7	136
GRADUATED COLLEGE	28091	17957	18.1	63.9	108	16316	17.6	58.1	105	5871	16.1	20.9	96	10445	18.6	37.2	111
ATTENDED COLLEGE	28938	17087	17.2	59.0	100	15646	16.9	54.1	98	6152	16.9	21.3	98	9494	16.9	32.8	98
GRADUATED HIGH SCHOOL	65503	37532	37.8	57.3	97	35086	37.9	53.6	97	13947	38.4	21.3	98	21139	37.6	32.3	96
DID NOT GRADUATE HIGH SCHOOL	45195	26830	27.0	59.4	100	25561	27.6	56.6	102	10388	28.6	23.0	106	15173	27.0	33.6	100
EMPLOYED MALES	56429	29139	29.3	51.6	87	27237	29.4	48.3	87	10522	28.9	18.6	86	16714	29.7	29.6	88
EMPLOYED FEMALES	43971	26745	26.9	60.8	103	24261	26.2	55.2	100	10125	27.8	23.0	106	14136	25.1	32.1	96
EMPLOYED FULL-TIME	87773	48880	49.2	55.7	94	45018	48.6	51.3	93	18205	50.1	20.7	96	26813	47.7	30.5	91
EMPLOYED PART-TIME	12627	7004	7.0	55.5	94	6479	7.0	51.3	93	2442	6.7	19.3	89	4037	7.2	32.0	95
NOT EMPLOYED	67327	43522	43.8	64.6	109	41112	44.4	61.1	111	15711	43.2	23.3	108	25401	45.2	37.7	112
PROFESSIONAL/MANAGER	25845	15813	15.9	61.2	103	14682	15.9	56.8	103	5855	16.1	22.7	105	8827	15.7	34.2	102
TECH/CLERICAL/SALES	30895	18808	18.9	60.9	103	16961	18.3	54.9	99	6650	18.3	21.5	99	10311	18.3	33.4	100
PRECISION/CRAFT	12629	6336	6.4	50.2	85	5926	6.4	46.9	85	2372	6.5	18.8	87	3554	6.3	28.1	84
OTHER EMPLOYED	31031	14926	15.0	48.1	81	13928	15.0	44.9	81	5770	15.9	18.6	86	8158	14.5	26.3	78
SINGLE	35557	16282	16.4	45.8	77	14289	15.4	40.2	73	5318	14.6	15.0	69	8971	15.9	25.2	75
MARRIED	103585	63931	64.3	61.7	104	60196	65.0	58.1	105	24256	66.7	23.4	108	35941	63.9	34.7	103
DIVORCED/SEPARATED/WIDOWED	28585	19192	19.3	67.1	113	18124	19.6	63.4	115	6784	18.7	23.7	109	11340	20.2	39.7	118
PARENTS	59295	29465	29.6	49.7	84	26847	29.0	45.3	82	10053	27.7	17.0	78	16794	29.9	28.3	84
WHITE	146081	89020	89.6	60.9	103	83291	89.9	57.0	103	32575	89.6	22.3	103	50715	90.2	34.7	104
BLACK	17974	8362	8.4	46.5	78	7697	8.3	42.8	78	3319	9.1	18.5	85	4378	7.8	24.4	73
OTHER	3672	2023	2.0	55.1	93	1622	1.8	44.2	80	*464	1.3	12.6	58	1158	2.1	31.5	94
NORTHEAST-CENSUS	37005	22681	22.8	61.3	103	21590	23.3	58.3	106	7660	21.1	20.7	95	13930	24.8	37.6	112
NORTH CENTRAL	42642	26854	27.0	63.0	106	25024	27.0	58.7	106	9720	26.7	22.8	105	15304	27.2	35.9	107
SOUTH	56777	31960	32.2	56.3	95	29534	31.9	52.0	94	12348	34.0	21.7	100	17186	30.6	30.3	90
WEST	31303	17911	18.0	57.2	97	16462	17.8	52.6	95	6631	18.2	21.2	98	9832	17.5	31.4	94
NORTHEAST-MKTG.	38125	22906	23.0	60.1	101	21620	23.3	56.7	103	7914	21.8	20.8	96	3706	24.4	36.0	107
EAST CENTRAL	24794	15271	15.4	61.6	104	14313	15.5	57.7	105	5300	14.6	21.4	99	9012	16.0	36.3	108
WEST CENTRAL	28511	18404	18.5	64.6	109	17149	18.5	60.1	109	6876	18.9	24.1	111	10272	18.3	36.0	107
SOUTH	48953	27498	27.7	56.2	95	25373	27.4	51.8	94	10633	29.2	21.7	100	14740	26.2	30.1	90
PACIFIC	27344	15326	15.4	56.0	95	14155	15.3	51.8	94	5634	15.5	20.6	95	8521	15.1	31.2	93
COUNTY SIZE A	69301	40169	40.4	58.0	98	37402	40.4	54.0	98	14056	38.7	20.3	94	23346	41.5	33.7	100
COUNTY SIZE B	50633	30148	30.3	59.5	100	27897	30.1	55.1	100	10585	29.1	20.9	96	17312	30.8	34.2	102
COUNTY SIZE C	26259	15739	15.8	59.9	101	14851	16.0	56.6	102	6102	16.8	23.2	107	8749	15.6	33.3	99
COUNTY SIZE D	21534	13350	13.4	62.0	105	12460	13.5	57.9	105	5615	15.4	26.1	120	6844	12.2	31.8	95
METRO CENTRAL CITY	50014	28482	28.7	56.9	96	26422	28.5	52.8	96	9573	26.3	19.1	88	16849	30.0	33.7	100
METRO SUBURBAN	76832	46390	46.7	60.4	102	43207	46.7	56.2	102	16484	45.3	21.5	99	26723	47.5	34.8	104
NON METRO	40881	24533	24.7	60.0	101	22981	24.8	56.2	102	10301	28.3	25.2	116	12679	22.5	31.0	92
TOP 5 ADI'S	39550	22735	22.9	57.5	97	21272	23.0	53.8	97	8001	22.0	20.2	93	13271	23.6	33.6	100
TOP 10 ADI'S	54877	31456	31.6	57.3	97	29388	31.7	53.6	97	11233	30.9	20.5	94	18156	32.3	33.1	99
TOP 20 ADI'S	77516	45067	45.3	58.1	98	41961	45.3	54.1	98	15838	43.6	20.4	94	26123	46.4	33.7	100
HSOLD INC. \$50,000 OR MORE	17257	11104	11.2	64.3	109	10401	11.2	60.3	109	4396	12.1	25.5	118	6005	10.7	34.8	104
\$40,000 OR MORE	33235	20294	20.4	61.1	103	18844	20.3	56.7	103	7888	21.7	23.7	109	10956	19.5	33.0	98
\$30,000 OR MORE	59693	36201	36.4	60.6	102	33479	36.2	56.1	102	13604	37.4	22.8	105	19875	35.3	33.3	99
\$25,000 OR MORE	76275	45930	46.2	60.2	102	42570	46.0	55.8	101	17045	46.9	22.3	103	25524	45.4	33.5	100
\$20,000 - \$24,999	18607	10619	10.7	57.1	96	9993	10.8	53.7	97	3935	10.8	21.1	98	6059	10.8	32.6	97
\$15,000 - \$19,999	17175	9894	10.0	57.6	97	9318	10.1	54.3	98	3137	8.6	18.3	84	6181	11.0	36.0	107
\$10,000 - \$14,999	24569	15022	15.1	61.1	103	13900	15.0	56.6	102	5504	15.1	22.4	103	8397	14.9	34.2	102
UNDER \$10,000	31101	17941	18.0	57.7	97	16828	18.2	54.1	98	6738	18.5	21.7	100	1			

		TOTAL U.S. '000	WEAR ANY				WEAR EYEGLASSES				SPENT \$100 OR MORE LAST 12 MONTHS				SPENT LESS THAN \$100 LAST 12 MONTHS			
			A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	99405	100.0	59.3	100	92609	100.0	55.2	100	36358	100.0	21.7	100	56251	100.0	33.5	100
MAGAZINES	QUINTILE 1	34022	20156	20.3	59.2	100	18706	20.2	55.0	100	7909	21.8	23.2	107	10797	19.2	31.7	95
	QUINTILE 2	34800	20806	20.9	59.8	101	19406	21.0	55.8	101	7674	21.1	22.1	102	11732	20.9	33.7	101
	QUINTILE 3	30514	18163	18.3	59.5	100	16870	18.2	55.3	100	6594	18.1	21.6	100	10276	18.3	33.7	100
	QUINTILE 4	33324	19558	19.7	58.7	99	18001	19.4	54.0	98	6667	18.3	20.0	92	11334	20.1	34.0	101
	QUINTILE 5	35066	20723	20.8	59.1	100	19627	21.2	56.0	101	7514	20.7	21.4	99	12113	21.5	34.5	103
NEWSPAPERS	QUINTILE 1	29107	19106	19.2	65.6	111	18148	19.6	62.3	113	6920	19.0	23.8	110	11228	20.0	38.6	115
	QUINTILE 2	49095	30620	30.8	62.4	105	28652	30.9	58.4	106	11380	31.3	23.2	107	17272	30.7	35.2	105
	QUINTILE 3	23107	13576	13.7	58.8	99	12515	13.5	54.2	98	5073	14.0	22.0	101	7442	13.2	32.2	96
	QUINTILE 4	33556	19074	19.2	56.8	96	17590	19.0	52.4	95	6712	18.5	20.0	92	10878	19.3	32.4	97
	QUINTILE 5	32863	17030	17.1	51.8	87	15704	17.0	47.8	87	6273	17.3	19.1	88	9431	16.8	28.7	86
OUTDOOR	QUINTILE 1	33431	18603	18.7	55.6	94	16970	18.3	50.8	92	6328	17.4	18.9	87	10642	18.9	31.8	95
	QUINTILE 2	33478	19434	19.6	58.1	98	18177	19.6	54.3	98	7236	19.9	21.6	100	10941	19.5	32.7	97
	QUINTILE 3	33574	20118	20.2	59.9	101	18518	20.0	55.2	100	7313	20.1	21.8	100	11205	19.9	33.4	100
	QUINTILE 4	33935	20867	21.0	61.5	104	19618	21.2	57.8	105	7664	21.1	22.6	104	11953	21.2	35.2	105
	QUINTILE 5	33310	20384	20.5	61.2	103	19327	20.9	58.0	105	7817	21.5	23.5	108	11510	20.5	34.6	103
RADIO-DRIVE TIME	QUINTILE 1	33136	19206	19.3	58.0	98	17747	19.2	53.6	97	7084	19.5	21.4	99	10663	19.0	32.2	96
	QUINTILE 2	31658	18614	18.7	58.8	99	17240	18.6	54.5	99	7218	19.9	22.8	105	10022	17.8	31.7	94
	QUINTILE 3	32541	19230	19.3	59.1	100	17833	19.3	54.8	99	7118	19.6	21.9	101	10716	19.1	32.9	98
	QUINTILE 4	34247	19986	20.1	58.4	98	18608	20.1	54.3	98	6811	18.7	19.9	92	11798	21.0	34.4	103
	QUINTILE 5	36144	22370	22.5	61.9	104	21181	22.9	58.6	106	8128	22.4	22.5	104	13053	23.2	36.1	108
RADIO-MID- DAY	TERCILE 1	45037	25718	25.9	57.1	96	23963	25.9	53.2	96	9380	25.8	20.8	96	14584	25.9	32.4	97
	TERCILE 2	44819	26116	26.3	58.3	98	24619	26.6	54.9	99	9746	26.8	21.7	100	14874	26.4	33.2	99
	TERCILE 3	77872	47572	47.9	61.1	103	44026	47.5	56.5	102	17233	47.4	22.1	102	26794	47.6	34.4	103
RADIO-TOTAL	QUINTILE 1	33763	19220	19.3	56.9	96	17785	19.2	52.7	95	7385	20.3	21.9	101	10400	18.5	30.8	92
	QUINTILE 2	33240	18984	19.1	57.1	96	17668	19.1	53.2	96	6663	18.3	20.0	92	11005	19.6	33.1	99
	QUINTILE 3	33408	20208	20.3	60.5	102	18810	20.3	56.3	102	7636	21.0	22.9	105	11174	19.9	33.4	100
	QUINTILE 4	34792	20488	20.6	58.9	99	19015	20.5	54.7	99	7289	20.0	21.0	97	11727	20.8	33.7	101
	QUINTILE 5	32524	20505	20.6	63.0	106	19331	20.9	59.4	108	7386	20.3	22.7	105	11945	21.2	36.7	110
TV-PRIME TIME	QUINTILE 1	33090	20704	20.8	62.6	106	19569	21.1	59.1	107	8041	22.1	24.3	112	11528	20.5	34.8	104
	QUINTILE 2	33357	19822	19.9	59.4	100	18544	20.0	55.6	101	7225	19.9	21.7	100	11318	20.1	33.9	101
	QUINTILE 3	33980	19933	20.1	58.7	99	18677	20.2	55.0	100	7190	19.8	21.2	98	11487	20.4	33.8	101
	QUINTILE 4	33854	19688	19.8	58.2	98	18280	19.7	54.0	98	7363	20.3	21.7	100	10918	19.4	32.3	96
	QUINTILE 5	33444	19259	19.4	57.6	97	17539	18.9	52.4	95	6539	18.0	19.6	90	11000	19.6	32.9	98
TV-DAYTIME	TERCILE 1	49121	29302	29.5	59.7	101	27760	30.0	56.5	102	10646	29.3	21.7	100	17115	30.4	34.8	104
	TERCILE 2	48823	28860	29.0	59.1	100	26891	29.0	55.1	100	10396	28.6	21.3	98	16495	29.3	33.8	101
	TERCILE 3	69782	41243	41.5	59.1	100	37959	41.0	54.4	99	15317	42.1	21.9	101	22642	40.3	32.4	97
TV-TOTAL	QUINTILE 1	33584	20199	20.3	60.1	101	19186	20.7	57.1	103	7400	20.4	22.0	102	11786	21.0	35.1	105
	QUINTILE 2	33441	21383	21.5	63.9	108	20170	21.8	60.3	109	8009	22.0	23.9	110	12161	21.6	36.4	108
	QUINTILE 3	33505	19241	19.4	57.4	97	17939	19.4	53.5	97	7349	20.2	21.9	101	10591	18.8	31.6	94
	QUINTILE 4	33466	19044	19.2	56.9	96	17502	18.9	52.3	95	7048	19.4	21.1	97	10454	18.6	31.2	93
	QUINTILE 5	33731	19537	19.7	57.9	98	17813	19.2	52.8	96	6553	18.0	19.4	90	11260	20.0	33.4	100
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		44503	27451	27.6	61.7	104	25549	27.6	57.4	104	10475	28.8	23.5	109	15074	26.8	33.9	101
		39363	21896	22.0	55.6	94	20149	21.8	51.2	93	8093	22.3	20.6	95	12057	21.4	30.6	91
		46441	29801	30.0	64.2	108	28226	30.5	60.8	110	10559	29.0	22.7	105	17667	31.4	38.0	113
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		33726	19389	19.5	57.5	97	17956	19.4	53.2	96	7169	19.7	21.3	98	10787	19.2	32.0	95
		52846	32442	32.6	61.4	104	30301	32.7	57.3	104	12410	34.1	23.5	108	17892	31.8	33.9	101
		52140	30016	30.2	57.6	97	27769	30.0	53.3	96	10311	28.4	19.8	91	17458	31.0	33.5	100
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		37081	21916	22.0	59.1	100	20411	22.0	55.0	100	8290	22.8	22.4	103	12121	21.5	32.7	97
		49747	30140	30.3	60.6	102	27961	30.2	56.2	102	11250	30.9	22.6	104	16710	29.7	33.6	100
		49208	28003	28.2	56.9	96	25982	28.1	52.8	96	10120	27.8	20.6	95	15863	28.2	32.2	96
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		33103	20041	20.2	60.5	102	18922	20.4	57.2	104	7839	21.6	23.7	109	11082	19.7	33.5	100
		54575	31588	31.8	57.9	98	29049	31.4	53.2	96	11632	32.0	21.3	98	17416	31.0	31.9	95
		53249	32747	32.9	61.5	104	30773	32.2	57.8	105	11639	32.0	21.9	101	19134	34.0	35.9	107
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		36255	22157	22.3	61.1	103	20502	22.1	56.5	102	7818	21.5	21.6	99	12684	22.5	35.0	104
		55591	35835	36.0	64.5	109	33835	36.5	60.9	110	13428	36.9	24.2	111	20407	36.3	36.7	109
		48319	25790	25.9	53.4	90	23668	25.6	49.0	89	9250	25.4	19.1	88	14419	25.6	29.8	89
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		37242	22936	23.1	61.6	104	21543	23.3	57.8	105	8702	23.9	23.4	108	12841	22.8	34.5	103
		54423	34798	35.0	63.9	108	32637	35.2	60.0	109	12506	34.4	23.0	106	20131	35.8	37.0	110
		46650	24868	25.0	53.3	90	22822	24.6	48.9	89	8880	24.4	19.0	88	13942	24.8	29.9	89
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		35974	23327	23.5	64.8	109	22257	24.0	61.9	112	8690	23.9	24.2	111	13567	24.1	37.7	112
		56095	34323	34.5	61.2	103	31776	34.3	56.6	103	12546	34.5	22.4	103	19230	34.2	34.3	102
		47170	26701	26.9	56.6	9												

	TOTAL U.S. '000	WEAR ANY				WEAR EYEGLASSES				SPENT \$100 OR MORE LAST 12 MONTHS				SPENT LESS THAN \$100 LAST 12 MONTHS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL ADULTS	167727	99405	100.0	59.3	100	92609	100.0	55.2	100	36358	100.0	21.7	100	56251	100.0	33.5	100
ATLANTIC MONTHLY	867	566	0.6	65.3	110	538	0.6	62.1	112	*211	0.6	24.3	112	327	0.6	37.7	112
BARRON'S	1580	869	0.9	55.0	93	806	0.9	51.0	92	307	0.8	19.4	90	499	0.9	31.6	94
BETTER HOMES & GARDENS	22203	14671	14.8	66.1	111	13647	14.7	61.5	111	5728	15.8	25.8	119	7919	14.1	35.7	106
BON APPETIT	3810	2462	2.5	64.6	109	2333	2.5	61.2	111	1069	2.9	28.1	121	1264	2.2	33.2	99
BUSINESS WEEK	4663	2791	2.8	59.9	101	2615	2.8	56.1	102	1082	3.0	23.2	107	1533	2.7	32.9	98
CAR AND DRIVER	3102	1509	1.5	48.6	82	1392	1.5	44.9	81	615	1.7	19.8	91	776	1.4	25.0	75
CBS MAGAZINE NETWORK (GROSS)	7311	3589	3.6	49.1	83	3361	3.6	46.0	83	1300	3.6	17.8	82	2061	3.7	28.2	84
CHANGING TIMES	3400	2215	2.2	65.1	110	2087	2.3	61.4	111	801	2.2	23.6	109	1286	2.3	37.8	113
COLONIAL HOMES	1796	1101	1.1	61.3	103	992	1.1	55.2	100	448	1.2	24.9	115	544	1.0	30.3	90
CONDE NAST MAG. PKG. (GROSS)	19924	11130	11.2	55.9	94	9921	10.7	49.8	90	3988	11.0	20.0	92	5932	10.5	29.8	89
CONSUMERS DIGEST	3125	2027	2.0	64.9	109	1959	2.1	62.7	114	815	2.2	26.1	120	1144	2.0	36.6	109
COSMOPOLITAN	10577	5908	5.9	55.9	94	5281	5.7	49.9	90	2059	5.7	19.5	90	3222	5.7	30.5	91
COUNTRY LIVING	3746	2070	2.1	55.3	93	1927	2.1	51.4	93	794	2.2	21.2	98	1133	2.0	30.2	90
CUISINE	2214	1459	1.5	65.9	111	1345	1.5	60.7	110	618	1.7	27.9	129	727	1.3	32.8	98
CYCLE WORLD	2394	1042	1.0	43.5	73	990	1.1	41.4	75	369	1.0	15.4	71	621	1.1	25.9	77
DCI:CREATIVE IDEAS FOR LIV	3068	1969	2.0	64.2	108	1828	2.0	59.6	108	812	2.2	26.5	122	1016	1.8	33.1	99
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	6352	6.4	66.5	112	5992	6.5	62.7	114	2708	7.4	28.3	131	3284	5.8	34.4	102
DISCOVER	2277	1230	1.2	54.0	91	1147	1.2	50.4	91	371	1.0	16.3	75	776	1.4	34.1	102
EBONY	7187	3335	3.4	46.6	78	3093	3.3	43.0	78	1298	3.6	18.1	83	1795	3.2	25.0	74
ESQUIRE	2560	1249	1.3	48.8	82	1156	1.2	45.2	82	522	1.4	20.4	94	634	1.1	24.8	74
ESSENCE	3242	1485	1.5	45.8	77	1353	1.5	41.7	76	493	1.4	15.2	70	860	1.5	26.5	79
FAMILY CIRCLE	19639	13074	13.2	66.6	112	12221	13.2	62.2	113	4929	13.6	25.1	116	7292	13.0	37.1	111
THE FAMILY HANDYMAN	3540	2129	2.1	60.1	101	1988	2.1	56.2	102	722	2.0	20.4	94	1266	2.3	35.8	107
FAMILY WEEKLY	23924	14973	15.1	62.6	106	14083	15.2	58.9	107	5622	15.5	23.5	108	8461	15.0	35.4	105
FIELD & STREAM	9883	4993	5.0	50.5	85	4611	5.0	46.7	84	1948	5.4	19.7	91	2662	4.7	26.9	80
FOOD & WINE	1030	683	0.7	66.3	112	637	0.7	61.8	112	230	0.6	22.3	103	407	0.7	39.5	118
FORBES	2679	1670	1.7	62.3	105	1574	1.7	58.8	106	747	2.1	27.9	129	827	1.5	30.9	92
FORTUNE	2931	1804	1.8	61.5	104	1699	1.8	58.0	105	688	1.9	23.5	108	1011	1.8	34.5	103
GENTLEMEN'S QUARTERLY	3481	1410	1.4	40.5	68	1281	1.4	36.8	67	454	1.2	13.0	60	827	1.5	23.8	71
GLAMOUR	7163	3985	4.0	55.6	94	3513	3.8	49.0	89	1423	3.9	19.9	92	2089	3.7	29.2	87
GOLF DIGEST	2355	1453	1.5	61.7	104	1357	1.5	57.6	104	618	1.7	26.2	121	739	1.3	31.4	94
GOLF DIGEST/TENNIS (GROSS)	3610	2032	2.0	56.3	95	1890	2.0	52.4	95	808	2.2	22.4	103	1082	1.9	30.0	89
GOLF MAGAZINE	2046	1281	1.3	62.6	106	1211	1.3	59.2	107	581	1.6	28.4	131	631	1.1	30.8	92
GOLF MAGAZINE/SKI (GROSS)	3547	2048	2.1	57.7	97	1896	2.0	53.5	97	830	2.3	23.4	108	1067	1.9	30.1	90
GOOD HOUSEKEEPING	20353	13688	13.8	67.3	113	12854	13.9	63.2	114	5285	14.5	26.0	120	7569	13.5	37.2	111
HARPER'S BAZAAR	3362	1929	1.9	57.4	97	1847	2.0	54.9	99	812	2.2	24.2	111	1036	1.8	30.8	92
HEALTH	2987	1787	1.8	59.8	101	1648	1.8	55.2	100	746	2.1	25.0	110	902	1.6	30.2	90
HEARST MAG CORP. BUY (GROSS)	67928	41624	41.9	61.3	103	38637	41.7	56.9	103	15877	43.7	23.4	108	22760	40.5	33.5	100
HEARST MAN POWER (GROSS)	11282	6204	6.2	55.0	93	5676	6.1	50.3	91	2358	6.5	20.9	96	3318	5.9	29.4	88
HEARST WOMAN POWER (GROSS)	40514	25772	25.9	63.6	107	23884	25.8	59.0	107	9721	26.7	24.0	111	14163	25.2	35.0	104
HOUSE BEAUTIFUL	4885	3154	3.2	64.6	109	2981	3.2	61.0	111	1230	3.4	25.2	116	1751	3.1	35.8	107
INC.	1308	698	0.7	53.4	90	698	0.8	53.4	97	329	0.9	25.2	116	370	0.7	28.3	84
JET	6498	2697	2.7	41.5	70	2466	2.7	38.0	69	1128	3.1	17.4	80	1338	2.4	20.6	61
LADIES' HOME JOURNAL	14797	9661	9.7	65.3	110	8849	9.6	59.8	108	3680	10.1	24.9	115	5170	9.2	34.9	104
LHJ FAMILY GRP COMBO(GROSS)	21743	13763	13.8	63.3	107	12625	13.6	58.1	105	5269	14.5	24.2	112	7356	13.1	33.8	101
LIFE	9881	5338	5.4	54.0	91	4997	5.4	50.6	92	1913	5.3	19.4	89	3084	5.5	31.2	93
L.A. TIMES HOME MAGAZINE	2775	1652	1.7	59.5	100	1551	1.7	55.9	101	547	1.5	19.7	91	1004	1.8	36.2	108
MADMOISELLE	4219	2463	2.5	58.4	99	2241	2.4	53.1	96	855	2.4	20.3	93	1387	2.5	32.9	98
MC CALL'S	16422	10809	10.9	65.8	111	10270	11.1	62.5	113	4293	11.8	26.1	121	5977	10.6	36.4	109
MC CALL'S/WRK MOTHER (GROSS)	17919	11688	11.8	65.2	110	11064	11.9	61.7	112	4635	12.7	25.9	119	6429	11.4	35.9	107
MECHANIX ILLUSTRATED	4433	2601	2.6	58.7	99	2407	2.6	54.3	98	936	2.6	21.1	97	1471	2.6	33.2	99
METROPOLITAN HOME	1504	862	0.9	57.3	97	804	0.9	53.5	97	270	0.7	18.0	83	533	0.9	35.4	106
MONEY	4723	2932	2.9	62.1	105	2756	3.0	58.4	106	1279	3.5	27.1	125	1477	2.6	31.3	93
MOTHER EARTH NEWS	2325	1323	1.3	56.9	96	1248	1.3	53.7	97	494	1.4	21.2	98	754	1.3	32.4	97
MS.	1189	647	0.7	54.4	92	616	0.7	51.8	94	245	0.7	20.6	95	371	0.7	31.2	93
NATIONAL ENQUIRER	18892	10997	11.1	58.2	98	10453	11.3	55.3	100	4418	12.2	23.4	108	6036	10.7	32.0	95
NATIONAL GEOGRAPHIC	22129	14199	14.3	64.2	108	13222	14.3	59.7	108	4997	13.7	22.6	104	8226	14.6	37.2	111
NATIONAL SUNDAY MAGAZINE PKG	103750	63555	63.9	61.3	103	59404	64.1	57.3	104	22708	62.5	21.9	101	36696	65.2	35.4	105
NATURAL HISTORY	1379	785	0.8	56.9	96	742	0.8	53.8	97	204	0.6	14.8	68	538	1.0	39.0	116
NEW WOMAN	2289	1266	1.3	55.3	93	1175	1.3	51.3	93	426	1.2	18.6	86	749	1.3	32.7	98
NEW YORK INCLUDING CUE	1088	608	0.6	55.9	94	582	0.6	53.5	97	263	0.7	24.2	112	319	0.6	29.3	87
THE NEW YORKER	2459	1518	1.5	61.7	104	1432	1.5	58.2	105	536	1.5	21.8	101	897	1.6	36.5	109
NEWSWEEK	16527	9503	9.6	57.5	97	8629	9.3	52.2	95	3444	9.5	20.8	96	5185	9.2	31.4	94
THE N.Y. TIMES DAILY EDITION	2739	1851	1.9	67.6	114	1778	1.9	64.9	118	703	1.9	25.7	118	1075	1.9	39.2	117
THE N.Y. TIMES MAGAZINE	4443	3081	3.1	69.3	117	2952	3.2	66.4	120	1088	3.0	24.5	113	1864	3.3	42.0	125
OMNI	2799	1580	1.6	56.4	95	1421	1.5	50.8	92	581	1.6	20.8	96	839	1.5	30.0	89
ON CABLE	2209	1155	1.2	52.3	88	1035	1.1	46.9	85	370	1.0	16.7	77	665	1.2	30.1	90
1001 HOME IDEAS	3959	2315	2.3	58.5	99	2128	2.3	53.8	97	843	2.3	21.3	98	1285	2.3	32.5	97
ORGANIC GARDENING	3111	2093	2.1	67.3	114	1998	2.2	64.2	116	740	2.0	23.8	110	1258	2.2	40.4	121
OUTDOOR LIFE	5024	2580	2.6	51.4	87	2422	2.6	48.2	87	1151	3.2	22.9	106	1270	2.3	25.3	75
PARADE MAGAZINE	51292	31379	31.6	61.2	103	29255	31.6	57.0	103	11360	31.2	22.1	102	17896	31.8	34.9	104

	TOTAL U.S. '000	WEAR ANY				WEAR EYEGLASSES				SPENT \$100 OR MORE LAST 12 MONTHS				SPENT LESS THAN \$100 LAST 12 MONTHS			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	99405	100.0	59.3	100	92609	100.0	55.2	100	36358	100.0	21.7	100	56251	100.0	33.5	100
PARENTS	5298	2652	2.7	50.1	84	2384	2.6	45.0	81	843	2.3	15.9	73	1541	2.7	29.1	87
PENTHOUSE	5129	2382	2.4	46.4	78	2220	2.4	43.3	78	756	2.1	14.7	68	1464	2.6	28.5	85
PEOPLE	21070	12048	12.1	57.2	96	11115	12.0	52.8	96	4568	12.6	21.7	100	6547	11.6	31.1	93
PLAYBOY	10562	5246	5.3	49.7	84	4939	5.3	46.8	85	1890	5.2	17.9	88	3049	5.4	28.9	86
POPULAR HOT RODDING	2498	899	0.9	36.0	61	833	0.9	33.3	60	336	0.9	13.5	60	497	0.9	19.9	59
POPULAR MECHANICS	5887	3344	3.4	56.8	96	3092	3.3	52.5	95	1315	3.6	22.3	103	1777	3.2	30.2	90
POPULAR SCIENCE	4317	2530	2.5	58.6	99	2386	2.6	55.3	100	942	2.6	21.8	101	1444	2.6	33.4	100
PREVENTION	5792	4153	4.2	71.7	121	3986	4.3	68.8	125	1696	4.7	29.3	135	2290	4.1	39.5	118
PSYCHOLOGY TODAY	3284	1772	1.8	54.0	91	1655	1.8	50.4	91	626	1.7	19.1	88	1030	1.8	31.4	94
READER'S DIGEST	40046	26926	27.1	67.2	113	25241	27.3	63.0	114	10291	28.3	25.7	119	14950	26.6	37.3	111
REDBOOK	9584	6176	6.2	64.4	109	5750	6.2	60.0	109	2377	6.5	24.8	114	3373	6.0	35.2	105
ROAD & TRACK	2590	1270	1.3	49.0	83	1183	1.3	45.7	83	492	1.4	19.0	88	691	1.2	26.7	80
ROLLING STONE	3302	1469	1.5	44.5	75	1303	1.4	39.5	71	521	1.4	15.8	73	782	1.4	23.7	71
RUNNER'S WORLD	1229	757	0.8	61.6	104	729	0.8	59.3	107	410	1.1	33.4	154	319	0.6	26.0	77
SATURDAY EVENING POST	2110	1340	1.3	63.5	107	1278	1.4	60.6	110	560	1.5	26.5	122	719	1.3	34.1	102
SCIENCE 84	1543	938	0.9	60.8	103	875	0.9	56.7	103	388	1.1	25.1	116	487	0.9	31.6	94
SCIENCE DIGEST	1747	1020	1.0	58.4	99	929	1.0	53.2	96	295	0.8	16.9	78	634	1.1	36.3	108
SCIENTIFIC AMERICAN	1994	1072	1.1	53.8	91	1011	1.1	50.7	92	386	1.1	19.4	89	625	1.1	31.3	93
SELF	3119	1614	1.6	51.7	87	1368	1.5	43.9	79	502	1.4	16.1	74	866	1.5	27.8	83
SEVENTEEN	3923	2111	2.1	53.8	91	1831	2.0	46.7	85	782	2.2	19.9	92	1049	1.9	26.7	80
SKI	1501	766	0.8	51.0	86	685	0.7	45.6	83	*249	0.7	16.6	77	436	0.8	29.0	87
SMITHSONIAN	5976	3880	3.9	64.9	110	3634	3.9	60.8	110	1396	3.8	23.4	108	2238	4.0	37.4	112
SOAP OPERA DIGEST	4228	2441	2.5	57.7	97	2301	2.5	54.4	99	945	2.6	22.4	103	1356	2.4	32.1	96
SOUTHERN LIVING	6488	4383	4.4	67.6	114	4163	4.5	64.2	116	1896	5.2	29.2	135	2268	4.0	35.0	104
SPORT	3500	1726	1.7	49.3	83	1522	1.6	43.5	79	593	1.6	16.9	78	929	1.7	26.5	79
THE SPORTING NEWS	2456	1143	1.1	46.5	79	990	1.1	40.3	73	458	1.3	18.6	86	531	0.9	21.6	64
SPORTS AFIELD	3648	1840	1.9	50.4	85	1655	1.8	45.4	82	748	2.1	20.5	95	907	1.6	24.9	74
SPORTS ILLUSTRATED	14484	7532	7.6	52.0	88	6756	7.3	46.6	84	2546	7.0	17.6	81	4209	7.5	29.1	87
STAR	12661	7087	7.1	56.0	94	6697	7.2	52.9	96	2711	7.5	21.4	99	3986	7.1	31.5	94
SUNDAY	52799	32096	32.3	60.8	103	30002	32.4	56.8	103	11217	30.9	21.2	98	18785	33.4	35.6	106
SUNSET	3513	2449	2.5	69.7	118	2291	2.5	65.2	118	956	2.6	27.2	126	1335	2.4	38.0	113
TV GUIDE	42766	23920	24.1	55.9	94	22057	23.8	51.6	93	8682	23.9	20.3	94	13375	23.8	31.3	93
TENNIS	1254	579	0.6	46.2	78	533	0.6	42.5	77	*190	0.5	15.2	70	343	0.6	27.4	82
TIME	22054	12990	13.1	58.9	99	12101	13.1	54.9	99	5134	14.1	23.3	107	6967	12.4	31.6	94
TOHN & COUNTRY	1555	990	1.0	63.7	107	939	1.0	60.4	109	355	1.0	22.8	105	584	1.0	37.6	112
TRAVEL & LEISURE	2173	1450	1.5	66.7	113	1385	1.5	63.7	115	634	1.7	29.2	135	751	1.3	34.6	103
TRUE STORY	4636	2711	2.7	58.5	99	2586	2.8	55.8	101	1053	2.9	22.7	100	1532	2.7	33.0	99
U.S. NEWS & WORLD REPORT	10353	6660	6.7	64.3	109	6254	6.8	60.4	109	2691	7.4	26.0	120	3562	6.3	34.4	103
USA TODAY	4994	3094	3.1	62.0	105	2851	3.1	57.1	103	1173	3.2	23.5	108	1678	3.0	33.6	100
US	3528	2100	2.1	59.5	100	1958	2.1	55.5	101	694	1.9	19.7	91	1264	2.2	35.8	107
VOGUE	5424	3068	3.1	56.6	95	2799	3.0	51.6	93	1209	3.3	22.3	103	1590	2.8	29.3	87
WALL STREET JOURNAL	6292	4276	4.3	68.0	115	3985	4.3	63.3	115	1730	4.8	27.5	127	2255	4.0	35.8	107
WEIGHT WATCHERS	2762	1767	1.8	64.0	108	1622	1.8	58.7	106	771	2.1	27.9	129	851	1.5	30.8	92
WOMAN'S DAY	16320	11010	11.1	67.5	114	10403	11.2	63.7	115	4129	11.4	25.3	117	6274	11.2	38.4	115
WORKING MOTHER	1496	879	0.9	58.8	99	794	0.9	53.1	96	342	0.9	22.9	105	452	0.8	30.2	90
WORKING WOMAN	1851	1153	1.2	62.3	105	1026	1.1	55.4	100	450	1.2	24.3	112	576	1.0	31.1	93
WORLD TENNIS	580	324	0.3	55.9	94	282	0.3	48.6	88	**89	0.2	15.3	71	*193	0.3	33.3	99
ZIFF-DAVIS MAG NETWK (GROSS)	12412	6014	6.0	48.5	82	5619	6.1	45.3	82	2287	6.3	18.4	85	3332	5.9	26.8	80
BLAIR INSERTS	91671	56099	56.4	61.2	103	52285	56.5	57.0	103	20119	55.3	21.9	101	32165	57.2	35.1	105
DAILY NEWSPAPERS																	
READ ANY	109190	68061	68.5	62.3	105	63769	68.9	58.4	106	25098	69.0	23.0	106	38671	68.7	35.4	106
READ ONE	89587	55134	55.5	61.5	104	51553	55.7	57.5	104	20200	55.6	22.5	104	31353	55.7	35.0	104
READ TWO OR MORE	19602	12926	13.0	65.9	111	12216	13.2	62.3	113	4898	13.5	25.0	115	7319	13.0	37.3	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	67241	67.6	61.3	103	62774	67.8	57.2	104	24231	66.6	22.1	102	38543	68.5	35.1	105
READ ONE	95074	57454	57.8	60.4	102	53498	57.8	56.3	102	20761	57.1	21.8	101	32737	58.2	34.4	103
READ TWO OR MORE	14588	9788	9.8	67.1	113	9276	10.0	63.6	115	3470	9.5	23.8	110	5806	10.3	39.8	119
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	27.26				27.03				26.20				27.56			
30 DAY REACH	149706	88503	89.0	59.1	100	82252	88.8	54.9	100	32000	88.0	21.4	99	50252	89.3	33.6	100
50 SHWG - 30 DAY AV FREQ	15.16	14.35			14.23					13.77				14.53			
30 DAY REACH	142406	84210	84.7	59.1	100	78201	84.4	54.9	99	30514	83.9	21.4	99	47687	84.8	33.5	100
25 SHWG - 30 DAY AV FREQ	8.23	7.85			7.80					7.52				7.97			
30 DAY REACH	131152	76935	77.4	58.7	99	71352	77.0	54.4	99	27874	76.7	21.3	98	43478	77.3	33.2	99
CABLE TV: HOME WIRED	66879	40799	41.0	61.0	103	38075	41.1	56.9	103	15102	41.5	22.6	104	22973	40.8	34.4	102
HOME NOT WIRED	100848	56606	59.0	58.1	98	54534	58.9	54.1	98	21256	58.5	21.1	97	33279	59.2	33.0	98
HAVE PAY CABLE	35024	20158	20.3	57.6	97	18766	20.3	53.6	97	7370	20.3	21.0	97	11396	20.3	32.5	97

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	WEAR ANY				WEAR EYEGLASSES				SPENT \$100 OR MORE LAST 12 MONTHS				SPENT LESS THAN \$100 LAST 12 MONTHS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	99405	100.0	59.3	100	92609	100.0	55.2	100	36358	100.0	21.7	100	56251	100.0	33.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	56572	56.9	59.2	100	52327	56.5	54.7	99	21028	57.8	22.0	101	31299	55.6	32.7	98
10:00 AM - 3:00 PM	63599	36834	37.1	57.9	98	34585	37.3	54.4	98	13642	37.5	21.5	99	20943	37.2	32.9	98
3:00 PM - 7:00 PM	72097	41150	41.4	57.1	96	37945	41.0	52.6	95	14935	41.1	20.7	96	23011	40.9	31.9	95
7:00 PM - MIDNIGHT	36670	20048	20.2	54.7	92	18380	19.8	50.1	91	7319	20.1	20.0	92	11061	19.7	30.2	90
MIDNIGHT - 6:00 AM	21908	12832	12.9	58.6	99	12011	13.0	54.8	99	4787	13.2	21.9	101	7223	12.8	33.0	98
6:00 AM - MIDNIGHT	127571	74210	74.7	58.2	98	68890	74.4	54.0	98	27280	75.0	21.4	99	41610	74.0	32.6	98
ENTIRE DAY	129239	75217	75.7	58.2	98	69846	75.4	54.0	98	27587	75.9	21.3	98	42259	75.1	32.7	98
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	20520	20.6	60.3	102	18884	20.4	55.5	101	7407	20.4	21.8	100	11478	20.4	33.7	101
ALL NEWS	6062	3896	3.9	64.3	108	3747	4.0	61.8	112	1481	4.1	24.4	113	2265	4.0	37.4	111
AOR/PROGRESSIVE	11884	5767	5.8	48.5	82	5139	5.5	43.2	78	1937	5.3	16.3	75	3202	5.7	26.9	80
BEAUTIFUL MUSIC	11180	7436	7.5	66.5	112	7053	7.6	63.1	114	2782	7.7	24.9	115	4271	7.6	38.2	114
BLACK	4538	2156	2.2	47.5	80	1959	2.1	43.2	78	838	2.3	18.5	85	1121	2.0	24.7	74
CLASSICAL	3857	2352	2.4	61.0	103	2222	2.4	57.6	104	974	2.7	25.3	116	1247	2.2	32.3	96
CHR/ROCK	21946	11802	11.9	53.8	91	10513	11.4	47.9	87	4241	11.7	19.3	89	6272	11.2	28.6	85
COUNTRY	27262	15618	15.7	57.3	97	14715	15.9	54.0	98	5913	16.3	21.7	100	8802	15.6	32.3	96
GOLDEN OLDIES	3339	1739	1.7	52.1	88	1626	1.8	48.7	88	590	1.6	17.7	82	1035	1.8	31.0	92
MOR/NOSTALGIA	10346	6807	6.8	65.8	111	6369	6.9	61.6	111	2496	6.9	24.1	111	3873	6.9	37.4	112
NEWS/TALK	8929	6002	6.0	67.2	113	5724	6.2	64.1	116	2133	5.9	23.9	110	3591	6.4	40.2	120
RELIGIOUS	5488	3171	3.2	57.8	97	2909	3.1	53.0	96	1045	2.9	19.0	88	1864	3.3	34.0	101
SOFT ROCK	1232	520	0.5	42.2	71	464	0.5	37.7	68	*171	0.5	13.9	64	293	0.5	23.8	71
URBAN CONTEMPORARY	3184	1406	1.4	44.2	75	1317	1.4	41.4	75	531	1.5	16.7	77	786	1.4	24.7	74
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	3351	3.4	48.5	82	3052	3.3	44.2	80	1320	3.6	19.1	88	1732	3.1	25.1	75
ABC DIRECTION	5212	3489	3.5	66.9	113	3309	3.6	63.5	115	1187	3.3	22.8	105	2122	3.8	40.7	121
ABC ENTERTAINMENT	10385	6364	6.4	61.3	103	5958	6.4	57.4	104	2403	6.6	23.1	107	3555	6.3	34.2	102
ABC FM	4762	2263	2.3	47.5	80	2075	2.2	43.6	79	687	1.9	14.4	67	1388	2.5	29.1	87
ABC INFORMATION	11339	7585	7.6	66.9	113	7157	7.7	63.1	114	2815	7.7	24.8	115	4342	7.7	38.3	114
ABC ROCK	4878	2426	2.4	49.7	84	2086	2.3	42.8	77	768	2.1	15.7	73	1318	2.3	27.0	81
CBS	10709	7221	7.3	67.4	114	6830	7.4	63.8	116	2522	6.9	23.6	109	4309	7.7	40.2	120
MUTUAL	10251	6335	6.4	61.8	104	5950	6.4	58.0	105	2658	7.3	25.9	120	3292	5.9	32.1	96
NBC	12243	7739	7.8	63.2	107	7289	7.9	59.5	108	2736	7.5	22.3	103	4553	8.1	37.2	111
RADIORADIO	4606	2223	2.2	48.3	81	2032	2.2	44.1	80	775	2.1	16.8	78	1257	2.2	27.3	81
RKO ONE	5148	2593	2.6	50.4	85	2359	2.5	45.8	83	937	2.6	18.2	84	1422	2.5	27.6	82
RKO TWO	7313	4111	4.1	56.2	95	3856	4.2	52.7	95	1490	4.1	20.4	94	2366	4.2	32.4	96
THE SOURCE	5981	2870	2.9	48.0	81	2595	2.8	43.4	79	1014	2.8	17.0	78	1582	2.8	26.5	79
NON-WIRED : BLAIR	19329	11127	11.2	57.6	97	10217	11.0	52.9	96	4212	11.6	21.8	101	6005	10.7	31.1	93
INTERNET	27139	14934	15.0	55.0	93	13797	14.9	50.8	92	5524	15.2	20.4	94	8273	14.7	30.5	91
KATZ RADIO GROUP	36319	22140	22.3	61.0	103	20583	22.2	56.7	103	7856	21.6	21.6	100	12727	22.6	35.0	104
SUPERNET	22361	12948	13.0	57.9	98	11949	12.9	53.4	97	4567	12.6	20.4	94	7382	13.1	33.0	98
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	9172	9.2	63.1	106	8615	9.3	59.3	107	3379	9.3	23.3	107	5236	9.3	36.0	107
WKDAY 9:00 AM - 1:00 PM	18688	11158	11.2	59.7	101	10548	11.4	56.4	102	4053	11.1	21.7	100	6495	11.5	34.8	104
WKDAY 1:00 PM - 4:30 PM	24061	14231	14.3	59.1	100	13387	14.5	55.6	101	5173	14.2	21.5	99	8213	14.6	34.1	102
WKDAY 4:30 PM - 7:30 PM	44079	26871	27.0	61.0	103	25296	27.3	57.4	104	9895	27.2	22.4	104	15401	27.4	34.9	104
WKDAY 7:30 PM - 8:00 PM	61979	37973	38.2	61.3	103	35621	38.5	57.5	104	14382	39.6	23.2	107	21239	37.8	34.3	102
WKDAY 11:00 PM - 11:30 PM	49084	29908	30.1	60.9	103	28212	30.5	57.5	104	11222	30.9	22.9	105	16990	30.2	34.6	103
WKDAY 11:30 PM - 1:00 AM	16560	9625	9.7	58.1	98	9082	9.8	54.8	99	3457	9.5	20.9	96	5625	10.0	34.0	101
M-SAT 8-11 PM-SUN 7-11 PM	66967	40594	40.8	60.6	102	38113	41.2	56.9	103	15195	41.8	22.7	105	22918	40.7	34.2	102
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	5117	5.1	55.2	93	4915	5.3	53.0	96	1921	5.3	20.7	96	2994	5.3	32.3	96
ANOTHER WORLD	N 6138	3676	3.7	59.9	101	3383	3.7	55.1	100	1326	3.6	21.6	100	2057	3.7	33.5	100
AS THE WORLD TURNS	C 7707	4693	4.7	60.9	103	4419	4.8	57.3	104	1748	4.8	22.7	105	2671	4.7	34.7	103
CAPITOL	C 4688	2668	2.7	56.9	96	2534	2.7	54.1	98	971	2.7	20.7	96	1564	2.8	33.4	99
CBS MORN. NEWS 1	C 2792	1812	1.8	64.9	110	1717	1.9	61.5	111	776	2.1	27.8	128	941	1.7	33.7	100
CBS MORN. NEWS 2	C 2071	1385	1.4	66.9	113	1282	1.4	61.9	112	553	1.5	26.7	123	729	1.3	35.2	105
DAYS OF OUR LIVES	N 8018	5010	5.0	62.5	105	4759	5.1	59.4	107	1961	5.4	24.5	113	2798	5.0	34.9	104
FACTS OF LIFE - DAYTIME	N 3487	1886	1.9	54.1	91	1727	1.9	49.5	90	541	1.5	15.5	72	1186	2.1	34.0	101
FAMILY FEUD	A 4817	2880	2.9	59.8	101	2654	2.9	55.1	100	947	2.6	19.7	91	1707	3.0	35.4	106
GENERAL HOSPITAL	A 8333	4882	4.9	58.6	99	4541	4.9	54.5	99	1798	4.9	21.6	100	2743	4.9	32.9	98
GOOD MORNING, AMERICA-730	A 5472	3546	3.6	64.8	109	3365	3.6	61.5	111	1300	3.6	23.8	110	2065	3.7	37.7	113
GOOD MORNING, AMERICA-830	A 3965	2629	2.6	66.3	112	2542	2.7	64.1	116	986	2.7	24.9	115	1556	2.8	39.2	117
GUIDING LIGHT	C 7542	4632	4.7	61.4	104	4352	4.7	57.7	105	1674	4.6	22.2	102	2678	4.8	35.5	106
ONE LIFE TO LIVE	A 6018	3539	3.6	58.8	99	3377	3.6	56.1	102	1341	3.7	22.3	103	2036	3.6	33.8	101
PRESS YOUR LUCK	C 3589	2261	2.3	63.0	106	2096	2.3	58.4	106	718	2.0	20.0	92	1378	2.4	38.4	114

	TOTAL U.S. '000	HEAR ANY				HEAR EYEGLASSES				SPENT \$100 OR MORE LAST 12 MONTHS				SPENT LESS THAN \$100 LAST 12 MONTHS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	99405	100.0	59.3	100	92609	100.0	55.2	100	36358	100.0	21.7	100	56251	100.0	33.5	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	33388	33.6	63.8	108	31406	33.9	60.1	109	12752	35.1	24.4	112	18654	33.2	35.7	106
NETWORK AFFILIATES - LATE	39164	24188	24.3	61.8	104	22847	24.7	58.3	106	9203	25.3	23.5	108	13643	24.3	34.8	104
INDEPENDENTS - LATE	5133	3224	3.2	62.8	106	3030	3.3	59.0	107	1097	3.0	21.4	99	1933	3.4	37.7	112
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	12892	13.0	56.5	95	12018	13.0	52.7	95	4792	13.2	21.0	97	7225	12.8	31.7	94
ABC MONDAY NIGHT MOVIE	A 11258	6840	6.9	60.8	103	6366	6.9	56.5	102	2640	7.3	23.4	108	3725	6.6	33.1	99
ABC SUNDAY NIGHT MOVIE	A 23600	14508	14.6	61.5	104	13619	14.7	57.7	105	5293	14.6	22.4	103	8326	14.8	35.3	105
ABC WORLD NEWS TONIGHT	A 12801	8059	8.1	63.0	106	7624	8.2	59.6	108	3103	8.5	24.2	112	4521	8.0	35.3	105
AFTERMASH	C 10966	6953	7.0	63.4	107	6643	7.2	60.6	110	2610	7.2	23.8	110	4033	7.2	36.8	110
ALICE	C 17050	10594	10.7	62.1	105	9875	10.7	57.9	105	3946	10.9	23.1	107	5929	10.5	34.8	104
AMERICAN PARADE	C 11998	7815	7.9	65.1	110	7410	8.0	61.8	112	2967	8.2	24.7	114	4443	7.9	37.0	110
BENSON	A 19258	11880	12.0	61.7	104	11104	12.0	57.7	104	4269	11.7	22.2	102	6835	12.2	35.5	106
BLUE THUNDER	A 11478	7059	7.1	61.5	104	6631	7.2	57.8	105	2850	7.8	24.8	115	3781	6.7	32.9	98
CAGNEY & LACEY	C 18263	11310	11.4	61.9	104	10609	11.5	58.1	105	3969	10.9	21.7	100	6640	11.8	36.4	108
CBS EVENING NEWS-DEAN	C 7733	4969	5.0	64.3	108	4691	5.1	60.7	110	1820	5.0	23.5	109	2871	5.1	37.1	111
CBS EVENING NEWS-RATHER	C 15653	10301	10.4	65.8	111	9696	10.5	61.9	112	3779	10.4	24.1	111	5918	10.5	37.8	113
CBS SAT. NEWS-SCHIEFFER	C 8744	5881	5.9	67.3	113	5566	6.0	63.7	115	2060	5.7	23.6	109	3506	6.2	40.1	120
CBS SATURDAY NIGHT MOVIE	C 12000	6932	7.0	57.8	97	6478	7.0	54.0	98	2490	6.8	20.8	96	3988	7.1	33.2	99
CBS WEDNESDAY NIGHT MOVIE	C 11522	7574	7.6	65.7	111	7139	7.7	62.0	112	3066	8.4	26.6	123	4073	7.2	35.3	105
CHEERS	N 16818	9890	9.9	58.8	99	9254	10.0	55.0	100	3499	9.6	20.8	96	5755	10.2	34.2	102
DALLAS	C 37510	23234	23.4	61.9	105	21806	23.5	58.1	105	9044	24.9	24.1	111	12762	22.7	34.0	101
DIFF'RENT STROKES	N 11258	7319	7.4	65.0	110	6873	7.4	61.0	111	2845	7.8	25.3	117	4028	7.2	35.8	107
DOUBLE TROUBLE	N 12248	7137	7.2	58.3	98	6746	7.3	55.1	100	2765	7.6	22.6	104	3980	7.1	32.5	97
DUCK FACTORY	N 11100	6512	6.6	58.7	99	6120	6.6	55.1	100	2404	6.6	21.7	100	3716	6.6	33.5	100
DUKES OF HAZZARD	C 12353	7491	7.5	60.6	102	7051	7.6	57.1	103	2896	8.0	23.4	108	4155	7.4	33.6	100
DYNASTY	A 33279	19464	19.6	58.5	99	18152	19.6	54.5	99	7226	19.9	21.7	100	10926	19.4	32.8	98
FACTS OF LIFE	N 13410	8241	8.3	61.5	104	7711	8.3	57.5	104	3291	9.1	24.5	113	4420	7.9	33.0	98
FALCON CREST	C 31093	19282	19.4	62.0	105	18084	19.5	58.2	105	7505	20.6	24.1	111	10579	18.8	34.0	101
FALL GUY	A 18649	10592	10.7	56.8	96	9774	10.6	52.4	95	3924	10.8	21.0	97	5850	10.4	31.4	94
FAMILY TIES	N 13101	7734	7.8	59.0	100	7220	7.8	55.1	100	2883	7.9	22.0	102	4337	7.7	33.1	99
FANTASY ISLAND	A 13069	8153	8.2	62.4	105	7488	8.1	57.3	104	2845	7.8	21.8	100	4643	8.3	35.5	106
FOULUPS, BLEEPS & BLUNDERS	A 16588	9844	9.9	59.3	100	9111	9.8	54.9	99	3449	9.5	20.8	96	5662	10.1	34.1	102
FOUR SEASONS	C 9302	5868	5.9	63.1	106	5582	6.0	60.0	109	2299	6.3	24.7	114	3283	5.8	35.3	105
GIMME A BREAK	N 13955	8207	8.3	58.8	99	7680	8.3	55.0	100	3159	8.7	22.6	104	4521	8.0	32.4	97
HART TO HART	A 15735	9699	9.8	61.6	104	8984	9.7	57.1	103	3839	10.6	24.4	113	5144	9.1	32.7	97
HILL STREET BLUES	N 18257	10024	10.1	54.9	93	9313	10.1	51.0	92	3661	10.1	20.1	93	5652	10.0	31.0	92
HOTEL	A 24236	14993	15.1	61.9	104	14007	15.1	57.8	105	5619	15.5	23.2	107	8388	14.9	34.6	103
JEFFERSONS	C 17010	10672	10.7	62.7	106	10001	10.8	58.8	106	3959	10.9	23.3	107	6041	10.7	35.5	106
JENNIFER SLEPT HERE	N 9397	6382	6.4	67.9	115	5938	6.4	63.2	114	2492	6.9	26.5	122	3446	6.1	36.7	109
KATE & ALLIE	C 16762	10541	10.6	62.9	106	9876	10.7	58.9	107	4040	11.1	24.1	111	5836	10.4	34.8	104
KNIGHT RIDER	N 13164	7770	7.8	59.0	100	7185	7.8	54.6	99	2857	7.9	21.7	100	4328	7.7	32.9	98
LOVE BOAT	A 20400	13232	13.3	64.9	109	12249	13.2	60.0	109	5075	14.0	24.9	115	7174	12.8	35.2	105
MAGNUM PI	C 22543	13539	13.6	60.1	101	12621	13.6	56.0	101	5281	14.5	23.4	108	7340	13.0	32.6	97
MAMA'S FAMILY	N 9852	6604	6.6	67.0	113	6329	6.8	64.2	116	2608	7.2	26.5	122	3721	6.6	37.8	113
MASTER, THE	N 8082	4397	4.4	54.4	92	4186	4.5	51.8	94	1806	5.0	22.3	103	2380	4.2	29.4	88
MATT HOUSTON	A 12881	7684	7.7	59.7	101	7299	7.9	56.7	103	2911	8.0	22.6	104	4388	7.8	34.1	102
NBC MONDAY NIGHT MOVIE	N 23889	13530	13.6	56.6	96	12663	13.7	53.0	96	4974	13.7	20.8	96	7689	13.7	32.2	96
NBC NIGHTLY NEWS	N 11156	7049	7.1	63.2	107	6702	7.2	60.1	109	2771	7.6	24.8	115	3931	7.0	35.2	105
NBC NIGHTLY NEWS-SAT	N 7363	4850	4.9	65.9	111	4534	4.9	61.6	112	1850	5.1	25.1	116	2684	4.8	36.5	109
NBC NIGHTLY NEWS-SUN	N 6214	4090	4.1	65.8	111	3827	4.1	61.6	112	1568	4.3	25.2	116	2259	4.0	36.4	108
NBC SUNDAY NIGHT MOVIE	N 17590	9406	9.5	53.5	90	8807	9.5	50.1	91	3338	9.2	19.0	88	5469	9.7	31.1	93
NEWMART	C 16740	10625	10.7	63.5	107	9956	10.8	59.5	108	3817	10.5	22.8	105	6139	10.9	36.7	109
ONE DAY AT A TIME	C 11820	7161	7.2	60.6	102	6544	7.1	55.4	100	2510	6.9	21.2	98	4034	7.2	34.1	102
PEOPLE ARE FUNNY	N 9138	6188	6.2	67.7	114	5958	6.4	65.2	118	2440	6.7	26.7	123	3517	6.3	38.5	115
REAL PEOPLE	N 15979	10132	10.2	63.4	107	9661	10.4	60.5	110	4049	11.1	25.3	117	5612	10.0	35.1	105
REMINGTON STEELE	N 14395	8624	8.7	59.9	101	8112	8.8	56.4	102	3149	8.7	21.9	101	4963	8.8	34.5	103
RIPLY'S BELIEVE IT - NOT	A 11362	6980	7.0	61.4	104	6499	7.0	57.2	104	2551	7.0	22.5	104	3948	7.0	34.7	104
RIP TIDE	N 13920	7986	8.0	57.4	97	7352	7.9	52.8	96	2975	8.2	21.4	99	4377	7.8	31.4	94
SCARECROW & MRS. KING	C 17571	10924	11.0	62.2	105	10212	11.0	58.1	105	3989	11.0	22.7	105	6223	11.1	35.4	106
SIMON & SIMON	C 20208	12077	12.1	59.8	101	11241	12.1	55.6	101	4750	13.1	23.5	108	6491	11.5	32.1	96
60 MINUTES	C 27668	17816	17.9	64.4	109	16877	18.2	61.0	110	6725	18.5	24.3	112	10152	18.0	36.7	109
ST. ELSEWHERE	N 13699	7985	8.0	58.3	98	7540	8.1	55.0	100	3144	8.6	23.0	106	4396	7.8	32.1	96
THREE'S COMPANY	A 20632	12294	12.4	59.6	101	11329	12.2	54.9	99	4636	12.8	22.5	104	6694	11.9	32.4	97
T.J. HOOKER	A 17136	10729	10.8	62.6	106	9999	10.8	58.4	106	4302	11.8	25.1	116	5697	10.1	33.2	99
TONIGHT SHOW	N 4963	3035	3.1	61.2	103	2870	3.1	57.8	105	1051	2.9	21.2	98	1820	3.2	36.7	109
TRAPPER JOHN, M.D.	C 16332	10374	10.4	63.5	107	9769	10.5	59.8	108	4138	11.4	25.3	117	5631	10.0	34.5	103
TV BLOOPERS & PRAC. JOKES	N 18881	11312	11.4	59.9	101	10585	11.4	56.1	102	4027	11.1	21.3	98	6558	11.7	34.7	104
20/20	A 18315	11698	11.8	63.9	108	10994	11.9	60.0	109	4105	11.3	22.4	103	6889	12.2	37.6	112
WEBSTER	A 18722	11636	11.7	62.2	105	10897	11.8	58.2	105	4165	11.5	22.2	103	6732	12.0	36.0	107
WORLD NEWS - SUN	A 5327	3607	3.6	67.7	114	3427	3.7	64.3	117	1348	3.7	25.3	117	2079	3.7	39.0	116

	TOTAL U.S. '000	WEAR CONTACT LENSES				SOFT LENSES				HARD LENSES				SPENT \$100 OR MORE LAST 12 MONTHS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	16013	100.0	9.5	100	10903	100.0	6.5	100	5168	100.0	3.1	100	7523	100.0	4.5	100
MALES	79263	5978	37.3	7.5	79	4281	39.3	5.4	83	1719	33.3	2.2	70	3240	43.1	4.1	91
FEMALES	88464	10035	62.7	11.3	119	6621	60.7	7.5	115	3449	66.7	3.9	127	4283	56.9	4.8	108
18 - 24	28671	3769	23.5	13.1	138	2620	24.0	9.1	141	1149	22.2	4.0	134	1513	20.1	5.3	118
25 - 34	39536	5250	32.8	13.3	139	3506	32.2	8.9	136	1752	33.9	4.4	144	2518	33.5	6.4	142
35 - 44	28978	2633	16.4	9.1	95	1875	17.2	6.5	100	786	15.2	2.7	54	1206	16.0	4.2	93
45 - 54	22345	1626	10.2	7.3	76	1067	9.8	4.8	73	569	11.0	2.5	83	822	10.9	3.7	82
55 - 64	22224	1002	6.3	4.5	47	684	6.3	3.1	47	*324	6.3	1.5	47	497	6.6	2.2	55
65 OR OLDER	25973	1733	10.8	6.7	70	1150	10.5	4.4	68	587	11.4	2.3	73	966	12.8	3.7	83
18 - 34	68207	9019	56.3	13.2	139	6127	56.2	9.0	138	2901	56.1	4.3	138	4031	53.6	5.9	132
18 - 49	108058	12527	78.2	11.6	121	8551	78.4	7.9	122	4022	77.8	3.7	121	5693	75.7	5.3	117
25 - 54	90859	9509	59.4	10.5	110	6448	59.1	7.1	109	3107	60.1	3.4	111	4546	60.4	5.0	112
35 - 49	39851	3507	21.9	8.8	92	2424	22.2	6.1	94	1121	21.7	2.8	91	1662	22.1	4.2	93
50 OR OLDER	59669	3486	21.8	5.8	61	2352	21.6	3.9	61	1145	22.2	1.9	62	1829	24.3	3.1	68
GRADUATED COLLEGE	28091	3986	24.9	14.2	149	2460	22.6	8.8	135	1554	30.1	5.5	180	1620	21.5	5.8	129
ATTENDED COLLEGE	28938	3796	23.7	13.1	137	2553	23.4	8.8	136	1248	24.1	4.3	140	1722	22.9	6.0	133
GRADUATED HIGH SCHOOL	65503	5608	35.0	8.6	90	3857	35.4	5.9	91	1777	34.4	2.7	88	2770	36.8	4.2	94
DID NOT GRADUATE HIGH SCHOOL	45195	2623	16.4	5.8	61	2034	18.7	4.5	69	589	11.4	1.3	42	1411	18.8	3.1	70
EMPLOYED MALES	56429	4564	28.5	8.1	85	3291	30.2	5.8	90	1283	24.8	2.3	74	2630	35.0	4.7	104
EMPLOYED FEMALES	43971	6000	37.5	13.6	143	3926	36.0	8.9	137	2110	40.8	4.8	156	2388	31.7	5.4	121
EMPLOYED FULL-TIME	87773	9038	56.4	10.3	108	6120	56.1	7.0	107	2956	57.2	3.4	109	4372	58.1	5.0	111
EMPLOYED PART-TIME	12627	1525	9.5	12.1	127	1097	10.1	8.7	134	*437	8.5	3.5	112	*646	8.6	5.1	114
NOT EMPLOYED	67327	5449	34.0	8.1	85	3686	33.8	5.5	84	1775	34.3	2.6	86	2505	33.3	3.7	83
PROFESSIONAL/MANAGER	25845	3138	19.6	12.1	127	2073	19.0	8.0	123	1092	21.1	4.2	137	1406	18.7	5.4	121
TECH/CLERICAL/SALES	30895	4113	25.7	13.3	139	2755	25.3	8.9	137	1367	26.5	4.4	144	1781	23.7	5.8	129
PRECISION/CRAFT	12629	1032	6.4	8.2	86	714	6.5	5.7	87	*328	6.3	2.6	84	643	8.5	5.1	114
OTHER EMPLOYED	31031	2281	14.2	7.4	77	1675	15.4	5.4	83	606	11.7	2.0	63	1187	15.8	3.8	85
SINGLE	35557	4747	29.6	13.4	140	3376	31.0	9.5	146	1370	26.5	3.9	125	2078	27.6	5.8	130
MARRIED	103585	8765	54.7	8.5	89	5816	53.3	5.6	86	3007	58.2	2.9	94	4133	54.9	4.0	89
DIVORCED/SEPARATED/WIDOWED	28585	2501	15.6	8.7	92	1711	15.7	6.0	92	791	15.3	2.8	90	1312	17.4	4.6	102
PARENTS	59295	5503	34.4	9.3	97	3646	33.4	6.1	95	1893	36.6	3.2	104	2651	35.2	4.5	100
WHITE	146081	14136	88.3	9.7	101	9555	87.6	6.5	101	4602	89.0	3.2	102	6473	86.0	4.4	99
BLACK	17974	1249	7.8	6.9	73	894	8.2	5.0	77	*365	7.1	2.0	66	729	9.7	4.1	90
OTHER	3672	*629	3.9	17.1	179	**455	4.2	12.4	191	**201	3.9	5.5	178	**320	4.3	8.7	194
NORTHEAST-CENSUS	37005	3535	22.1	9.6	100	2603	23.9	7.0	108	960	18.6	2.6	84	1734	23.0	4.7	104
NORTH CENTRAL	42642	4323	27.0	10.1	106	2510	23.0	5.9	91	1813	35.1	4.3	138	1878	25.0	4.4	98
SOUTH	56777	4783	29.9	8.4	88	3490	32.0	6.1	95	1316	25.5	2.3	75	2315	30.8	4.1	91
WEST	31303	3373	21.1	10.8	113	2300	21.1	7.3	113	1079	20.9	3.4	112	1596	21.2	5.1	114
NORTHEAST-MKTG.	38125	3674	22.9	9.6	101	2886	26.5	7.6	116	819	15.8	2.1	70	1848	24.6	4.8	108
EAST CENTRAL	24794	2460	15.4	9.9	104	1312	12.0	5.3	81	1148	22.2	4.6	150	990	13.2	4.0	89
WEST CENTRAL	28511	3033	18.9	10.6	111	1828	16.8	6.4	99	1205	23.3	4.2	137	1399	18.6	4.9	109
SOUTH	48953	4109	25.7	8.4	88	2975	27.3	6.1	93	1153	22.3	2.4	76	2024	26.9	4.1	92
PACIFIC	27344	2737	17.1	10.0	105	1902	17.4	7.0	107	842	16.3	3.1	100	1262	16.8	4.6	103
COUNTY SIZE A	69301	7237	45.2	10.4	109	5050	46.3	7.3	112	2236	43.3	3.2	105	3234	43.0	4.7	104
COUNTY SIZE B	50633	4851	30.3	9.6	100	3065	28.1	6.1	93	1794	34.7	3.5	115	2351	31.3	4.6	104
COUNTY SIZE C	26259	2255	14.1	8.6	90	1593	14.6	6.1	93	662	12.8	2.5	82	1045	13.9	4.0	89
COUNTY SIZE D	21534	1670	10.4	7.8	81	1194	11.0	5.5	85	*476	9.2	2.2	72	893	11.9	4.1	92
METRO CENTRAL CITY	50014	4831	30.2	9.7	101	3404	31.2	6.8	105	1435	27.8	2.9	93	2273	30.2	4.5	101
METRO SUBURBAN	76832	8015	50.1	10.4	109	5203	47.7	6.8	104	2861	55.4	3.7	121	3643	48.4	4.7	106
NON METRO	40881	3167	19.8	7.7	81	2296	21.1	5.6	86	872	16.9	2.1	69	1607	21.4	3.9	88
TOP 5 ADI'S	39550	4177	26.1	10.6	111	3011	27.6	7.6	117	1193	23.1	3.0	98	1982	26.3	5.0	112
TOP 10 ADI'S	54877	5732	35.8	10.4	109	4142	38.0	7.5	116	1626	31.5	3.0	96	2713	36.1	4.9	110
TOP 20 ADI'S	77516	8102	50.6	10.5	109	5530	50.7	7.1	110	2617	50.6	3.4	110	3758	50.0	4.8	108
HSHLD INC. \$50,000 OR MORE	17257	2136	13.3	12.4	130	1372	12.6	8.0	122	764	14.8	4.4	144	913	12.1	5.3	118
\$40,000 OR MORE	33235	4007	25.0	12.1	126	2660	24.4	8.0	123	1374	26.6	4.1	134	1843	24.5	5.5	124
\$30,000 OR MORE	59693	6829	42.6	11.4	120	4807	44.1	8.1	124	2055	39.8	3.4	112	3284	43.7	5.5	123
\$25,000 OR MORE	76275	8499	53.1	11.1	117	5972	54.8	7.8	120	2562	49.6	3.4	109	4074	54.2	5.3	119
\$20,000 - \$24,999	18607	1819	11.4	9.8	102	1079	9.9	5.8	89	750	14.5	4.0	131	884	11.8	4.8	106
\$15,000 - \$19,999	17175	1434	9.0	8.3	87	828	7.6	4.8	74	606	11.7	3.5	115	602	8.0	3.5	78
\$10,000 - \$14,999	24569	2032	12.7	8.3	87	1383	12.7	5.6	87	657	12.7	2.7	87	791	10.5	3.2	72
UNDER \$10,000	31101	2229	13.9	7.2	75	1642	15.1	5.3	81	592	11.5	1.9	62	1172	15.6	3.8	84
HOUSEHOLD OF 1 PERSON	19441	1927	12.0	9.9	104	1369	12.6	7.0	108	558	10.8	2.9	93	966	12.8	5.0	111
2 PEOPLE	51803	4835	30.2	9.3	98	3251	29.8	6.3	97	1595	30.9	3.1	100	2185	29.0	4.2	94
3 OR 4 PEOPLE	66933	6889	43.0	10.3	108	4635	42.5	6.9	107	2291	44.3	3.4	111	3323	44.2	5.0	111
5 OR MORE PEOPLE	29550	2363															

CONTACT LENSES - TYPE WORN/AMOUNT SPENT
(ADULTS)

		TOTAL U.S. '000	SPENT \$100 OR MORE LAST 12 MONTHS																							
			HEAR				CONTACT				LENSES				SOFT LENSES				HARD LENSES				\$100 OR MORE LAST 12 MONTHS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX				
TOTAL ADULTS		167727	16013	100.0	9.5	100	10903	100.0	6.5	100	5168	100.0	3.1	100	7523	100.0	4.5	100								
MAGAZINES	QUINTILE 1	34022	4226	26.4	12.4	130	2813	25.8	8.3	127	1423	27.5	4.2	136	1855	24.7	5.5	122								
	QUINTILE 2	34800	3499	21.9	10.1	105	2597	23.8	7.5	115	929	18.0	2.7	87	1692	22.5	4.9	108								
	QUINTILE 3	30514	3137	19.6	10.3	108	2024	18.6	6.6	102	1120	21.7	3.7	119	1558	20.7	5.1	114								
	QUINTILE 4	33324	2919	18.2	8.8	92	1960	18.0	5.9	90	968	18.7	2.9	94	1455	19.3	4.4	97								
	QUINTILE 5	35066	2232	13.9	6.4	67	1509	13.8	4.3	66	728	14.1	2.1	67	964	12.8	2.7	61								
NEWSPAPERS	QUINTILE 1	29107	2966	18.5	10.2	107	1995	18.3	6.9	105	971	18.8	3.3	108	1305	17.3	4.5	100								
	QUINTILE 2	49095	4814	30.1	9.8	103	3291	30.2	6.7	103	1538	29.8	3.1	102	2250	29.9	4.6	102								
	QUINTILE 3	23107	2436	15.2	10.5	110	1514	13.9	6.6	101	949	18.4	4.1	133	1120	14.9	4.8	108								
	QUINTILE 4	33556	3363	21.0	10.0	105	2367	21.7	7.1	109	997	19.3	3.0	96	1646	21.9	4.9	109								
	QUINTILE 5	32863	2434	15.2	7.4	78	1737	15.9	5.3	81	712	13.8	2.2	70	1203	16.0	3.7	82								
OUTDOOR	QUINTILE 1	33431	4050	25.3	12.1	127	2587	23.7	7.7	119	1465	28.3	4.4	142	1883	25.0	5.6	126								
	QUINTILE 2	33478	3172	19.8	9.5	99	2226	20.4	6.6	102	945	18.3	2.8	92	1487	19.8	4.4	99								
	QUINTILE 3	33574	3427	21.4	10.2	107	2496	22.9	7.4	114	972	18.8	2.9	94	1643	21.8	4.9	109								
	QUINTILE 4	33935	3008	18.8	8.9	93	1982	18.2	5.8	90	1040	20.1	3.1	99	1349	17.9	4.0	89								
	QUINTILE 5	33310	2357	14.7	7.1	74	1611	14.8	4.8	74	745	14.4	2.2	73	1161	15.4	3.5	78								
RADIO-DRIVE TIME	QUINTILE 1	33136	3501	21.9	10.6	111	2532	23.2	7.6	118	979	18.9	3.0	96	1758	23.4	5.3	118								
	QUINTILE 2	31658	3275	20.5	10.3	108	2296	21.1	7.3	112	983	19.0	3.1	101	1572	20.9	5.0	111								
	QUINTILE 3	32541	3598	22.5	11.1	116	2197	20.2	6.8	104	1408	27.2	4.3	140	1429	19.0	4.4	98								
	QUINTILE 4	34247	2994	18.7	8.7	92	2052	18.8	6.0	92	977	18.9	2.9	93	1559	20.7	4.6	101								
	QUINTILE 5	36144	2645	16.5	7.3	77	1825	16.7	5.0	78	820	15.9	2.3	74	1205	16.0	3.3	74								
RADIO-MID- DAY	TERCILE 1	45037	4593	28.7	10.2	107	3122	28.6	6.9	107	1480	28.6	3.3	107	2281	30.3	5.1	113								
	TERCILE 2	44819	3896	24.3	8.7	91	2614	24.0	5.8	90	1297	25.1	2.9	94	1728	23.0	3.9	86								
	TERCILE 3	77872	7524	47.0	9.7	101	5166	47.4	6.6	102	2391	46.3	3.1	100	3513	46.7	4.5	101								
RADIO-TOTAL	QUINTILE 1	33763	3582	22.4	10.6	111	2591	23.8	7.7	118	1001	19.4	3.0	96	1855	24.7	5.5	122								
	QUINTILE 2	33240	3274	20.4	9.8	103	2053	18.8	6.2	95	1227	23.7	3.7	120	1373	18.3	4.1	92								
	QUINTILE 3	33408	3315	20.7	9.9	104	2253	20.7	6.7	104	1068	20.7	3.2	104	1531	20.4	4.6	102								
	QUINTILE 4	34792	3464	21.6	10.0	104	2310	21.2	6.6	102	1189	23.0	3.4	111	1697	22.6	4.9	109								
	QUINTILE 5	32524	2377	14.8	7.3	77	1695	15.5	5.2	80	682	13.2	2.1	68	1066	14.2	3.3	73								
TV-PRIME TIME	QUINTILE 1	33090	2879	18.0	8.7	91	2115	19.4	6.4	98	764	14.8	2.3	75	1469	19.5	4.4	99								
	QUINTILE 2	33357	3057	19.1	9.2	96	2009	18.4	6.0	93	1064	20.6	3.2	104	1364	18.1	4.1	91								
	QUINTILE 3	33980	3411	21.3	10.0	105	2326	21.3	6.8	105	1112	21.5	3.3	106	1694	22.5	5.0	111								
	QUINTILE 4	33854	3166	19.8	9.4	98	2224	20.4	6.6	101	946	18.3	2.8	91	1304	17.3	3.9	86								
	QUINTILE 5	33444	3500	21.9	10.5	110	2228	20.4	6.7	102	1281	24.8	3.8	124	1692	22.5	5.1	113								
TV-DAYTIME	TERCILE 1	49121	3780	23.6	7.7	81	2533	23.2	5.2	79	1256	24.3	2.6	83	1765	23.5	3.6	80								
	TERCILE 2	48823	4872	30.4	10.0	105	3119	28.6	6.4	98	1759	34.0	3.6	117	2159	28.7	4.4	99								
	TERCILE 3	69782	7361	46.0	10.5	110	5250	48.2	7.5	116	2152	41.6	3.1	100	3598	47.8	5.2	115								
TV-TOTAL	QUINTILE 1	33584	2451	15.3	7.3	76	1815	16.6	5.4	83	645	12.5	1.9	62	1294	17.2	3.9	86								
	QUINTILE 2	33441	2961	18.5	8.9	93	1891	17.3	5.7	87	1070	20.7	3.2	104	1328	17.7	4.0	89								
	QUINTILE 3	33505	3168	19.8	9.5	99	2063	18.9	6.2	95	1116	21.6	3.3	108	1402	18.6	4.2	93								
	QUINTILE 4	33466	3649	22.8	10.9	114	2505	23.0	7.5	115	1171	22.7	3.5	114	1641	21.8	4.9	109								
	QUINTILE 5	33731	3784	23.6	11.2	118	2628	24.1	7.8	120	1166	22.6	3.5	112	1858	24.7	5.5	123								
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	44503	5113	31.9	11.5	120	3575	32.8	8.0	124	1546	29.9	3.5	113	2307	30.7	5.2	116								
	NEWSPAPER IMPERATIVE	39363	4241	26.5	10.8	113	2889	26.5	7.3	113	1380	26.7	3.5	114	2045	27.2	5.2	116								
		46441	3897	24.3	8.4	88	2544	23.3	5.5	84	1359	26.3	2.9	95	1844	24.5	4.0	89								
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	33726	4242	26.5	12.6	132	2931	26.9	8.7	134	1313	25.4	3.9	126	1828	24.3	5.4	121								
	OUTDOOR IMPERATIVE	52846	5210	32.5	9.9	103	3623	33.2	6.9	105	1629	31.5	3.1	100	2508	33.3	4.7	106								
		52140	4632	28.9	8.9	93	3088	28.3	5.9	91	1559	30.2	3.0	97	2350	31.2	4.5	100								
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	37081	4247	26.5	11.5	120	2851	26.1	7.7	118	1404	27.2	3.8	123	2001	26.6	5.4	120								
	RADIO IMPERATIVE	49747	5391	33.7	10.8	114	3778	34.7	7.6	117	1649	31.9	3.3	108	2480	33.0	5.0	111								
		49208	4304	26.9	8.7	92	2870	26.3	5.8	90	1448	28.0	2.9	96	1983	26.4	4.0	90								
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	3139	19.6	9.5	99	2151	19.7	6.5	100	1004	19.4	3.0	98	1467	19.5	4.4	99								
	TELEVISION IMPERATIVE	54575	6558	41.0	12.0	126	4539	41.6	8.3	128	2046	39.6	3.7	122	3025	40.2	5.5	124								
		53249	4001	25.0	7.5	79	2669	24.5	5.0	77	1336	25.9	2.5	81	1976	26.3	3.7	83								
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	36255	4205	26.3	11.6	121	2724	25.0	7.5	116	1508	29.2	4.2	135	1817	24.2	5.0	112								
	OUTDOOR IMPERATIVE	55591	5034	31.4	9.1	95	3494	32.0	6.3	97	1554	30.1	2.8	91	2416	32.1	4.3	97								
		48319	4786	29.9	9.9	104	3380	31.0	7.0	108	1421	27.5	2.9	95	2396	31.8	5.0	111								
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	37242	3886	24.3	10.4	109	2632	24.1	7.1	109	1254	24.3	3.4	109	1778	23.6	4.8	106								
	RADIO IMPERATIVE	54423	5274	32.9	9.7	102	3528	32.4	6.5	100	1788	34.6	3.3	107	2345	31.2	4.3	96								
		46650	4544	28.4	9.7	102	3133	28.7	6.7	103	1426	27.6	3.1	99	2183	29.0	4.7	104								
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	35974	3203	20.0																						

	TOTAL U.S. '000	CONTACT LENSES				SOFT LENSES				HARD LENSES				SPENT \$100 OR MORE LAST 12 MONTHS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	16013	100.0	9.5	100	10903	100.0	6.5	100	5168	100.0	3.1	100	7523	100.0	4.5	100
ATLANTIC MONTHLY	867	*111	0.7	12.8	134	**80	0.7	9.2	142	*331	0.6	3.6	116	**70	0.9	8.1	180
BARRON'S	1580	*141	0.9	8.9	93	**105	1.0	6.6	102	*336	0.7	2.3	74	**28	0.4	1.8	40
BETTER HOMES & GARDENS	22203	2583	16.1	11.6	122	1780	16.3	8.0	123	821	15.9	3.7	120	1149	15.3	5.2	115
BON APPETIT	3810	564	3.5	14.8	155	362	3.3	9.5	146	*202	3.9	5.3	172	*232	3.1	6.1	136
BUSINESS WEEK	4663	504	3.1	10.8	113	389	3.6	8.3	128	*142	2.7	3.0	99	*235	3.1	5.0	112
CAR AND DRIVER	3102	417	2.6	13.4	141	*324	3.0	10.4	161	*993	1.8	3.0	97	*284	3.8	9.2	204
CBS MAGAZINE NETWORK (GROSS)	7311	839	5.2	11.5	120	584	5.4	8.0	123	*255	4.9	3.5	113	542	7.2	7.4	165
CHANGING TIMES	3400	398	2.5	11.7	123	303	2.8	8.9	137	*96	1.9	2.8	92	*164	2.2	4.8	108
COLONIAL HOMES	1796	*202	1.3	11.2	118	*89	0.8	5.0	76	*113	2.2	6.3	204	*55	0.7	3.1	68
CONDE NAST MAG. PKG. (GROSS)	19924	3157	19.7	15.8	166	2237	20.5	11.2	173	925	17.9	4.6	151	1186	15.8	6.0	133
CONSUMERS DIGEST	3125	296	1.8	9.5	99	*141	1.3	4.5	69	*155	3.0	5.0	161	*152	2.0	4.9	108
COSMOPOLITAN	10577	1602	10.0	15.1	159	1107	10.2	10.5	161	503	9.7	4.8	154	635	8.4	6.0	134
COUNTRY LIVING	3746	383	2.4	10.2	107	*192	1.8	5.1	79	*191	3.7	5.1	165	*149	2.0	4.0	89
CUISINE	2214	313	2.0	14.1	148	*185	1.7	8.4	129	*129	2.5	5.8	189	*122	1.6	5.5	123
CYCLE WORLD	2394	*236	1.5	9.9	103	*187	1.7	7.8	120	*50	1.0	2.1	68	*170	2.3	7.1	158
DCI:CREATIVE IDEAS FOR LIV	3068	284	1.8	9.3	97	*194	1.8	6.3	97	*90	1.7	2.9	95	*136	1.8	4.4	99
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	944	5.9	9.9	103	624	5.7	6.5	100	321	6.2	3.4	109	392	5.2	4.1	91
DISCOVER	2277	*215	1.3	9.4	99	*134	1.2	5.9	91	*81	1.6	3.6	115	*124	1.6	5.4	121
EBONY	7187	646	4.0	9.0	94	424	3.9	5.9	91	*232	4.5	3.2	105	323	4.3	4.5	100
ESQUIRE	2560	223	1.4	8.7	91	*150	1.4	5.9	90	*74	1.4	2.9	94	*82	1.1	3.2	71
ESSENCE	3242	270	1.7	8.3	87	*152	1.4	4.7	72	*127	2.5	3.9	127	*135	1.8	4.2	93
FAMILY CIRCLE	19639	2410	15.1	12.3	129	1540	14.1	7.8	121	870	16.8	4.4	144	909	12.1	4.6	103
THE FAMILY HANDYMAN	3540	378	2.4	10.7	112	*230	2.1	6.5	100	*148	2.9	4.2	136	*172	2.3	4.9	108
FAMILY WEEKLY	23924	2163	13.5	9.0	95	1454	13.3	6.1	93	723	14.0	3.0	98	1132	15.0	4.7	105
FIELD & STREAM	9883	689	4.3	7.0	73	486	4.5	4.9	76	*203	3.9	2.1	67	338	4.5	3.4	76
FOOD & WINE	1030	*200	1.2	19.4	203	*106	1.0	10.3	158	*94	1.8	9.1	296	*132	1.8	12.8	286
FORBES	2679	291	1.8	10.9	114	*204	1.9	7.6	117	*87	1.7	3.2	105	*127	1.7	4.7	106
FORTUNE	2931	307	1.9	10.5	110	175	1.6	6.0	92	*133	2.6	4.5	147	*119	1.6	4.1	91
GENTLEMEN'S QUARTERLY	3481	479	3.0	13.8	144	361	3.3	10.4	160	*118	2.3	3.4	110	*215	2.9	6.2	138
GLAMOUR	7163	1173	7.3	16.4	172	830	7.6	11.6	178	347	6.7	4.8	157	422	5.6	5.9	131
GOLF DIGEST	2355	*263	1.6	11.2	117	*199	1.8	8.5	130	*64	1.2	2.7	88	*151	2.0	6.4	143
GOLF DIGEST/TENNIS (GROSS)	3610	391	2.4	10.8	113	285	2.6	7.9	121	*106	2.1	2.9	95	*182	2.4	5.0	112
GOLF MAGAZINE	2046	278	1.7	13.6	142	*230	2.1	11.2	173	*55	1.1	2.7	87	*157	2.1	7.7	171
GOLF MAGAZINE/SKI (GROSS)	3547	441	2.8	12.4	130	316	2.9	8.9	137	*132	2.6	3.7	121	*240	3.2	6.8	151
GOOD HOUSEKEEPING	20353	2480	15.5	12.2	128	1540	14.1	7.6	116	954	18.5	4.7	152	1071	14.2	5.3	117
HARPER'S BAZAAR	3362	425	2.7	12.6	132	*321	2.9	9.5	147	*105	2.0	3.1	101	*136	1.8	4.0	90
HEALTH	2987	*349	2.2	11.7	122	*203	1.9	6.8	105	*146	2.8	4.9	159	*150	2.0	5.0	112
HEARST MAG CORP. BUY (GROSS)	67928	8218	51.3	12.1	127	5223	47.9	7.7	118	3017	58.4	4.4	144	3553	47.2	5.2	117
HEARST MAN POWER (GROSS)	11282	990	6.2	8.8	92	710	6.5	6.3	97	280	5.4	2.5	81	646	8.6	5.7	128
HEARST WOMAN POWER (GROSS)	40514	5384	33.6	13.3	139	3380	31.0	8.3	128	2026	39.2	5.0	162	2196	29.2	5.4	121
HOUSE BEAUTIFUL	4885	539	3.4	11.0	116	328	3.0	6.7	103	*211	4.1	4.3	140	*218	2.9	4.5	99
INC.	1308	*123	0.8	9.4	98	*98	0.9	7.5	115	*26	0.5	2.0	65	*61	0.8	4.7	104
JET	6498	534	3.3	8.2	86	375	3.4	5.8	89	*164	3.2	2.5	82	288	3.8	4.4	99
LADIES' HOME JOURNAL	14797	1911	11.9	12.9	135	1203	11.0	8.1	125	708	13.7	4.8	155	817	10.9	5.5	123
LHJ FAMILY GRP COMBO(GROSS)	21743	2712	16.9	12.5	131	1624	14.9	7.5	115	1088	21.1	5.0	162	1151	15.3	5.3	118
LIFE	9881	1084	6.8	11.0	115	746	6.8	7.5	116	349	6.8	3.5	115	532	7.1	5.4	120
L.A. TIMES HOME MAGAZINE	2775	360	2.2	13.0	136	228	2.1	8.2	126	*133	2.6	4.8	156	*153	2.0	5.5	123
MADEMOISELLE	4219	600	3.7	14.2	149	445	4.1	10.5	162	*155	3.0	3.7	119	*187	2.5	4.4	99
MC CALL'S	16422	1874	11.7	11.4	120	1184	10.9	7.2	111	690	13.4	4.2	136	775	10.3	4.7	105
MC CALL'S/WRK MOTHER (GROSS)	17919	2091	13.1	11.7	122	1258	11.5	7.0	108	833	16.1	4.6	151	866	11.5	4.8	108
MECHANIX ILLUSTRATED	4433	464	2.9	10.5	110	*322	3.0	7.3	112	*142	2.7	3.2	104	*277	3.7	6.2	139
METROPOLITAN HOME	1504	*186	1.2	12.4	130	*133	1.2	8.8	136	*53	1.0	3.5	114	*95	1.3	6.3	141
MONEY	4723	599	3.7	12.7	133	425	3.9	9.0	138	*173	3.3	3.7	119	306	4.1	6.5	144
MOTHER EARTH NEWS	2325	*175	1.1	7.5	79	*84	0.8	3.6	56	*90	1.7	3.9	126	*72	1.0	3.1	69
MS.	1189	*123	0.8	10.3	108	*62	0.6	5.2	80	*61	1.2	5.1	167	*66	0.9	5.6	124
NATIONAL ENQUIRER	18892	1676	10.5	8.9	93	1056	9.7	5.6	86	625	12.1	3.3	107	781	10.4	4.1	92
NATIONAL GEOGRAPHIC	22129	2316	14.5	10.5	110	1481	13.6	6.7	103	848	16.4	3.8	124	1094	14.5	4.9	110
NATIONAL SUNDAY MAGAZINE PKG	103750	10523	65.7	10.1	106	7052	64.7	6.8	105	3495	67.6	3.4	109	4991	66.3	4.8	107
NATURAL HISTORY	1379	*103	0.6	7.5	78	*50	0.5	3.6	56	*54	1.0	3.9	127	*49	0.7	3.6	79
NEW WOMAN	2289	308	1.9	13.5	141	*235	2.2	10.3	158	*74	1.4	3.2	105	*169	2.2	7.4	165
NEW YORK INCLUDING CUE	1088	*108	0.7	9.9	104	*74	0.7	6.8	105	*35	0.7	3.2	104	*63	0.8	5.8	129
THE NEW YORKER	2459	292	1.8	11.9	124	*173	1.6	7.0	108	*119	2.3	4.8	157	*174	2.3	7.1	158
NEWSWEEK	16527	1981	12.4	12.0	126	1341	12.3	8.1	125	640	12.4	3.9	126	841	11.2	5.1	113
THE N.Y. TIMES DAILY EDITION	2739	316	2.0	11.5	121	234	2.1	8.5	131	*82	1.6	3.0	97	*173	2.3	6.3	141
THE N.Y. TIMES MAGAZINE	4443	521	3.3	11.7	123	396	3.6	8.9	137	*126	2.4	2.8	92	*218	2.9	4.9	109
OMNI	2799	439	2.7	15.7	164	*312	2.9	11.1	171	*127	2.5	4.5	147	*214	2.8	7.6	170
ON CABLE	2209	*243	1.5	11.0	115	*167	1.5	7.6	116	*76	1.5	3.4	112	*142	1.9	6.4	143
1001 HOME IDEAS	3959	452	2.8	11.4	120	*218	2.0	5.5	85	*234	4.5	5.9	192	*184	2.4	4.6	104
ORGANIC GARDENING	3111	*243	1.5	7.8	82	*177	1.6	5.7	88	*75	1.5	2.4	78	*116	1.5	3.7	83
OUTDOOR LIFE	5024	322	2.0	6.4	67	*255	2.3	5.1	78	*67	1.3	1.3	43	*164	2.2	3.3	73
PARADE MAGAZINE	51292	5380	33.6	10.5	110	3743	34.3	7.3	112	1644	31.8	3.2	104	2581	34.3	5.0	112

	TOTAL U.S. '000	WEAR CONTACT LENSES				SOFT LENSES				HARD LENSES				SPENT \$100 OR MORE LAST 12 MONTHS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	16013	100.0	9.5	100	10903	100.0	6.5	100	5168	100.0	3.1	100	7523	100.0	4.5	100
PARENTS	5298	641	4.0	12.1	127	420	3.9	7.9	122	221	4.3	4.2	135	*223	3.0	4.2	94
PENTHOUSE	5129	485	3.0	9.5	99	386	3.5	7.5	116	**100	1.9	1.9	63	285	3.8	5.6	124
PEOPLE	21070	2679	16.7	12.7	133	1839	16.9	8.7	134	840	16.3	4.0	129	1166	15.5	5.5	123
PLAYBOY	10562	958	6.0	9.1	95	634	5.8	6.0	92	329	6.4	3.1	101	431	5.7	4.1	91
POPULAR HOT ROMANTIC	2498	*225	1.4	9.0	94	**173	1.6	6.9	107	**53	1.0	2.1	69	**133	1.8	5.3	119
POPULAR MECHANICS	5887	475	3.0	8.1	85	338	3.1	5.7	88	*137	2.7	2.3	76	*318	4.2	5.4	120
POPULAR SCIENCE	4317	358	2.2	8.3	87	*208	1.9	4.8	74	**149	2.9	3.5	112	*108	1.4	2.5	56
PREVENTION	5792	623	3.9	10.8	113	331	3.0	5.7	88	*292	5.7	5.0	164	*272	3.6	4.7	105
PSYCHOLOGY TODAY	3284	365	2.3	11.1	116	*237	2.2	7.2	111	*128	2.5	3.9	126	*164	2.2	5.0	111
READER'S DIGEST	40046	4172	26.1	10.4	109	2930	26.9	7.3	113	1271	24.6	3.2	103	1996	26.5	5.0	111
REDBOOK	9584	1302	8.1	13.6	142	733	6.7	7.6	118	569	11.0	5.9	193	490	6.5	5.1	114
ROAD & TRACK	2590	*300	1.9	11.6	121	*202	1.9	7.8	120	**99	1.9	3.8	124	*209	2.8	8.1	180
ROLLING STONE	3302	444	2.8	13.4	141	359	3.3	10.9	167	**85	1.6	2.6	84	*233	3.1	7.1	157
RUNNER'S WORLD	1229	*122	0.8	9.9	104	**76	0.7	6.2	95	**46	0.9	3.7	121	**63	0.8	5.1	114
SATURDAY EVENING POST	2110	*139	0.9	6.6	69	*104	1.0	4.9	76	**35	0.7	1.7	54	**70	0.9	3.3	74
SCIENCE 84	1543	*228	1.4	14.8	155	*150	1.4	9.7	150	**78	1.5	5.1	164	**93	1.2	6.0	134
SCIENCE DIGEST	1747	*210	1.3	12.0	126	**124	1.1	7.1	109	**87	1.7	5.0	162	**139	1.8	8.0	177
SCIENTIFIC AMERICAN	1994	*227	1.4	11.4	119	*179	1.6	9.0	138	**48	0.9	2.4	78	**135	1.8	6.8	151
SELF	3119	583	3.6	18.7	196	392	3.6	12.6	193	*191	3.7	6.1	199	*212	2.8	6.8	152
SEVENTEEN	3923	571	3.6	14.6	152	395	3.6	10.1	155	*176	3.4	4.5	146	*182	2.4	4.6	103
SKI	1501	*163	1.0	10.9	114	**86	0.8	5.7	88	**77	1.5	5.1	166	**83	1.1	5.5	123
SMITHSONIAN	5976	645	4.0	10.8	113	387	3.5	6.5	100	258	5.0	4.3	140	196	2.6	3.3	73
SOAP OPERA DIGEST	4228	440	2.7	10.4	109	*276	2.5	6.5	100	*164	3.2	3.9	126	*190	2.5	4.5	100
SOUTHERN LIVING	6488	660	4.1	10.2	107	430	3.9	6.6	102	*231	4.5	3.6	116	256	3.4	3.9	88
SPORT	3500	393	2.5	11.2	118	262	2.4	7.5	115	**130	2.5	3.7	121	*138	1.8	3.9	88
THE SPORTING NEWS	2456	*314	2.0	12.8	134	*214	2.0	8.7	134	**99	1.9	4.0	131	**137	1.8	5.6	124
SPORTS AFIELD	3648	305	1.9	8.4	88	*249	2.3	6.8	105	**56	1.1	1.5	50	*189	2.5	5.2	116
SPORTS ILLUSTRATED	14484	1772	11.1	12.2	128	1315	12.1	9.1	140	458	8.9	3.2	103	922	12.3	6.4	142
STAR	12661	1057	6.6	8.3	87	628	5.8	5.0	76	429	8.3	3.4	110	384	5.1	3.0	68
SUNDAY	52799	5434	33.9	10.3	108	3674	33.7	7.0	107	1764	34.1	3.3	108	2056	33.3	4.7	106
SUNSET	3513	416	2.6	11.8	124	*215	2.0	6.1	94	*207	4.0	5.9	191	**117	1.6	3.3	74
TV GUIDE	42766	4395	27.4	10.3	108	3098	28.4	7.2	111	1306	25.3	3.1	99	2175	28.9	5.1	113
TENNIS	1254	*128	0.8	10.2	107	**86	0.8	6.9	106	**42	0.8	3.3	109	**31	0.4	2.5	55
TIME	22054	2694	16.8	12.2	128	1918	17.6	8.7	134	790	15.3	3.6	116	1333	17.7	6.0	135
TOWN & COUNTRY	1555	253	1.6	16.3	170	*187	1.7	12.0	185	*67	1.3	4.3	140	*132	1.8	8.5	189
TRAVEL & LEISURE	2173	262	1.6	12.1	126	*171	1.6	7.9	121	*105	2.0	4.8	157	*109	1.4	5.0	112
TRUE STORY	4636	360	2.2	7.8	81	*228	2.1	4.9	76	**141	2.7	3.0	99	*153	2.0	3.3	74
U.S. NEWS & WORLD REPORT	10353	1023	6.4	9.9	103	693	6.4	6.7	103	330	6.4	3.2	103	494	6.6	4.8	106
USA TODAY	4994	576	3.6	11.5	121	338	3.1	6.8	104	*238	4.6	4.8	155	257	3.4	5.1	115
US	3528	473	3.0	13.4	140	355	3.3	10.1	155	*118	2.3	3.3	109	*204	2.7	5.8	129
VOGUE	5424	801	5.0	14.8	155	569	5.2	10.5	161	232	4.5	4.3	139	365	4.9	6.7	150
WALL STREET JOURNAL	6292	724	4.5	11.5	121	443	4.1	7.0	108	281	5.4	4.5	145	362	4.8	5.8	128
WEIGHT WATCHERS	2762	386	2.4	14.0	146	*247	2.3	8.9	138	**139	2.7	5.0	163	*182	2.4	6.6	147
WOMAN'S DAY	16320	1907	11.9	11.7	122	1224	11.2	7.5	115	683	13.2	4.2	136	684	9.1	4.2	93
WORKING MOTHER	1496	*217	1.4	14.5	152	**74	0.7	4.9	76	**143	2.8	9.6	310	**91	1.2	6.1	136
WORKING WOMAN	1851	339	2.1	18.3	192	*243	2.2	13.1	202	**96	1.9	5.2	168	**121	1.6	6.5	146
WORLD TENNIS	580	**76	0.5	13.1	137	**45	0.4	7.8	119	**31	0.6	5.3	173	**24	0.3	4.1	92
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1212	7.6	9.8	102	859	7.9	6.9	106	353	6.8	2.8	92	720	9.6	5.8	129
BLAIR INSERTS	91671	9573	59.8	10.4	109	6463	59.3	7.1	108	3121	60.4	3.4	110	4516	60.0	4.9	110
DAILY NEWSPAPERS																	
READ ANY	109190	10757	67.2	9.9	103	7283	66.8	6.7	103	3516	68.0	3.2	105	4936	65.6	4.5	101
READ ONE	89587	8774	54.8	9.8	103	5968	54.7	6.7	102	2843	55.0	3.2	103	4063	54.0	4.5	101
READ TWO OR MORE	19602	1983	12.4	10.1	106	1315	12.1	6.7	103	672	13.0	3.4	111	872	11.6	4.4	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	11209	70.0	10.2	107	7573	69.5	6.9	106	3660	70.8	3.3	108	5244	69.7	4.8	107
READ ONE	95074	9584	59.9	10.1	106	6470	59.3	6.8	105	3138	60.7	3.3	107	4518	60.1	4.8	106
READ TWO OR MORE	14588	1625	10.1	11.1	117	1103	10.1	7.6	116	523	10.1	3.6	116	726	9.7	5.0	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.33				29.70				34.59				31.83			
30 DAY REACH	149706	14812	92.5	9.9	104	10091	92.6	6.7	104	4778	92.5	3.2	104	6977	92.7	4.7	104
50 SHWG - 30 DAY AV FREQ	15.16	16.24				15.36				18.02				16.54			
30 DAY REACH	142406	14311	89.4	10.0	105	9771	89.6	6.9	106	4597	89.0	3.2	105	6718	89.3	4.7	105
25 SHWG - 30 DAY AV FREQ	8.23	8.70				8.19				9.72				8.95			
30 DAY REACH	131152	13365	83.5	10.2	107	9136	83.8	7.0	107	4287	83.0	3.3	106	6213	82.6	4.7	106
CABLE TV: HOME WIRED	66879	6715	41.9	10.0	105	4533	41.6	6.8	104	2190	42.4	3.3	106	3265	43.4	4.9	109
HOME NOT WIRED	100848	9298	58.1	9.2	97	6370	58.4	6.3	97	2977	57.6	3.0	96	4258	56.6	4.2	94
HAVE PAY CABLE	35024	3621	22.6	10.3	108	2517	23.1	7.2	111	1105	21.4	3.2	102	1799	23.9	5.1	115

	TOTAL U.S. '000	WEAR CONTACT LENSES				SOFT LENSES				HARD LENSES				SPENT \$100 OR MORE LAST 12 MONTHS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	16013	100.0	9.5	100	10903	100.0	6.5	100	5168	100.0	3.1	100	7523	100.0	4.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	10136	63.3	10.6	111	6953	63.8	7.3	112	3222	62.3	3.4	109	4838	64.3	5.1	113
10:00 AM - 3:00 PM	63599	6019	37.6	9.5	99	4071	37.3	6.4	98	1968	38.1	3.1	100	2878	38.3	4.5	101
3:00 PM - 7:00 PM	72097	7574	47.3	10.5	110	5141	47.2	7.1	110	2468	47.8	3.4	111	3718	49.4	5.2	115
7:00 PM - MIDNIGHT	36670	3681	23.0	10.0	105	2620	24.0	7.1	110	1080	20.9	2.9	96	1832	24.4	5.0	111
MIDNIGHT - 6:00 AM	21908	2148	13.4	9.8	103	1456	13.4	6.6	102	693	13.4	3.2	103	920	12.2	4.2	94
6:00 AM - MIDNIGHT	127571	12861	80.3	10.1	106	8724	80.0	6.8	105	4190	81.1	3.3	107	6164	81.9	4.8	108
ENTIRE DAY	129239	13020	81.3	10.1	106	8833	81.0	6.8	105	4240	82.0	3.3	106	6206	82.5	4.8	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3777	23.6	11.1	116	2579	23.7	7.6	117	1197	23.2	3.5	114	1786	23.7	5.3	117
ALL NEWS	6062	491	3.1	8.1	85	350	3.2	5.8	89	*141	2.7	2.3	75	224	3.0	3.7	82
AOR/PROGRESSIVE	11884	1433	8.9	12.1	126	993	9.1	8.4	129	443	8.6	3.7	121	651	8.7	5.5	122
BEAUTIFUL MUSIC	11180	958	6.0	8.6	90	687	6.3	6.1	95	287	5.6	2.6	83	499	6.6	4.5	100
BLACK	4538	325	2.0	7.2	75	*228	2.1	5.0	77	*103	2.0	2.3	74	*188	2.5	4.1	92
CLASSICAL	3857	446	2.8	11.6	121	*261	2.4	6.8	104	*186	3.6	4.8	157	*205	2.7	5.3	118
CHR/ROCK	21946	3136	19.6	14.3	150	2196	20.1	10.0	154	939	18.2	4.3	139	1425	18.9	6.5	145
COUNTRY	27262	2381	14.9	8.7	91	1556	14.3	5.7	88	836	16.2	3.1	100	1149	15.3	4.2	94
GOLDEN OLDIES	3339	314	2.0	9.4	99	*224	2.1	6.7	103	**103	2.0	3.1	100	*161	2.1	4.8	108
MOR/NOSTALGIA	10346	1065	6.7	10.3	108	778	7.1	7.5	116	*290	5.6	2.8	91	583	7.7	5.6	126
NEWS/TALK	8929	639	4.0	7.2	75	430	3.9	4.8	74	*214	4.1	2.4	78	348	4.6	3.9	87
RELIGIOUS	5488	513	3.2	9.3	98	363	3.3	6.6	102	*149	2.9	2.7	88	*243	3.2	4.4	99
SOFT ROCK	1232	**181	1.1	14.7	154	**120	1.1	9.7	150	*61	1.2	5.0	161	*64	0.9	5.2	116
URBAN CONTEMPORARY	3184	231	1.4	7.3	76	*172	1.6	5.4	83	*60	1.2	1.9	61	*150	2.0	4.7	105
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	633	4.0	9.2	96	472	4.3	6.8	105	*161	3.1	2.3	76	*306	4.1	4.4	99
ABC DIRECTION	5212	436	2.7	8.4	88	273	2.5	5.2	81	*163	3.2	3.1	101	227	3.0	4.4	97
ABC ENTERTAINMENT	10385	945	5.9	9.1	95	653	6.0	6.3	97	293	5.7	2.8	92	504	6.7	4.9	108
ABC FM	4762	561	3.5	11.8	123	362	3.3	7.6	117	*199	3.9	4.2	136	*264	3.5	5.5	124
ABC INFORMATION	11339	1121	7.0	9.9	104	787	7.2	6.9	107	348	6.7	3.1	100	570	7.6	5.0	112
ABC ROCK	4878	667	4.2	13.7	143	422	3.9	8.7	133	*245	4.7	5.0	163	404	5.4	8.3	185
CBS	10709	886	5.5	8.3	87	603	5.5	5.6	87	286	5.5	2.7	87	478	6.4	4.5	100
MUTUAL	10251	920	5.7	9.0	94	652	6.0	6.4	98	271	5.2	2.6	86	475	6.3	4.6	103
NBC	12243	1047	6.5	8.6	90	657	6.0	5.4	83	391	7.6	3.2	104	487	6.5	4.0	89
RADIORADIO	4606	529	3.3	11.5	120	348	3.2	7.6	116	*195	3.8	4.2	137	247	3.3	5.4	120
RKO ONE	5148	620	3.9	12.0	126	427	3.9	8.3	128	*193	3.7	3.7	122	303	4.0	5.9	131
RKO TWO	7313	713	4.5	9.7	102	490	4.5	6.7	103	*224	4.3	3.1	99	372	4.9	5.1	113
THE SOURCE	5981	713	4.5	11.9	125	490	4.5	8.2	126	*223	4.3	3.7	121	*261	3.5	4.4	97
NON-WIRED : BLAIR	19329	2125	13.3	11.0	115	1377	12.6	7.1	110	753	14.6	3.9	126	1124	14.9	5.8	130
INTERNET	27139	3035	19.0	11.2	117	2139	19.6	7.9	121	897	17.4	3.3	107	1409	18.7	5.2	116
KATZ RADIO GROUP	36319	3660	22.9	10.1	106	2487	22.8	6.8	105	1177	22.8	3.2	105	1728	23.0	4.8	106
SUPERNET	22361	2252	14.1	10.1	105	1635	15.0	7.3	112	636	12.3	2.8	92	1167	15.5	5.2	116
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1322	8.3	9.1	95	842	7.7	5.8	89	482	9.3	3.3	108	590	7.8	4.1	91
MKDAY 9:00 AM - 1:00 PM	18688	1507	9.4	8.1	84	956	8.8	5.1	79	555	10.7	3.0	96	676	9.0	3.6	81
MKDAY 1:00 PM - 4:30 PM	24061	2009	12.5	8.3	87	1329	12.2	5.5	85	682	13.2	2.8	92	893	11.9	3.7	83
MKDAY 4:30 PM - 7:30 PM	44079	3645	22.8	8.3	87	2493	22.9	5.7	87	1160	22.4	2.6	85	1700	22.6	3.9	86
MKDAY 7:30 PM - 8:00 PM	61979	5482	34.2	8.8	93	3757	34.5	6.1	93	1743	33.7	2.8	91	2663	35.4	4.3	96
MKDAY 11:00 PM - 11:30 PM	49084	4317	27.0	8.8	92	2916	26.7	5.9	91	1416	27.4	2.9	94	1954	26.0	4.0	89
MKDAY 11:30 PM - 1:00 AM	16560	1401	8.7	8.5	89	966	8.9	5.8	90	441	8.5	2.7	86	660	8.8	4.0	89
M-SAT 8-11 PM-SUN 7-11 PM	66967	6202	38.7	9.3	97	4285	39.3	6.4	98	1939	37.5	2.9	94	2953	39.3	4.4	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	707	4.4	7.6	80	467	4.3	5.0	78	240	4.6	2.6	84	375	5.0	4.0	90
ANOTHER WORLD	N 6138	524	3.3	8.5	89	335	3.1	5.5	84	189	3.7	3.1	100	191	2.5	3.1	69
AS THE WORLD TURNS	C 7707	670	4.2	8.7	91	424	3.9	5.5	85	246	4.8	3.2	104	291	3.9	3.8	84
CAPITOL	C 4686	358	2.2	7.6	80	200	1.8	4.3	66	159	3.1	3.4	110	161	2.1	3.4	77
CBS MORN. NEWS 1	C 2792	214	1.3	7.7	80	123	1.1	4.4	68	*92	1.8	3.3	107	87	1.2	3.1	69
CBS MORN. NEWS 2	C 2071	220	1.4	10.6	111	149	1.4	7.2	111	*71	1.4	3.4	111	*84	1.1	4.1	90
DAYS OF OUR LIVES	N 8018	650	4.1	8.1	85	423	3.9	5.3	81	227	4.4	2.8	92	288	3.8	3.6	80
FACTS OF LIFE - DAYTIME	N 3487	292	1.8	8.4	88	200	1.8	5.7	88	*98	1.9	2.8	91	*102	1.4	2.9	65
FAMILY FEUD	A 4817	427	2.7	8.9	93	314	2.9	6.5	100	*114	2.2	2.4	77	176	2.3	3.7	81
GENERAL HOSPITAL	A 8333	888	5.5	10.7	112	733	6.7	8.8	135	160	3.1	1.9	62	458	6.1	5.5	123
GOOD MORNING, AMERICA-730	A 5472	461	2.9	8.4	88	306	2.8	5.6	86	155	3.0	2.8	92	213	2.8	3.9	87
GOOD MORNING, AMERICA-830	A 3965	308	1.9	7.8	81	224	2.1	5.6	87	85	1.6	2.1	70	145	1.9	3.7	82
GUIDING LIGHT	C 7542	689	4.3	9.1	96	400	3.7	5.3	82	289	5.6	3.8	124	317	4.2	4.2	94
ONE LIFE TO LIVE	A 6018	520	3.2	8.6	91	387	3.5	6.4	99	133	2.6	2.2	72	299	4.0	5.0	111
PRESS YOUR LUCK	C 3589	318	2.0	8.9	93	197	1.8	5.5	84	120	2.3	3.3	109	132	1.8	3.7	82
PRICE IS RIGHT 1	C 7418	523	3.3	7.1	74	311	2.9	4.2	64	212	4.1	2.9	93	205	2.7	2.8	62
PRICE IS RIGHT 2	C 8276	571	3.6	6.9	72	340	3.1	4.1	63	231	4.5	2.8	91	239	3.2	2.9	64
RYAN'S HOPE	A 4358	375	2.3	8.6	90</												

	TOTAL U.S. '000	SPENT \$100 OR MORE LAST 12 MONTHS															
		HEAR CONTACT LENSES				SOFT LENSES				HARD LENSES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	16013	100.0	9.5	100	10903	100.0	6.5	100	5168	100.0	3.1	100	7523	100.0	4.5	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	4266	26.6	8.2	85	2887	26.5	5.5	85	1391	26.9	2.7	86	2055	27.3	3.9	88
NETWORK AFFILIATES - LATE	39164	3462	21.6	8.8	93	2282	20.9	5.8	90	1194	23.1	3.0	99	1516	20.2	3.9	86
INDEPENDENTS - LATE	5133	541	3.4	10.5	110	404	3.7	7.9	121	136	2.6	2.6	86	284	3.8	5.5	123
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	1932	12.1	8.5	89	1366	12.5	6.0	92	567	11.0	2.5	81	927	12.3	4.1	91
ABC MONDAY NIGHT MOVIE	A 11258	1119	7.0	9.9	104	750	6.9	6.7	102	371	7.2	3.3	107	480	6.4	4.3	99
ABC SUNDAY NIGHT MOVIE	A 23600	2343	14.6	9.9	104	1601	14.7	6.8	104	749	14.5	3.2	103	1131	15.0	4.8	107
ABC WORLD NEWS TONIGHT	A 12801	1035	6.5	8.1	85	704	6.5	5.5	85	332	6.4	2.6	84	448	6.0	3.5	78
AFTERMASH	C 10966	872	5.4	8.0	83	591	5.4	5.4	83	*281	5.4	2.6	83	371	4.9	3.4	75
ALICE	C 17050	1503	9.4	8.8	92	1085	10.0	6.4	98	432	8.4	2.5	82	670	8.9	3.9	88
AMERICAN PARADE	C 11998	1028	6.4	8.6	90	756	6.9	6.3	97	272	5.3	2.3	74	555	7.4	4.6	103
BENSON	A 19258	1757	11.0	9.1	96	1161	10.6	6.0	93	601	11.6	3.1	101	838	11.1	4.4	97
BLUE THUNDER	A 11478	977	6.1	8.5	89	641	5.9	5.6	86	337	6.5	2.9	95	479	6.4	4.2	93
CAGNEY & LACEY	C 18263	1739	10.9	9.5	100	1150	10.5	6.3	97	589	11.4	3.2	105	767	10.2	4.2	94
CBS EVENING NEWS-DEAN	C 7733	555	3.5	7.2	75	424	3.9	5.5	84	*131	2.5	1.7	55	295	3.9	3.8	85
CBS EVENING NEWS-RATHER	C 15653	1291	8.1	8.2	86	960	8.8	6.1	94	333	6.4	2.1	69	690	9.2	4.4	98
CBS SAT. NEWS-SCHIEFFER	C 8744	712	4.4	8.1	85	508	4.7	5.8	89	204	3.9	2.3	76	345	4.6	3.9	88
CBS SATURDAY NIGHT MOVIE	C 12000	986	6.2	8.2	86	674	6.2	5.6	86	313	6.1	2.6	85	456	6.1	3.8	85
CBS WEDNESDAY NIGHT MOVIE	C 11522	1157	7.2	10.0	105	809	7.4	7.0	108	353	6.8	3.1	99	546	7.3	4.7	106
CHEERS	N 16818	1933	12.1	11.5	120	1344	12.3	8.0	123	588	11.4	3.5	113	925	12.3	5.5	123
DALLAS	C 37510	3742	23.4	10.0	104	2695	24.7	7.2	111	1074	20.8	2.9	93	1909	25.4	5.1	113
DIFF'RENT STROKES	N 11258	904	5.6	8.0	84	616	5.6	5.5	84	288	5.6	2.6	83	478	6.4	4.2	95
DOUBLE TROUBLE	N 12248	1026	6.4	8.4	88	718	6.6	5.9	90	308	6.0	2.5	82	422	5.6	3.4	77
DUCK FACTORY	N 11100	1238	7.7	11.2	117	893	8.2	8.0	124	344	6.7	3.1	101	605	8.0	5.5	122
DUKES OF HAZZARD	C 12353	1110	6.9	9.0	94	829	7.6	6.7	103	283	5.5	2.3	74	522	6.9	4.2	94
DYNASTY	A 33279	3061	19.1	9.2	96	2040	18.7	6.1	94	1022	19.8	3.1	100	1565	20.8	4.7	105
FACTS OF LIFE	N 13410	1167	7.3	8.7	91	786	7.2	5.9	90	381	7.4	2.8	92	445	5.9	3.3	74
FALCON CREST	C 31093	3056	19.1	9.8	103	2181	20.0	7.0	108	896	17.3	2.9	94	1466	19.5	4.7	105
FALL GUY	A 18649	1746	10.9	9.4	98	1204	11.0	6.5	99	542	10.5	2.9	94	794	10.6	4.3	95
FAMILY TIES	N 13101	1080	6.7	8.2	86	737	6.8	5.6	87	347	6.7	2.6	86	567	7.5	4.3	96
FANTASY ISLAND	A 13069	1338	8.4	10.2	107	888	8.1	6.8	105	450	8.7	3.4	112	627	8.3	4.8	107
FOULUPS, BLEEPS & BLUNDERS	A 16588	1609	10.0	9.7	102	1048	9.6	6.3	97	561	10.9	3.4	110	813	10.8	4.9	109
FOUR SEASONS	C 9302	797	5.0	8.6	90	566	5.2	6.1	94	*249	4.8	2.7	87	391	5.2	4.2	94
GIMME A BREAK	N 13955	1038	6.5	7.4	78	684	6.3	4.9	75	354	6.8	2.5	82	527	7.0	3.8	84
HART TO HART	A 15735	1376	8.6	8.7	92	858	7.9	5.5	84	523	10.1	3.3	108	635	8.4	4.0	90
HILL STREET BLUES	N 18257	2011	12.6	11.0	115	1547	14.2	8.5	130	464	9.0	2.5	82	987	13.1	5.4	121
HOTEL	A 24236	2431	15.2	10.0	105	1652	15.2	6.8	105	784	15.2	3.2	105	1257	16.7	5.2	116
JEFFERSONS	C 17010	1359	8.5	8.0	84	966	8.9	5.7	87	407	7.9	2.4	78	588	7.8	3.5	77
JENNIFER SLEPT HERE	N 9397	907	5.7	9.7	101	667	6.1	7.1	109	*240	4.6	2.6	83	488	6.5	5.2	116
KATE & ALLIE	C 16762	1646	10.3	9.8	103	1086	10.0	6.5	100	565	10.9	3.4	109	736	9.8	4.4	98
KNIGHT RIDER	N 13164	1294	8.1	9.8	103	882	8.1	6.7	103	414	8.0	3.1	102	600	8.0	4.6	102
LOVE BOAT	A 20400	1928	12.0	9.5	99	1367	12.5	6.7	103	561	10.9	2.8	89	1001	13.3	4.9	109
MAGNUM PI	C 22543	2234	14.0	9.9	104	1644	15.1	7.3	112	593	11.5	2.6	85	995	13.2	4.4	98
MAMA'S FAMILY	N 9852	794	5.0	8.1	84	542	5.0	5.5	85	266	5.1	2.7	88	507	6.7	5.1	115
MASTER, THE	N 8082	580	3.6	7.2	75	436	4.0	5.4	83	*144	2.8	1.8	58	291	3.9	3.6	80
MATT HOUSTON	A 12881	1190	7.4	9.2	97	801	7.3	6.2	96	393	7.6	3.1	99	600	8.0	4.7	104
NBC MONDAY NIGHT MOVIE	N 23889	2239	14.0	9.4	98	1519	13.9	6.4	98	726	14.0	3.0	99	1048	13.9	4.4	98
NBC NIGHTLY NEWS	N 11156	842	5.3	7.5	79	500	4.6	4.5	69	343	6.6	3.1	100	343	4.6	3.1	69
NBC NIGHTLY NEWS-SAT	N 7363	639	4.0	8.7	91	431	4.0	5.9	90	*208	4.0	2.8	92	344	4.6	4.7	104
NBC NIGHTLY NEWS-SUN	N 6214	505	3.2	8.1	85	338	3.1	5.4	84	*167	3.2	2.7	87	*202	2.7	3.3	72
NBC SUNDAY NIGHT MOVIE	N 17590	1610	10.1	9.2	96	1053	9.7	6.0	92	558	10.8	3.2	103	692	9.2	3.9	88
NEWMART	C 16740	1640	10.2	9.8	103	1086	10.0	6.5	100	555	10.7	3.3	108	744	9.9	4.4	99
ONE DAY AT A TIME	C 11820	1216	7.6	10.3	108	844	7.7	7.1	110	386	7.5	3.3	106	532	7.1	4.5	100
PEOPLE ARE FUNNY	N 9138	700	4.4	7.7	80	489	4.5	5.4	82	*211	4.1	2.3	75	424	5.6	4.6	103
REAL PEOPLE	N 15979	1261	7.9	7.9	83	838	7.7	5.2	81	423	8.2	2.6	86	578	7.7	3.6	81
REMINGTON STEELE	N 14395	1355	8.5	9.4	99	1032	9.5	7.2	110	323	6.3	2.2	73	544	7.2	3.8	84
RIPLEY'S BELIEVE IT - NOT	A 11362	1052	6.6	9.3	97	741	6.8	6.5	100	315	6.1	2.8	90	483	6.4	4.3	95
RIP TIDE	N 13920	1418	8.9	10.2	107	930	8.5	6.7	103	495	9.6	3.6	115	607	8.1	4.4	97
SCARECROW & MRS. KING	C 17571	1683	10.5	9.6	100	1119	10.3	6.4	98	564	10.9	3.2	104	690	9.2	3.9	88
SIMON & SIMON	C 20208	1831	11.4	9.1	95	1230	11.3	6.1	94	601	11.6	3.0	97	881	11.7	4.4	97
60 MINUTES	C 27668	2239	14.0	8.1	85	1637	15.0	5.9	91	613	11.9	2.2	72	1046	13.9	3.8	84
ST. ELSEWHERE	N 13699	1456	9.1	10.6	111	1054	9.7	7.7	118	413	8.0	3.0	98	681	9.1	5.0	111
THREE'S COMPANY	A 20632	2118	13.2	10.3	108	1393	12.8	6.8	104	729	14.1	3.5	115	980	13.0	4.7	106
T.J. HOOKER	A 17136	1520	9.5	8.9	93	988	9.1	5.8	89	535	10.4	3.1	101	730	9.7	4.3	95
TONIGHT SHOW	N 4963	482	3.0	9.7	102	339	3.1	6.8									

LAXATIVES (NON-PRESCRIPTION)

BASE = ADULTS (167727)

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		'000	%	UNWEIGHTED							
2A. DO YOU YOURSELF USE THEM?											
		YES	43568	26.0	5038						
		NO	124159	74.0	14072						
		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED	
		'000	%	'000	%	'000	%	'000	%		
IF YOU DO											
2B. WHAT TYPES DO YOU USE?											
LIQUID		9390	5.6	6412	3.8	2350	1.4	627	.4	1137	
PILL/TABLET		25747	15.4	21848	13.0	3242	1.9	656	.4	2918	
POWDER (MIX WITH WATER)		5770	3.4	3916	2.3	1439	.9	415	.2	725	
OTHER		4790	2.9	3608	2.2	634	.4	547	.3	496	
DO NOT KNOW		3102	1.8							343	
2C. WHICH BRANDS DO YOU USE?											
CARTER'S LITTLE PILLS		1262	.8	484	.3	507	.3	271	.2	151	
CORRECTOL		8946	5.3	5183	3.1	3199	1.9	565	.3	1010	
DOXIDAN		2028	1.2	914	.5	782	.5	332	.2	227	
EX-LAX		13316	7.9	7788	4.6	4665	2.8	863	.5	1463	
FEEN-A-MINT		5716	3.4	2750	1.6	2356	1.4	610	.4	604	
FLETCHER'S CASTORIA		670	.4	239	.1	257	.2	174	.1	89	
HALEY'S M-O		845	.5	378	.2	332	.2	135	.1	111	
METAMUCIL		6036	3.6	3565	2.1	2070	1.2	401	.2	760	
MODANE		507	.3	249	.1	179	.1	79	*	60	
NATURE'S REMEDY		1044	.6	437	.3	449	.3	158	.1	134	
PHILLIPS MILK OF MAGNESIA		8848	5.3	4631	2.8	3039	1.8	1179	.7	1054	
PROMPT		229	.1	54	*	119	.1	56	*	35	
REGUTOL		282	.2	11	*	218	.1	54	*	34	
SALHEPATICA		472	.3	108	.1	247	.1	118	.1	58	
SENOKOT		1184	.7	680	.4	287	.2	217	.1	140	
SERUTAN		399	.2	162	.1	141	.1	96	.1	60	
OTHER BRANDS		6120	3.6	4029	2.4	1219	.7	872	.5	709	
DO NOT KNOW		855	.5							83	
		'000	%	UNWEIGHTED							
2D. ABOUT HOW OFTEN DID YOU USE LAXATIVES IN THE LAST 6 MONTHS?											
MORE THAN ONCE A DAY	H	901	.5	107							
ONCE A DAY	H	2594	1.5	341							
2 OR 3 TIMES A WEEK	H	3609	2.2	425							
ONCE A WEEK	H	3530	2.1	440							
2 OR 3 TIMES A MONTH	M	5985	3.6	697							
ONCE A MONTH	M	7889	4.7	912							
LESS THAN ONCE A MONTH	L	12052	7.2	1345							
NEVER IN LAST 6 MONTHS	L	7009	4.2	771							

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	43568	100.0	26.0	100	10634	100.0	6.3	100	13874	100.0	8.3	100	19060	100.0	11.4	100
MALES	79263	16157	37.1	20.4	78	4071	38.3	5.1	81	5047	36.4	6.4	77	7040	36.9	8.9	78
FEMALES	88464	27411	62.9	31.0	119	6563	61.7	7.4	117	8827	63.6	10.0	121	12021	63.1	13.6	120
18 - 24	28671	5223	12.0	18.2	70	940	8.8	3.3	52	1373	9.9	4.8	58	2909	15.3	10.1	89
25 - 34	39536	8558	19.6	21.6	83	1585	14.9	4.0	63	2678	19.3	6.8	82	4295	22.5	10.9	96
35 - 44	28978	6697	15.4	23.1	89	1068	10.0	3.7	58	2224	16.0	7.7	93	3405	17.9	11.8	103
45 - 54	22345	5728	13.1	25.6	99	1421	13.4	6.4	100	2029	14.6	9.1	110	2277	11.9	10.2	90
55 - 64	22224	6747	15.5	30.4	117	1856	17.5	8.4	132	2177	15.7	9.8	118	2714	14.2	12.2	107
65 OR OLDER	25973	10615	24.4	40.9	157	3763	35.4	14.5	229	3392	24.4	13.1	158	3460	18.2	13.3	117
18 - 34	68207	13781	31.6	20.2	78	2525	23.7	3.7	58	4052	29.2	5.9	72	7204	37.8	10.6	93
18 - 49	108058	23220	53.3	21.5	83	4166	39.2	3.9	61	7308	52.7	6.8	82	11745	61.6	10.9	96
25 - 54	90859	20983	48.2	23.1	89	4074	38.3	4.5	71	6932	50.0	7.6	92	9978	52.4	11.0	97
35 - 49	39851	9438	21.7	23.7	91	1641	15.4	4.1	65	3257	23.5	8.2	99	4541	23.8	11.4	100
50 OR OLDER	59669	20348	46.7	34.1	131	6467	60.8	10.8	171	6566	47.3	11.0	133	7315	38.4	12.3	108
GRADUATED COLLEGE	28091	4654	10.7	16.6	64	1029	9.7	3.7	58	1330	9.6	4.7	57	2294	12.0	8.2	72
ATTENDED COLLEGE	28938	6137	14.1	21.2	82	1205	11.3	4.2	66	1779	12.8	6.1	74	3153	16.5	10.9	96
GRADUATED HIGH SCHOOL	65503	16591	38.1	25.3	98	3661	34.4	5.6	88	5123	36.9	7.8	95	7807	41.0	11.9	105
DID NOT GRADUATE HIGH SCHOOL	45195	16187	37.2	35.8	138	4739	44.6	10.5	165	5642	40.7	12.5	151	5806	30.5	12.8	113
EMPLOYED MALES	56429	9384	21.5	16.6	64	1979	18.6	3.5	55	2658	19.2	4.7	57	4748	24.9	8.4	74
EMPLOYED FEMALES	43971	11974	27.5	27.2	105	2350	22.1	5.3	84	3873	27.9	8.8	106	5751	30.2	13.1	115
EMPLOYED FULL-TIME	87773	18582	42.7	21.2	82	3629	34.1	4.1	65	5797	41.8	6.6	80	9157	48.0	10.4	92
EMPLOYED PART-TIME	12627	2776	6.4	22.0	85	700	6.6	5.5	87	734	5.3	5.8	70	1342	7.0	10.6	94
NOT EMPLOYED	67327	22210	51.0	33.0	127	6305	59.3	9.4	148	7344	52.9	10.9	132	8561	44.9	12.7	112
PROFESSIONAL/MANAGER	25845	4462	10.2	17.3	66	1031	9.7	4.0	63	1261	9.1	4.9	59	2169	11.4	8.4	74
TECH/CLERICAL/SALES	30895	6802	15.6	22.0	85	1222	11.5	4.0	62	2123	15.3	6.9	83	3457	18.1	11.2	98
PRECISION/CRAFT	12629	2490	5.7	19.7	76	493	4.6	3.9	62	827	6.0	6.5	79	1171	6.1	9.3	82
OTHER EMPLOYED	31031	7604	17.5	24.5	94	1583	14.9	5.1	80	2320	16.7	7.5	90	3702	19.4	11.9	105
SINGLE	35557	7050	16.2	19.8	76	1655	15.6	4.7	73	1958	14.1	5.5	67	3438	18.0	9.7	85
MARRIED	103585	26699	61.3	25.8	99	6184	58.2	6.0	94	8546	61.6	8.3	100	11969	62.8	11.6	102
DIVORCED/SEPARATED/MIDWOMEN	28585	9819	22.5	34.4	132	2795	26.3	9.8	154	3370	24.3	11.8	143	3653	19.2	12.8	112
PARENTS	59295	14061	32.3	23.7	91	2363	22.2	4.0	63	4599	33.1	7.8	94	7099	37.2	12.0	105
WHITE	146081	35423	81.3	24.2	93	8457	79.5	5.8	91	10877	78.4	7.4	90	16089	84.4	11.0	97
BLACK	17974	7613	17.5	42.4	163	2067	19.4	11.5	181	2761	19.9	15.4	186	2784	14.6	15.5	136
OTHER	3672	*533	1.2	14.5	56	**109	1.0	3.0	47	**237	1.7	6.5	78	**187	1.0	5.1	45
NORTHEAST-CENSUS	37005	7960	18.3	21.5	83	2026	19.1	5.5	86	2327	16.8	6.3	76	3606	18.9	9.7	86
NORTH CENTRAL	42642	9724	22.3	22.8	88	2264	21.3	5.3	84	2905	20.9	6.8	82	4556	23.9	10.7	94
SOUTH	56777	19658	45.1	34.6	133	5034	47.3	8.9	140	6610	47.6	11.6	141	8014	42.0	14.1	124
WEST	31303	6227	14.3	19.9	77	1309	12.3	4.2	66	2033	14.7	6.5	79	2885	15.1	9.2	81
NORTHEAST-MKTG.	38125	8485	19.5	22.3	86	2267	21.3	5.9	94	2569	18.5	6.7	81	3649	19.1	9.6	84
EAST CENTRAL	24794	6159	14.1	24.8	96	1312	12.3	5.3	83	1799	13.0	7.3	88	3048	16.0	12.3	108
WEST CENTRAL	28511	6146	14.1	21.6	83	1510	14.2	5.3	84	1739	12.5	6.1	74	2897	15.2	10.2	89
SOUTH	48953	17195	39.5	35.1	135	4312	40.5	8.8	139	5964	43.0	12.2	147	6919	36.3	14.1	124
PACIFIC	27344	5584	12.8	20.4	79	1233	11.6	4.5	71	1803	13.0	6.6	80	2548	13.4	9.3	82
COUNTY SIZE A	69301	15808	36.3	22.8	88	3845	36.2	5.5	88	4815	34.7	6.9	84	7148	37.5	10.3	91
COUNTY SIZE B	50633	13238	30.4	26.1	101	3262	30.7	6.4	102	4078	29.4	8.1	97	5898	30.9	11.6	103
COUNTY SIZE C	26259	7422	17.0	28.3	109	1808	17.0	6.9	109	2374	17.1	9.0	109	3240	17.0	12.3	109
COUNTY SIZE D	21534	7099	16.3	33.0	127	1719	16.2	8.0	126	2607	18.8	12.1	146	2774	14.6	12.9	113
METRO CENTRAL CITY	50014	12818	29.4	25.6	99	3256	30.6	6.5	103	3960	28.5	7.9	96	5602	29.4	11.2	99
METRO SUBURBAN	76832	18163	41.7	23.6	91	4119	38.7	5.4	85	5638	40.6	7.3	89	8406	44.1	10.9	96
NON METRO	40881	12588	28.9	30.8	119	3259	30.6	8.0	126	4277	30.8	10.5	126	5052	26.5	12.4	109
TOP 5 ADI'S	39550	8551	19.6	21.6	83	2121	19.9	5.4	85	2552	18.4	6.5	78	3878	20.3	9.8	86
TOP 10 ADI'S	54877	12281	28.2	22.4	86	3265	30.7	5.9	94	3749	27.0	6.8	83	5267	27.6	9.6	84
TOP 20 ADI'S	77516	18089	41.5	23.3	90	4406	41.4	5.7	90	5582	40.2	7.2	87	8101	42.5	10.5	92
HSOLD INC. \$50,000 OR MORE	17257	2845	6.5	16.5	63	*493	4.6	2.9	45	864	6.2	5.0	61	1489	7.8	8.6	76
\$40,000 OR MORE	33235	5742	13.2	17.3	67	1088	10.2	3.3	52	1844	13.3	5.5	67	2810	14.7	8.5	74
\$30,000 OR MORE	59693	11175	25.6	18.7	72	2403	22.6	4.0	63	3315	23.9	5.6	67	5458	28.6	9.1	80
\$25,000 OR MORE	76275	14760	33.9	19.4	74	3165	29.8	4.1	65	4260	30.7	5.6	68	7335	38.5	9.6	85
\$20,000 - \$24,999	18607	4733	10.9	25.4	98	1208	11.4	6.5	102	1561	11.3	8.4	101	1964	10.3	10.6	93
\$15,000 - \$19,999	17175	4821	11.1	28.1	108	1100	10.3	6.4	101	1500	10.8	8.7	106	2221	11.7	12.9	114
\$10,000 - \$14,999	24569	7614	17.5	31.0	119	1722	16.2	7.0	111	2415	17.4	9.8	119	3477	18.2	14.2	125
UNDER \$10,000	31101	11640	26.7	37.4	144	3438	32.3	11.1	174	4139	29.8	13.3	161	4063	21.3	13.1	115
HOUSEHOLD OF 1 PERSON	19441	5834	13.4	30.0	116	1990	18.7	10.2	161	1885	13.6	9.7	117	1960	10.3	10.1	89
2 PEOPLE	51803	15209	34.9	29.4	113	4231	39.8	8.2	129	5023							

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL ADULTS		167727	43568	100.0	26.0	100	10634	100.0	6.3	100	13874	100.0	8.3	100	19060	100.0	11.4	100
MAGAZINES	QUINTILE 1	34022	8013	18.4	23.6	91	1736	16.3	5.1	80	2282	16.4	6.7	81	3995	21.0	11.7	103
	QUINTILE 2	34800	8526	19.6	24.5	94	2120	19.9	6.1	96	2569	18.5	7.4	89	3837	20.1	11.0	97
	QUINTILE 3	30514	7578	17.4	24.8	96	1632	15.3	5.3	84	2584	18.6	8.5	102	3362	17.6	11.0	97
	QUINTILE 4	33324	8557	19.6	25.7	99	2060	19.4	6.2	98	2824	20.4	8.5	102	3673	19.3	11.0	97
	QUINTILE 5	35066	10894	25.0	31.1	120	3085	29.0	8.8	139	3616	26.1	10.3	125	4193	22.0	12.0	105
NEWSPAPERS	QUINTILE 1	29107	6308	14.5	21.7	83	1364	12.8	4.7	74	1798	13.0	6.2	75	3146	16.5	10.8	95
	QUINTILE 2	49095	12861	29.5	26.2	101	3462	32.6	7.1	111	4103	29.6	8.4	101	5297	27.8	10.8	95
	QUINTILE 3	23107	5981	13.7	25.9	100	1284	12.1	5.6	88	2028	14.6	8.8	106	2669	14.0	11.6	102
	QUINTILE 4	33556	8888	20.4	26.5	102	1957	18.4	5.8	92	2762	19.9	8.2	100	4169	21.9	12.4	109
	QUINTILE 5	32863	9531	21.9	29.0	112	2567	24.1	7.8	123	3184	22.9	9.7	117	3779	19.8	11.5	101
OUTDOOR	QUINTILE 1	33431	7660	17.6	22.9	88	1634	15.4	4.9	77	2266	16.3	6.8	82	3761	19.7	11.3	99
	QUINTILE 2	33478	8709	20.0	26.0	100	1996	18.8	6.0	94	2670	19.2	8.0	96	4043	21.2	12.1	106
	QUINTILE 3	33574	8460	19.4	25.2	97	2246	21.1	6.7	106	2497	18.0	7.4	90	3717	19.5	11.1	97
	QUINTILE 4	33935	9160	21.0	27.0	104	2265	21.3	6.7	105	3022	21.8	8.9	108	3873	20.3	11.4	100
	QUINTILE 5	33310	9579	22.0	28.8	111	2494	23.5	7.5	118	3419	24.6	10.3	124	3666	19.2	11.0	97
RADIO-DRIVE TIME	QUINTILE 1	33136	8484	19.5	25.6	99	2014	18.9	6.1	96	2661	19.2	8.0	97	3810	20.4	11.5	101
	QUINTILE 2	31658	8112	18.6	25.6	99	2019	19.0	6.4	101	2614	18.8	8.3	100	3479	18.3	11.0	97
	QUINTILE 3	32541	7692	17.7	23.6	91	1831	17.2	5.6	89	2610	18.8	8.0	97	3252	17.1	10.0	88
	QUINTILE 4	34247	9243	21.2	27.0	104	2091	19.7	6.1	96	2884	20.8	8.4	102	4267	22.4	12.5	110
	QUINTILE 5	36144	10037	23.0	27.8	107	2679	25.2	7.4	117	3106	22.4	8.6	104	4253	22.3	11.8	104
RADIO-MID- DAY	TERCILE 1	45037	11141	25.6	24.7	95	2679	25.2	5.9	94	3506	25.3	7.8	94	4956	26.0	11.0	97
	TERCILE 2	44819	11402	26.2	25.4	98	3005	28.3	6.7	106	3577	25.8	8.0	96	4820	25.3	10.8	95
	TERCILE 3	77872	21025	48.3	27.0	104	4949	46.5	6.4	100	6792	49.0	8.7	105	9284	48.7	11.9	105
RADIO-TOTAL	QUINTILE 1	33763	8613	19.8	25.5	98	2043	19.2	6.1	95	2624	18.9	7.8	94	3947	20.7	11.7	103
	QUINTILE 2	33240	8077	18.5	24.3	94	1990	18.7	6.0	94	2671	19.3	8.0	97	3416	17.9	10.3	90
	QUINTILE 3	33408	8672	19.9	26.0	100	1968	18.5	5.9	93	2929	21.1	8.8	106	3775	19.8	11.3	99
	QUINTILE 4	34792	9154	21.0	26.3	101	2199	20.7	6.3	100	2852	20.6	8.2	99	4103	21.5	11.8	104
	QUINTILE 5	32524	9053	20.8	27.8	107	2433	22.9	7.5	118	2799	20.2	8.6	104	3820	20.0	11.7	103
TV-PRIME TIME	QUINTILE 1	33090	9325	21.4	28.2	108	2693	25.3	8.1	128	2737	19.7	8.3	100	3895	20.4	11.8	104
	QUINTILE 2	33357	8821	20.2	26.4	102	1956	18.4	5.9	92	2842	20.5	8.5	103	4022	21.1	12.1	106
	QUINTILE 3	33980	8645	19.8	25.4	98	2013	18.9	5.9	93	2764	19.9	8.1	98	3869	20.3	11.4	100
	QUINTILE 4	33854	8428	19.3	24.9	96	2130	20.0	6.3	99	2663	19.2	7.9	95	3636	19.1	10.7	95
	QUINTILE 5	33444	8349	19.2	25.0	96	1841	17.3	5.5	87	2869	20.7	8.6	104	3639	19.1	10.9	96
TV-DAYTIME	TERCILE 1	49121	15960	36.6	32.5	125	4167	39.2	8.5	134	5213	37.6	10.6	128	6581	34.5	13.4	118
	TERCILE 2	48823	12437	28.5	25.5	98	2771	26.1	5.7	90	3841	27.7	7.9	95	5825	30.6	11.9	105
	TERCILE 3	69782	15171	34.8	21.7	84	3696	34.8	5.3	84	4820	34.7	6.9	84	6655	34.9	9.5	84
TV-TOTAL	QUINTILE 1	33584	10513	24.1	31.3	121	2930	27.6	8.7	138	3404	24.5	10.1	123	4180	21.9	12.4	110
	QUINTILE 2	33441	9539	21.9	28.5	110	2416	22.7	7.2	114	2868	20.7	8.6	104	4255	22.3	12.7	112
	QUINTILE 3	33505	7957	18.3	23.7	91	1933	18.2	5.8	91	2477	17.9	7.4	89	3547	18.6	10.6	93
	QUINTILE 4	33466	7455	17.1	22.3	86	1511	14.2	4.5	71	2568	18.5	7.7	93	3376	17.7	10.1	89
	QUINTILE 5	33731	8105	18.6	24.0	93	1844	17.3	5.5	86	2559	18.4	7.6	92	3702	19.4	11.0	97
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	44503	10183	23.4	22.9	88	2406	22.6	5.4	85	2991	21.6	6.7	81	4787	25.1	10.8	95
	NEWSPAPER IMPERATIVE	39363	10095	23.2	25.6	99	2076	19.5	5.3	83	3209	23.1	8.2	99	4810	25.2	12.2	108
		46441	12178	28.0	26.2	101	3202	30.1	6.9	109	3999	28.8	8.6	104	4977	26.1	10.7	94
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	33726	7918	18.2	23.5	90	1646	15.5	4.9	77	2320	16.7	6.9	83	3952	20.7	11.7	103
	OUTDOOR IMPERATIVE	52846	13274	30.5	25.1	97	3341	31.4	6.3	100	4227	30.5	8.0	97	5706	29.9	10.8	95
		52140	13376	30.7	25.7	99	3256	30.6	6.2	98	4155	29.9	8.0	96	5965	31.3	11.4	101
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	37081	8879	20.4	23.9	92	2150	20.2	5.8	91	2749	19.8	7.4	90	3981	20.9	10.7	94
	RADIO IMPERATIVE	49747	12222	28.1	24.6	95	2745	25.8	5.5	87	3587	25.9	7.2	87	5891	30.9	11.8	104
		49208	12876	29.6	26.2	101	3075	28.9	6.2	99	4340	31.3	8.8	107	5461	28.7	11.1	98
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	8853	20.3	26.7	103	2092	19.7	6.3	100	2679	19.3	8.1	98	4081	21.4	12.3	108
	TELEVISION IMPERATIVE	54575	11890	27.3	21.8	84	2575	24.2	4.7	74	3625	26.1	6.6	80	5691	29.9	10.4	92
		53249	15735	36.1	29.5	114	4350	40.9	8.2	129	5021	36.2	9.4	114	6364	33.4	12.0	105
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	36255	8385	19.2	23.1	89	1718	16.2	4.7	75	2535	18.3	7.0	85	4132	21.7	11.4	100
	OUTDOOR IMPERATIVE	55591	14502	33.3	26.1	100	3835	36.1	6.9	109	4697	33.9	8.4	102	5970	31.3	10.7	95
		48319	12674	29.1	26.2	101	3042	28.6	6.3	99	3759	27.1	7.8	94	5873	30.8	12.2	107
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	37242	8638	19.8	23.2	89	2123	20.0	5.7	90	2853	20.6	7.7	93	3663	19.2	9.8	87
	RADIO IMPERATIVE	54423	13965	32.1	25.7	99	3534	33.2	6.5	102	4227	30.5	7.8	94	6204	32.5	11.4	100
		46650	12453	28.6	26.7	103	2868	27.0	6.1	97	4015	28.9	8.6	104	5571	29.2	11.9	105
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	35974	9888	22.7	27.5	106	2693	25.3	7.5	118	2902	20.9	8.1	98	4293	22.5	11.9	105
	TELEVISION IMPERATIVE	56095	12433	28.5	22.2	85	2804	26.4	5.0	79	4045	29.2	7.2	87	5584	29.3	10.0	88
		47170	14108	32.4	29.9	115	3645	34.3	7.7	122	4572	33.0	9.7	117	5892	30.9	12.5	110
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	33748	8138	18.7	24.1	93	1665	15.7	4.9	78	2696	19.4	8.0	97	3777	19.8	11.2	98
	RADIO IMPERATIVE	52785	13274	30.5	25.1	97	3281	30.9	6.2	98								

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	43568	100.0	26.0	100	10634	100.0	6.3	100	13874	100.0	8.3	100	19060	100.0	11.4	100
ATLANTIC MONTHLY	867	*180	0.4	20.8	80	**38	0.4	4.4	69	**51	0.4	5.9	71	**90	0.5	10.4	91
BARRON'S	1580	329	0.8	20.8	80	**58	0.5	3.7	58	**73	0.5	4.6	56	*198	1.0	12.5	110
BETTER HOMES & GARDENS	22203	6115	14.0	27.5	106	1440	13.5	6.5	102	1747	12.6	7.9	95	2929	15.4	13.2	116
BON APPETIT	3810	1009	2.3	26.5	102	*226	2.1	5.9	94	302	2.2	7.9	96	481	2.5	12.6	111
BUSINESS WEEK	4663	1022	2.3	21.9	84	*198	1.9	4.2	67	313	2.3	6.7	81	511	2.7	11.0	96
CAR AND DRIVER	3102	571	1.3	18.4	71	*125	1.2	4.0	64	*166	1.2	5.4	65	*281	1.5	9.1	80
CBS MAGAZINE NETWORK (GROSS)	7311	1451	3.3	19.8	76	*261	2.5	3.6	56	331	2.4	4.5	55	859	4.5	11.7	103
CHANGING TIMES	3400	823	1.9	24.2	93	*157	1.5	4.6	73	*209	1.5	6.1	74	457	2.4	13.4	118
COLONIAL HOMES	1796	558	1.3	31.1	120	*82	0.8	4.6	72	*132	1.0	7.3	89	343	1.8	19.1	168
CONDE NAST MAG. PKG. (GROSS)	19924	5329	12.2	26.7	103	1046	9.8	5.2	83	1621	11.7	8.1	98	2661	14.0	13.4	118
CONSUMERS DIGEST	3125	832	1.9	26.6	102	*132	1.2	4.2	67	*222	1.6	7.1	86	478	2.5	15.3	135
COSMOPOLITAN	10577	2400	5.5	22.7	87	514	4.8	4.9	77	764	5.5	7.2	87	1122	5.9	10.6	93
COUNTRY LIVING	3746	1132	2.6	30.2	116	*195	1.8	5.2	82	385	2.8	10.3	124	552	2.9	14.7	130
CUISINE	2214	549	1.3	24.8	95	**108	1.0	4.9	77	*184	1.3	8.3	100	*256	1.3	11.6	102
CYCLE WORLD	2394	407	0.9	17.0	65	**103	1.0	4.3	68	**123	0.9	5.1	62	*180	0.9	7.5	66
DCI:CREATIVE IDEAS FOR LIV	3068	1112	2.6	36.2	140	282	2.7	9.2	145	287	2.1	9.4	113	542	2.8	17.7	155
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3183	7.3	33.3	128	803	7.6	8.4	133	917	6.6	9.6	116	1463	7.7	15.3	135
DISCOVER	2277	446	1.0	19.6	75	**111	1.0	4.9	77	**114	0.8	5.0	61	*221	1.2	9.7	85
EBONY	7187	2886	6.6	40.2	155	733	6.9	10.2	161	1066	7.7	14.8	179	1087	5.7	15.1	133
ESQUIRE	2560	759	1.7	29.6	114	*172	1.6	6.7	106	*274	2.0	10.7	129	312	1.6	12.2	107
ESSENCE	3242	1550	3.6	47.8	184	323	3.0	10.0	157	634	4.6	19.6	236	593	3.1	18.3	161
FAMILY CIRCLE	19639	5756	13.2	29.3	113	1386	13.0	7.1	111	1769	12.8	9.0	109	2601	13.6	13.2	117
THE FAMILY HANDYMAN	3540	845	1.9	23.9	92	*163	1.5	4.6	73	212	1.5	6.0	72	470	2.5	13.3	117
FAMILY WEEKLY	23924	6166	14.2	25.8	99	1290	12.1	5.4	85	2100	15.1	8.8	106	2776	14.6	11.6	102
FIELD & STREAM	9883	2254	5.2	22.8	88	538	5.1	5.4	86	602	4.3	6.1	74	1115	5.8	11.3	99
FOOD & WINE	1030	351	0.8	34.1	131	**73	0.7	7.1	112	**64	0.5	6.2	75	*213	1.1	20.7	182
FORBES	2679	487	1.1	18.2	70	**44	0.4	1.6	26	*132	1.0	4.9	60	311	1.6	11.6	102
FORTUNE	2931	612	1.4	20.9	80	*83	0.8	2.8	45	*121	0.9	4.1	50	408	2.1	13.9	122
GENTLEMEN'S QUARTERLY	3481	808	1.9	23.2	89	**142	1.3	4.1	64	228	1.6	6.5	79	438	2.3	12.6	111
GLAMOUR	7163	1845	4.2	25.8	99	460	4.3	6.4	101	528	3.8	7.4	89	857	4.5	12.0	105
GOLF DIGEST	2355	517	1.2	22.0	85	**81	0.8	3.4	54	*143	1.0	6.1	73	*293	1.5	12.4	109
GOLF DIGEST/TENNIS (GROSS)	3610	806	1.8	22.3	86	*122	1.1	3.4	53	*225	1.6	6.2	75	459	2.4	12.7	112
GOLF MAGAZINE	2046	414	1.0	20.2	78	*31	0.3	1.5	24	*136	1.0	6.6	80	*247	1.3	12.1	106
GOLF MAGAZINE/SKI (GROSS)	3547	698	1.6	19.7	76	*73	0.7	2.1	32	*195	1.4	5.5	66	430	2.3	12.1	107
GOOD HOUSEKEEPING	20353	6015	13.8	29.6	114	1433	13.5	7.0	111	1758	12.7	8.6	104	2824	14.8	13.9	122
HARPER'S BAZAAR	3362	1143	2.6	34.0	131	*192	1.8	5.7	90	317	2.3	9.4	114	634	3.3	18.9	166
HEALTH	2987	1036	2.4	34.7	134	317	3.0	10.6	167	325	2.3	10.9	132	394	2.1	13.2	116
HEARST MAG CORP. BUY (GROSS)	67928	18541	42.6	27.3	105	3788	35.6	5.6	88	5342	38.5	7.9	95	9412	49.4	13.9	122
HEARST MAN POWER (GROSS)	11282	2294	5.3	20.3	78	409	3.8	3.6	57	511	3.7	4.5	55	1374	7.2	12.2	107
HEARST WOMAN POWER (GROSS)	40514	11187	25.7	27.6	106	2498	23.5	6.2	97	3347	24.1	8.3	100	5342	28.0	13.2	116
HOUSE BEAUTIFUL	4885	1551	3.6	31.8	122	297	2.8	6.1	96	486	3.5	9.9	120	768	4.0	15.7	138
INC.	1308	*321	0.7	24.5	94	**69	0.6	5.3	83	**24	0.2	1.8	22	**228	1.2	17.4	153
JET	6498	2669	6.1	41.1	158	731	6.9	11.2	177	1023	7.4	15.7	190	915	4.8	14.1	124
LADIES' HOME JOURNAL	14797	4420	10.1	29.9	115	1222	11.5	8.3	130	1373	9.9	9.3	112	1826	9.6	12.3	109
LHJ FAMILY GRP COMBO(GROSS)	21743	6631	15.2	30.5	117	1778	16.7	8.2	129	2034	14.7	9.4	113	2818	14.8	13.0	114
LIFE	9881	2472	5.7	25.0	96	577	5.4	5.8	92	789	5.7	8.0	97	1106	5.8	11.2	98
L.A. TIMES HOME MAGAZINE	2775	527	1.2	19.0	73	*135	1.3	4.9	77	**121	0.9	4.4	53	272	1.4	9.8	86
MADMOISELLE	4219	1144	2.6	27.1	104	263	2.5	6.2	98	373	2.7	8.8	107	508	2.7	12.0	106
MC CALL'S	16422	5078	11.7	30.9	119	1209	11.4	7.4	116	1523	11.0	9.3	112	2346	12.3	14.3	126
MC CALL'S/WRK MOTHER (GROSS)	17919	5593	12.8	31.2	120	1324	12.5	7.4	117	1671	12.0	9.3	113	2598	13.6	14.5	128
MECHANIX ILLUSTRATED	4433	998	2.3	22.5	87	*180	1.7	4.1	64	*262	1.9	5.9	71	555	2.9	12.5	110
METROPOLITAN HOME	1504	459	1.1	30.5	117	**82	0.8	5.5	86	**108	0.8	7.2	87	*269	1.4	17.9	157
MONEY	4723	983	2.3	20.8	80	240	2.3	5.1	80	239	1.7	5.1	61	504	2.6	10.7	94
MOTHER EARTH NEWS	2325	423	1.0	18.2	70	**68	0.6	2.9	46	**94	0.7	4.0	49	261	1.4	11.2	99
MS.	1189	340	0.8	28.6	110	**68	0.6	5.7	90	*376	0.5	6.4	77	*196	1.0	16.5	145
NATIONAL ENQUIRER	18892	5481	12.6	29.0	112	1343	12.6	7.1	112	1766	12.7	9.3	113	2373	12.5	12.6	111
NATIONAL GEOGRAPHIC	22129	4821	11.1	21.8	84	1220	11.5	5.5	87	1226	8.8	5.5	67	2375	12.5	10.7	94
NATIONAL SUNDAY MAGAZINE PKG	103750	25138	57.7	24.2	93	6015	56.6	5.8	91	7592	54.7	7.3	88	11531	60.5	11.1	98
NATURAL HISTORY	1379	321	0.7	23.3	90	**94	0.9	6.8	108	**79	0.6	5.7	69	**148	0.8	10.7	94
NEW WOMAN	2289	602	1.4	26.3	101	*146	1.4	6.4	101	*178	1.3	7.8	94	278	1.5	12.1	107
NEW YORK INCLUDING CUE	1088	296	0.7	27.2	105	**52	0.5	4.8	75	**81	0.6	7.4	90	*163	0.9	15.0	132
THE NEW YORKER	2459	611	1.4	24.8	96	*128	1.2	5.2	82	*190	1.4	7.7	93	293	1.5	11.9	105
NEWSWEEK	16527	3575	8.2	21.6	83	869	8.2	5.3	83	1055	7.6	6.4	77	1651	8.7	10.0	88
THE N.Y. TIMES DAILY EDITION	2739	512	1.2	18.7	72	*138	1.3	5.0	79	*140	1.0	5.1	62	234	1.2	8.5	75
THE N.Y. TIMES MAGAZINE	4443	766	1.8	17.2	66	182	1.7	4.1	65	261	1.9	5.9	71	324	1.7	7.3	64
OMNI	2799	532	1.2	19.0	73	**97	0.9	3.5	55	**99	0.7	3.5	43	336	1.8	12.0	106
ON CABLE	2209	543	1.2	24.6	95	**102	1.0	4.6	73	*139	1.0	6.3	76	*301	1.6	13.6	120
1001 HOME IDEAS	3959	1175	2.7	29.7	114	*240	2.3	6.1	96	337	2.4	8.5	103	599	3.1	15.1	133
ORGANIC GARDENING	3111	871	2.0	28.0	108	*176	1.7	5.7	89	*233	1.7	7.5	91	462	2.4	14.9	131
OUTDOOR LIFE	5024	1068	2.5	21.3	82	*244	2.3	4.9	77	*267	1.9	5.3	64	557	2.9	11.1	98
PARADE MAGAZINE	51292	12362	28.4	24.1	93	3280	30.8	6.4	101	3456	24.9	6.7	81	5626	29.5	11.0	97

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	43568	100.0	26.0	100	10634	100.0	6.3	100	13874	100.0	8.3	100	19060	100.0	11.4	100
PARENTS	5298	1441	3.3	27.2	105	311	2.9	5.9	93	294	2.1	5.5	67	836	4.4	15.8	139
PENTHOUSE	5129	979	2.2	19.1	73	*188	1.8	3.7	58	*199	1.4	3.9	47	593	3.1	11.6	102
PEOPLE	21070	5239	12.0	24.9	96	1222	11.5	5.8	91	1340	9.7	6.4	77	2677	14.0	12.7	112
PLAYBOY	10562	2141	4.9	20.3	78	432	4.1	4.1	65	556	4.0	5.3	64	1153	6.0	10.9	96
POPULAR HOT RODDING	2498	522	1.2	20.9	80	**45	0.4	1.8	28	**116	0.8	4.6	56	*361	1.9	14.5	127
POPULAR MECHANICS	5887	1326	3.0	22.5	87	*304	2.9	5.2	81	298	2.1	5.1	61	725	3.8	12.3	108
POPULAR SCIENCE	4317	892	2.0	20.7	80	*194	1.8	4.5	71	*177	1.3	4.1	50	521	2.7	12.1	106
PREVENTION	5792	1849	4.2	31.9	123	546	5.1	9.4	149	538	3.9	9.3	112	765	4.0	13.2	116
PSYCHOLOGY TODAY	3284	799	1.8	24.3	94	*170	1.6	5.2	82	*145	1.0	4.4	53	484	2.5	14.7	130
READER'S DIGEST	40046	11347	26.0	28.3	109	3130	29.4	7.8	123	3496	25.2	8.7	106	4721	24.8	11.8	104
REDBOOK	9584	2772	6.4	28.9	111	552	5.2	5.8	91	825	5.9	8.6	104	1396	7.3	14.6	128
ROAD & TRACK	2590	354	0.8	13.7	53	**44	0.4	1.7	27	*64	0.5	2.5	30	*246	1.3	9.5	84
ROLLING STONE	3302	698	1.6	21.1	81	**51	0.5	1.5	24	*229	1.7	6.9	84	418	2.2	12.7	111
RUNNER'S WORLD	1229	*210	0.5	17.1	66	**47	0.4	3.8	60	*226	0.2	2.1	26	**138	0.7	11.2	99
SATURDAY EVENING POST	2110	612	1.4	29.0	112	*163	1.5	7.7	122	*155	1.1	7.3	89	295	1.5	14.0	123
SCIENCE 84	1543	*260	0.6	16.9	65	**36	0.3	2.3	37	**28	0.2	1.8	22	*197	1.0	12.8	112
SCIENCE DIGEST	1747	331	0.8	18.9	73	**28	0.3	1.6	25	*60	0.4	3.4	42	*243	1.3	13.9	122
SCIENTIFIC AMERICAN	1994	328	0.8	16.4	63	**49	0.5	2.5	39	*62	0.4	3.1	38	*217	1.1	10.9	96
SELF	3119	953	2.2	30.6	118	**100	0.9	3.2	51	*301	2.2	9.7	117	552	2.9	17.7	156
SEVENTEEN	3923	1209	2.8	30.8	119	*228	2.1	5.8	92	357	2.6	9.1	110	625	3.3	15.9	140
SKI	1501	*284	0.7	18.9	73	**43	0.4	2.9	45	**59	0.4	3.9	48	**182	1.0	12.1	107
SMITHSONIAN	5976	1284	2.9	21.5	83	303	2.8	5.1	80	258	1.9	4.3	52	723	3.8	12.1	106
SOAP OPERA DIGEST	4228	1498	3.4	35.4	136	336	3.2	7.9	125	472	3.4	11.2	135	690	3.6	16.3	144
SOUTHERN LIVING	4488	2071	4.8	31.9	123	521	4.9	8.0	127	630	4.5	9.7	117	921	4.8	14.2	125
SPORT	3500	842	1.9	24.1	93	*178	1.7	5.1	80	*237	1.7	6.8	82	426	2.2	12.2	107
THE SPORTING NEWS	2456	596	1.4	24.3	93	**110	1.0	4.5	71	**108	0.8	4.4	53	378	2.0	15.4	135
SPORTS AFFIELD	3648	638	1.5	17.5	67	**78	0.7	2.1	34	*153	1.1	4.2	51	407	2.1	11.2	98
SPORTS ILLUSTRATED	14484	2978	6.8	20.6	79	546	5.1	3.8	59	809	5.8	5.6	68	1624	8.5	11.2	99
STAR	12661	4053	9.3	32.0	123	872	8.2	6.9	109	1162	8.4	9.2	111	2018	10.6	15.9	140
SUNDAY	52799	12141	27.9	23.0	89	3048	28.7	5.8	91	3624	26.1	6.9	83	5470	28.7	10.4	91
SUNSET	3513	729	1.7	20.8	80	*134	1.3	3.8	60	*213	1.5	6.1	73	382	2.0	10.9	96
TV GUIDE	42766	11216	25.7	26.2	101	2480	23.3	5.8	91	3724	26.8	8.7	105	5012	26.3	11.7	103
TENNIS	1254	289	0.7	23.0	89	**41	0.4	3.3	52	*82	0.6	6.5	79	*166	0.9	13.2	116
TIME	22054	4498	10.3	20.4	79	1035	9.7	4.7	74	1272	9.2	5.8	70	2190	11.5	9.9	87
TOWN & COUNTRY	1555	472	1.1	30.4	117	**80	0.8	5.1	81	*136	1.0	8.7	106	*255	1.3	16.4	144
TRAVEL & LEISURE	2173	609	1.4	28.0	108	*125	1.2	5.8	91	*182	1.3	8.4	101	302	1.6	13.9	122
TRUE STORY	4636	1507	3.5	32.5	125	320	3.0	6.9	109	505	3.6	10.9	132	683	3.6	14.7	130
U.S. NEWS & WORLD REPORT	10353	2416	5.5	23.3	90	471	4.4	4.5	72	708	5.1	6.8	83	1237	6.5	11.9	105
USA TODAY	4994	1029	2.4	20.6	79	151	1.4	3.0	48	304	2.2	6.1	74	574	3.0	11.5	101
US	3528	997	2.3	28.3	109	*196	1.8	5.6	88	*229	1.7	6.5	78	572	3.0	16.2	143
VOGUE	5424	1387	3.2	25.6	98	*223	2.1	4.1	65	419	3.0	7.7	93	745	3.9	13.7	121
WALL STREET JOURNAL	6292	1251	2.9	19.9	77	313	2.9	5.0	78	336	2.4	5.3	65	602	3.2	9.6	84
WEIGHT WATCHERS	2762	776	1.8	28.1	108	*183	1.7	6.6	105	292	2.1	10.6	128	301	1.6	10.9	96
WOMAN'S DAY	16320	4486	10.3	27.5	106	992	9.3	6.1	96	1481	10.7	9.1	110	2014	10.6	12.3	109
WORKING MOTHER	1496	515	1.2	34.4	133	*115	1.1	7.7	121	*148	1.1	9.9	120	*252	1.3	16.8	148
WORKING WOMAN	1851	548	1.3	29.6	114	*103	1.0	5.6	88	*204	1.5	11.0	133	*241	1.3	13.0	115
WORLD TENNIS	580	*184	0.4	31.7	122	*33	0.3	5.7	90	*55	0.4	9.5	115	*96	0.5	16.6	146
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2542	5.8	20.5	79	513	4.8	4.1	65	604	4.4	4.9	59	1425	7.5	11.5	101
BLAIR INSERTS	91671	21784	50.0	23.8	91	5337	50.2	5.8	92	6519	47.0	7.1	86	9929	52.1	10.8	95
DAILY NEWSPAPERS																	
READ ANY	109190	27764	63.7	25.4	98	6690	62.9	6.1	97	8739	63.0	8.0	97	12335	64.7	11.3	99
READ ONE	89587	23526	54.0	26.3	101	5707	53.7	6.4	100	7514	54.2	8.4	101	10305	54.1	11.5	101
READ TWO OR MORE	19602	4238	9.7	21.6	83	984	9.3	5.0	79	1225	8.8	6.2	76	2030	10.7	10.4	91
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	26719	61.3	24.4	94	6439	60.6	5.9	93	8177	58.9	7.5	90	12103	63.5	11.0	97
READ ONE	95074	23568	54.1	24.8	95	5786	54.4	6.1	96	7189	51.8	7.6	91	10593	55.6	11.1	98
READ TWO OR MORE	14588	3151	7.2	21.6	83	653	6.1	4.5	71	988	7.1	6.8	82	1510	7.9	10.4	91
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	27.46				27.21				25.01				29.35			
30 DAY REACH	149706	38065	87.4	25.4	98	9012	84.7	6.0	95	12152	87.6	8.1	98	16901	88.7	11.3	99
50 SHWG - 30 DAY AV FREQ	15.16	14.52				14.34				13.37				15.42			
30 DAY REACH	142406	36044	82.7	25.3	97	8561	80.5	6.0	95	11374	82.0	8.0	97	16109	84.5	11.3	100
25 SHWG - 30 DAY AV FREQ	8.23	7.90				7.76				7.45				8.29			
30 DAY REACH	131152	33069	75.9	25.2	97	7924	74.5	6.0	95	10161	73.2	7.7	94	14985	78.6	11.4	101
CABLE TV: HOME WIRED	66879	16780	38.5	25.1	97	3659	34.4	5.5	86	5370	38.7	8.0	97	7751	40.7	11.6	102
HOME NOT WIRED	100848	26788	61.5	26.6	102	6974	65.6	6.9	109	8504	61.3	8.4	102	11310	59.3	11.2	99
HAVE PAY CABLE	35024	7973	18.3	22.8	88	1481	13.9	4.2	67	2490	17.9	7.1	86	4002	21.0	11.4	101

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	43568	100.0	26.0	100	10634	100.0	6.3	100	13874	100.0	8.3	100	19060	100.0	11.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	23368	53.6	24.4	94	5471	51.4	5.7	90	7419	53.5	7.8	94	10478	55.0	11.0	96
10:00 AM - 3:00 PM	63599	15756	36.2	24.8	95	4025	37.9	6.3	100	4785	34.5	7.5	91	6946	36.4	10.9	96
3:00 PM - 7:00 PM	72097	17084	39.2	23.7	91	3933	37.0	5.5	86	5328	38.4	7.4	89	7822	41.0	10.8	95
7:00 PM - MIDNIGHT	36670	9090	20.9	24.8	95	2048	19.3	5.6	88	2787	20.1	7.6	92	4256	22.3	11.6	102
MIDNIGHT - 6:00 AM	21908	5782	13.3	26.4	102	1170	11.0	5.3	84	1948	14.0	8.9	107	2664	14.0	12.2	107
6:00 AM - MIDNIGHT	127571	31608	72.5	24.8	95	7461	70.2	5.8	92	10006	72.1	7.8	95	14141	74.2	11.1	98
ENTIRE DAY	129239	32116	73.7	24.9	96	7586	71.3	5.9	93	10172	73.3	7.9	95	14359	75.3	11.1	98
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	8081	18.5	23.8	91	1865	17.5	5.5	86	2426	17.5	7.1	86	3790	19.9	11.1	98
ALL NEWS	6062	1267	2.9	20.9	80	260	2.4	4.3	68	431	3.1	7.1	86	575	3.0	9.5	83
AOR/PROGRESSIVE	11884	2206	5.1	18.6	71	355	3.3	3.0	47	569	4.1	4.8	58	1282	6.7	10.8	95
BEAUTIFUL MUSIC	11180	2613	6.0	23.4	90	687	6.5	6.1	97	775	5.6	6.9	84	1151	6.0	10.3	91
BLACK	4538	1807	4.1	39.8	153	619	5.8	13.6	215	500	3.6	11.0	133	688	3.6	15.2	133
CLASSICAL	3857	825	1.9	21.4	82	*132	1.2	3.4	54	*268	1.9	6.9	84	425	2.2	11.0	97
CHR/ROCK	21946	4974	11.4	22.7	87	1080	10.2	4.9	78	1521	11.0	6.9	84	2374	12.5	10.8	95
COUNTRY	27262	7856	18.0	28.8	111	1899	17.9	7.0	110	2636	19.0	9.7	117	3322	17.4	12.2	107
GOLDEN OLDIES	3339	776	1.8	23.2	89	*219	2.1	6.6	103	*208	1.5	6.2	75	349	1.8	10.5	92
MOR/NOSTALGIA	10346	2287	5.2	22.1	85	677	6.4	6.5	103	658	4.7	6.4	77	952	5.0	9.2	81
NEWS/TALK	8929	1973	4.5	22.1	85	476	4.5	5.3	84	656	4.7	7.3	89	841	4.4	9.4	83
RELIGIOUS	5488	1513	3.5	27.6	106	457	4.3	8.3	131	495	3.6	9.0	109	562	2.9	10.2	90
SOFT ROCK	1232	*199	0.5	16.2	62	*31	0.3	2.5	40	*64	0.5	5.2	63	*104	0.5	8.4	74
URBAN CONTEMPORARY	3184	1258	2.9	39.5	152	361	3.4	11.3	179	422	3.0	13.3	160	475	2.5	14.9	131
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1595	3.7	23.1	89	324	3.0	4.7	74	524	3.8	7.6	92	746	3.9	10.8	95
ABC DIRECTION	5212	1289	3.0	24.7	95	282	2.7	5.4	85	412	3.0	7.9	96	595	3.1	11.4	100
ABC ENTERTAINMENT	10385	2840	6.5	27.3	105	812	7.6	7.8	123	925	6.7	8.9	108	1103	5.8	10.6	93
ABC FM	4762	1226	2.8	25.7	99	*308	2.9	6.5	102	313	2.3	6.6	79	605	3.2	12.7	112
ABC INFORMATION	11339	2782	6.4	24.5	94	713	6.7	6.3	99	984	7.1	8.7	105	1085	5.7	9.6	84
ABC ROCK	4878	1057	2.4	21.7	83	**127	1.2	2.6	41	285	2.1	5.8	71	645	3.4	13.2	116
CBS	10709	2595	6.0	24.2	93	694	6.5	6.5	102	805	5.8	7.5	91	1096	5.8	10.2	90
MUTUAL	10251	2878	6.6	28.1	108	647	6.1	6.3	100	934	6.7	9.1	110	1297	6.8	12.7	111
NBC	12243	2804	6.4	22.9	88	754	7.1	6.2	97	784	5.7	6.4	77	1266	6.6	10.3	91
RADIORADIO	4606	1076	2.5	23.4	90	*245	2.3	5.3	84	381	2.7	8.3	100	450	2.4	9.8	86
RKO ONE	5148	1338	3.1	26.0	100	418	3.9	8.1	128	404	2.9	7.8	95	516	2.7	10.0	88
RKO TWO	7313	1969	4.5	26.9	104	578	5.4	7.9	125	605	4.4	8.3	100	787	4.1	10.8	95
THE SOURCE	5981	1300	3.0	21.7	84	*305	2.9	5.1	80	442	3.2	7.4	89	553	2.9	9.2	81
NON-WIRED : BLAIR	19329	4965	11.4	25.7	99	1263	11.9	6.5	103	1529	11.0	7.9	96	2173	11.4	11.2	99
INTERNET	27139	6073	13.9	22.4	86	1619	15.2	6.0	94	1700	12.3	6.3	76	2754	14.4	10.1	89
KATZ RADIO GROUP	36319	8215	18.9	22.6	87	1969	18.5	5.4	86	2587	18.6	7.1	86	3660	19.2	10.1	89
SUPERNET	22361	5784	13.3	25.9	100	1213	11.4	5.4	86	1981	14.3	8.9	107	2590	13.6	11.6	102
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	4518	10.4	31.1	120	1270	11.9	8.7	138	1392	10.0	9.6	116	1857	9.7	12.8	112
MKDAY 9:00 AM - 1:00 PM	18688	6087	14.0	32.6	125	1610	15.1	8.6	136	1994	14.4	10.7	129	2484	13.0	13.3	117
MKDAY 1:00 PM - 4:30 PM	24061	8070	18.5	33.5	129	2071	19.5	8.6	136	2657	19.2	11.0	133	3342	17.5	13.9	122
MKDAY 4:30 PM - 7:30 PM	44079	12763	29.3	29.0	111	3419	32.2	7.8	122	4100	29.6	9.3	112	5245	27.5	11.9	105
MKDAY 7:30 PM - 8:00 PM	61979	17488	40.1	28.2	109	4668	43.9	7.5	119	5586	40.3	9.0	109	7235	38.0	11.7	103
MKDAY 11:00 PM - 11:30 PM	49084	13341	30.6	27.2	105	3514	33.0	7.2	113	4086	29.5	8.3	101	5741	30.1	11.7	103
MKDAY 11:30 PM - 1:00 AM	16560	4334	9.9	26.2	101	1146	10.8	6.9	109	1318	9.5	8.0	96	1870	9.8	11.3	99
M-SAT 8-11 PM-SUN 7-11 PM	66967	18040	41.4	26.9	104	4584	43.1	6.8	108	5586	40.3	8.3	101	7870	41.3	11.8	103
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	2770	6.4	29.9	115	693	6.5	7.5	118	1014	7.3	10.9	132	1062	5.6	11.5	101
ANOTHER WORLD	N 6138	2269	5.2	37.0	142	555	5.2	9.0	143	765	5.5	12.5	151	949	5.0	15.5	136
AS THE WORLD TURNS	C 7707	2880	6.6	37.4	144	769	7.2	10.0	157	866	6.2	11.2	136	1244	6.5	16.1	142
CAPITOL	C 4686	1877	4.3	40.0	154	486	4.6	10.4	164	603	4.3	12.9	156	788	4.1	16.8	148
CBS MORN. NEWS 1	C 2792	912	2.1	32.7	126	265	2.5	9.5	150	369	2.7	13.2	160	278	1.5	10.0	88
CBS MORN. NEWS 2	C 2071	579	1.3	28.0	108	147	1.4	7.1	112	227	1.6	11.0	133	205	1.1	9.9	87
DAYS OF OUR LIVES	N 8018	2665	6.1	33.2	128	633	6.0	7.9	125	888	6.4	11.1	134	1144	6.0	14.3	126
FACTS OF LIFE - DAYTIME	N 3487	1169	2.7	33.5	129	279	2.6	8.0	126	437	3.1	12.5	152	452	2.4	13.0	114
FAMILY FEUD	A 4817	1694	3.9	35.2	135	469	4.4	9.7	154	553	4.0	11.5	139	672	3.5	14.0	123
GENERAL HOSPITAL	A 8333	2677	6.1	32.1	124	678	6.4	8.1	128	980	7.1	11.8	142	1020	5.4	12.2	108
GOOD MORNING, AMERICA-730 A	A 5472	1770	4.1	32.3	125	407	3.8	7.4	117	599	4.3	10.9	132	764	4.0	14.0	123
GOOD MORNING, AMERICA-830 A	A 3965	1302	3.0	32.8	126	380	3.6	9.6	151	403	2.9	10.2	123	520	2.7	13.1	115
GUIDING LIGHT	C 7542	2794	6.4	37.0	143	761	7.2	10.1	159	832	6.0	11.0	133	1202	6.3	15.9	140
ONE LIFE TO LIVE	A 6018	1995	4.6	33.2	128	624	5.9	10.4	164	633	4.6	10.5	127	738	3.9	12.3	108
PRESS YOUR LUCK	C 3589	1210	2.8	33.7	130	258	2.4	7.2	113	418	3.0	11.6	141	535	2.8	14.9	131
PRICE IS RIGHT 1	C 7418	2450	5.6	33.0	127	640	6.0	8.6	136	866	6.						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	43568	100.0	26.0	100	10634	100.0	6.3	100	13874	100.0	8.3	100	19060	100.0	11.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	15552	35.7	29.7	114	4363	41.0	8.3	132	4815	34.7	9.2	111	6374	33.4	12.2	107
NETWORK AFFILIATES - LATE	39164	11104	25.5	28.4	109	2897	27.2	7.4	117	3465	25.0	8.8	107	4742	24.9	12.1	107
INDEPENDENTS - LATE	5133	1199	2.8	23.4	90	329	3.1	6.4	101	334	2.4	6.5	79	536	2.8	10.4	92
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 22825	6770	15.5	29.7	114	1598	15.0	7.0	110	2238	16.1	9.8	119	2934	15.4	12.9	113
ABC MONDAY NIGHT MOVIE	A 11258	3027	6.9	26.9	104	753	7.1	6.7	105	988	7.1	8.8	106	1286	6.7	11.4	101
ABC SUNDAY NIGHT MOVIE	A 23600	6223	14.3	26.4	102	1629	15.3	6.9	109	1915	13.8	8.1	98	2678	14.1	11.3	100
ABC WORLD NEWS TONIGHT	A 12801	3690	8.5	28.8	111	1099	10.3	8.6	135	1151	8.3	9.0	109	1440	7.6	11.2	99
AFTERMASH	C 10966	3136	7.2	28.6	110	908	8.5	8.3	131	1035	7.5	9.4	114	1193	6.3	10.9	96
ALICE	C 17050	5088	11.7	29.8	115	1370	12.9	8.0	127	1513	10.9	8.9	107	2205	11.6	12.9	114
AMERICAN PARADE	C 11998	3544	8.1	29.5	114	1152	10.8	9.6	151	904	6.5	7.5	91	1488	7.8	12.4	109
BENSON	A 19258	5382	12.4	27.9	108	1486	14.0	7.7	122	1558	11.2	8.1	98	2339	12.3	12.1	107
BLUE THUNDER	A 11478	3113	7.1	27.1	104	761	7.2	6.6	105	1080	7.8	9.4	114	1273	6.7	11.1	98
CAGNEY & LACEY	C 18263	5110	11.7	28.0	108	1313	12.3	7.2	113	1451	10.5	7.9	96	2346	12.3	12.8	113
CBS EVENING NEWS-DEAN	C 7733	2137	4.9	27.6	106	649	6.1	8.4	132	700	5.0	9.1	109	788	4.1	10.2	90
CBS EVENING NEWS-RATHER	C 15653	4477	10.3	28.6	110	1211	11.4	7.7	122	1523	11.0	9.7	118	1743	9.1	11.1	98
CBS SAT. NEWS-SCHIEFFER	C 8744	2645	6.1	30.2	116	663	6.2	7.6	120	947	6.8	10.8	131	1036	5.4	11.8	104
CBS SATURDAY NIGHT MOVIE	C 12000	3237	7.4	27.0	104	778	7.3	6.5	102	963	6.9	8.0	97	1496	7.8	12.5	110
CBS WEDNESDAY NIGHT MOVIE	C 11522	3163	7.3	27.5	106	867	8.2	7.5	119	934	6.7	8.1	98	1362	7.1	11.8	104
CHEERS	M 16818	4053	9.3	24.1	93	823	7.7	4.9	77	1446	10.4	8.6	104	1784	9.4	10.6	93
DALLAS	C 37510	11212	25.7	29.9	115	3306	31.1	8.8	139	3410	24.6	9.1	110	4496	23.6	12.0	105
DIFF'RENT STROKES	M 11258	3803	8.7	33.8	130	1026	9.6	9.1	144	1229	8.9	10.9	132	1548	8.1	13.8	121
DOUBLE TROUBLE	M 12248	3479	8.0	28.4	109	858	8.1	7.0	110	1046	7.5	8.5	103	1576	8.3	12.9	113
DUCK FACTORY	M 11100	2933	6.7	26.4	102	629	5.9	5.7	89	975	7.0	8.8	106	1329	7.0	12.0	105
DUKES OF HAZZARD	C 12353	3635	8.3	29.4	113	888	8.4	7.2	113	1184	8.5	9.6	116	1563	8.2	12.7	111
DYNASTY	A 33279	10060	23.1	30.2	116	2607	24.5	7.8	124	3353	24.2	10.1	122	4100	21.5	12.3	108
FACTS OF LIFE	N 13410	4415	10.1	32.9	127	1039	9.8	7.7	122	1437	10.4	10.7	130	1939	10.2	14.5	127
FALCON CREST	C 31093	9445	21.7	30.4	117	2676	25.2	8.6	136	2773	20.0	8.9	108	3995	21.0	12.8	113
FALL GUY	A 18649	5409	12.4	29.0	112	1197	11.3	6.4	101	1866	13.4	10.0	121	2346	12.3	12.6	111
FAMILY TIES	N 13101	4036	9.3	30.8	119	1060	10.0	8.1	128	1363	9.8	10.4	126	1612	8.5	12.3	108
FANTASY ISLAND	A 13069	3981	9.1	30.5	117	978	9.2	7.5	118	1270	9.2	9.7	117	1732	9.1	13.3	117
FOULUPS, BLEEPES & BLUNDERS	A 16588	4036	9.3	24.3	94	1067	10.0	6.4	101	1207	8.7	7.3	88	1762	9.2	10.6	93
FOUR SEASONS	C 9302	2748	6.3	29.5	114	861	8.1	9.3	146	843	6.1	9.1	110	1045	5.5	11.2	99
GIMME A BREAK	N 13955	4728	10.9	33.9	130	1146	10.8	8.2	130	1641	11.8	11.8	142	1941	10.2	13.9	122
HART TO HART	A 15735	4643	10.7	29.5	114	1085	10.2	6.9	109	1528	11.0	9.7	117	2029	10.6	12.9	113
HILL STREET BLUES	N 18257	4204	9.6	23.0	89	862	8.1	4.7	74	1454	10.5	8.0	96	1889	9.9	10.3	91
HOTEL	A 24236	7224	16.6	29.8	115	1821	17.1	7.5	119	2445	17.6	10.1	122	2958	15.5	12.2	107
JEFFERSONS	C 17010	5272	12.1	31.0	119	1443	13.6	8.5	134	1648	11.9	9.7	117	2182	11.4	12.8	113
JENNIFER SLEPT HERE	N 9397	2938	6.7	31.3	120	823	7.7	8.8	138	930	6.7	9.9	120	1185	6.2	12.6	111
KATE & ALLIE	C 16762	4583	10.5	27.3	105	1144	10.8	6.8	108	1387	10.0	8.3	100	2052	10.8	12.2	108
KNIGHT RIDER	N 13164	3801	8.7	28.9	111	850	8.0	6.5	102	1216	8.8	9.2	112	1735	9.1	13.2	116
LOVE BOAT	A 20400	6073	13.9	29.8	115	1593	15.0	7.8	123	1799	13.0	8.8	107	2681	14.1	13.1	116
MAGNUM PI	C 22543	5962	13.7	26.4	102	1409	13.2	6.3	99	1841	13.3	8.2	99	2712	14.2	12.0	106
MAMA'S FAMILY	N 9852	2973	6.8	30.2	116	833	7.8	8.5	133	973	7.0	9.9	119	1167	6.1	11.8	104
MASTER, THE	N 8082	2460	5.6	30.4	117	554	5.2	6.9	108	851	6.1	10.5	127	1055	5.5	13.1	115
MATT HOUSTON	A 12881	3364	7.7	26.1	101	826	7.8	6.4	101	1050	7.6	8.2	99	1487	7.8	11.5	102
NBC MONDAY NIGHT MOVIE	N 23889	6241	14.3	26.1	101	1523	14.3	6.4	101	2009	14.5	8.4	102	2709	14.2	11.3	100
NBC NIGHTLY NEWS	N 11156	3462	7.9	31.0	119	1012	9.5	9.1	143	1062	7.7	9.5	115	1389	7.3	12.5	110
NBC NIGHTLY NEWS-SAT	N 7363	2082	4.8	28.3	109	690	6.5	9.4	148	539	3.9	7.3	88	853	4.5	11.6	102
NBC NIGHTLY NEWS-SUN	N 6214	1836	4.2	29.5	114	462	4.3	7.4	117	511	3.7	8.2	99	863	4.5	13.9	122
NBC SUNDAY NIGHT MOVIE	N 17590	4307	9.9	24.5	94	939	8.8	5.3	84	1239	8.9	7.0	85	2128	11.2	12.1	106
NEWHART	C 16740	4702	10.8	28.1	108	1180	11.1	7.0	111	1401	10.1	8.4	101	2121	11.1	12.7	111
ONE DAY AT A TIME	C 11820	3262	7.5	27.6	106	846	8.0	7.2	113	996	7.2	8.4	102	1420	7.5	12.0	106
PEOPLE ARE FUNNY	N 9138	2569	5.9	28.1	108	738	6.9	8.1	127	797	5.7	8.7	105	1034	5.4	11.3	100
REAL PEOPLE	N 15979	5058	11.6	31.7	122	1297	12.2	8.1	128	1657	11.9	10.4	125	2104	11.0	13.2	116
REMINGTON STEELE	N 14395	4063	9.3	28.2	109	852	8.0	5.9	93	1178	8.5	8.2	99	2033	10.7	14.1	124
RIPLY'S BELIEVE IT - NOT	A 11362	2903	6.7	25.6	98	730	6.9	6.4	101	866	6.2	7.6	92	1306	6.9	11.5	101
RIPTIDE	N 13920	3909	9.0	28.1	108	841	7.9	6.0	95	1264	9.1	9.1	110	1804	9.5	13.0	114
SCARECROW & MRS. KING	C 17571	5252	12.1	29.9	115	1390	13.1	7.9	125	1526	11.0	8.7	105	2335	12.3	13.3	117
SIMON & SIMON	C 20208	5598	12.8	27.7	107	1383	13.0	6.8	108	1767	12.7	8.7	106	2448	12.8	12.1	107
60 MINUTES	C 27668	7613	17.5	27.5	106	2081	19.6	7.5	119	2301	16.6	8.3	101	3231	17.0	11.7	103
ST. ELSEWHERE	N 13699	3443	7.9	25.1	97	846	8.0	6.2	97	940	6.8	6.9	83	1657	8.7	12.1	106
THREE'S COMPANY	A 20632	5651	13.0	27.4													

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A	B	C	D	A	B	C	D	1	2	3	4	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	16157	100.0	20.4	100	4071	100.0	5.1	100	5047	100.0	6.4	100	7040	100.0	8.9	100
HOUSEHOLD HEADS	66405	13940	86.3	21.0	103	3602	88.5	5.4	106	4318	85.6	6.5	102	6021	85.5	9.1	102
18 - 24	13945	2130	13.2	15.3	75	*379	9.3	2.7	53	*628	12.4	4.5	71	1123	16.0	8.1	91
25 - 34	19334	3112	19.3	16.1	79	583	14.3	3.0	59	905	17.9	4.7	74	1624	23.1	8.4	95
35 - 44	14196	2539	15.7	17.9	88	*448	11.0	3.2	61	692	13.7	4.9	77	1400	19.9	9.9	111
45 - 54	10896	1901	11.8	17.4	86	*540	13.3	5.0	96	623	12.3	5.7	90	738	10.5	6.8	76
55 - 64	10378	2748	17.0	26.5	130	734	18.0	7.1	138	941	18.6	9.1	142	1073	15.2	10.3	116
65 OR OLDER	10514	3727	23.1	35.4	174	1387	34.1	13.2	257	1258	24.9	12.0	188	1082	15.4	10.3	116
18 - 34	33279	5242	32.4	15.8	77	961	23.6	2.9	56	1533	30.4	4.6	72	2747	39.0	8.3	93
18 - 49	52904	8670	53.7	16.4	80	1629	40.0	3.1	60	2517	49.9	4.8	75	4524	64.3	8.6	96
25 - 54	44426	7552	46.7	17.0	83	1571	38.6	3.5	69	2220	44.0	5.0	78	3762	53.4	8.5	95
35 - 49	19625	3429	21.2	17.5	86	667	16.4	3.4	66	984	19.5	5.0	79	1777	25.2	9.1	102
50 OR OLDER	26359	7487	46.3	28.4	139	2442	60.0	9.3	180	2530	50.1	9.6	151	2515	35.7	9.5	107
GRADUATED COLLEGE	15982	2066	12.8	12.9	63	426	10.5	2.7	52	545	10.8	3.4	54	1095	15.6	6.9	77
ATTENDED COLLEGE	13629	2041	12.6	15.0	73	*471	11.6	3.5	67	522	10.3	3.8	60	1048	14.9	7.7	87
GRADUATED HIGH SCHOOL	28591	5575	34.5	19.5	96	1203	29.6	4.2	82	1559	30.9	5.5	86	2812	39.9	9.8	111
DID NOT GRADUATE HIGH SCHOOL	21061	6475	40.1	30.7	151	1970	48.4	9.4	182	2421	48.0	11.5	181	2084	29.6	9.9	111
EMPLOYED FULL-TIME	52316	8697	53.8	16.6	82	1752	43.0	3.3	65	2499	49.5	4.8	75	4446	63.2	8.5	96
EMPLOYED PART-TIME	4113	688	4.3	16.7	82	**227	5.6	5.5	107	**159	3.2	3.9	61	**302	4.3	7.3	83
NOT EMPLOYED	22834	6773	41.9	29.7	146	2091	51.4	9.2	178	2390	47.4	10.5	164	2292	32.6	10.0	113
PROFESSIONAL/MANAGER	15034	2064	12.8	13.7	67	*454	11.2	3.0	59	*470	9.3	3.1	49	1139	16.2	7.6	85
TECH/CLERICAL/SALES	11255	1486	9.2	13.2	65	*329	8.1	2.9	57	*448	8.9	4.0	63	709	10.1	6.3	71
PRECISION/CRAFT	11607	2179	13.5	18.8	92	*435	10.7	3.7	73	701	13.9	6.0	95	1043	14.8	9.0	101
OTHER EMPLOYED	18534	3655	22.6	19.7	97	760	18.7	4.1	80	1039	20.6	5.6	88	1856	26.4	10.0	113
SINGLE	19562	3173	19.6	16.2	80	705	17.3	3.6	70	918	18.2	4.7	74	1549	22.0	7.9	89
MARRIED	51896	11276	69.8	21.7	107	2861	70.3	5.5	107	3577	70.9	6.9	108	4838	68.7	9.3	105
DIVORCED/SEPARATED/WIDOWED	7804	1709	10.6	21.9	107	504	12.4	6.5	126	552	10.9	7.1	111	652	9.3	8.4	94
PARENTS	25372	4464	27.6	17.6	86	713	17.5	2.8	55	1435	28.4	5.7	89	2316	32.9	9.1	103
WHITE	69658	13215	81.8	19.0	93	3270	80.3	4.7	91	4052	80.3	5.8	91	5892	83.7	8.5	95
BLACK	7909	2785	17.2	35.2	173	765	18.8	9.7	188	947	18.8	12.0	188	1073	15.2	13.6	153
OTHER	1696	**158	1.0	9.3	46	**36	0.9	2.1	41	**48	1.0	2.8	44	**74	1.1	4.4	49
NORTHEAST-CENSUS	17202	2918	18.1	17.0	83	812	19.9	4.7	92	779	15.4	4.5	71	1327	18.8	7.7	87
NORTH CENTRAL	20461	3404	21.1	16.6	82	793	19.5	3.9	75	903	17.9	4.4	69	1708	24.3	8.3	94
SOUTH	26695	7452	46.1	27.9	137	1968	48.3	7.4	144	2546	50.4	9.5	150	2938	41.7	11.0	124
WEST	14906	2384	14.8	16.0	78	*498	12.2	3.3	65	818	16.2	5.5	86	1067	15.2	7.2	81
NORTHEAST-MKTG.	17962	3088	19.1	17.2	84	954	23.4	5.3	103	880	17.4	4.9	77	1254	17.8	7.0	79
EAST CENTRAL	11741	2264	14.0	19.3	95	432	10.6	3.7	72	588	11.7	5.0	79	1245	17.7	10.6	119
WEST CENTRAL	13518	2122	13.1	15.7	77	523	12.8	3.9	75	528	10.5	3.9	71	1071	15.2	7.9	89
SOUTH	23168	6595	40.8	28.5	140	1678	41.2	7.2	141	2354	46.6	10.2	160	2564	36.4	11.1	125
PACIFIC	12874	2088	12.9	16.2	80	*485	11.9	3.8	73	698	13.8	5.4	85	906	12.9	7.0	79
COUNTY SIZE A	32596	6133	38.0	18.8	92	1470	36.1	4.5	88	1702	33.7	5.2	82	2962	42.1	9.1	102
COUNTY SIZE B	23814	4584	28.4	19.2	94	1296	31.8	5.4	106	1347	26.7	5.7	89	1941	27.6	8.2	92
COUNTY SIZE C	12663	2818	17.4	22.3	109	718	17.6	5.7	110	1018	20.2	8.0	126	1083	15.4	8.6	96
COUNTY SIZE D	10190	2622	16.2	25.7	126	587	14.4	5.8	112	981	19.4	9.6	151	1054	15.0	10.3	116
METRO CENTRAL CITY	23190	4714	29.2	20.3	100	1193	29.3	5.1	100	1395	27.6	6.0	94	2127	30.2	9.2	103
METRO SUBURBAN	36920	6713	41.5	18.2	89	1608	39.5	4.4	85	1971	39.1	5.3	84	3134	44.5	8.5	96
NON METRO	19152	4730	29.3	24.7	121	1269	31.2	6.6	129	1682	33.3	8.8	138	1779	25.3	9.3	105
TOP 5 ADI'S	18703	3410	21.1	18.2	89	882	21.7	4.7	92	971	19.2	5.2	82	1556	22.1	8.3	94
TOP 10 ADI'S	26158	4786	29.6	18.3	90	1319	32.4	5.0	98	1438	28.5	5.5	86	2030	28.8	7.8	87
TOP 20 ADI'S	36612	6829	42.3	18.7	92	1687	41.4	4.6	90	2033	40.3	5.6	87	3109	44.2	8.5	96
HSHL INC. \$50,000 OR MORE	9326	973	6.0	10.4	51	**162	4.0	1.7	34	*265	5.3	2.8	45	547	7.8	5.9	66
\$40,000 OR MORE	18002	2213	13.7	12.3	60	*460	11.3	2.6	50	621	12.3	3.4	54	1132	16.1	6.3	71
\$30,000 OR MORE	31361	4292	26.6	13.7	67	993	24.4	3.2	62	1102	21.8	3.5	55	2197	31.2	7.0	79
\$25,000 OR MORE	39858	5567	34.5	14.0	69	1249	30.7	3.1	61	1364	27.0	3.4	54	2954	42.0	7.4	83
\$20,000 - \$24,999	8664	1848	11.4	21.3	105	577	14.2	6.7	130	531	10.5	6.1	96	740	10.5	8.5	96
\$15,000 - \$19,999	7964	2091	12.9	26.3	129	*460	11.3	5.8	112	590	11.7	7.4	116	1041	14.8	13.1	147
\$10,000 - \$14,999	11093	2920	18.1	26.3	129	653	16.0	5.9	115	1058	21.0	9.5	150	1209	17.2	10.9	123
UNDER \$10,000	11683	3732	23.1	31.9	157	1131	27.8	9.7	188	1505	29.8	12.9	202	1096	15.6	9.4	106
HOUSEHOLD OF 1 PERSON	7453	1515	9.4	20.3	100	512	12.6	6.9	134	464	9.2	6.2	98	538	7.6	7.2	81
2 PEOPLE	24757	6287	38.9	25.4	125	1920	47.2	7.8	151	2009	39.8	8.1	127	2359	33.5	9.5	107
3 OR 4 PEOPLE	32682	5634	34.9	17.2	85	1217	29.9	3.7	73	1641	32.5	5.0	79	2777	39.4	8.5	96
5 OR MORE PEOPLE	14370	2721	16.8	18.9	93	**422	10.4	2.9	57	934	18.5	6.5	102	1366	19.4	9.5	107
NO CHILD IN HSHLD	46768	10351	64.1	22.1	109	3200	78.6	6.8	133	3287	65.1	7.0	110	3864	54.9	8.3	93
CHILD(REN) UNDER 2 YRS	4799	842	5.2	17.5	86	**117	2.9	2.4	47	**290	5.7	6.0	95	*434	6.2	9.0	102
2 - 5 YEARS	11125	1998	12.4	18.0	88	*297	7.3	2.7	52	*532	10.5	4.8	75	1169	16.6	10.5	118
6 - 11 YEARS	14193	2672	16.5	18.8	92	*364	8.9	2.6	50	834	16.5	5.9	92	1474	20.9	10.4	117
12 - 17 YEARS	17402	3028	18.7	17.4	85	*447	11.0	2.6	50	930	18.4	5.3	84	1651	23.5	9.5	107
RESIDENCE OWNED	56398	11445	70.8	20.3	100	2983	73.3	5.3	103	3398	67.3	6.0	95	5064	71.9	9.0	101
VALUE: \$50,000 OR MORE	34811	5946	36.8	17.1	84	1459	35.8	4.2	82	1653	32.8	4.7	75	2834	40.3	8.1	92
VALUE: UNDER \$50,000	21587	5499	34.0	25.5	125	1524	37.4	7.1	137	1745	34.6	8.1	127	2230	31.7	10.3	116

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
			A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	16157	100.0	20.4	100	4071	100.0	5.1	100	5047	100.0	6.4	100	7040	100.0	8.9	100
MAGAZINES	QUINTILE 1	16033	2693	16.7	16.8	82	600	14.7	3.7	73	567	11.2	3.5	56	1526	21.7	9.5	107
	QUINTILE 2	15354	2770	17.1	18.0	89	561	13.8	3.7	71	891	17.7	5.8	91	1318	18.7	8.6	97
	QUINTILE 3	15888	3360	20.8	21.1	104	740	18.2	4.7	91	1090	21.6	6.9	108	1530	21.7	9.6	108
	QUINTILE 4	17310	3621	22.4	20.9	103	926	22.7	5.3	104	1249	24.7	7.2	113	1446	20.5	8.4	94
	QUINTILE 5	14677	3713	23.0	25.3	124	1243	30.5	8.5	165	1250	24.8	8.5	134	1220	17.3	8.3	94
NEWSPAPERS	QUINTILE 1	15277	2635	16.3	17.2	85	571	14.0	3.7	73	671	13.3	4.4	69	1393	19.8	9.1	103
	QUINTILE 2	22745	4397	27.2	19.3	95	1210	29.7	5.3	104	1509	29.9	6.6	104	1678	23.8	7.4	83
	QUINTILE 3	10692	2140	13.2	20.0	98	430	10.6	4.0	78	633	12.5	5.9	93	1077	15.3	10.1	113
	QUINTILE 4	11646	2180	13.5	18.7	92	538	13.2	4.6	90	580	11.5	5.0	78	1062	15.1	9.1	103
	QUINTILE 5	18903	4805	29.7	25.4	125	1322	32.5	7.0	136	1655	32.8	8.8	138	1829	26.0	9.7	109
OUTDOOR	QUINTILE 1	16620	2837	17.6	17.1	84	696	17.1	4.2	82	915	18.1	5.5	86	1226	17.4	7.4	83
	QUINTILE 2	16377	3391	21.0	20.7	102	690	16.9	4.2	82	966	19.1	5.9	93	1735	24.6	10.6	119
	QUINTILE 3	15995	3462	21.4	21.6	106	1090	26.8	6.8	133	841	16.7	5.3	83	1531	21.7	9.6	108
	QUINTILE 4	15592	3219	19.9	20.6	101	775	19.0	5.0	97	1089	21.6	7.0	110	1356	19.3	8.7	98
	QUINTILE 5	14679	3248	20.1	22.1	109	821	20.2	5.6	109	1236	24.5	8.4	132	1191	16.9	8.1	91
RADIO-DRIVE TIME	QUINTILE 1	15746	2874	17.8	18.3	90	640	15.7	4.1	79	896	17.8	5.7	89	1339	19.0	8.5	96
	QUINTILE 2	15067	2974	18.4	19.7	97	786	19.3	5.2	102	959	19.0	6.4	100	1229	17.5	8.2	92
	QUINTILE 3	15631	2950	18.3	18.9	93	729	17.9	4.7	91	922	18.3	5.9	93	1299	18.5	8.3	94
	QUINTILE 4	16245	3680	22.8	22.7	111	898	22.1	5.5	108	1023	20.3	6.3	99	1759	25.0	10.8	122
	QUINTILE 5	16573	3679	22.8	22.2	109	1018	25.0	6.1	120	1247	24.7	7.5	118	1414	20.1	8.5	96
RADIO-MID- DAY	TERCILE 1	21788	4148	25.7	19.0	93	895	22.0	4.1	80	1385	27.4	6.4	100	1868	26.5	8.6	97
	TERCILE 2	21151	4310	26.7	20.4	100	1240	30.5	5.9	114	1223	24.2	5.8	91	1846	26.2	8.7	98
	TERCILE 3	36323	7700	47.7	21.2	104	1935	47.5	5.3	104	2439	48.3	6.7	105	3325	47.2	9.2	103
RADIO-TOTAL	QUINTILE 1	15977	2800	17.3	17.5	86	525	12.9	3.3	64	864	17.1	5.4	85	1411	20.0	8.8	99
	QUINTILE 2	15923	3081	19.1	19.3	95	783	19.2	4.9	96	1108	22.0	7.0	109	1190	16.9	7.5	84
	QUINTILE 3	14980	3064	19.0	20.5	100	789	19.4	5.3	103	906	18.0	6.0	95	1370	19.5	9.1	103
	QUINTILE 4	17123	3775	23.4	22.0	108	1085	26.7	6.3	123	1048	20.8	6.1	96	1643	23.3	9.6	108
	QUINTILE 5	15260	3437	21.3	22.5	110	889	21.8	5.8	113	1122	22.2	7.4	115	1427	20.3	9.4	105
TV-PRIME TIME	QUINTILE 1	15674	3604	22.3	23.0	113	1000	24.6	6.4	124	1056	20.9	6.7	106	1548	22.0	9.9	111
	QUINTILE 2	15944	3593	22.2	22.5	111	799	19.6	5.0	98	1076	21.3	6.7	106	1718	24.4	10.8	121
	QUINTILE 3	16037	3209	19.9	20.0	98	756	18.6	4.7	92	1028	20.4	6.4	101	1425	20.2	8.9	100
	QUINTILE 4	15412	2838	17.6	18.4	90	862	21.2	5.6	109	885	17.5	5.7	90	1091	15.5	7.1	80
	QUINTILE 5	16194	2914	18.0	18.0	88	653	16.0	4.0	79	1002	19.9	6.2	97	1259	17.9	7.8	88
TV-DAYTIME	TERCILE 1	19156	5249	32.5	27.4	134	1481	36.4	7.7	151	1731	34.3	9.0	142	2037	28.9	10.6	120
	TERCILE 2	19343	3934	24.3	20.3	100	923	22.7	4.8	93	1146	22.7	5.9	93	1866	26.5	9.6	109
	TERCILE 3	40764	6974	43.2	17.1	84	1667	40.9	4.1	80	2170	43.0	5.3	84	3137	44.6	7.7	87
TV-TOTAL	QUINTILE 1	15844	4193	26.0	26.5	130	1126	27.7	7.1	138	1387	27.5	8.8	137	1680	23.9	10.6	119
	QUINTILE 2	15767	3580	22.2	22.7	111	1004	24.7	6.4	124	1112	22.0	7.1	111	1464	20.8	9.3	105
	QUINTILE 3	15775	2831	17.5	17.9	88	693	17.0	4.4	86	778	15.4	4.9	77	1360	19.3	8.6	97
	QUINTILE 4	15903	2591	16.0	16.3	80	526	12.9	3.3	64	904	17.9	5.7	89	1161	16.5	7.3	82
	QUINTILE 5	15974	2962	18.3	18.5	91	721	17.7	4.5	88	867	17.2	5.4	85	1374	19.5	8.6	97
MAGAZINES-NEWSPAPERS: DUAL		21225	3413	21.1	16.1	79	694	17.0	3.3	64	903	17.9	4.3	67	1816	25.8	8.6	96
MAGAZINE IMPERATIVE		17728	3631	22.5	20.5	100	712	17.5	4.0	78	1100	21.8	6.2	97	1819	25.8	10.3	116
NEWSPAPER IMPERATIVE		22987	4835	29.9	21.0	103	1364	33.5	5.9	116	1628	32.3	7.1	111	1843	26.2	8.0	90
MAGAZINES-OUTDOOR: DUAL		16244	2589	16.0	15.9	78	427	10.5	2.6	51	753	14.9	4.6	73	1410	20.0	8.7	98
MAGAZINE IMPERATIVE		24016	4689	29.0	19.5	96	1215	29.8	5.1	99	1317	26.1	5.5	86	2156	30.6	9.0	101
OUTDOOR IMPERATIVE		26020	5778	35.8	22.2	109	1563	38.4	6.0	117	1739	34.5	6.7	105	2476	35.2	9.5	107
MAGAZINES-RADIO: DUAL		16918	2836	17.6	16.8	82	615	15.1	3.6	71	792	15.7	4.7	74	1429	20.3	8.4	95
MAGAZINE IMPERATIVE		23456	4570	28.3	19.5	96	1064	26.1	4.5	88	1180	23.4	5.0	79	2326	33.0	9.9	112
RADIO IMPERATIVE		23900	5032	31.1	21.1	103	1206	29.6	5.0	98	1871	37.1	7.8	123	1955	27.8	8.2	92
MAGAZINES-TELEVISION: DUAL		15791	3467	21.5	22.0	108	778	19.1	4.9	96	1022	20.2	6.5	102	1668	23.7	10.6	119
MAGAZINE IMPERATIVE		25476	3939	24.4	15.5	76	781	19.2	3.1	60	1084	21.5	4.3	67	2075	29.5	8.1	92
TELEVISION IMPERATIVE		25744	6227	38.5	24.2	119	1869	45.9	7.3	141	2041	40.4	7.9	125	2317	32.9	9.0	101
NEWSPAPERS-OUTDOOR: DUAL		17628	3002	18.6	17.0	84	572	14.1	3.2	63	893	17.7	5.1	80	1537	21.8	8.7	98
NEWSPAPER IMPERATIVE		26414	5317	32.9	20.1	99	1459	35.8	5.5	108	1642	32.5	6.2	98	2216	31.5	8.4	94
OUTDOOR IMPERATIVE		23059	4993	30.9	21.7	106	1332	32.7	5.8	112	1382	27.4	6.0	94	2279	32.4	9.9	111
NEWSPAPERS-RADIO: DUAL		17996	3059	18.9	17.0	83	610	15.0	3.4	66	1047	20.7	5.8	91	1403	19.9	7.8	88
NEWSPAPER IMPERATIVE		26269	5234	32.4	19.9	98	1477	36.3	5.6	109	1499	29.7	5.7	90	2258	32.1	8.6	97
RADIO IMPERATIVE		21342	4474	27.7	21.0	103	1060	26.0	5.0	97	1436	28.5	6.7	106	1978	28.1	9.3	104
NEWSPAPERS-TELEVISION: DUAL		17359	3823	23.7	22.0	108	1079	26.5	6.2	121	1144	22.7	6.6	103	1600	22.7	9.2	104
NEWSPAPER IMPERATIVE		26889	4187	25.9	15.6	76	919	22.6	3.4	67	1260	25.0	4.7	74	2009	28.5	7.5	84
TELEVISION IMPERATIVE		21698	5398	33.4	24.9	122	1391	34.2	6.4	125	1742	34.5	8.0	126	2266	32.2	10.4	118
OUTDOOR-RADIO: DUAL		16456	2979	18.4	18.1	89	629	15.5	3.8	74	1069	21.2	6.5	102	1280	18.2	7.8	88
OUTDOOR IMPERATIVE		25870	5253	32.5	20.3	100	1435	35.2	5.5	108	1288	25.5	5.0	78	2530	35.9	9.8	110
RADIO IMPERATIVE		23943	4756	29.4	19.9	97	1164	2										

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	16157	100.0	20.4	100	4071	100.0	5.1	100	5047	100.0	6.4	100	7040	100.0	8.9	100
ATLANTIC MONTHLY	452	**98	0.6	21.7	106	**25	0.6	5.5	108	**11	0.2	2.4	38	**62	0.9	13.7	154
BARRON'S	1058	**217	1.3	20.5	101	**32	0.8	3.0	59	**36	0.7	3.4	53	**150	2.1	14.2	160
BETTER HOMES & GARDENS	4773	985	6.1	20.6	101	**229	5.6	4.8	93	**173	3.4	3.6	57	583	8.3	12.2	138
BON APPETIT	1037	*187	1.2	18.0	88	**44	1.1	4.2	83	**43	0.9	4.1	65	**99	1.4	9.5	107
BUSINESS WEEK	3193	556	3.4	17.4	85	**111	2.7	3.5	68	**166	3.3	5.2	82	278	3.9	8.7	98
CAR AND DRIVER	2705	455	2.8	16.8	83	**98	2.4	3.6	71	**93	1.8	3.4	54	*264	3.8	9.8	110
CBS MAGAZINE NETWORK (GROSS)	5678	930	5.8	16.4	80	*188	4.6	3.3	64	*145	2.9	2.6	40	598	8.5	10.5	119
CHANGING TIMES	1847	412	2.5	22.3	109	**14	0.3	0.8	15	**78	1.5	4.2	66	*320	4.5	17.3	195
COLONIAL HOMES	492	*105	0.6	21.3	105	**0	0.0	0.0	0	*10	0.2	2.0	32	**95	1.3	19.3	217
CONDE NAST MAG. PKG. (GROSS)	2066	450	2.8	21.8	107	**68	1.7	3.3	64	*56	1.1	2.7	43	*325	4.6	15.7	177
CONSUMERS DIGEST	1719	367	2.3	21.3	105	**51	1.3	3.0	58	**70	1.4	4.1	64	*246	3.5	14.3	161
COSMOPOLITAN	1762	282	1.7	16.0	79	**44	1.1	2.5	49	**60	1.2	3.4	53	*178	2.5	10.1	114
COUNTRY LIVING	1110	*224	1.4	20.2	99	**22	0.5	2.0	39	**34	0.7	3.1	48	*167	2.4	15.0	169
CUISINE	660	*109	0.7	16.5	81	**7	0.2	1.1	21	*24	0.5	3.6	57	*77	1.1	11.7	131
CYCLE WORLD	1924	*250	1.5	13.0	64	**69	1.7	3.6	70	*44	0.9	2.3	36	*137	1.9	7.1	80
DCI:CREATIVE IDEAS FOR LIV	437	*120	0.7	27.5	135	**13	0.3	3.0	58	**38	0.8	8.7	137	**69	1.0	15.8	178
DCI:CREAT. IDEA/SO.LIV(GROSS)	2491	593	3.7	23.8	117	**105	2.6	4.2	82	*164	3.2	6.6	103	*324	4.6	13.0	146
DISCOVER	1279	*177	1.1	13.8	68	**21	0.5	1.6	32	*28	0.6	2.2	34	*127	1.8	9.9	112
EBONY	2898	937	5.8	32.3	159	*209	5.1	7.2	140	302	6.0	10.4	164	426	6.1	14.7	166
ESQUIRE	1384	298	1.8	21.5	106	*47	1.2	3.4	66	*46	0.9	3.3	52	*205	2.9	14.8	167
ESSENCE	850	359	2.2	42.2	207	*59	1.4	6.9	135	*100	2.0	11.8	185	*199	2.8	23.4	264
FAMILY CIRCLE	2430	606	3.8	24.9	122	*168	4.1	6.9	135	*157	3.1	6.5	101	*282	4.0	11.6	131
THE FAMILY HANDYMAN	2356	449	2.8	19.1	93	*56	1.4	2.4	46	*92	1.8	3.9	61	*301	4.3	12.8	144
FAMILY WEEKLY	11533	2080	12.9	18.0	88	407	10.0	3.5	69	666	13.2	5.8	91	1007	14.3	8.7	98
FIELD & STREAM	7444	1438	8.9	19.3	95	297	7.3	4.0	78	441	8.7	5.9	93	700	9.9	9.4	106
FOOD & WINE	416	*95	0.6	22.8	112	*19	0.5	4.6	89	*4	0.1	1.0	15	*72	1.0	17.3	195
FORBES	1865	301	1.9	16.1	79	*27	0.7	1.4	28	*77	1.5	4.1	65	*198	2.8	10.6	120
FORTUNE	1849	328	2.0	17.7	87	*49	1.2	2.7	52	*53	1.1	2.9	45	*225	3.2	12.2	137
GENTLEMEN'S QUARTERLY	2284	457	2.8	20.0	98	*67	1.6	2.9	57	*107	2.1	4.7	74	*283	4.0	12.4	140
GLAMOUR	538	*97	0.6	18.0	88	*7	0.2	1.3	25	*4	0.1	0.7	12	*86	1.2	16.0	180
GOLF DIGEST	1649	325	2.0	19.7	97	*69	1.7	4.2	81	*57	1.1	3.5	54	*199	2.8	12.1	136
GOLF DIGEST/TENNIS (GROSS)	2294	472	2.9	20.6	101	*72	1.8	3.1	61	*108	2.1	4.7	74	*292	4.1	12.7	143
GOLF MAGAZINE	1577	275	1.7	17.4	86	*24	0.6	1.5	30	*94	1.9	6.0	94	*157	2.2	10.0	112
GOLF MAGAZINE/SKI (GROSS)	2487	395	2.4	15.9	78	*44	1.1	1.8	34	*112	2.2	4.5	71	*240	3.4	9.7	109
GOOD HOUSEKEEPING	2569	617	3.8	24.0	118	*102	2.5	4.0	77	*143	2.8	5.6	87	372	5.3	14.5	163
HARPER'S BAZAAR	431	*124	0.8	28.8	141	*30	0.7	7.0	136	*0	0.0	0.0	0	*94	1.3	21.8	246
HEALTH	788	*238	1.5	30.2	148	*62	1.5	7.9	153	*63	1.2	8.0	126	*113	1.6	14.3	161
HEARST MAG CORP. BUY (GROSS)	18781	3935	24.4	21.0	103	622	15.3	3.3	64	717	14.2	3.8	60	2596	36.9	13.8	156
HEARST MAN POWER (GROSS)	9169	1673	10.4	18.2	90	291	7.1	3.2	62	327	6.5	3.6	56	1055	15.0	11.5	130
HEARST WOMAN POWER (GROSS)	5452	1180	7.3	21.6	106	*194	4.8	3.6	69	234	4.6	4.3	67	752	10.7	13.8	155
HOUSE BEAUTIFUL	1020	*292	1.8	28.6	140	*45	1.1	4.4	86	*38	0.8	3.7	59	*209	3.0	20.5	231
INC.	993	*196	1.2	19.7	97	*56	1.4	5.6	110	*1	0.0	0.1	2	*139	2.0	14.0	158
JET	2808	878	5.4	31.3	153	*192	4.7	6.8	133	300	5.9	10.7	168	386	5.5	13.7	155
LADIES' HOME JOURNAL	1868	513	3.2	27.5	135	*177	4.3	9.5	184	*47	0.9	2.5	40	*289	4.1	15.5	174
LHJ FAMILY GRP COMBO(GROSS)	3582	978	6.1	27.3	134	*260	6.4	7.3	141	*178	3.5	5.0	78	540	7.7	15.1	170
LIFE	4817	967	6.0	20.1	98	*239	5.9	5.0	97	236	4.7	4.9	77	492	7.0	10.2	115
L.A. TIMES HOME MAGAZINE	1465	215	1.3	14.7	72	*46	1.1	3.1	61	*52	1.0	3.5	56	*116	1.6	7.9	89
MADEMOISELLE	460	*94	0.6	20.4	100	*19	0.5	4.1	80	*8	0.2	1.7	27	*68	1.0	14.8	166
MC CALL'S	1764	541	3.3	30.7	150	*124	3.0	7.0	137	*69	1.4	3.9	61	348	4.9	19.7	222
MC CALL'S/HRK MOTHER (GROSS)	2062	670	4.1	32.5	159	*145	3.6	7.0	137	*80	1.6	3.9	61	445	6.3	21.6	243
MECHANIX ILLUSTRATED	3625	645	4.0	17.8	87	*106	2.6	2.9	57	*160	3.2	4.4	69	379	5.4	10.5	118
METROPOLITAN HOME	495	*141	0.9	28.5	140	*40	1.0	8.1	157	*6	0.1	1.2	19	*96	1.4	19.4	218
MONEY	3017	484	3.0	16.0	79	*102	2.5	3.4	66	*75	1.5	2.5	39	*307	4.4	10.2	115
MOTHER EARTH NEWS	1203	*183	1.1	15.2	75	*8	0.2	0.7	13	*62	1.2	5.2	81	*113	1.6	9.4	106
MS.	*257	*95	0.6	37.0	181	*22	0.5	8.6	167	*3	0.1	1.2	18	*70	1.0	27.2	307
NATIONAL ENQUIRER	6921	1530	9.5	22.1	108	423	10.4	6.1	119	511	10.1	7.4	116	597	8.5	8.6	97
NATIONAL GEOGRAPHIC	11626	1917	11.9	16.5	81	527	12.9	4.5	88	440	8.7	3.8	59	951	13.5	8.2	92
NATIONAL SUNDAY MAGAZINE PKG	49424	8953	55.4	18.1	89	2175	53.4	4.4	86	2625	52.0	5.3	83	4153	59.0	8.4	95
NATURAL HISTORY	753	*142	0.9	18.9	93	*63	1.5	8.4	163	*22	0.4	2.9	46	*57	0.8	7.6	85
NEW WOMAN	*296	*110	0.7	37.2	182	*33	0.8	11.1	217	*5	0.1	1.7	27	*72	1.0	24.3	274
NEW YORK INCLUDING CUE	541	*161	1.0	29.8	146	*19	0.5	3.5	68	*42	0.8	7.8	122	*100	1.4	18.5	208
THE NEW YORKER	1078	228	1.4	21.2	104	*37	0.9	3.4	67	*60	1.2	5.6	87	*131	1.9	12.2	137
NEWSWEEK	9602	1643	10.2	17.1	84	443	10.9	4.6	90	358	7.1	3.7	59	842	12.0	8.8	99
THE N.Y. TIMES DAILY EDITION	1376	229	1.4	16.6	82	*72	1.8	5.2	102	*69	1.4	5.0	79	*88	1.3	6.4	72
THE N.Y. TIMES MAGAZINE	2110	312	1.9	14.8	73	*79	1.9	3.7	73	*98	1.9	4.6	73	*135	1.9	6.4	72
OWN	1927	323	2.0	16.8	82	*68	1.7	3.5	69	*53	1.1	2.8	43	*202	2.9	10.5	118
ON CABLE	911	*168	1.0	18.4	90	*13	0.3	1.4	28	*31	0.6	3.4	53	*124	1.8	13.6	153
1001 HOME IDEAS	927	*228	1.4	24.6	121	*22	0.5	2.4	46	*68	1.3	7.3	115	*138	2.0	14.9	168
ORGANIC GARDENING	1430	388	2.4	27.1	133	*64	1.6	4.5	87	*107	2.1	7.5	118	*217	3.1	15.2	171
OUTDOOR LIFE	4064	745	4.6	18.3	90	*135	3.3	3.3	65	*190	3.8	4.7	73	419	6.0	10.3	116
PARADE MAGAZINE	24538	4569	28.3	18.6	91	1285	31.6	5.2	102	1339	26.5	5.5	86	1945	27.6	7.9	89

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	16157	100.0	20.4	100	4071	100.0	5.1	100	5047	100.0	6.4	100	7040	100.0	8.9	100
PARENTS	1126	*257	1.6	22.8	112	**24	0.6	2.1	41	**36	0.7	3.2	50	*197	2.8	17.5	197
PENTHOUSE	4157	726	4.5	17.5	86	**144	3.5	3.5	67	*117	2.3	2.8	44	465	6.6	11.2	126
PEOPLE	7591	1533	9.5	20.2	99	326	8.0	4.3	84	325	6.4	4.3	67	882	12.5	11.6	131
PLAYBOY	8379	1436	8.9	17.1	84	276	6.8	3.3	64	341	6.8	4.1	64	818	11.6	9.8	110
POPULAR HOT RODDING	2110	418	2.6	19.8	97	**42	1.0	2.0	39	**74	1.5	3.5	55	*302	4.3	14.3	161
POPULAR MECHANICS	4850	1036	6.4	21.4	105	*213	5.2	4.4	86	*192	3.8	4.0	62	631	9.0	13.0	146
POPULAR SCIENCE	3397	647	4.0	19.0	93	**135	3.3	4.0	77	*111	2.2	3.3	51	401	5.7	11.8	133
PREVENTION	1720	440	2.7	25.6	125	**119	2.9	6.9	135	*125	2.5	7.3	114	*197	2.8	11.5	129
PSYCHOLOGY TODAY	1344	*225	1.4	16.7	82	**32	0.8	2.4	46	*118	0.4	1.3	21	**176	2.5	13.1	147
READER'S DIGEST	16016	3462	21.4	21.6	106	994	24.4	6.2	121	909	18.0	5.7	89	1559	22.1	9.7	110
REDBOOK	1121	*281	1.7	25.1	123	**48	1.2	4.3	83	**31	0.6	2.8	43	*202	2.9	18.0	203
ROAD & TRACK	2161	280	1.7	13.0	64	**35	0.9	1.6	32	**44	0.9	2.0	32	*201	2.9	9.3	105
ROLLING STONE	1948	*314	1.9	16.1	79	**21	0.5	1.1	21	**62	1.2	3.2	50	*232	3.3	11.9	134
RUNNER'S WORLD	899	**111	0.7	12.3	61	**7	0.2	0.8	15	**7	0.1	0.8	12	**97	1.4	10.8	121
SATURDAY EVENING POST	841	*175	1.1	20.8	102	**30	0.7	3.6	69	**31	0.6	3.7	58	**114	1.6	13.6	153
SCIENCE 84	841	**115	0.7	13.7	67	**19	0.5	2.3	44	**13	0.3	1.5	24	**83	1.2	9.9	111
SCIENCE DIGEST	1194	*152	0.9	12.7	62	**15	0.4	1.3	24	**7	0.1	0.6	9	**130	1.8	10.9	123
SCIENTIFIC AMERICAN	1379	*146	0.9	10.6	52	**31	0.8	2.2	44	**21	0.4	1.5	24	**94	1.3	6.8	77
SELF	436	**110	0.7	25.2	124	**16	0.4	3.7	71	**13	0.3	3.0	47	**81	1.2	18.6	209
SEVENTEEN	614	**177	1.1	28.8	141	**0	0.0	0.0	0	**11	0.2	1.8	28	**166	2.4	27.0	304
SKI	910	**120	0.7	13.2	65	**20	0.5	2.2	43	**18	0.4	2.0	31	**83	1.2	9.1	103
SMITHSONIAN	2937	417	2.6	14.2	70	**83	2.0	2.8	55	**68	1.3	2.3	36	267	3.8	9.1	102
SOAP OPERA DIGEST	545	*215	1.3	39.4	194	**42	1.0	7.7	150	**50	1.0	9.2	144	**123	1.7	22.6	254
SOUTHERN LIVING	2054	473	2.9	23.0	113	**92	2.3	4.5	87	*126	2.5	6.1	96	*255	3.6	12.4	140
SPORT	2799	567	3.5	20.3	99	**92	2.3	3.3	64	*177	3.5	6.3	99	*299	4.2	10.7	120
THE SPORTING NEWS	1938	444	2.7	22.9	112	**88	2.2	4.5	88	**91	1.8	4.7	74	*265	3.8	13.7	154
SPORTS AFIELD	3125	486	3.0	15.6	76	**63	1.5	2.0	39	**128	2.5	4.1	64	295	4.2	9.4	106
SPORTS ILLUSTRATED	11159	1995	12.3	17.9	88	339	8.3	3.0	59	492	9.7	4.4	69	1165	16.5	10.4	118
STAR	4095	952	5.9	23.2	114	*219	5.4	5.3	104	*231	4.6	5.6	89	502	7.1	12.3	133
SUNDAY	25169	4418	27.3	17.6	86	1138	28.0	4.5	88	1188	23.5	4.7	74	2093	29.7	8.3	94
SUNSET	1294	*193	1.2	14.9	73	**53	1.3	4.1	80	**28	0.6	2.2	34	**113	1.6	8.7	98
TV GUIDE	18508	3874	24.0	20.9	103	871	21.4	4.7	92	1278	25.3	6.9	108	1726	24.5	9.3	105
TENNIS	645	**147	0.9	22.8	112	**3	0.1	0.5	9	**51	1.0	7.9	124	**92	1.3	14.3	161
TIME	12124	1986	12.3	16.4	80	430	10.6	3.5	69	485	9.6	4.0	63	1071	15.2	8.8	99
TOWN & COUNTRY	493	**174	1.1	35.3	173	**12	0.3	2.4	47	**51	1.0	10.3	162	**111	1.6	22.5	253
TRAVEL & LEISURE	1122	*278	1.7	24.8	122	**40	1.0	3.6	69	**69	1.4	6.1	97	**170	2.4	15.2	171
TRUE STORY	690	*243	1.5	35.2	173	**24	0.6	3.5	68	**25	0.5	3.6	57	*194	2.8	28.1	317
U.S. NEWS & WORLD REPORT	6571	1324	8.2	20.1	99	238	5.8	3.6	71	288	5.7	4.4	69	799	11.3	12.2	137
USA TODAY	3120	431	2.7	13.8	68	**56	1.4	1.8	35	**89	1.8	2.9	45	287	4.1	9.2	104
US	1315	*354	2.2	26.9	132	**33	0.8	2.5	49	**83	1.6	6.3	99	**238	3.4	18.1	204
VOGUE	632	**149	0.9	23.6	116	**28	0.7	4.4	86	**31	0.6	4.9	77	**90	1.3	14.2	160
WALL STREET JOURNAL	4247	663	4.1	15.6	77	*169	4.2	4.0	77	*168	3.3	4.0	62	326	4.6	7.7	86
WEIGHT WATCHERS	398	**86	0.5	21.6	106	**26	0.6	6.5	127	**31	0.6	7.8	122	**28	0.4	7.0	79
WOMAN'S DAY	1139	*296	1.8	26.0	127	**76	1.9	6.7	130	**81	1.6	7.1	112	*140	2.0	12.3	138
WORKING MOTHER	*298	**129	0.8	43.3	212	**21	0.5	7.0	137	**12	0.2	4.0	63	**97	1.4	32.6	366
WORKING WOMAN	327	**119	0.7	36.4	179	**16	0.4	4.9	95	**25	0.5	7.6	120	**78	1.1	23.9	269
WORLD TENNIS	397	**144	0.9	36.3	178	**26	0.6	6.5	128	**22	0.4	5.5	87	**96	1.4	24.2	272
ZIFF-DAVIS MAG NETHK (GROSS)	9635	1738	10.8	18.0	88	330	8.1	3.4	67	303	6.0	3.1	49	1105	15.7	11.5	129
BLAIR INSERTS	43762	7846	48.6	17.9	88	1953	48.0	4.5	87	2263	44.8	5.2	81	3630	51.6	8.3	93
DAILY NEWSPAPERS																	
READ ANY	52459	10148	62.8	19.3	95	2486	61.1	4.7	92	3083	61.1	5.9	92	4579	65.0	8.7	98
READ ONE	41891	8351	51.7	19.9	98	2060	50.6	4.9	96	2646	52.4	6.3	99	3645	51.8	8.7	98
READ TWO OR MORE	10568	1797	11.1	17.0	83	426	10.5	4.0	78	437	8.7	4.1	65	933	13.3	8.8	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	9516	58.9	18.3	90	2305	56.6	4.4	86	2854	56.5	5.5	86	4358	61.9	8.4	94
READ ONE	44561	8308	51.4	18.6	91	2068	50.8	4.6	90	2523	50.0	5.7	89	3718	52.8	8.3	94
READ TWO OR MORE	7368	1208	7.5	16.4	80	237	5.8	3.2	63	331	6.6	4.5	71	641	9.1	8.7	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	27.21				28.90				26.08				27.04			
30 DAY REACH	71522	14324	88.7	20.0	98	3555	87.3	5.0	97	4394	87.1	6.1	96	6376	90.6	8.9	100
50 SHWG - 30 DAY AV FREQ	15.55	14.38				15.00				13.99				14.28			
30 DAY REACH	68168	13574	84.0	19.9	98	3437	84.4	5.0	98	4098	81.2	6.0	94	6039	85.8	8.9	100
25 SHWG - 30 DAY AV FREQ	8.43	7.80				8.16				7.81				7.60			
30 DAY REACH	62898	12490	77.3	19.9	97	3166	77.8	5.0	98	3661	72.5	5.8	91	5663	80.4	9.0	101
CABLE TV: HOME WIRED	31664	5988	37.1	18.9	93	1366	33.6	4.3	84	1811	35.9	5.7	90	2812	39.9	8.9	100
HOME NOT WIRED	47599	10169	62.9	21.4	105	2705	66.4	5.7	111	3237	64.1	6.8	107	4228	60.1	8.9	100
HAVE PAY CABLE	17139	2770	17.1	16.2	79	*481	11.8	2.8	55	847	16.8	4.9	78	1442	20.5	8.4	95

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		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	16157	100.0	20.4	100	4071	100.0	5.1	100	5047	100.0	6.4	100	7040	100.0	8.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	5876	36.4	24.2	119	1624	39.9	6.7	130	1920	38.0	7.9	124	2332	33.1	9.6	108
NETWORK AFFILIATES - LATE		17197	3900	24.1	22.7	111	1025	25.2	6.0	116	1166	23.1	6.8	106	1709	24.3	9.9	112
INDEPENDENTS - LATE		2887	594	3.7	20.6	101	173	4.2	6.0	117	159	3.2	5.5	86	262	3.7	9.1	102
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 11301	2814	17.4	24.9	122	658	16.2	5.8	113	1000	19.8	8.8	139	1156	16.4	10.2	115
ABC MONDAY NIGHT MOVIE		A 4379	922	5.7	21.1	103	263	6.5	6.0	117	262	5.2	6.0	94	396	5.6	9.0	101
ABC SUNDAY NIGHT MOVIE		A 9910	2152	13.3	21.7	107	526	12.9	5.3	103	604	12.0	6.1	96	1022	14.5	10.3	116
ABC WORLD NEWS TONIGHT		A 6212	1435	8.9	23.1	113	433	10.6	7.0	136	497	9.8	8.0	126	506	7.2	8.1	92
AFTERMASH		C 4575	1004	6.2	21.9	108	*241	5.9	5.3	103	*342	6.8	7.5	117	421	6.0	9.2	104
ALICE		C 6777	1619	10.0	23.9	117	477	11.7	7.0	137	404	8.0	6.0	94	738	10.5	10.9	123
AMERICAN PARADE		C 4868	1271	7.9	26.1	128	349	8.6	7.2	140	379	7.5	7.8	122	543	7.7	11.2	126
BENSON		A 7593	1831	11.3	24.1	118	512	12.6	6.7	131	518	10.3	6.8	107	801	11.4	10.5	119
BLUE THUNDER		A 6036	1267	7.8	21.0	103	325	8.0	5.4	105	440	8.7	7.3	114	502	7.1	8.3	94
CAGNEY & LACEY		C 7698	1818	11.3	23.6	116	410	10.1	5.3	104	443	8.8	5.8	90	965	13.7	12.5	141
CBS EVENING NEWS-DEAN		C 4066	962	6.0	23.7	116	324	8.0	8.0	155	273	5.4	6.7	105	365	5.2	9.0	101
CBS EVENING NEWS-RATHER		C 8092	1756	10.9	21.7	106	499	12.3	6.2	120	589	11.7	7.3	114	667	9.5	8.2	93
CBS SAT. NEWS-SCHIEFFER		C 4795	1198	7.4	25.0	123	358	8.8	7.5	145	392	7.8	8.2	128	447	6.3	9.3	105
CBS SATURDAY NIGHT MOVIE		C 6034	1218	7.5	20.2	99	282	6.9	4.7	91	380	7.5	6.3	99	556	7.9	9.2	104
CBS WEDNESDAY NIGHT MOVIE		C 4993	1125	7.0	22.5	111	292	7.2	5.8	114	361	7.2	7.2	114	472	6.7	9.5	106
CHEERS		N 6976	1297	8.0	18.6	91	218	5.4	3.1	61	464	9.2	6.7	104	615	8.7	8.8	99
DALLAS		C 13575	3674	22.7	27.1	133	1080	26.5	8.0	155	1093	21.7	8.1	126	1501	21.3	11.1	124
DIFF'RENT STROKES		N 3684	913	5.7	24.8	122	280	6.9	7.6	148	298	5.9	8.1	127	335	4.8	9.1	102
DOUBLE TROUBLE		N 4462	1133	7.0	25.4	125	308	7.6	6.9	134	312	6.2	7.0	110	514	7.3	11.5	130
DUCK FACTORY		N 4810	982	6.1	20.4	100	*173	4.2	3.6	70	340	6.7	7.1	111	470	6.7	9.8	110
DUKES OF HAZZARD		C 5951	1471	9.1	24.7	121	286	7.0	4.8	94	597	11.8	10.0	158	588	8.4	9.9	111
DYNASTY		A 11325	2778	17.2	24.5	120	676	16.6	6.0	116	878	17.4	7.8	122	1224	17.4	10.8	122
FACTS OF LIFE		N 4512	1411	8.7	31.3	153	342	8.4	7.6	148	482	9.6	10.7	168	587	8.3	13.0	146
FALCON CREST		C 9215	2394	14.8	26.0	127	701	17.2	7.6	148	673	13.3	7.3	115	1020	14.5	11.1	125
FALL GUY		A 8604	1965	12.2	22.8	112	413	10.1	4.8	93	684	13.6	7.9	125	868	12.3	10.1	114
FAMILY TIES		N 4179	1014	6.3	24.3	119	*250	6.1	6.0	116	315	6.2	7.5	118	449	6.4	10.7	121
FANTASY ISLAND		A 4781	1212	7.5	25.4	124	237	5.8	5.0	97	375	7.4	7.8	123	600	8.5	12.5	141
FOULUPS, BLEEPs & BLUNDERS		A 6697	1366	8.5	20.4	100	398	9.8	5.9	116	403	8.0	6.0	95	565	8.0	8.4	95
FOUR SEASONS		C 3873	871	5.4	22.5	110	*259	6.4	6.7	130	*235	4.7	6.1	95	377	5.4	9.7	110
GIMME A BREAK		N 4310	1116	6.9	25.9	127	268	6.6	6.2	121	396	7.8	9.2	144	451	6.4	10.5	118
HART TO HART		A 5751	1300	8.0	22.6	111	387	9.5	6.7	131	388	7.7	6.7	106	525	7.5	9.1	103
HILL STREET BLUES		N 8568	1585	9.8	18.5	91	274	6.7	3.2	62	573	11.4	6.7	105	738	10.5	8.6	97
HOTEL		A 8801	2186	13.5	24.8	122	544	13.4	6.2	120	631	12.5	7.2	113	1011	14.4	11.5	129
JEFFERSONS		C 6978	1775	11.0	25.4	125	525	12.9	7.5	146	475	9.4	6.8	107	775	11.0	11.1	125
JENNIFER SLEPT HERE		N 3021	715	4.4	23.7	116	*222	5.5	7.3	143	*225	4.5	7.4	117	*268	3.8	8.9	100
KATE & ALLIE		C 6811	1536	9.5	22.6	111	359	8.8	5.3	103	411	8.1	6.0	95	766	10.9	11.2	127
KNIGHT RIDER		N 5256	1092	6.8	20.8	102	282	6.9	5.4	104	383	7.6	7.3	114	427	6.1	8.1	91
LOVE BOAT		A 7174	1671	10.3	23.3	114	426	10.5	5.9	116	447	8.9	6.2	98	798	11.3	11.1	125
MAGNUM PI		C 10438	2304	14.3	22.1	108	481	11.8	4.6	90	717	14.2	6.9	108	1106	15.7	10.6	119
MAMA'S FAMILY		N 3488	763	4.7	21.9	107	270	6.6	7.7	151	*206	4.1	5.9	93	287	4.1	8.2	93
MASTER, THE		N 4127	1081	6.7	26.2	128	*251	6.2	6.1	118	367	7.3	8.9	140	462	6.6	11.2	126
MATT HOUSTON		A 5978	1170	7.2	19.6	96	352	8.6	5.9	115	302	6.0	5.1	79	516	7.3	8.6	97
NBC MONDAY NIGHT MOVIE		N 10446	2222	13.8	21.3	104	493	12.1	4.7	92	745	14.8	7.1	112	984	14.0	9.4	106
NBC NIGHTLY NEWS		N 5571	1532	9.5	27.5	135	417	10.2	7.5	146	499	9.9	9.0	141	616	8.8	11.1	124
NBC NIGHTLY NEWS-SAT		N 3675	965	6.0	26.3	129	354	8.7	9.6	188	268	5.3	7.3	115	343	4.9	9.3	105
NBC NIGHTLY NEWS-SUN		N 2905	708	4.4	24.4	120	*161	4.0	5.5	108	208	4.1	7.2	112	339	4.8	11.7	131
NBC SUNDAY NIGHT MOVIE		N 8352	1517	9.4	18.2	89	*323	7.9	3.9	75	431	8.5	5.2	81	763	10.8	9.1	103
NEWMART		C 6864	1722	10.7	25.1	123	430	10.6	6.3	122	474	9.4	6.9	108	819	11.6	11.9	134
ONE DAY AT A TIME		C 3866	946	5.9	24.5	120	*257	6.3	6.6	129	224	4.4	5.8	91	465	6.6	12.0	135
PEOPLE ARE FUNNY		N 3956	842	5.2	21.3	104	323	7.9	8.2	159	*224	4.4	5.7	89	296	4.2	7.5	84
REAL PEOPLE		N 6305	1772	11.0	28.1	138	371	9.1	5.9	115	679	13.5	10.8	169	722	10.3	11.5	129
REMINGTON STEELE		N 5884	1360	8.4	23.1	113	229	5.6	3.9	76	420	8.3	7.1	112	711	10.1	12.1	136
RIPLEY'S BELIEVE IT - NOT		A 5706	1146	7.1	20.1	99	290	7.1	5.1	99	350	6.9	6.1	96	506	7.2	8.9	100
RIPTIDE		N 6202	1364	8.4	22.0	108	247	6.1	4.0	78	558	11.1	9.0	141	559	7.9	9.0	101
SCARECROW & MRS. KING		C 6513	1329	8.2	20.4	100	318	7.8	4.9	95	403	8.0	6.2	97	609	8.7	9.4	105
SIMON & SIMON		C 8593	1640	10.2	19.1	94	391	9.6	4.6	89	493	9.8	5.7	90	756	10.7	8.8	99
60 MINUTES		C 13342	2969	18.4	22.3	109	806	19.8	6.0	118	892	17.7	6.7	105	1272	18.1	9.5	107
ST. ELSEWHERE		N 6029	1184	7.3	19.6	96	213	5.2	3.5	69	342	6.8	5.7	89	629	8.9	10.4	117
THREE'S COMPANY		A 8565	1826	11.3	21.3	105	478	11.7	5.6	109	544	10.8	6.4	100	804	11.4	9.4	106
T.J. HOOKER		A 7400	1827	11.3	24.7													

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	27411	100.0	31.0	100	6563	100.0	7.4	100	8827	100.0	10.0	100	12021	100.0	13.6	100
FEMALE HOMEOWNERS	80986	25796	94.1	31.9	103	6192	94.3	7.6	103	8430	95.5	10.4	104	11174	93.0	13.8	102
EMPLOYED MOTHERS	18702	5367	19.6	28.7	93	994	15.1	5.3	72	1741	19.7	9.3	93	2633	21.9	14.1	104
18 - 24	14726	3093	11.3	21.0	68	*562	8.6	3.8	51	745	8.4	5.1	51	1786	14.9	12.1	89
25 - 34	20202	5446	19.9	27.0	87	1002	15.3	5.0	67	1773	20.1	8.8	88	2671	22.2	13.2	97
35 - 44	14781	4158	15.2	28.1	91	620	9.4	4.2	57	1532	17.4	10.4	104	2006	16.7	13.6	100
45 - 54	11449	3827	14.0	33.4	108	881	13.4	7.7	104	1407	15.9	12.3	123	1539	12.8	13.4	99
55 - 64	11846	3999	14.6	33.8	109	1122	17.1	9.5	128	1236	14.0	10.4	105	1640	13.6	13.8	102
65 OR OLDER	15459	6888	25.1	44.6	144	2376	36.2	15.4	207	2134	24.2	13.8	138	2378	19.8	15.4	113
18 - 34	34928	8540	31.2	24.5	79	1564	23.8	4.5	60	2518	28.5	7.2	72	4457	37.1	12.8	94
18 - 49	55154	14549	53.1	26.4	85	2538	38.7	4.6	62	4791	54.3	8.7	87	7221	60.1	13.1	96
25 - 54	46433	13431	49.0	28.9	93	2503	38.1	5.4	73	4712	53.4	10.1	102	6216	51.7	13.4	99
35 - 49	20226	6010	21.9	29.7	96	974	14.8	4.8	65	2273	25.8	11.2	113	2763	23.0	13.7	101
50 OR OLDER	33310	12862	46.9	38.6	125	4025	61.3	12.1	163	4036	45.7	12.1	121	4800	39.9	14.4	106
GRADUATED COLLEGE	12110	2588	9.4	21.4	69	603	9.2	5.0	67	786	8.9	6.5	65	1199	10.0	9.9	73
ATTENDED COLLEGE	15309	4096	14.9	26.8	86	733	11.2	4.8	65	1257	14.2	8.2	82	2105	17.5	13.8	101
GRADUATED HIGH SCHOOL	36912	11016	40.2	29.8	96	2458	37.5	6.7	90	3563	40.4	9.7	97	4995	41.6	13.5	100
DID NOT GRADUATE HIGH SCHOOL	24134	9712	35.4	40.2	130	2769	42.2	11.5	155	3221	36.5	13.3	134	3722	31.0	15.4	113
EMPLOYED FULL-TIME	35457	9885	36.1	27.9	90	1877	28.6	5.3	71	3298	37.4	9.3	93	4711	39.2	13.3	98
EMPLOYED PART-TIME	8514	2088	7.6	24.5	79	473	7.2	5.6	75	*575	6.5	6.8	68	1040	8.7	12.2	90
NOT EMPLOYED	44494	15437	56.3	34.7	112	4213	64.2	9.5	128	4954	56.1	11.1	112	6270	52.2	14.1	104
PROFESSIONAL/MANAGER	10811	2398	8.7	22.2	72	*577	8.8	5.3	72	791	9.0	7.3	73	1030	8.6	9.5	70
TECH/CLERICAL/SALES	19640	5316	19.4	27.1	87	893	13.6	4.5	61	1675	19.0	8.5	85	2748	22.9	14.0	103
PRECISION/CRAFT	1023	*311	1.1	30.4	98	*58	0.9	5.7	76	*126	1.4	12.3	123	*127	1.1	12.4	91
OTHER EMPLOYED	12498	3949	14.4	31.6	102	822	12.5	6.6	89	1281	14.5	10.2	103	1846	15.4	14.8	109
SINGLE	15995	3877	14.1	24.2	78	950	14.5	5.9	80	1039	11.8	6.5	65	1889	15.7	11.8	87
MARRIED	51689	15424	56.3	29.8	96	3323	50.6	6.4	87	4970	56.3	9.6	96	7132	59.3	13.8	102
DIVORCED/SEPARATED/WIDOWED	20780	8110	29.6	39.0	126	2291	34.9	11.0	149	2818	31.9	13.6	136	3001	25.0	14.4	106
PARENTS	33922	9597	35.0	28.3	91	1650	25.1	4.9	66	3164	35.8	9.3	93	4783	39.8	14.1	104
WHITE	76422	22209	81.0	29.1	94	5188	79.0	6.8	92	6824	77.3	8.9	89	10197	84.8	13.3	98
BLACK	10066	4828	17.6	48.0	155	1303	19.9	12.9	174	1814	20.6	18.0	181	1711	14.2	17.0	125
OTHER	1976	*374	1.4	18.9	61	*73	1.1	3.7	50	*189	2.1	9.6	96	*113	0.9	5.7	42
NORTHEAST-CENSUS	19803	5042	18.4	25.5	82	1215	18.5	6.1	83	1548	17.5	7.8	78	2279	19.0	11.5	85
NORTH CENTRAL	22181	6320	23.1	28.5	92	1470	22.4	6.6	89	2002	22.7	9.0	90	2848	23.7	12.8	94
SOUTH	30082	12206	44.5	40.6	131	3067	46.7	10.2	137	4064	46.0	13.5	135	5076	42.2	16.9	124
WEST	16398	3843	14.0	23.4	76	812	12.4	5.0	67	1214	13.8	7.4	74	1818	15.1	11.1	82
NORTHEAST-MKTG.	20163	5397	19.7	26.8	86	1313	20.0	6.5	88	1690	19.1	8.4	84	2394	19.9	11.9	87
EAST CENTRAL	13054	3894	14.2	29.8	96	880	13.4	6.7	91	1211	13.7	9.3	93	1803	15.0	13.8	102
WEST CENTRAL	14993	4024	14.7	26.8	87	987	15.0	6.6	89	1211	13.7	8.1	81	1826	15.2	12.2	90
SOUTH	25785	10600	38.7	41.1	133	2635	40.1	10.2	138	3611	40.9	14.0	140	4355	36.2	16.9	124
PACIFIC	14470	3495	12.8	24.2	78	748	11.4	5.2	70	1105	12.5	7.6	77	1642	13.7	11.3	84
COUNTY SIZE A	36705	9676	35.3	24.4	85	2376	36.2	6.5	87	3114	35.3	8.5	85	4187	34.8	11.4	84
COUNTY SIZE B	26819	8654	31.6	32.3	104	1966	30.0	7.3	99	2731	30.9	10.2	102	3957	32.9	14.8	109
COUNTY SIZE C	13597	4604	16.8	33.9	109	1090	16.6	8.0	108	1357	15.4	10.0	100	2158	18.0	15.9	117
COUNTY SIZE D	11344	4478	16.3	39.5	127	1132	17.2	10.0	135	1626	18.4	14.3	144	1720	14.3	15.2	112
METRO CENTRAL CITY	26825	8103	29.6	30.2	97	2063	31.4	7.7	104	2565	29.1	9.6	96	3475	28.9	13.0	95
METRO SUBURBAN	39912	11450	41.8	28.7	93	2511	38.3	6.3	85	3667	41.5	9.2	92	5273	43.9	13.2	97
NON METRO	21728	-7858	28.7	36.2	117	1990	30.3	9.2	123	2595	29.4	11.9	120	3273	27.2	15.1	111
TOP 5 ADI'S	20847	5141	18.8	24.7	80	1239	18.9	5.9	80	1581	17.9	7.6	76	2322	19.3	11.1	82
TOP 10 ADI'S	28719	7495	27.3	26.1	84	1946	29.7	6.8	91	2312	26.2	8.1	81	3237	26.9	11.3	83
TOP 20 ADI'S	40904	11260	41.1	27.5	89	2720	41.4	6.6	90	3549	40.2	8.7	87	4992	41.5	12.2	90
HSHLD INC. \$50,000 OR MORE	7931	1872	6.8	23.6	76	*332	5.1	4.2	56	*599	6.8	7.6	76	942	7.8	11.9	87
\$20,000 OR MORE	15233	3529	12.9	23.2	75	628	9.6	4.1	56	1222	13.8	8.0	80	1678	14.0	11.0	81
\$30,000 OR MORE	28133	6883	25.1	24.3	78	1409	21.5	5.0	67	2213	25.1	7.8	78	3261	27.1	11.5	85
\$25,000 OR MORE	36417	9192	33.5	25.2	81	1915	29.2	5.3	71	2896	32.8	8.0	80	4381	36.4	12.0	89
\$20,000 - \$24,999	9943	2885	10.5	29.0	94	631	9.6	6.3	86	1030	11.7	10.4	104	1224	10.2	12.3	91
\$15,000 - \$19,999	9211	2731	10.0	29.6	96	641	9.8	7.0	94	909	10.3	9.9	99	1181	9.8	12.8	94
\$10,000 - \$14,999	13477	4694	17.1	34.8	112	1069	16.3	7.9	107	1357	15.4	10.1	101	2268	18.9	16.8	124
UNDER \$10,000	19418	7908	28.8	40.7	131	2307	35.2	11.9	160	2634	29.8	13.6	136	2967	24.7	15.3	112
HOUSEHOLD OF 1 PERSON	11987	4320	15.8	36.0	116	1478	22.5	12.3	166	1421	16.1	11.9	119	1421	11.8	11.9	87
2 PEOPLE	27046	8922	32.5	33.0	106	2311	35.2	8.5	115	3014	34.1	11.1	112	3597	29.9	13.3	98
3 OR 4 PEOPLE	34251	10126	36.9	29.6	95	2027	30.9	5.9	80	2885	32.7	8.4	84	5215	43.4	15.2	112
5 OR MORE PEOPLE	15180	4043	14.7	26.6	86	747	11.4	4.9	66	1508	17.1	9.9	100	1788	14.9	11.8	87
NO CHILD IN HSHLD	49819	16617	60.6	33.4	108	4653	70.9	9.3	126	5262	59.6	10.6	106	6701	55.7	13.5	99
CHILD(REN) UNDER 2 YRS	6045	1417	5.2	23.4	76	*198	3.0	3.3	44	*383	4.3	6.3	63	836	7.0	13.8	102
2 - 5 YEARS	15233	3979	14.5	26.1	84	761	11.6	5.0	67	1216	13.8	8.0	80	2002	16.7	13.1	97
6 - 11 YEARS	16260	4734	17.3	29.1	94	763	11.6	4.7	63	1744	19.8	10.7	107	2227	18.5	13.7	101
12 - 17 YEARS	19173	5608	20.5	29.2	94	997	15.2	5.2	70	2071	23.5	10.8	108	2540	21.1	13.2	97
RESIDENCE OWNED	61371	19217	70.1	31.3	101	4727	72.0	7.7	104	6304	71.4	10.3	103	8187	68.1	13.3	98
VALUE: \$50,000 OR MORE	35355	9375	34.2	26.5	86	2217	33.8	6.3	85	3127	35.4	8.8	89	4031	33.5	11.4	84
VALUE: UNDER \$50,000	26016	9842	35.9	37.8	122	2510	38.2	9.6	130	3176	36.0	12.2	122	4156	34.6	16.0	118

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	27411	100.0	31.0	100	6563	100.0	7.4	100	8827	100.0	10.0	100	12021	100.0	13.6	100
MAGAZINES	QUINTILE 1	17988	5320	19.4	29.6	95	1135	17.3	6.3	85	1715	19.4	9.5	96	2470	20.5	13.7	101
	QUINTILE 2	19446	5756	21.0	29.6	96	1559	23.8	8.0	108	1678	19.0	8.6	86	2519	21.0	13.0	95
	QUINTILE 3	14626	4218	15.4	28.8	93	892	13.6	6.1	82	1494	16.9	10.2	102	1832	15.2	12.5	92
	QUINTILE 4	16014	4936	18.0	30.8	99	1134	17.3	7.1	95	1575	17.8	9.8	99	2227	18.5	13.9	102
	QUINTILE 5	20389	7181	26.2	35.2	114	1842	28.1	9.0	122	2366	26.8	11.6	116	2973	24.7	14.6	107
NEWSPAPERS	QUINTILE 1	13830	3673	13.4	26.6	86	793	12.1	5.7	77	1127	12.8	8.1	82	1753	14.6	12.7	93
	QUINTILE 2	26350	8464	30.9	32.1	104	2251	34.3	8.5	115	2594	29.4	9.8	99	3619	30.1	13.7	101
	QUINTILE 3	12415	3840	14.0	30.9	100	854	13.0	6.9	93	1394	15.8	11.2	113	1992	13.2	12.8	94
	QUINTILE 4	21911	6708	24.5	30.6	99	1419	21.6	6.5	87	2182	24.7	10.0	100	3107	25.8	14.2	104
	QUINTILE 5	13960	4726	17.2	33.9	109	1246	19.0	8.9	120	1529	17.3	11.0	110	1951	16.2	14.0	103
OUTDOOR	QUINTILE 1	16810	4823	17.6	28.7	93	938	14.3	5.6	75	1351	15.3	8.0	81	2535	21.1	15.1	111
	QUINTILE 2	17101	5318	19.4	31.1	100	1306	19.9	7.6	103	1704	19.3	10.0	100	2308	19.2	13.5	99
	QUINTILE 3	17579	4998	18.2	28.4	92	1156	17.6	6.6	89	1656	18.8	9.4	94	2186	18.2	12.4	92
	QUINTILE 4	18343	5941	21.7	32.4	105	1490	22.7	8.1	109	1933	21.9	10.5	106	2518	20.9	13.7	101
	QUINTILE 5	18631	6331	23.1	34.0	110	1673	25.5	9.0	121	2183	24.7	11.7	117	2475	20.6	13.3	98
RADIO-DRIVE TIME	QUINTILE 1	17390	5610	20.5	32.3	104	1374	20.9	7.9	107	1765	20.0	10.1	102	2471	20.6	14.2	105
	QUINTILE 2	16591	5138	18.7	31.0	100	1233	18.8	7.4	100	1655	18.7	10.0	100	2251	18.7	13.6	100
	QUINTILE 3	16910	4743	17.3	28.0	91	1102	16.8	6.5	88	1688	19.1	10.0	100	1953	16.2	11.5	85
	QUINTILE 4	18002	5563	20.3	30.9	100	1193	18.2	6.6	89	1861	21.1	10.3	104	2509	20.9	13.9	103
	QUINTILE 5	19572	6358	23.2	32.5	105	1661	25.3	8.5	114	1859	21.1	9.5	95	2838	23.6	14.5	107
RADIO-MID- DAY	TERCILE 1	23248	6993	25.5	30.1	97	1784	27.2	7.7	103	2121	24.0	9.1	91	3087	25.7	13.3	98
	TERCILE 2	23667	7093	25.9	30.0	97	1765	26.9	7.5	101	2353	26.7	9.9	100	2974	24.7	12.6	92
	TERCILE 3	41549	13325	48.6	32.1	104	3014	45.9	7.3	98	4353	49.3	10.5	105	5959	49.6	14.3	106
RADIO-TOTAL	QUINTILE 1	17786	5813	21.2	32.7	105	1518	23.1	8.5	115	1759	19.9	9.9	99	2536	21.1	14.3	105
	QUINTILE 2	17316	4996	18.2	28.9	93	1207	18.4	7.0	94	1563	17.7	9.0	90	2226	18.5	12.9	95
	QUINTILE 3	18428	5608	20.5	30.4	98	1180	18.0	6.4	86	2023	22.9	11.0	110	2405	20.0	13.1	96
	QUINTILE 4	17669	5379	19.6	30.4	98	1115	17.0	6.3	85	1804	20.4	10.2	102	2461	20.5	13.9	103
	QUINTILE 5	17265	5615	20.5	32.5	105	1544	23.5	8.9	121	1678	19.0	9.7	97	2394	19.9	13.9	102
TV-PRIME TIME	QUINTILE 1	17416	5721	20.9	32.8	106	1693	25.8	9.7	131	1681	19.0	9.7	97	2347	19.5	13.5	99
	QUINTILE 2	17413	5228	19.1	30.0	97	1157	17.6	6.6	90	1766	20.0	10.1	102	2304	19.2	13.2	97
	QUINTILE 3	17943	5436	19.8	30.3	98	1257	19.2	7.0	94	1736	19.7	9.7	97	2444	20.3	13.6	100
	QUINTILE 4	18442	5591	20.4	30.3	98	1268	19.3	6.9	93	1777	20.1	9.6	97	2545	21.2	13.8	102
	QUINTILE 5	17250	5435	19.8	31.5	102	1188	18.1	6.9	93	1867	21.2	10.8	108	2380	19.8	13.8	102
TV-DAYTIME	TERCILE 1	29966	10711	39.1	35.7	115	2686	40.9	9.0	121	3482	39.4	11.6	116	4543	37.8	15.2	112
	TERCILE 2	29480	8503	31.0	28.8	93	1848	28.2	6.3	84	2695	30.5	9.1	92	3959	32.9	13.4	99
	TERCILE 3	29018	8197	29.9	28.2	91	2029	30.9	7.0	94	2650	30.0	9.1	92	3519	29.3	12.1	89
TV-TOTAL	QUINTILE 1	17740	6320	23.1	35.6	115	1803	27.5	10.2	137	2017	22.9	11.4	114	2500	20.8	14.1	104
	QUINTILE 2	17674	5959	21.7	33.7	109	1412	21.5	8.0	108	1756	19.9	9.9	100	2791	23.2	15.8	116
	QUINTILE 3	17730	5125	18.7	28.9	93	1240	18.9	7.0	94	1699	19.2	9.6	96	2187	18.2	12.3	91
	QUINTILE 4	17563	4864	17.7	27.7	89	985	15.0	5.6	76	1664	18.9	9.5	95	2215	18.4	12.6	93
	QUINTILE 5	17757	5143	18.8	29.0	93	1123	17.1	6.3	85	1692	19.2	9.5	95	2328	19.4	13.1	96
MAGAZINES-NEWSPAPERS: DUAL		23278	6771	24.7	29.1	94	1712	26.1	7.4	99	2087	23.6	9.0	90	2971	24.7	12.8	94
MAGAZINE IMPERATIVE		21634	6464	23.6	29.9	96	1364	20.8	6.3	85	2109	23.9	9.7	98	2991	24.9	13.8	102
NEWSPAPER IMPERATIVE		23455	7343	26.8	31.3	101	1838	28.0	7.8	106	2371	26.9	10.1	101	3133	26.1	13.4	98
MAGAZINES-OUTDOOR: DUAL		17482	5328	19.4	30.5	98	1219	18.6	7.0	94	1567	17.8	9.0	90	2542	21.1	14.5	107
MAGAZINE IMPERATIVE		28830	8586	31.3	29.8	96	2126	32.4	7.4	99	2910	33.0	10.1	101	3550	29.5	12.3	91
OUTDOOR IMPERATIVE		26119	7598	27.7	29.1	94	1693	25.8	6.5	87	2416	27.4	9.2	93	3489	29.0	13.4	98
MAGAZINES-RADIO: DUAL		20162	6043	22.0	30.0	97	1534	23.4	7.6	103	1957	22.2	9.7	97	2551	21.2	12.7	93
MAGAZINE IMPERATIVE		26292	7652	27.9	29.1	94	1681	25.6	6.4	86	2407	27.3	9.2	92	3564	29.6	13.6	100
RADIO IMPERATIVE		25308	7845	28.6	31.0	100	1869	28.5	7.4	100	2470	28.0	9.8	98	3506	29.2	13.9	102
MAGAZINES-TELEVISION: DUAL		17312	5385	19.6	31.1	100	1315	20.0	7.6	102	1657	18.8	9.6	96	2414	20.1	13.9	103
MAGAZINE IMPERATIVE		29099	7951	29.0	27.3	88	1794	27.3	6.2	83	2541	28.8	8.7	88	3617	30.1	12.4	91
TELEVISION IMPERATIVE		27505	9508	34.7	34.6	112	2482	37.8	9.0	122	2979	33.7	10.8	109	4047	33.7	14.7	108
NEWSPAPERS-OUTDOOR: DUAL		18628	5383	19.6	28.9	93	1146	17.5	6.2	83	1643	18.6	8.8	88	2595	21.6	13.9	103
NEWSPAPER IMPERATIVE		29178	9185	33.5	31.5	102	2377	36.2	8.1	110	3055	34.6	10.5	105	3754	31.2	12.9	95
OUTDOOR IMPERATIVE		25260	7681	28.0	30.4	98	1710	26.1	6.8	91	2377	26.9	9.4	94	3594	29.9	14.2	105
NEWSPAPERS-RADIO: DUAL		19246	5579	20.4	29.0	94	1513	23.1	7.9	106	1806	20.5	9.4	94	2260	18.8	11.7	86
NEWSPAPER IMPERATIVE		28155	8731	31.9	31.0	100	2057	31.3	7.3	98	2727	30.9	9.7	97	3946	32.8	14.0	103
RADIO IMPERATIVE		25308	7979	29.1	31.5	102	1807	27.5	7.1	96	2579	29.2	10.2	102	3593	29.9	14.2	104
NEWSPAPERS-TELEVISION: DUAL		18615	6065	22.1	32.6	105	1614	24.6	8.7	117	1758	19.9	9.4	95	2694	22.4	14.5	107
NEWSPAPER IMPERATIVE		29207	8245	30.1	28.2	91	1885	28.7	6.5	87	2785	31.6	9.5	96	3576	29.7	12.2	90
TELEVISION IMPERATIVE		25472	8711	31.8	34.2	110	2254	34.3	8.8	119	2830	32.1	11.1	111	3627	30.2	14.2	105
OUTDOOR-RADIO: DUAL		17292	5160	18.8	29.8	96	1036	15.8	6.0	81	1626	18.4	9.4	94	2497	20.8	14.4	106
OUTDOOR IMPERATIVE		26915	8021	29.3	29.8	96	1847	28.1	6.9	92	2522	28.6	9.4	94	3652	30.4	13.6	100
RADIO IMPERATIVE		28938	9247	33.7	32.0	103	2450	37.3	8.5									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	27411	100.0	31.0	100	6563	100.0	7.4	100	8827	100.0	10.0	100	12021	100.0	13.6	100
ATLANTIC MONTHLY	415	*82	0.3	19.8	64	**13	0.2	3.1	42	**41	0.5	9.9	99	**29	0.2	7.0	51
BARRON'S	522	**112	0.4	21.5	69	**26	0.4	5.0	67	**37	0.4	7.1	71	**48	0.4	9.2	68
BETTER HOMES & GARDENS	17429	5131	18.7	29.4	95	1211	18.5	6.9	94	1574	17.8	9.0	91	2346	19.5	13.5	99
BON APPETIT	2772	823	3.0	29.7	96	*182	2.8	6.6	88	259	2.9	9.3	94	382	3.2	13.8	101
BUSINESS WEEK	1469	466	1.7	31.7	102	**86	1.3	5.9	79	*146	1.7	9.9	100	*233	1.9	15.9	117
CAR AND DRIVER	397	**116	0.4	29.2	94	**26	0.4	6.5	88	**72	0.8	18.1	182	**17	0.1	4.3	32
CBS MAGAZINE NETWORK (GROSS)	1633	520	1.9	31.8	103	**73	1.1	4.5	60	*186	2.1	11.4	114	*261	2.2	16.0	118
CHANGING TIMES	1554	411	1.5	26.4	85	*142	2.2	9.1	123	*131	1.5	8.4	84	*137	1.1	8.8	65
COLONIAL HOMES	1304	452	1.6	34.7	112	**82	1.2	6.3	85	**122	1.4	9.4	94	*248	2.1	19.0	140
CONDE NAST MAG. PKG. (GROSS)	17858	4879	17.8	27.3	88	978	14.9	5.5	74	1565	17.7	8.8	88	2336	19.4	13.1	96
CONSUMERS DIGEST	1406	464	1.7	33.0	107	**82	1.2	5.8	79	*151	1.7	10.7	108	*231	1.9	16.4	121
COSMOPOLITAN	8815	2118	7.7	24.0	78	470	7.2	5.3	72	704	8.0	8.0	80	944	7.9	10.7	79
COUNTRY LIVING	2636	908	3.3	34.4	111	*173	2.6	6.6	88	351	4.0	13.3	133	384	3.2	14.6	107
CUISINE	1554	440	1.6	28.3	91	**101	1.5	6.5	88	*160	1.8	10.3	103	*179	1.5	11.5	85
CYCLE WORLD	469	*157	0.6	33.5	108	**35	0.5	7.5	101	**79	0.9	16.8	169	**43	0.4	9.2	67
DCI:CREATIVE IDEAS FOR LIV	2631	992	3.6	37.7	122	269	4.1	10.2	138	249	2.8	9.5	95	473	3.9	18.0	132
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	2590	9.4	36.7	118	698	10.6	9.9	133	753	8.5	10.7	107	1139	9.5	16.1	119
DISCOVER	998	270	1.0	27.1	87	**90	1.4	9.0	122	**86	1.0	8.6	86	**94	0.8	9.4	69
EBONY	4289	1950	7.1	45.5	147	524	8.0	12.2	165	764	8.7	17.8	179	661	5.5	15.4	113
ESQUIRE	1176	461	1.7	39.2	127	**125	1.9	10.6	143	*229	2.6	19.5	195	**107	0.9	9.1	67
ESSENCE	2392	1192	4.3	49.8	161	264	4.0	11.0	149	533	6.0	22.3	223	394	3.3	16.5	121
FAMILY CIRCLE	17209	5150	18.8	29.9	97	1218	18.6	7.1	95	1612	18.3	9.4	94	2319	19.3	13.5	99
THE FAMILY HANDYMAN	1184	396	1.4	33.4	108	**107	1.6	9.0	122	*120	1.4	10.1	102	*170	1.4	14.4	106
FAMILY WEEKLY	12391	4086	14.9	33.0	106	883	13.5	7.1	96	1433	16.2	11.6	116	1769	14.7	14.3	105
FIELD & STREAM	2438	816	3.0	33.5	108	*240	3.7	9.8	133	*161	1.8	6.6	66	415	3.5	17.0	125
FOOD & WINE	614	255	0.9	41.5	134	**54	0.8	8.8	119	**60	0.7	9.8	98	*141	1.2	23.0	169
FORBES	813	*186	0.7	22.9	74	**17	0.3	2.1	28	**56	0.6	6.9	69	**113	0.9	13.9	102
FORTUNE	1083	*284	1.0	26.2	85	**34	0.5	3.1	42	**67	0.8	6.2	62	**183	1.5	16.9	124
GENTLEMEN'S QUARTERLY	1197	352	1.3	29.4	95	**75	1.1	6.3	84	*121	1.4	10.1	101	**155	1.3	12.9	95
GLAMOUR	6625	1748	6.4	26.4	85	454	6.9	6.9	92	524	5.9	7.9	79	771	6.4	11.6	86
GOLF DIGEST	707	*192	0.7	27.2	88	**12	0.2	1.7	23	**86	1.0	12.2	122	**94	0.8	13.3	98
GOLF DIGEST/TENNIS (GROSS)	1316	334	1.2	25.4	82	**50	0.8	3.8	51	**117	1.3	8.9	89	*167	1.4	12.7	93
GOLF MAGAZINE	469	*139	0.5	29.6	96	**7	0.1	1.5	20	**42	0.5	9.0	90	**91	0.8	19.4	143
GOLF MAGAZINE/SKI (GROSS)	1060	*303	1.1	28.6	92	**30	0.5	2.8	38	**84	1.0	7.9	79	*190	1.6	17.9	132
GOOD HOUSEKEEPING	17784	5398	19.7	30.4	98	1331	20.3	7.5	101	1615	18.3	9.1	91	2452	20.4	13.8	101
HARPER'S BAZAAR	2931	1019	3.7	34.8	112	*162	2.5	5.5	75	317	3.6	10.8	108	540	4.5	18.4	136
HEALTH	2199	798	2.9	36.3	117	*256	3.9	11.6	157	*262	3.0	11.9	119	*281	2.3	12.8	94
HEARST MAG CORP. BUY (GROSS)	49148	14606	53.3	29.7	96	3165	48.2	6.4	87	4625	52.4	9.4	94	6816	56.7	13.9	102
HEARST MAN POWER (GROSS)	2113	621	2.3	29.4	95	**118	1.8	5.6	75	*184	2.1	8.7	87	320	2.7	15.1	111
HEARST WOMAN POWER (GROSS)	35062	10007	36.5	28.5	92	2304	35.1	6.6	89	3113	35.3	8.9	89	4590	38.2	13.1	96
HOUSE BEAUTIFUL	3865	1259	4.6	32.6	105	252	3.8	6.5	88	448	5.1	11.6	116	559	4.7	14.5	106
INC.	315	**125	0.5	39.7	128	**13	0.2	4.1	56	**22	0.2	7.0	70	**89	0.7	28.3	208
JET	3690	*1792	6.5	48.6	157	539	8.2	14.6	197	723	8.2	19.6	196	529	4.4	14.3	106
LADIES' HOME JOURNAL	12930	3907	14.3	30.2	98	1045	15.9	8.1	109	1326	15.0	10.3	103	1536	12.8	11.9	87
LHJ FAMILY GRP COMBO(GROSS)	18161	5653	20.6	31.1	100	1519	23.1	8.4	113	1857	21.0	10.2	102	2278	19.0	12.5	92
LIFE	5065	1504	5.5	29.7	96	338	5.2	6.7	90	553	6.3	10.9	109	614	5.1	12.1	89
L.A. TIMES HOME MAGAZINE	1310	*313	1.1	23.9	77	**88	1.3	6.7	91	**68	0.8	5.2	52	*156	1.3	11.9	88
MADEMOISELLE	3759	1050	3.8	27.9	90	244	3.7	6.5	87	366	4.1	9.7	98	440	3.7	11.7	86
MC CALL'S	14658	4537	16.6	31.0	100	1084	16.5	7.4	100	1454	16.5	9.9	99	1998	16.6	13.6	100
MC CALL'S/WRK MOTHER (GROSS)	15857	4923	18.0	31.0	100	1179	18.0	7.4	100	1591	18.0	10.0	101	2153	17.9	13.6	100
MECHANIX ILLUSTRATED	809	353	1.3	43.6	141	**75	1.1	9.3	125	**102	1.2	12.6	126	**177	1.5	21.9	161
METROPOLITAN HOME	1009	318	1.2	31.5	102	**42	0.6	4.2	56	**103	1.2	10.2	102	*174	1.4	17.2	127
MONEY	1707	499	1.8	29.2	94	*138	2.1	8.1	109	*164	1.9	9.6	96	*197	1.6	11.5	85
MOTHER EARTH NEWS	1123	240	0.9	21.4	69	**60	0.9	5.3	72	**32	0.4	2.8	29	*148	1.2	13.2	97
MS.	932	245	0.9	26.3	85	**46	0.7	4.9	67	**73	0.8	7.8	78	**126	1.0	13.5	99
NATIONAL ENQUIRER	11971	3951	14.4	33.0	107	920	14.0	7.7	104	1255	14.2	10.5	105	1776	14.8	14.8	109
NATIONAL GEOGRAPHIC	10503	2904	10.6	27.6	89	694	10.6	6.6	89	786	8.9	7.5	75	1424	11.8	13.6	100
NATIONAL SUNDAY MAGAZINE PKG	54325	16186	59.0	29.8	96	3840	58.5	7.1	95	4967	56.3	9.1	92	7379	61.4	13.6	100
NATURAL HISTORY	626	*179	0.7	28.6	92	**31	0.5	5.0	67	**57	0.6	9.1	91	**91	0.8	14.5	107
NEW WOMAN	1992	493	1.8	24.7	80	*114	1.7	5.7	77	*173	2.0	8.7	87	*206	1.7	10.3	76
NEW YORK INCLUDING CUE	547	*136	0.5	24.9	80	**34	0.5	6.2	84	**39	0.4	7.1	71	**63	0.5	11.5	85
THE NEW YORKER	1380	384	1.4	27.8	90	**91	1.4	6.6	89	*131	1.5	9.5	95	*162	1.3	11.7	86
NEWSWEEK	6925	1933	7.1	27.9	90	426	6.5	6.2	83	697	7.9	10.1	101	810	6.7	11.7	86
THE N.Y. TIMES DAILY EDITION	1363	283	1.0	20.8	67	**67	1.0	4.9	66	**72	0.8	5.3	53	*145	1.2	10.6	78
THE N.Y. TIMES MAGAZINE	2333	454	1.7	19.5	63	*103	1.6	4.4	60	*163	1.8	7.0	70	189	1.6	8.1	60
OMNI	872	*209	0.8	24.0	77	**29	0.4	3.3	45	**46	0.5	5.3	53	**134	1.1	15.4	113
ON CABLE	1298	374	1.4	28.8	93	**89	1.4	6.9	92	**108	1.2	8.3	83	*177	1.5	13.6	100
1001 HOME IDEAS	3032	948	3.5	31.3	101	*218	3.3	7.2	97	269	3.0	8.9	89	461	3.8	15.2	112
ORGANIC GARDENING	1680	483	1.8	28.8	93	**112	1.7	6.7	90	*126	1.4	7.5	75	*246	2.0	14.6	108
OUTDOOR LIFE	960	323	1.2	33.6	109	**109	1.7	11.4	153	**76	0.9	7.9	79	*138	1.1	14.4	106
PARADE MAGAZINE	26755	7793	28.4	29.1	94	1995	30.4	7.5	101	2117	24.0	7.9	79	3681	30.6	13.8	101

LAXATIVES (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	27411	100.0	31.0	100	6563	100.0	7.4	100	8827	100.0	10.0	100	12021	100.0	13.6	100
PARENTS	4173	1185	4.3	28.4	92	**288	4.4	6.9	93	258	2.9	6.2	62	639	5.3	15.3	113
PENTHOUSE	973	**254	0.9	26.1	84	**43	0.7	4.4	60	**82	0.9	8.4	84	**128	1.1	13.2	97
PEOPLE	13479	3706	13.5	27.5	89	896	13.7	6.6	90	1014	11.5	7.5	75	1795	14.9	13.3	98
PLAYBOY	2183	706	2.6	32.3	104	**155	2.4	7.1	96	*215	2.4	9.8	99	335	2.8	15.3	113
POPULAR HOT RODDING	388	**104	0.4	26.8	87	**3	0.0	0.8	10	**41	0.5	10.6	106	**60	0.5	15.5	114
POPULAR MECHANICS	1037	*290	1.1	28.0	90	**91	1.4	8.8	118	**105	1.2	10.1	101	**94	0.8	9.1	67
POPULAR SCIENCE	920	*245	0.9	26.6	86	**59	0.9	6.4	86	**67	0.8	7.3	73	**119	1.0	12.9	95
PREVENTION	4071	1408	5.1	34.6	112	427	6.5	10.5	141	413	4.7	10.1	102	568	4.7	14.0	103
PSYCHOLOGY TODAY	1940	574	2.1	29.6	95	**138	2.1	7.1	96	*128	1.5	6.6	66	308	2.6	15.9	117
READER'S DIGEST	24031	7885	28.8	32.8	106	2136	32.5	8.9	120	2587	29.3	10.8	108	3162	26.3	13.2	97
REDBOOK	8464	2491	9.1	29.4	95	504	7.7	6.0	80	794	9.0	9.4	94	1194	9.9	14.1	104
ROAD & TRACK	429	**74	0.3	17.2	56	**10	0.2	2.3	31	**20	0.2	4.7	47	**44	0.4	10.3	75
ROLLING STONE	1355	383	1.4	28.3	91	**30	0.5	2.2	30	*167	1.9	12.3	124	*186	1.5	13.7	101
RUNNER'S WORLD	329	**99	0.4	30.1	97	**40	0.6	12.2	164	**18	0.2	5.5	55	**41	0.3	12.5	92
SATURDAY EVENING POST	1268	438	1.6	34.5	111	*133	2.0	10.5	141	*124	1.4	9.8	98	*180	1.5	14.2	104
SCIENCE 84	702	*145	0.5	20.7	67	**17	0.3	2.4	33	**14	0.2	2.0	20	**113	0.9	16.1	118
SCIENCE DIGEST	553	*179	0.7	32.4	104	**12	0.2	2.2	29	**54	0.6	9.8	98	**113	0.9	20.4	150
SCIENTIFIC AMERICAN	615	*182	0.7	29.6	96	**18	0.3	2.9	39	**41	0.5	6.7	67	**124	1.0	20.2	148
SELF	2683	843	3.1	31.4	101	**84	1.3	3.1	42	*288	3.3	10.7	108	471	3.9	17.6	129
SEVENTEEN	3309	1032	3.8	31.2	101	*228	3.5	6.9	93	346	3.9	10.5	105	459	3.8	13.9	102
SKI	591	**164	0.6	27.7	90	**23	0.4	3.9	52	**42	0.5	7.1	71	**99	0.8	16.8	123
SMITHSONIAN	3039	866	3.2	28.5	92	*221	3.4	7.3	98	*190	2.2	6.3	63	456	3.8	15.0	110
SOAP OPERA DIGEST	3683	1283	4.7	34.8	112	294	4.5	8.0	108	422	4.8	11.5	115	567	4.7	15.4	113
SOUTHERN LIVING	4434	1598	5.8	36.0	116	429	6.5	9.7	130	504	5.7	11.4	114	666	5.5	15.0	111
SPORT	701	*274	1.0	39.1	126	**86	1.3	12.3	165	**61	0.7	8.7	87	**127	1.1	18.1	133
THE SPORTING NEWS	518	**151	0.6	29.2	94	**22	0.3	4.2	57	**17	0.2	3.3	33	**113	0.9	21.8	161
SPORTS AFIELD	523	*152	0.6	29.1	94	**15	0.2	2.9	39	**25	0.3	4.8	48	**112	0.9	21.4	158
SPORTS ILLUSTRATED	3325	983	3.6	29.6	95	*207	3.2	6.2	84	317	3.6	9.5	96	459	3.8	13.8	102
STAR	8567	3101	11.3	36.2	117	653	9.9	7.6	103	931	10.5	10.9	109	1517	12.6	17.7	130
SUNDAY	27630	7723	28.2	28.0	90	1910	29.1	6.9	93	2437	27.6	8.8	88	3377	28.1	12.2	90
SUNSET	2219	536	2.0	24.2	78	**82	1.2	3.7	50	*185	2.1	8.3	84	*269	2.2	12.1	89
TV GUIDE	24258	7342	26.8	30.3	98	1609	24.5	6.6	89	2447	27.7	10.1	101	3286	27.3	13.5	100
TENNIS	609	*142	0.5	23.3	75	*37	0.6	6.1	82	*331	0.4	5.1	51	**74	0.6	12.2	89
TIME	9929	2512	9.2	25.3	82	605	9.2	6.1	82	788	8.9	7.9	80	1119	9.3	11.3	83
TOWN & COUNTRY	1062	298	1.1	28.1	91	**68	1.0	6.4	86	**86	1.0	8.1	81	*144	1.2	13.6	100
TRAVEL & LEISURE	1051	331	1.2	31.5	102	**86	1.3	8.2	110	*113	1.3	10.8	108	*132	1.1	12.6	92
TRUE STORY	3946	1265	4.6	32.1	103	296	4.5	7.5	101	479	5.4	12.1	122	489	4.1	12.4	91
U.S. NEWS & WORLD REPORT	3782	1092	4.0	28.9	93	*233	3.6	6.2	83	421	4.8	11.1	112	438	3.6	11.6	85
USA TODAY	1874	597	2.2	31.9	103	*95	1.4	5.1	68	*215	2.4	11.5	115	287	2.4	15.3	113
US	2213	643	2.3	29.1	94	*163	2.5	7.4	99	*146	1.7	6.6	66	334	2.8	15.1	111
VOGUE	4792	1238	4.5	25.8	83	*196	3.0	4.1	55	387	4.4	8.1	81	655	5.4	13.7	101
WALL STREET JOURNAL	2045	588	2.1	28.8	93	*143	2.2	7.0	94	*168	1.9	8.2	82	*276	2.3	13.5	99
WEIGHT WATCHERS	2364	690	2.5	29.2	94	*157	2.4	6.6	90	261	3.0	11.0	111	272	2.3	11.5	85
WOMAN'S DAY	15182	4190	15.3	27.6	89	916	14.0	6.0	81	1400	15.9	9.2	92	1874	15.6	12.3	91
WORKING MOTHER	1198	386	1.4	32.2	104	**94	1.4	7.8	106	*136	1.5	11.4	114	*155	1.3	12.9	95
WORKING WOMAN	1523	430	1.6	28.2	91	**87	1.3	5.7	77	*180	2.0	11.8	118	*163	1.4	10.7	79
WORLD TENNIS	*183	**40	0.1	21.9	71	**7	0.1	3.8	52	*332	0.4	17.5	175	**0	0.0	0.0	0
ZIFF-DAVIS MAG WETWK (GROSS)	2776	804	2.9	29.0	93	*182	2.8	6.6	88	301	3.4	10.8	109	320	2.7	11.5	85
BLAIR INSERTS	47909	13938	50.8	29.1	94	3384	51.6	7.1	95	4255	48.2	8.9	89	6299	52.4	13.1	97
DAILY NEWSPAPERS																	
READ ANY	56731	17616	64.3	31.1	100	4205	64.1	7.4	100	5655	64.1	10.0	100	7757	64.5	13.7	101
READ ONE	47696	15175	55.4	31.8	103	3647	55.6	7.6	103	4868	55.1	10.2	102	6660	55.4	14.0	103
READ TWO OR MORE	9034	2442	8.9	27.0	87	558	8.5	6.2	83	788	8.9	8.7	87	1096	9.1	12.1	89
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	17202	62.8	29.8	96	4135	63.0	7.2	97	5323	60.3	9.2	92	7745	64.4	13.4	99
READ ONE	50513	15260	55.7	30.2	97	3718	56.7	7.4	99	4666	52.9	9.2	93	6876	57.2	13.6	100
READ TWO OR MORE	7219	1942	7.1	26.9	87	416	6.3	5.8	78	657	7.4	9.1	91	869	7.2	12.0	89
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	27.61				26.12				24.41				30.75			
30 DAY REACH	78184	23741	86.6	30.4	98	5457	83.1	7.0	94	7758	87.9	9.9	99	10525	87.6	13.5	99
50 SHWG - 30 DAY AV FREQ	14.80	14.60				13.90				13.02				16.11			
30 DAY REACH	74239	22470	82.0	30.3	98	5124	78.1	6.9	93	7276	82.4	9.8	98	10070	83.8	13.6	100
25 SHWG - 30 DAY AV FREQ	8.05	7.96				7.49				7.24				8.71			
30 DAY REACH	68254	20579	75.1	30.2	97	4758	72.5	7.0	94	6500	73.6	9.5	95	9322	77.5	13.7	101
CABLE TV: HOME WIRED	35215	10792	39.4	30.6	99	2294	35.0	6.5	88	3560	40.3	10.1	101	4939	41.1	14.0	103
HOME NOT WIRED	53250	16618	60.6	31.2	101	4269	65.0	8.0	108	5267	59.7	9.9	99	7082	58.9	13.3	98
HAVE PAY CABLE	17885	5203	19.0	29.1	94	1000	15.2	5.6	75	1643	18.6	9.2	92	2560	21.3	14.3	105

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	27411	100.0	31.0	100	6563	100.0	7.4	100	8827	100.0	10.0	100	12021	100.0	13.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	14454	52.7	30.1	97	3255	49.6	6.8	91	4728	53.6	9.9	99	6471	53.8	13.5	99
10:00 AM - 3:00 PM	33674	10123	36.9	30.1	97	2590	39.5	7.7	104	3121	35.4	9.3	93	4412	36.7	13.1	96
3:00 PM - 7:00 PM	34431	10235	37.3	29.7	96	2357	35.9	6.8	92	3302	37.4	9.6	96	4576	38.1	13.3	98
7:00 PM - MIDNIGHT	17761	5430	19.8	30.6	99	1223	18.6	6.9	93	1690	19.1	9.5	95	2517	20.9	14.7	104
MIDNIGHT - 6:00 AM	10087	3452	12.6	34.2	110	662	10.1	6.6	88	1216	13.8	12.1	121	1574	13.1	15.6	115
6:00 AM - MIDNIGHT	64318	19439	70.9	30.2	98	4496	68.5	7.0	94	6351	71.9	9.9	99	8592	71.5	13.4	98
ENTIRE DAY	65181	19751	72.1	30.3	98	4569	69.6	7.0	94	6431	72.9	9.9	99	8751	72.8	13.4	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	5126	18.7	29.4	95	1110	16.9	6.4	86	1672	18.9	9.6	96	2343	19.5	13.5	99
ALL NEWS	2520	639	2.3	25.4	82	*124	1.9	4.9	66	244	2.8	9.7	97	271	2.3	10.8	79
AOR/PROGRESSIVE	4419	1095	4.0	24.8	80	*187	2.8	4.2	57	326	3.7	7.4	74	582	4.8	13.2	97
BEAUTIFUL MUSIC	6119	1718	6.3	28.1	91	442	6.7	7.2	97	541	6.1	8.8	89	735	6.1	12.0	88
BLACK	2623	1100	4.0	41.9	135	317	4.8	12.1	163	380	4.3	14.5	145	403	3.4	15.4	113
CLASSICAL	1553	337	1.2	21.7	70	**45	0.7	2.9	39	**121	1.4	7.8	78	*170	1.4	10.9	81
CHR/ROCK	11282	2994	10.9	26.5	86	552	8.4	4.9	66	952	10.8	8.4	85	1490	12.4	13.2	97
COUNTRY	13343	4656	17.0	34.9	113	1124	17.1	8.4	114	1543	17.5	11.6	116	1989	16.5	14.9	110
GOLDEN OLDIES	1299	369	1.3	28.4	92	**76	1.2	5.9	79	**85	1.0	6.5	66	*208	1.7	16.0	118
MOR/NOSTALGIA	5241	1423	5.2	27.2	88	443	6.7	8.5	114	412	4.7	7.9	79	568	4.7	10.8	80
NEWS/TALK	4165	1116	4.1	26.8	86	284	4.3	6.8	92	381	4.3	9.1	92	451	3.8	10.8	80
RELIGIOUS	3324	1095	4.0	32.9	106	310	4.7	9.3	126	348	3.9	10.5	105	437	3.6	13.1	97
SOFT ROCK	609	**105	0.4	17.2	56	**6	0.1	1.0	13	**41	0.5	6.7	67	**58	0.5	9.5	70
URBAN CONTEMPORARY	1853	854	3.1	46.1	149	252	3.8	13.6	183	315	3.6	17.0	170	287	2.4	15.5	114
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	996	3.6	26.7	86	*205	3.1	5.5	74	375	4.2	10.1	101	416	3.5	11.2	82
ABC DIRECTION	2488	797	2.9	32.0	103	197	3.0	7.9	107	260	2.9	10.5	105	341	2.8	13.7	101
ABC ENTERTAINMENT	5129	1638	6.0	31.9	103	518	7.9	10.1	136	475	5.4	9.3	93	646	5.4	12.6	93
ABC FM	2498	735	2.7	29.4	95	*131	2.0	5.2	71	*218	2.5	8.7	87	386	3.2	15.5	114
ABC INFORMATION	5721	1771	6.5	31.0	100	402	6.1	7.0	95	642	7.3	11.2	112	727	6.0	12.7	94
ABC ROCK	2021	554	2.0	27.4	88	**67	1.0	3.3	45	*149	1.7	7.4	74	*338	2.8	16.7	123
CBS	4756	1350	4.9	28.4	92	326	5.0	6.9	92	454	5.1	9.5	96	570	4.7	12.0	88
MUTUAL	5272	1748	6.4	33.2	107	411	6.3	7.8	105	596	6.8	11.3	113	740	6.2	14.0	103
NBC	4964	1509	5.5	30.4	98	338	5.2	6.8	92	463	5.2	9.3	93	708	5.9	14.3	105
RADIORADIO	2218	643	2.3	29.0	94	**111	1.7	5.0	67	*245	2.8	11.0	111	*287	2.4	12.9	95
RKO ONE	2565	751	2.7	29.3	94	*186	2.8	7.3	98	*275	3.1	10.7	107	291	2.4	11.3	83
RKO TWO	3640	1254	4.6	34.5	111	361	5.5	9.9	134	374	4.2	10.3	103	518	4.3	14.2	105
THE SOURCE	2467	628	2.3	25.5	82	**134	2.0	5.4	73	*182	2.1	7.4	74	312	2.6	12.6	93
NON-WIRED : BLAIR	9466	2996	10.9	31.7	102	733	11.2	7.7	104	932	10.6	9.8	99	1330	11.1	14.1	103
INTERNET	13616	3739	13.6	27.5	89	896	13.7	6.6	89	1160	13.1	8.5	85	1683	14.0	12.4	91
KATZ RADIO GROUP	16998	4846	17.7	28.5	92	1164	17.7	6.8	92	1429	16.2	8.4	84	2253	18.7	13.3	98
SUPERNET	11622	3745	13.7	32.2	104	778	11.9	6.7	90	1367	15.5	11.8	118	1600	13.3	13.8	101
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	3228	11.8	34.2	111	889	13.5	9.4	127	1021	11.6	10.8	109	1318	11.0	14.0	103
WKDAY 9:00 AM - 1:00 PM	13304	4670	17.0	35.1	113	1217	18.5	9.1	123	1494	16.9	11.2	113	1960	16.3	14.7	108
WKDAY 1:00 PM - 4:30 PM	17591	6245	22.8	35.5	115	1586	24.2	9.0	122	2034	23.0	11.6	116	2625	21.8	14.9	110
WKDAY 4:30 PM - 7:30 PM	24418	8163	29.8	33.4	108	2195	33.4	9.0	121	2591	29.4	10.6	106	3377	28.1	13.8	102
WKDAY 7:30 PM - 8:00 PM	34400	11178	40.8	32.5	105	3057	46.6	8.9	120	3478	39.4	10.1	101	4643	38.6	13.5	99
WKDAY 11:00 PM - 11:30 PM	26120	8294	30.3	31.8	102	2171	33.1	8.3	112	2573	29.1	9.9	99	3551	29.5	13.6	100
WKDAY 11:30 PM - 1:00 AM	8402	2663	9.7	31.7	102	699	10.7	8.3	112	810	9.2	9.6	97	1155	9.6	13.7	101
M-SAT 8-11 PM+SUN 7-11 PM	36828	11509	42.0	31.3	101	2918	44.5	7.9	107	3606	40.9	9.8	98	4985	41.5	13.5	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	2204	8.0	30.5	99	562	8.6	7.8	105	786	8.9	10.9	109	856	7.1	11.9	87
ANOTHER WORLD	A 4924	1849	6.7	37.6	121	475	7.2	9.6	130	582	6.6	11.8	118	792	6.6	16.1	118
AS THE WORLD TURNS	C 5966	2367	8.6	39.7	128	618	9.4	10.4	140	749	8.5	12.6	126	1000	8.3	16.8	123
CAPITOL	C 3672	1618	5.9	44.1	142	422	6.4	11.5	155	548	6.2	14.9	150	647	5.4	17.6	130
CBS MORN. NEWS 1	C 1590	610	2.2	38.4	124	162	2.5	10.2	137	270	3.1	17.0	170	179	1.5	11.3	83
CBS MORN. NEWS 2	C 1298	394	1.4	30.4	98	*82	1.2	6.3	85	161	1.8	12.4	124	151	1.3	11.6	86
DAYS OF OUR LIVES	N 6389	2131	7.8	33.4	108	508	7.7	8.0	107	661	7.5	10.3	104	962	8.0	15.1	111
FACTS OF LIFE - DAYTIME	N 2526	947	3.5	37.5	121	246	3.7	9.7	131	294	3.3	11.6	117	406	3.4	16.1	118
FAMILY FEUD	A 3427	1296	4.7	37.8	122	318	4.8	9.3	125	385	4.4	11.2	113	593	4.9	17.3	127
GENERAL HOSPITAL	A 6870	2217	8.1	32.3	104	553	8.4	8.0	109	779	8.8	11.3	114	886	7.4	12.9	95
GOOD MORNING, AMERICA-730	A 3767	1269	4.6	33.7	109	303	4.6	8.0	108	389	4.4	10.3	103	577	4.8	15.3	113
GOOD MORNING, AMERICA-830	A 3076	1035	3.8	33.6	109	280	4.3	9.1	123	304	3.4	9.9	99	452	3.8	14.7	108
GUIDING LIGHT	C 5789	2326	8.5	40.2	130	631	9.6	10.9	147	710	8.0	12.3	123	985	8.2	17.0	125
ONE LIFE TO LIVE	A 4918	1608	5.9	32.7	106	494	7.5	10.0	135	489	5.5	9.9	100	625	5.2	12.7	94
PRESS YOUR LUCK	C 2367	861	3.1	36.4	117	191	2.9	8.1	109	294	3.3	12.4	124	377	3.1	15.9	117
PRICE IS RIGHT 1	C 4727	1761	6.4	37.3	120	449	6.8	9.5	128	585	6.6	12.4	124	727	6.0	15.4	113
PRICE IS RIGHT 2	C 5511	2009	7.3	36.53													

LAXATIVES (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 1 - 3 TIMES A MONTH				LIGHT USERS LESS THAN ONCE A MONTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	27411	100.0	31.0	100	6563	100.0	7.4	100	8827	100.0	10.0	100	12021	100.0	13.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	9677	35.3	34.6	112	2739	41.7	9.8	132	2895	32.8	10.4	104	4043	33.6	14.5	106
NETWORK AFFILIATES - LATE	21966	7203	26.3	32.8	106	1871	28.5	8.5	115	2299	26.0	10.5	105	3033	25.2	13.8	102
INDEPENDENTS - LATE	2247	605	2.2	26.9	87	156	2.4	6.9	94	175	2.0	7.8	78	274	2.3	12.2	90
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 11524	3956	14.4	34.3	111	940	14.3	8.2	110	1238	14.0	10.7	108	1778	14.8	15.4	114
ABC MONDAY NIGHT MOVIE	A 6879	2106	7.7	30.6	99	490	7.5	7.1	96	726	8.2	10.6	106	890	7.4	12.9	95
ABC SUNDAY NIGHT MOVIE	A 13690	4071	14.9	29.7	96	1103	16.8	8.1	109	1311	14.9	9.6	96	1656	13.8	12.1	89
ABC WORLD NEWS TONIGHT	A 6589	2254	8.2	34.2	110	666	10.1	10.1	136	654	7.4	9.9	99	934	7.8	14.2	104
AFTERMASH	C 6391	2133	7.8	33.4	108	667	10.2	10.4	141	693	7.9	10.8	109	772	6.4	12.1	89
ALICE	C 10273	3469	12.7	33.8	109	893	13.6	8.7	117	1109	12.6	10.8	108	1466	12.2	14.3	105
AMERICAN PARADE	C 7130	2272	8.3	31.9	103	803	12.2	11.3	152	525	5.9	7.4	74	944	7.9	13.2	97
BENSON	A 11665	3551	13.0	30.4	98	974	14.8	8.3	113	1039	11.8	8.9	89	1538	12.8	13.2	97
BLUE THUNDER	A 5442	1846	6.7	33.9	109	435	6.6	8.0	108	640	7.3	11.8	118	771	6.4	14.2	104
CAGNEY & LACEY	C 10565	3292	12.0	31.2	101	903	13.8	8.5	115	1008	11.4	9.5	96	1381	11.5	13.1	96
CBS EVENING NEWS-DEAN	C 3668	1175	4.3	32.0	103	325	5.0	8.9	119	427	4.8	11.6	117	422	3.5	11.5	85
CBS EVENING NEWS-RATHER	C 7561	2721	9.9	36.0	116	712	10.8	9.4	127	934	10.6	12.4	124	1076	9.0	14.2	105
CBS SAT. NEWS-SCHIEFFER	C 3948	1447	5.3	36.7	118	305	4.6	7.7	104	554	6.3	14.0	141	589	4.9	14.9	110
CBS SATURDAY NIGHT MOVIE	C 5966	2019	7.4	33.8	109	495	7.5	8.3	112	583	6.6	9.8	98	941	7.8	15.8	116
CBS WEDNESDAY NIGHT MOVIE	C 6529	2038	7.4	31.2	101	575	8.8	8.8	119	573	6.5	8.8	88	890	7.4	13.6	100
CHEERS	N 9842	2756	10.1	28.0	90	605	9.2	6.1	83	982	11.1	10.0	100	1169	9.7	11.9	87
DALLAS	C 23935	7538	27.5	31.5	102	2226	33.9	9.3	125	2317	26.2	9.7	97	2995	24.9	12.5	92
DIFF'RENT STROKES	N 7574	2890	10.5	38.2	123	745	11.4	9.8	133	931	10.5	12.3	123	1213	10.1	16.0	118
DOUBLE TROUBLE	N 7786	2346	8.6	30.1	97	550	8.4	7.1	95	734	8.3	9.4	94	1062	8.8	13.6	100
DUCK FACTORY	N 6290	1951	7.1	31.0	100	457	7.0	7.3	98	636	7.2	10.1	101	859	7.1	13.7	101
DUKES OF HAZZARD	C 6402	2164	7.9	33.8	109	601	9.2	9.4	127	587	6.7	9.2	92	975	8.1	15.2	112
DYNASTY	A 21955	7282	26.6	33.2	107	1931	29.4	8.8	119	2475	28.0	11.3	113	2875	23.9	13.1	96
FACTS OF LIFE	N 8898	3004	11.0	33.8	109	697	10.6	7.8	106	956	10.8	10.7	108	1352	11.2	15.2	112
FALCON CREST	C 21877	7051	25.7	32.2	104	1976	30.1	9.0	122	2100	23.8	9.6	96	2975	24.7	13.6	100
FALL GUY	A 10045	3444	12.6	34.3	111	784	11.9	7.8	105	1182	13.4	11.8	118	1478	12.3	14.7	108
FAMILY TIES	N 8922	3022	11.0	33.9	109	811	12.4	9.1	123	1049	11.9	11.8	118	1163	9.7	13.0	96
FANTASY ISLAND	A 8288	2768	10.1	33.4	108	741	11.3	8.9	121	896	10.2	10.8	108	1132	9.4	13.7	101
FOULUPS, BLEEP & BLUNDERS	A 9891	2670	9.7	27.0	87	669	10.2	6.8	91	804	9.1	8.1	81	1197	10.0	12.1	89
FOUR SEASONS	C 5429	1878	6.9	34.6	112	601	9.2	11.1	149	608	6.9	11.2	112	668	5.6	12.3	91
GIMME A BREAK	N 9646	3613	13.2	37.5	121	878	13.4	9.1	123	1245	14.1	12.9	129	1490	12.4	15.4	114
HART TO HART	A 9983	3343	12.2	33.5	108	698	10.6	7.0	94	1141	12.9	11.4	115	1504	12.5	15.1	111
HILL STREET BLUES	N 9688	2620	9.6	27.0	87	588	9.0	6.1	82	882	10.0	9.1	91	1151	9.6	11.9	87
HOTEL	A 15435	5038	18.4	32.6	105	1277	19.5	8.3	112	1815	20.6	11.8	118	1947	16.2	12.6	93
JEFFERSONS	C 10031	3497	12.8	34.9	113	918	14.0	9.2	123	1173	13.3	11.7	117	1407	11.7	14.0	103
JENNIFER SLEPT HERE	N 6376	2223	8.1	34.9	113	601	9.2	9.4	127	705	8.0	11.1	111	917	7.6	14.4	106
KATE & ALLIE	C 9951	3048	11.1	30.6	99	785	12.0	7.9	106	976	11.1	9.8	98	1286	10.7	12.9	95
KNIGHT RIDER	N 7908	2708	9.9	34.2	111	568	8.7	7.2	97	833	9.4	10.5	106	1307	10.9	16.5	122
LOVE BOAT	A 13226	4402	16.1	33.3	107	1167	17.8	8.8	119	1352	15.3	10.2	102	1883	15.7	14.2	105
MAGNUM PI	C 12105	3658	13.3	30.2	98	928	14.1	7.7	103	1124	12.7	9.3	93	1607	13.4	13.3	98
MAMA'S FAMILY	N 6364	2210	8.1	34.7	112	563	8.6	8.8	119	767	8.7	12.1	121	879	7.3	13.8	102
MASTER, THE	N 3955	1380	5.0	34.9	113	304	4.6	7.7	104	483	5.5	12.2	122	593	4.9	15.0	110
MATT HOUSTON	A 6903	2194	8.0	31.8	103	475	7.2	6.9	93	748	8.5	10.8	109	971	8.1	14.1	104
NBC MONDAY NIGHT MOVIE	N 13443	4019	14.7	29.9	96	1030	15.7	7.7	103	1264	14.3	9.4	94	1725	14.3	12.8	94
NBC NIGHTLY NEWS	N 5585	1930	7.0	34.6	112	595	9.1	10.7	144	563	6.4	10.1	101	773	6.4	13.8	102
NBC NIGHTLY NEWS-SAT	N 3688	1117	4.1	30.3	98	335	5.1	9.1	122	271	3.1	7.3	74	511	4.3	13.9	102
NBC NIGHTLY NEWS-SUN	N 3310	1128	4.1	34.1	110	300	4.6	9.1	122	303	3.4	9.2	92	524	4.4	15.8	117
NBC SUNDAY NIGHT MOVIE	N 9238	2790	10.2	30.2	97	617	9.4	6.7	90	808	9.2	8.7	88	1366	11.4	14.8	109
NEWMART	C 9876	2980	10.9	30.2	97	750	11.4	7.6	102	927	10.5	9.4	94	1302	10.8	13.2	97
ONE DAY AT A TIME	C 7954	2317	8.5	29.1	94	589	9.0	7.4	100	772	8.7	9.7	97	956	8.0	12.0	88
PEOPLE ARE FUNNY	N 5182	1726	6.3	33.3	107	415	6.3	8.0	108	573	6.5	11.1	111	738	6.1	14.2	105
REAL PEOPLE	N 9674	3286	12.0	34.0	110	926	14.1	9.6	129	978	11.1	10.1	101	1382	11.5	14.3	105
REMINGTON STEELE	N 8511	2703	9.9	31.8	102	623	9.5	7.3	99	757	8.6	8.9	89	1323	11.0	15.5	114
RIPLEY'S BELIEVE IT - NOT	A 5656	1757	6.4	31.1	100	440	6.7	7.8	105	516	5.8	9.1	91	801	6.7	14.2	104
RIPTIDE	N 7718	2545	9.3	33.0	106	594	9.1	7.7	104	706	8.0	9.1	92	1245	10.4	16.1	119
SCARECROW & MRS. KING	C 11058	3923	14.3	35.5	114	1073	16.3	9.7	131	1124	12.7	10.2	102	1727	14.4	15.6	115
SIMON & SIMON	C 11615	3957	14.4	34.1	110	992	15.1	8.5	115	1274	14.4	11.0	110	1691	14.1	14.6	107
60 MINUTES	C 14326	4644	16.9	32.4	105	1275	19.4	8.9	120	1409	16.0	9.8	99	1959	16.3	13.7	101
ST. ELSEWHERE	N 7670	2259	8.2	29.5	95	633	9.6	8.3	111	597	6.8	7.8	78	1028	8.6	13.4	99
THREE'S COMPANY	A 12068	3825	14.0	31.7	102	949	14.5	7.9	106								

	TOTAL U.S. '000	LIQUID				PILL/TABLET				POWDER (MIX WITH WATER)				CORRECTOL			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	9390	100.0	5.6	100	25747	100.0	15.4	100	5770	100.0	3.4	100	8946	100.0	5.3	100
MALES	79263	4264	45.4	5.4	96	8982	34.9	11.3	74	2266	39.3	2.9	83	2286	25.6	2.9	54
FEMALES	88464	5126	54.6	5.8	104	16764	65.1	19.0	123	3505	60.7	4.0	115	6660	74.4	7.5	141
18 - 24	28671	1090	11.6	3.8	68	3535	13.7	12.3	80	*564	9.8	2.0	57	1082	12.1	3.8	71
25 - 34	39536	1729	18.4	4.4	78	5411	21.0	13.7	89	1135	19.7	2.9	83	2088	23.3	5.3	99
35 - 44	28978	1346	14.3	4.6	83	4209	16.3	14.5	95	598	10.4	2.1	60	1688	18.9	5.8	109
45 - 54	22345	920	9.8	4.1	74	3565	13.8	16.0	104	786	13.6	3.5	102	1199	13.4	5.4	101
55 - 64	22224	1829	19.5	8.2	147	3739	14.5	16.8	110	892	15.5	4.0	117	1338	15.0	6.0	113
65 OR OLDER	25973	2476	26.4	9.5	170	5288	20.5	20.4	133	1795	31.1	6.9	201	1553	17.4	6.0	112
18 - 34	68207	2819	30.0	4.1	74	8946	34.7	13.1	85	1699	29.4	2.5	72	3170	35.4	4.6	87
18 - 49	108058	4587	48.8	4.2	76	14862	57.7	13.8	90	2671	46.3	2.5	72	5492	61.4	5.1	95
25 - 54	90859	3995	42.5	4.4	79	13185	51.2	14.5	95	2519	43.7	2.8	81	4974	55.6	5.5	103
35 - 49	39851	1769	18.8	4.4	79	5915	23.0	14.8	97	972	16.8	2.4	71	2323	26.0	5.8	109
50 OR OLDER	59669	4802	51.1	8.0	144	10885	42.3	18.2	119	3100	53.7	5.2	151	3454	38.6	5.8	109
GRADUATED COLLEGE	28091	911	9.7	3.2	58	2618	10.2	9.3	61	921	16.0	3.3	95	875	9.8	3.1	58
ATTENDED COLLEGE	28938	1180	12.6	4.1	73	3809	14.8	13.2	86	1087	18.8	3.8	109	1462	16.3	5.1	95
GRADUATED HIGH SCHOOL	65503	3557	37.9	5.4	97	10301	40.0	15.7	102	1959	34.0	3.0	87	3857	43.1	5.9	110
DID NOT GRADUATE HIGH SCHOOL	45195	3742	39.9	8.3	148	9019	35.0	20.0	130	1805	31.3	4.0	116	2753	30.8	6.1	114
EMPLOYED MALES	56429	2477	26.4	4.4	78	5335	20.7	9.5	62	1211	21.0	2.1	62	1558	17.4	2.8	52
EMPLOYED FEMALES	43971	1904	20.3	4.3	77	7827	30.4	17.8	116	1355	23.5	3.1	90	3470	38.8	7.9	148
EMPLOYED FULL-TIME	87773	3877	41.3	4.4	79	11549	44.9	13.2	86	2220	38.5	2.5	74	4431	49.5	5.0	95
EMPLOYED PART-TIME	12627	*504	5.4	4.0	71	1613	6.3	12.8	83	*346	6.0	2.7	80	597	6.7	4.7	89
NOT EMPLOYED	67327	5009	53.3	7.4	133	12585	48.9	18.7	122	3205	55.5	4.8	138	3919	43.8	5.8	109
PROFESSIONAL/MANAGER	25845	836	8.9	3.2	58	2729	10.6	10.6	69	801	13.9	3.1	90	903	10.1	3.5	66
TECH/CLERICAL/SALES	30895	1169	12.4	3.8	68	4460	17.3	14.4	94	748	13.0	2.4	70	1880	21.0	6.1	114
PRECISION/CRAFT	12629	632	6.7	5.0	89	1344	5.2	10.6	69	*266	4.6	2.1	61	*316	3.5	2.5	47
OTHER EMPLOYED	31031	1744	18.6	5.6	100	4629	18.0	14.9	97	751	13.0	2.4	70	1929	21.6	6.2	117
SINGLE	35557	1775	18.9	5.0	89	4311	16.7	12.1	79	990	17.2	2.8	81	1281	14.3	3.6	68
MARRIED	103585	5909	58.7	5.3	95	15925	61.9	15.4	100	3582	62.1	3.5	101	5677	63.5	5.5	103
DIVORCED/SEPARATED/WIDOWED	28585	2105	22.4	7.4	132	5510	21.4	19.3	126	1199	20.8	4.2	122	1988	22.2	7.0	130
PARENTS	59295	2728	29.1	4.6	82	8916	34.6	15.0	98	1423	24.7	2.4	70	3429	38.3	5.8	108
WHITE	146081	7114	75.8	4.9	87	20694	80.4	14.2	92	4931	85.5	3.4	98	7089	79.2	4.9	91
BLACK	17974	2141	22.8	11.9	213	4711	18.3	26.2	171	799	13.8	4.4	129	1760	19.7	9.8	184
OTHER	3672	**136	1.4	3.7	66	**341	1.3	9.3	60	**40	0.7	1.1	32	**97	1.1	2.6	50
NORTHEAST-CENSUS	37005	1949	20.8	5.3	94	4418	17.2	11.9	78	1050	18.2	2.8	82	1358	15.2	3.7	69
NORTH CENTRAL	42642	1868	19.9	4.4	78	5900	22.9	13.8	90	1240	21.5	2.9	85	1848	20.7	4.3	81
SOUTH	56777	4316	46.0	7.6	136	11756	45.7	20.7	135	2379	41.2	4.2	122	4544	50.8	8.0	150
WEST	31303	1257	13.4	4.0	72	3673	14.3	11.7	76	1101	19.1	3.5	102	1196	13.4	3.8	72
NORTHEAST-MKTG.	38125	2081	22.2	5.5	97	4605	17.9	12.1	79	1168	20.2	3.1	89	1310	14.6	3.4	64
EAST CENTRAL	24794	1222	13.0	4.9	88	3882	15.1	15.7	102	889	15.4	3.6	104	1327	14.8	5.4	100
WEST CENTRAL	28511	1269	13.5	4.5	80	3615	14.0	12.7	83	784	13.6	2.7	80	1031	11.5	3.6	68
SOUTH	48953	3679	39.2	7.5	134	10339	40.2	21.1	138	1937	33.6	4.0	115	4161	46.5	8.5	159
PACIFIC	27344	1139	12.1	4.2	74	3306	12.8	12.1	79	993	17.2	3.6	106	1118	12.5	4.1	77
COUNTY SIZE A	69301	3805	40.5	5.5	98	9362	36.4	13.5	88	2111	36.6	3.0	89	3032	33.9	4.4	82
COUNTY SIZE B	50633	2973	31.7	5.9	105	7544	29.3	14.9	97	1804	31.3	3.6	104	2921	32.7	5.8	108
COUNTY SIZE C	26259	1332	14.2	5.1	91	4490	17.4	17.1	111	930	16.1	3.5	103	1557	17.4	5.9	111
COUNTY SIZE D	21534	1279	13.6	5.9	106	4350	16.9	20.2	132	925	16.0	4.3	125	1436	16.1	6.7	125
METRO CENTRAL CITY	50014	3490	37.2	7.0	125	7231	28.1	14.5	94	1505	26.1	3.0	87	2740	30.6	5.5	103
METRO SUBURBAN	76832	3606	38.4	4.7	84	10578	41.1	13.8	90	2734	47.4	3.6	103	3669	41.0	4.8	90
NON METRO	40881	2293	24.4	5.6	100	7937	30.8	19.4	126	1532	26.6	3.7	109	2537	28.4	6.2	116
TOP 5 ADI'S	39550	2116	22.5	5.4	96	4780	18.6	12.1	79	1063	18.4	2.7	78	1541	17.2	3.9	73
TOP 10 ADI'S	54877	2919	31.1	5.3	95	7115	27.6	13.0	84	1591	27.6	2.9	84	2229	24.9	4.1	76
TOP 20 ADI'S	77516	4213	44.9	5.4	97	10599	41.2	13.7	89	2437	42.2	3.1	91	3395	37.9	4.4	82
HSHLD INC. \$50,000 OR MORE	17257	554	5.9	3.2	57	1795	7.0	10.4	68	*350	6.1	2.0	59	633	7.1	3.7	69
\$40,000 OR MORE	33235	1012	10.8	3.0	54	3508	13.6	10.6	69	827	14.3	2.5	72	1206	13.5	3.6	68
\$30,000 OR MORE	59693	2224	23.7	3.7	67	6989	27.1	11.7	76	1459	25.3	2.4	71	2341	26.2	3.9	74
\$25,000 OR MORE	76275	3019	32.2	4.0	71	9151	35.5	12.0	78	2029	35.1	2.7	77	3139	35.1	4.1	77
\$20,000 - \$24,999	18607	949	10.1	5.1	91	2584	10.0	13.9	90	807	14.0	4.3	126	1107	12.4	5.9	112
\$15,000 - \$19,999	17175	1078	11.5	6.3	112	2839	11.0	16.5	108	789	13.7	4.6	134	848	9.5	4.9	93
\$10,000 - \$14,999	24569	1617	17.2	6.6	118	4555	17.7	18.5	121	885	15.3	3.6	105	1644	18.4	6.7	125
UNDER \$10,000	31101	2727	29.0	8.8	157	6618	25.7	21.3	139	1262	21.9	4.1	118	2208	24.7	7.1	133
HOUSEHOLD OF 1 PERSON	19441	1298	13.8	6.7	119	3158	12.3	16.2	106	850	14.7	4.4	127	1040	11.6	5.3	100
2 PEOPLE	51803	3381	36.0	6.5	117	8611	33.4	16.6	108	2619	45.4	5.1	147	2883	32.2	5.6	104
3 OR 4 PEOPLE	66933	3199	34.1	4.8	85	9807	38.1	14.7	95	1860	32.2	2.8	81	3526	39.4	5.3	99
5 OR MORE PEOPLE	29550	1511	16.1	5.1	91	4171	16.2	14.1	92	*441	7.6	1.5	43	1497	16.7	5.1	95
NO CHILD IN HSHLD	96587	6081	64.8	6.3	112	15063	58.5	15.6	102	4276	74.1	4.4	129	4939	55.2	5.1	96
CHILD(REN) UNDER 2 YRS	10844	647	6.9	6.0	107	1506	5.8	13.9	90	**175	3.0	1.6	47	*517	5.8	4.8	89
2 - 5 YEARS	26358	1207	12.9	4.6	82	3762	14.6	14.3	93	650	11.3	2.5	72	1417	15.8	5.4	101
6 - 11 YEARS	30453	1550	16.5	5.1	91	4757	18.5	15.6	102	571	9.9	1.9	55	1759	19.7	5.8	108
12 - 17 YEARS	36575	1659	17.7	4.5	81	5513	21.4	15.1	98	641	11.1	1.8	51	2042	22.8	5.6	105
RESIDENCE OWNED	117770	6418	68.3	5.4	97	17865	69.4	15.2	99	4380	75.9	3.7	108	6375	71.3	5.4	101
VALUE: \$50,000 OR MORE	70166	3093	32.9	4.4	79	8825	34.3	12.6	82	2623	45.5	3.7	109	3132	35.0	4.5	84
VALUE: UNDER \$50,000	47604	3325	35.4	7.0	125	9040	35.1	19.0	124	1758	30.5	3.7	107	3243	36.3	6.8	128

		TOTAL U.S. '000	LIQUID				PILL/TABLET				POWDER (MIX WITH WATER)				CORRECTOL			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL ADULTS		167727	9390	100.0	5.6	100	25747	100.0	15.4	100	5770	100.0	3.4	100	8946	100.0	5.3	100
MAGAZINES	QUINTILE 1	34022	1755	18.7	5.2	92	4820	18.7	14.2	92	973	16.9	2.9	83	1579	17.7	4.6	87
	QUINTILE 2	34800	1805	19.2	5.2	93	5409	21.0	15.5	101	1327	23.0	3.8	111	1954	21.8	5.6	105
	QUINTILE 3	30514	1540	16.4	5.0	90	4440	17.2	14.6	95	1050	18.2	3.4	100	1454	16.3	4.8	89
	QUINTILE 4	33324	1805	19.2	5.4	97	4983	19.4	15.0	97	1060	18.4	3.2	92	2081	23.3	6.2	117
	QUINTILE 5	35066	2484	26.5	7.1	127	6094	23.7	17.4	113	1340	23.6	3.9	113	1878	21.0	5.4	100
NEWSPAPERS	QUINTILE 1	29107	1470	15.7	5.1	90	3703	14.4	12.7	83	906	15.7	3.1	90	1345	15.0	4.6	87
	QUINTILE 2	49095	2837	30.2	5.8	103	7383	28.7	15.0	98	1841	31.9	3.7	109	2358	26.4	4.8	90
	QUINTILE 3	23107	1499	16.0	6.5	116	3646	14.2	15.8	103	820	14.2	3.5	103	1318	14.7	5.7	107
	QUINTILE 4	33556	1445	15.4	4.3	77	5163	20.1	15.4	100	1175	20.4	3.5	102	1929	21.6	5.7	108
	QUINTILE 5	32863	2140	22.8	6.5	116	5852	22.7	17.8	116	1028	17.8	3.1	91	1996	22.3	6.1	114
OUTDOOR	QUINTILE 1	33431	1603	17.1	4.8	86	4389	17.0	13.1	86	1062	18.4	3.2	92	1580	17.7	4.7	89
	QUINTILE 2	33478	1845	19.6	5.5	98	5193	20.2	15.5	101	1354	23.5	4.0	118	1850	20.7	5.5	104
	QUINTILE 3	33574	1870	19.9	5.6	99	4923	19.1	14.7	96	1014	17.6	3.0	88	1611	18.0	4.8	90
	QUINTILE 4	33935	1936	20.6	5.7	102	5522	21.4	16.3	106	1137	19.7	3.4	97	1948	21.8	5.7	108
	QUINTILE 5	33310	2137	22.8	6.4	115	5719	22.2	17.2	112	1204	20.9	3.6	105	1957	21.9	5.9	110
RADIO-DRIVE TIME	QUINTILE 1	33136	2011	21.4	6.1	108	4967	19.3	15.0	98	1051	18.2	3.2	92	1621	18.1	4.9	92
	QUINTILE 2	31658	1870	19.9	5.9	106	4637	18.0	14.6	95	821	14.2	2.6	75	1797	20.1	5.7	106
	QUINTILE 3	32541	1475	15.7	4.5	81	4653	18.1	14.3	93	1051	18.2	3.2	94	1806	20.2	5.5	104
	QUINTILE 4	34247	1909	20.3	5.6	100	5640	21.9	16.5	107	1372	23.8	4.0	116	1665	18.6	4.9	91
	QUINTILE 5	36144	2126	22.6	5.9	105	5850	22.7	16.2	105	1477	25.6	4.1	119	2057	23.0	5.7	107
RADIO-MID- DAY	TERCILE 1	45037	2796	29.8	6.2	111	6360	24.7	14.1	92	1435	24.9	3.2	93	2369	26.5	5.3	99
	TERCILE 2	44819	2284	24.3	5.1	91	6736	26.2	15.0	98	1607	27.9	3.6	104	2263	25.3	5.0	95
	TERCILE 3	77872	4311	45.9	5.5	99	12651	49.1	16.2	106	2728	47.3	3.5	102	4315	48.2	5.5	104
RADIO-TOTAL	QUINTILE 1	33763	2095	22.3	6.2	111	4944	19.2	14.6	95	1043	18.1	3.1	90	1691	18.9	5.0	94
	QUINTILE 2	33240	1843	19.6	5.5	99	4808	18.7	14.5	94	955	16.6	2.9	84	1790	20.0	5.4	101
	QUINTILE 3	33408	1731	18.4	5.2	93	5297	20.6	15.9	103	1171	20.3	3.5	102	1889	21.1	5.7	106
	QUINTILE 4	34792	1919	20.4	5.5	99	5516	21.4	15.9	103	1374	23.8	3.9	115	1917	21.4	5.5	103
	QUINTILE 5	32524	1802	19.2	5.5	99	5182	20.1	15.9	104	1227	21.3	3.8	110	1658	18.5	5.1	96
TV-PRIME TIME	QUINTILE 1	33090	2128	22.7	6.4	115	5357	20.8	16.2	105	1309	22.7	4.0	115	1678	18.8	5.1	95
	QUINTILE 2	33357	2002	21.3	6.0	107	5102	19.8	15.3	100	1068	18.5	3.2	93	1753	19.6	5.3	99
	QUINTILE 3	33980	1837	19.6	5.4	97	5328	20.7	15.7	102	910	15.8	2.7	78	1923	21.5	5.7	106
	QUINTILE 4	33854	1663	17.7	4.9	88	5058	19.6	14.9	97	1202	20.8	3.6	103	1940	21.7	5.7	107
	QUINTILE 5	33444	1760	18.7	5.3	94	4902	19.0	14.7	95	1281	22.2	3.8	111	1653	18.5	4.9	93
TV-DAYTIME	TERCILE 1	49121	3541	37.7	7.2	129	9792	38.0	19.9	130	1723	29.9	3.5	102	3093	34.6	6.3	118
	TERCILE 2	48823	2759	29.4	5.7	101	7259	28.2	14.9	97	1806	31.3	3.7	108	2757	30.8	5.6	106
	TERCILE 3	69782	3090	32.9	4.4	79	8695	33.8	12.5	81	2242	38.9	3.2	93	3097	34.6	4.4	83
TV-TOTAL	QUINTILE 1	33584	2480	26.4	7.4	132	6282	24.4	18.7	122	1320	22.9	3.9	114	1932	21.6	5.8	108
	QUINTILE 2	33441	2189	23.3	6.5	117	5260	20.4	15.7	102	1228	21.3	3.7	107	1841	20.6	5.5	103
	QUINTILE 3	33505	1453	15.5	4.3	77	4885	19.0	14.6	95	986	17.1	2.9	86	1749	19.6	5.2	98
	QUINTILE 4	33466	1607	17.1	4.8	86	4519	17.6	13.5	88	1049	18.2	3.1	91	1627	18.2	4.9	91
	QUINTILE 5	33731	1662	17.7	4.9	88	4801	18.6	14.2	93	1188	20.6	3.5	102	1797	20.1	5.3	100
MAGAZINES-NEWSPAPERS: DUAL		44503	2494	26.6	5.6	100	6256	24.3	14.1	92	1364	23.6	3.1	89	2258	25.2	5.1	95
MAGAZINE IMPERATIVE		39363	1881	20.0	4.8	85	6246	24.3	15.9	103	1328	23.0	3.4	98	2023	22.6	5.1	96
NEWSPAPER IMPERATIVE		46441	2693	28.7	5.8	104	6660	25.9	14.3	93	1742	30.2	3.8	109	2231	24.9	4.8	90
MAGAZINES-OUTDOOR: DUAL		33726	1596	17.0	4.7	85	4799	18.6	14.2	93	1177	20.4	3.5	101	1819	20.3	5.4	101
MAGAZINE IMPERATIVE		52846	2924	31.1	5.5	99	8164	31.7	15.4	101	1777	30.8	3.4	98	2614	29.2	4.9	93
OUTDOOR IMPERATIVE		52140	2972	31.7	5.7	102	7565	29.4	14.5	95	1818	31.5	3.5	101	2557	28.6	4.9	92
MAGAZINES-RADIO: DUAL		37081	2069	22.0	5.6	100	5204	20.2	14.0	91	1255	21.8	3.4	98	1760	19.7	4.7	89
MAGAZINE IMPERATIVE		49747	2298	24.5	4.6	83	7701	29.9	15.5	101	1741	30.2	3.5	102	2621	29.3	5.3	99
RADIO IMPERATIVE		49208	2907	31.0	5.9	106	7473	29.0	15.2	99	1411	24.5	2.9	83	2736	30.6	5.6	104
MAGAZINES-TELEVISION: DUAL		33103	2047	21.8	6.2	110	5437	21.1	16.4	107	1066	18.5	3.2	94	1836	20.5	5.5	104
MAGAZINE IMPERATIVE		54575	2327	24.8	4.3	76	7399	28.7	13.6	88	1791	31.0	3.3	95	2635	29.5	4.8	91
TELEVISION IMPERATIVE		53249	3511	37.4	6.6	118	8855	34.4	16.6	108	2023	35.1	3.8	110	2976	33.3	5.6	105
NEWSPAPERS-OUTDOOR: DUAL		36255	1821	19.4	5.0	90	4875	18.9	13.4	88	1131	19.6	3.1	91	1789	20.0	4.9	93
NEWSPAPER IMPERATIVE		55591	3397	36.2	6.1	109	8478	32.9	15.3	99	2037	35.3	3.7	107	2755	30.8	5.0	93
OUTDOOR IMPERATIVE		48319	2696	28.7	5.6	100	7354	28.6	15.2	99	1770	30.7	3.7	106	2659	29.7	5.5	103
NEWSPAPERS-RADIO: DUAL		37242	2168	23.1	5.8	104	5074	19.7	13.6	89	1101	19.1	3.0	86	1709	19.1	4.6	86
NEWSPAPER IMPERATIVE		54423	3015	32.1	5.5	99	7984	31.0	14.7	96	2168	37.6	4.0	116	2649	29.6	4.9	91
RADIO IMPERATIVE		46650	2689	28.6	5.8	103	7464	29.0	16.0	104	1470	25.5	3.2	92	2729	30.5	5.8	110
NEWSPAPERS-TELEVISION: DUAL		35974	2376	25.3	6.6	118	5572	21.6	15.5	101	1403	24.3	3.9	113	1885	21.1	5.2	98
NEWSPAPER IMPERATIVE		56095	2626	28.0	4.7	84	7553	29.3	13.5	88	1845	32.0	3.3	96	2502	28.0	4.5	84
TELEVISION IMPERATIVE		47170	2980	31.7	6.3	113	8377	32.5	17.8	116	1557	27.0	3.3	96	2842	31.8	6.0	113
OUTDOOR-RADIO: DUAL		33748	1779	18.9	5.3	94	4830	18.8	14.3	93	914	15.8	2.7	79	1654	18.5	4.9	92
OUTDOOR IMPERATIVE		52785	2693	28.7	5.1	91	7825	30.4	14.8	97	2057	35.6	3.9	113	2745	30.7	5.2	98
RADIO IMPERATIVE		52882	3277	34.9	6.2													

	TOTAL U.S. '000	LIQUID				PILL/TABLET				POWDER (MIX WITH WATER)				CORRECTOL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	9390	100.0	5.6	100	25747	100.0	15.4	100	5770	100.0	3.4	100	8946	100.0	5.3	100
ATLANTIC MONTHLY	867	**33	0.4	3.8	68	**115	0.4	13.3	86	**27	0.5	3.1	91	**28	0.3	3.2	61
BARRON'S	1580	**111	1.2	7.0	125	**181	0.7	11.5	75	**37	0.6	2.3	68	**74	0.8	4.7	88
BETTER HOMES & GARDENS	22203	1224	13.0	5.5	98	3741	14.5	16.8	110	791	13.7	3.6	104	1458	16.3	6.6	123
BON APPETIT	3810	**282	3.0	7.4	132	546	2.1	14.3	93	**147	2.5	3.9	112	**221	2.5	5.8	109
BUSINESS WEEK	4663	**253	2.7	5.4	97	552	2.1	11.8	77	**129	2.2	2.8	80	**168	1.9	3.6	68
CAR AND DRIVER	3102	**206	2.2	6.6	119	288	1.1	9.3	60	**39	0.7	1.3	37	**40	0.4	1.3	24
CBS MAGAZINE NETWORK (GROSS)	7311	248	2.6	3.4	61	1016	3.9	13.9	91	**188	3.3	2.6	75	**167	1.9	2.3	43
CHANGING TIMES	3400	**192	2.0	5.6	101	478	1.9	14.1	92	**102	1.8	3.0	87	**96	1.1	2.8	53
COLONIAL HOMES	1796	**128	1.4	7.1	127	344	1.3	19.2	125	**40	0.7	2.2	65	**64	0.7	3.6	67
CONDE NAST MAG. PKG. (GROSS)	19924	992	10.6	5.0	89	3315	12.9	16.6	108	571	9.9	2.9	83	1215	13.6	6.1	114
CONSUMERS DIGEST	3125	**182	1.9	5.8	104	485	1.9	15.5	101	**73	1.3	2.3	68	**98	1.1	3.1	59
COSMOPOLITAN	10577	446	4.7	4.2	75	1659	6.4	15.7	102	237	4.1	2.2	65	593	6.6	5.6	105
COUNTRY LIVING	3746	**132	1.4	3.5	63	745	2.9	19.9	130	**107	1.9	2.9	83	**285	3.2	7.6	143
CUISINE	2214	**125	1.3	5.6	101	338	1.3	15.3	99	**83	1.4	3.7	109	**91	1.0	4.1	77
CYCLE WORLD	2394	**57	0.6	2.4	43	**283	1.1	11.8	77	**68	1.2	2.8	83	**77	0.9	3.2	60
DCI:CREATIVE IDEAS FOR LIV	3068	**176	1.9	5.7	102	699	2.7	22.8	148	**104	1.8	3.4	99	**240	2.7	7.8	147
DCI:CREAT.IDEA/50.LIV(GROSS)	9556	492	5.2	5.1	92	2116	8.2	22.1	144	361	6.3	3.8	110	757	8.5	7.9	149
DISCOVER	2277	**108	1.2	4.7	85	296	1.1	13.0	85	**42	0.7	1.8	54	**87	1.0	3.8	72
EBONY	7187	748	8.0	10.4	186	1816	7.1	25.3	165	274	4.7	3.8	111	714	8.0	9.9	186
ESQUIRE	2560	**171	1.8	6.7	119	491	1.9	19.2	125	**51	0.9	2.0	58	**153	1.7	6.0	112
ESSENCE	3242	396	4.2	12.2	218	1064	4.1	32.8	214	**147	2.5	4.5	132	407	4.5	12.6	235
FAMILY CIRCLE	19639	996	10.6	5.1	91	3623	14.1	18.4	120	885	15.3	4.5	131	1445	16.2	7.4	138
THE FAMILY HANDYMAN	3540	**208	2.2	5.9	105	479	1.9	13.5	88	**100	1.7	2.8	82	**88	1.0	2.5	47
WEEKLY	23924	1201	12.8	5.0	90	3606	14.0	15.1	98	834	14.5	3.5	101	1137	12.7	4.8	89
FIELD & STREAM	9883	474	5.0	4.8	86	1372	5.3	13.9	90	**226	3.9	2.3	66	338	3.8	3.4	64
FOOD & WINE	1030	**93	1.0	9.0	161	**187	0.7	18.2	118	**37	0.6	3.6	104	**43	0.5	4.2	78
FORBES	2679	**153	1.6	5.7	102	274	1.1	10.2	67	**50	0.9	1.9	54	**118	1.3	4.4	83
FORTUNE	2931	**220	2.3	7.5	134	292	1.1	10.0	65	**63	1.1	2.1	62	**110	1.2	3.8	70
GENTLEMEN'S QUARTERLY	3481	**260	2.8	7.5	133	558	2.2	16.0	104	**53	0.9	1.5	44	**155	1.7	4.5	83
GLAMOUR	7163	289	3.1	4.0	72	1195	4.6	16.7	109	**201	3.5	2.8	82	516	5.8	7.2	135
GOLF DIGEST	2355	**145	1.5	6.2	110	331	1.3	14.1	92	**66	1.1	2.8	81	**134	1.5	5.7	107
GOLF DIGEST/TENNIS (GROSS)	3610	**235	2.5	6.5	116	483	1.9	13.4	87	**74	1.3	2.0	60	**190	2.1	5.3	99
GOLF MAGAZINE	2046	**148	1.6	7.2	129	**233	0.9	11.4	74	**53	0.9	2.6	75	**62	0.7	3.0	57
GOLF MAGAZINE/SKI (GROSS)	3547	**203	2.2	5.7	102	385	1.5	10.9	71	**70	1.2	2.0	57	**90	1.0	2.5	48
GOOD HOUSEKEEPING	20353	1040	11.1	5.1	91	3803	14.8	18.7	122	860	14.9	4.2	123	1451	16.2	7.1	134
HARPER'S BAZAAR	3362	**184	2.0	5.5	98	736	2.9	21.9	143	**85	1.5	2.5	73	**206	2.3	6.1	115
HEALTH	2987	**228	2.4	7.6	136	647	2.5	21.7	141	**103	1.8	3.4	100	**205	2.3	6.9	129
HEARST MAG CORP. BUY (GROSS)	67928	3431	36.5	5.1	90	12034	46.7	17.7	115	2013	34.9	3.0	86	4056	45.3	6.0	112
HEARST MAN POWER (GROSS)	11282	521	5.5	4.6	82	1464	5.7	13.0	85	240	4.2	2.1	62	400	4.5	3.5	66
HEARST WOMAN POWER (GROSS)	40514	1968	21.0	4.9	87	7363	28.6	18.2	118	1300	22.5	3.2	93	2737	30.6	6.8	127
HOUSE BEAUTIFUL	4885	315	3.4	6.4	115	995	3.9	20.4	133	**172	3.0	3.5	102	295	3.3	6.0	113
INC.	1308	**92	1.0	7.0	126	**160	0.6	12.2	80	**47	0.8	3.6	104	**29	0.3	2.2	42
JET	6498	709	7.6	10.9	195	1691	6.6	26.0	170	260	4.5	4.0	116	663	7.4	10.2	191
LADIES' HOME JOURNAL	14797	782	8.3	5.3	94	3016	11.7	20.4	133	517	9.0	3.5	102	1142	12.8	7.7	145
LHJ FAMILY GRP COMBO(GROSS)	21743	1308	13.9	6.0	107	4412	17.1	20.3	132	726	12.6	3.3	97	1547	17.3	7.1	133
LIFE	9881	605	6.4	6.1	109	1594	6.2	16.1	105	285	4.9	2.9	84	454	5.1	4.6	86
L.A. TIMES HOME MAGAZINE	2775	**128	1.4	4.6	82	338	1.3	12.2	79	**92	1.6	3.3	96	**130	1.5	4.7	88
MADEMOISELLE	4219	**208	2.2	4.9	88	714	2.8	16.9	110	**165	2.9	3.9	114	**279	3.1	6.6	124
MC CALL'S	16422	985	10.5	6.0	107	3154	12.2	19.2	125	700	12.1	4.3	124	1110	12.4	6.8	127
MC CALL'S/WRK MOTHER (GROSS)	17919	1134	12.1	6.3	113	3462	13.4	19.3	126	736	12.8	4.1	119	1199	13.4	6.7	125
MECHANIX ILLUSTRATED	4433	**274	2.9	6.2	110	620	2.4	14.0	91	**126	2.2	2.8	83	**182	2.0	4.1	77
METROPOLITAN HOME	1504	**143	1.5	9.5	170	**249	1.0	16.6	108	**61	1.1	4.1	118	**46	0.5	3.1	57
MONEY	4723	**259	2.8	5.5	98	612	2.4	13.0	84	**131	2.3	2.8	81	**113	1.3	2.4	45
MOTHER EARTH NEWS	2325	**97	1.0	4.2	75	**221	0.9	9.5	62	**33	0.6	1.4	41	**48	0.5	2.1	39
MS.	1189	**74	0.8	6.2	111	**231	0.9	19.4	127	**51	0.9	4.3	125	**54	0.6	4.5	85
NATIONAL ENQUIRER	18892	1098	11.7	5.8	104	3560	13.8	18.8	123	551	9.5	2.9	85	1249	14.0	6.6	124
NATIONAL GEOGRAPHIC	22129	971	10.3	4.4	78	2781	10.8	12.6	82	817	14.2	3.7	107	641	7.2	2.9	54
NATIONAL SUNDAY MAGAZINE PKG	103750	5554	59.1	5.4	96	14856	57.7	14.3	93	3561	61.7	3.4	100	4980	55.7	4.8	90
NATURAL HISTORY	1379	**113	1.2	8.2	146	**153	0.6	11.1	72	**62	1.1	4.5	131	**26	0.3	1.9	35
NEW WOMAN	2289	**104	1.1	4.5	81	355	1.4	15.5	101	**82	1.4	3.6	104	**82	0.9	3.6	67
NEW YORK INCLUDING CUE	1088	**58	0.6	5.3	95	**195	0.8	17.9	117	**37	0.6	3.4	99	**25	0.3	2.3	43
THE NEW YORKER	2459	**185	2.0	7.5	134	354	1.4	14.4	94	**78	1.4	3.2	92	**76	0.8	3.1	58
NEWSWEEK	16527	800	8.5	4.8	86	2155	8.4	13.0	85	477	8.3	2.9	84	655	7.3	4.0	74
THE N.Y. TIMES DAILY EDITION	2739	**118	1.3	4.3	77	308	1.2	11.2	73	**68	1.2	2.5	72	**86	1.0	3.1	59
THE N.Y. TIMES MAGAZINE	4443	177	1.9	4.0	71	464	1.8	10.4	68	**104	1.8	2.3	68	**123	1.4	2.8	52
OMNI	2799	**165	1.8	5.9	105	373	1.4	13.3	87	**33	0.6	1.2	34	**76	0.8	2.7	51
ON CABLE	2209	**73	0.8	3.3	59	413	1.6	18.7	122	**60	1.0	2.7	79	**169	1.9	7.7	143
1001 HOME IDEAS	3959	**298	3.2	7.5	134	749	2.9	18.9	123	**105	1.8	2.7	77	**200	2.2	5.1	95
ORGANIC GARDENING	3111	**171	1.8	5.5	98	551	2.1	17.7	115	**145	2.5	4.7	135	**204	2.3	6.6	123
OUTDOOR LIFE	5024	**183	1.9	3.6	65	611	2.4	12.2	79	**118	2.0	2.3	68	**148	1.7	2.9	55
PARADE MAGAZINE	51292	2852	30.4	5.6	99	7272	28.2	14.2	92	1705	29.5	3.3	97	2639	29.5	5.1	96

	TOTAL U.S. '000	LIQUID				PILL/TABLET				POWDER (MIX WITH WATER)				CORRECTOL			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	9390	100.0	5.6	100	25747	100.0	15.4	100	5770	100.0	3.4	100	8946	100.0	5.3	100
PARENTS	5298	346	3.7	6.5	117	896	3.5	16.9	110	*159	2.8	3.0	87	284	3.2	5.4	101
PENTHOUSE	5129	*229	2.4	4.5	80	558	2.2	10.9	71	**106	1.8	2.1	60	**114	1.3	2.2	42
PEOPLE	21070	1048	11.2	5.0	89	3163	12.3	15.0	98	644	11.2	3.1	89	1075	12.0	5.1	96
PLAYBOY	10562	590	6.3	5.6	100	1267	4.9	12.0	78	304	5.3	2.9	84	467	5.2	4.4	83
POPULAR HOT RODDING	2498	**153	1.6	6.1	109	*304	1.2	12.2	79	**42	0.7	1.7	49	**76	0.8	3.0	57
POPULAR MECHANICS	5887	319	3.4	5.4	97	856	3.3	14.5	95	*183	3.2	3.1	90	*241	2.7	4.1	77
POPULAR SCIENCE	4317	*212	2.3	4.9	88	489	1.9	11.3	74	*119	2.1	2.8	80	*148	1.7	3.4	64
PREVENTION	5792	342	3.6	5.9	105	1136	4.4	19.6	128	*234	4.1	4.0	117	344	3.8	5.9	111
PSYCHOLOGY TODAY	3284	*132	1.4	4.0	72	603	2.3	18.4	120	**83	1.4	2.5	73	*214	2.4	6.5	122
READER'S DIGEST	40046	2373	25.3	5.9	106	6600	25.6	16.5	107	1500	26.0	3.7	109	2373	26.5	5.9	111
REDBOOK	9584	482	5.1	5.0	90	1901	7.4	19.8	129	203	3.5	2.1	62	693	7.7	7.2	136
ROAD & TRACK	2590	**53	0.6	2.0	37	*236	0.9	9.1	59	**49	0.8	1.9	55	**36	0.4	1.4	26
ROLLING STONE	3302	**95	1.0	2.9	51	488	1.9	14.8	96	**42	0.7	1.3	37	**92	1.0	2.8	52
RUNNER'S WORLD	1229	**46	0.5	3.7	67	**126	0.5	10.3	67	**37	0.6	3.0	88	**12	0.1	1.0	18
SATURDAY EVENING POST	2110	*124	1.3	5.9	105	391	1.5	18.5	121	**70	1.2	3.3	96	**75	0.8	3.6	67
SCIENCE 84	1543	**45	0.5	2.9	52	*179	0.7	11.6	76	**17	0.3	1.1	32	**62	0.7	4.0	75
SCIENCE DIGEST	1747	**39	0.4	2.2	40	*218	0.8	12.5	81	**16	0.3	0.9	27	**71	0.8	4.1	76
SCIENTIFIC AMERICAN	1994	**69	0.7	3.5	62	*176	0.7	8.8	57	**96	1.7	4.8	140	**35	0.4	1.8	33
SELF	3119	*246	2.6	7.9	141	554	2.2	17.8	116	**66	1.1	2.1	62	*133	1.5	4.3	80
SEVENTEEN	3923	*318	3.4	8.1	145	751	2.9	19.1	125	**75	1.3	1.9	56	*214	2.4	5.5	102
SKI	1501	**55	0.6	3.7	65	**152	0.6	10.1	66	**17	0.3	1.1	33	**28	0.3	1.9	35
SMITHSONIAN	5976	327	3.5	5.5	98	745	2.9	12.5	81	*160	2.8	2.7	78	*158	1.8	2.6	50
SOAP OPERA DIGEST	4228	295	3.1	7.0	125	1013	3.9	24.0	156	**89	1.5	2.1	61	406	4.5	9.6	180
SOUTHERN LIVING	6488	316	3.4	4.9	87	1417	5.5	21.8	142	257	4.5	4.0	115	517	5.8	8.0	149
SPORT	3500	*310	3.3	8.9	158	517	2.0	14.8	96	**76	1.3	2.2	63	*176	2.0	5.0	94
THE SPORTING NEWS	2456	*207	2.2	8.4	151	329	1.3	13.4	87	**20	0.3	0.8	24	**63	0.7	2.6	48
SPORTS AFIELD	3648	*163	1.7	4.5	80	390	1.5	10.7	70	**41	0.7	1.1	33	**88	1.0	2.4	45
SPORTS ILLUSTRATED	14484	820	8.7	5.7	101	1791	7.0	12.4	81	337	5.8	2.3	68	310	3.5	2.1	40
STAR	12661	777	8.3	6.1	110	2615	10.2	20.7	135	295	5.1	2.3	68	929	10.4	7.3	138
SUNDAY	52799	2716	28.9	5.1	92	7512	29.2	14.2	93	1765	30.6	3.3	97	2199	24.6	4.2	78
SUNSET	3513	**128	1.4	3.6	65	392	1.5	11.2	73	*244	4.2	6.9	202	**144	1.6	4.1	77
TV GUIDE	42766	2469	26.3	5.8	103	7186	27.9	16.8	109	1273	22.1	3.0	87	2502	28.0	5.9	110
TENNIS	1254	**91	1.0	7.3	130	*152	0.6	12.1	79	**9	0.2	0.7	21	**56	0.6	4.5	84
TIME	22054	1081	11.5	4.9	88	2538	9.9	11.5	75	635	11.0	2.9	84	749	8.4	3.4	64
TOWN & COUNTRY	1555	**144	1.5	9.3	165	*266	1.0	17.1	111	**50	0.9	3.2	93	**50	0.6	3.2	60
TRAVEL & LEISURE	2173	**142	1.5	6.5	117	360	1.4	16.6	108	**77	1.3	3.5	103	*122	1.4	5.6	105
TRUE STORY	4636	223	2.4	4.8	86	1034	4.0	22.3	145	**124	2.1	2.7	78	312	3.5	6.7	126
U.S. NEWS & WORLD REPORT	10353	566	6.0	5.5	98	1408	5.5	13.6	89	309	5.4	3.0	87	376	4.2	3.6	68
USA TODAY	4994	320	3.4	6.4	114	586	2.3	11.7	76	*125	2.2	2.5	73	174	1.9	3.5	65
US	3528	*261	2.8	7.4	132	590	2.3	16.7	109	**126	2.2	3.6	104	*189	2.1	5.4	100
VOGUE	5424	*249	2.7	4.6	82	852	3.3	15.7	102	*139	2.4	2.6	74	287	3.2	5.3	99
WALL STREET JOURNAL	6292	342	3.6	5.4	97	590	2.3	9.4	61	231	4.0	3.7	107	*183	2.0	2.9	55
WEIGHT WATCHERS	2762	211	2.2	7.6	136	465	1.8	16.8	110	**125	2.2	4.5	132	*188	2.1	6.8	128
WOMAN'S DAY	16320	694	7.4	4.3	76	2847	11.1	17.4	114	663	11.5	4.1	118	1096	12.3	6.7	126
WORKING MOTHER	1496	*149	1.6	10.0	178	308	1.2	20.6	134	**36	0.6	2.4	70	**89	1.0	5.9	112
WORKING WOMAN	1851	*114	1.2	6.2	110	330	1.3	17.8	116	**30	0.5	1.6	47	**83	0.9	4.5	84
WORLD TENNIS	580	**48	0.5	8.3	148	**120	0.5	20.7	135	**5	0.1	0.9	25	**27	0.3	4.7	87
ZIFF-DAVIS MAG NETWK (GROSS)	12412	654	7.0	5.3	94	1541	6.0	12.4	81	311	5.4	2.5	73	286	3.2	2.3	43
BLAIR INSERTS	91671	4870	51.9	5.3	95	12934	50.2	14.1	92	3143	54.5	3.4	100	4392	49.1	4.8	90
DAILY NEWSPAPERS																	
READ ANY	109190	6096	64.9	5.6	100	16078	62.4	14.7	96	3839	66.5	3.5	102	5581	62.4	5.1	96
READ ONE	89587	5161	55.0	5.8	103	13700	53.2	15.3	100	3223	55.9	3.6	105	4722	52.8	5.3	99
READ TWO OR MORE	19602	935	10.0	4.8	85	2377	9.2	12.1	79	616	10.7	3.1	91	859	9.6	4.4	82
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	5917	63.0	5.4	96	15781	61.3	14.4	94	3782	65.5	3.4	100	5329	59.6	4.9	91
READ ONE	95074	5146	54.8	5.4	97	13972	54.3	14.7	96	3291	57.0	3.5	101	4715	52.7	5.0	93
READ TWO OR MORE	14588	771	8.2	5.3	94	1809	7.0	12.4	81	491	8.5	3.4	98	614	6.9	4.2	79
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	27.74				26.70				30.27				27.07			
30 DAY REACH	149706	8212	87.5	5.5	98	22391	87.0	15.0	97	4991	86.5	3.3	97	7838	87.6	5.2	98
50 SHWG - 30 DAY AV FREQ	15.16	14.84				14.16				15.71				14.28			
30 DAY REACH	142406	7681	81.8	5.4	96	21122	82.0	14.8	97	4823	83.6	3.4	98	7429	83.0	5.2	98
25 SHWG - 30 DAY AV FREQ	8.23	8.04				7.64				8.62				7.73			
30 DAY REACH	131152	7063	75.2	5.4	96	19531	75.9	14.9	97	4393	76.1	3.3	97	6869	76.8	5.2	98
CABLE TV: HOME WIRED	66879	3375	35.9	5.0	90	10129	39.3	15.1	99	2322	40.2	3.5	101	3592	40.2	5.4	101
HOME NOT WIRED	100848	6015	64.1	6.0	107	15618	60.7	15.5	101	3449	59.8	3.4	99	5354	59.8	5.3	100
HAVE PAY CABLE	35024	1634	17.4	4.7	83	4970	19.3	14.2	92	1058	18.3	3.0	88	1967	22.0	5.6	105

	TOTAL U.S. '000	LIQUID				PILL/TABLET				POWDER (MIX WITH WATER)				CORRECTOL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	9390	100.0	5.6	100	25747	100.0	15.4	100	5770	100.0	3.4	100	8946	100.0	5.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	5058	53.9	5.3	94	13867	53.9	14.5	94	2943	51.0	3.1	89	5085	56.8	5.3	100
10:00 AM - 3:00 PM	63599	3543	37.7	5.6	100	9157	35.6	14.4	94	2184	37.9	3.4	100	3276	36.6	5.2	97
3:00 PM - 7:00 PM	72097	3843	40.9	5.3	95	10420	40.5	14.5	94	2119	36.7	2.9	85	3488	39.0	4.8	91
7:00 PM - MIDNIGHT	36670	2178	23.2	5.9	106	5348	20.8	14.6	95	1188	20.6	3.2	94	1723	19.3	4.7	88
MIDNIGHT - 6:00 AM	21908	1211	12.9	5.5	99	3545	13.8	16.2	105	644	11.2	2.9	85	1283	14.3	5.9	110
6:00 AM - MIDNIGHT	127571	6911	73.6	5.4	97	18837	73.2	14.8	96	4080	70.7	3.2	93	6737	75.3	5.3	99
ENTIRE DAY	129239	6975	74.3	5.4	96	19143	74.4	14.8	96	4148	71.9	3.2	93	6861	76.7	5.3	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1832	19.5	5.4	96	4631	18.0	13.6	89	983	17.0	2.9	84	1636	18.3	4.8	90
ALL NEWS	6062	302	3.2	5.0	89	724	2.8	11.9	78	230	4.0	3.8	110	*125	1.4	2.1	39
AOR/PROGRESSIVE	11884	502	5.3	4.2	75	1330	5.2	11.2	73	341	5.9	2.9	83	437	4.9	3.7	69
BEAUTIFUL MUSIC	11180	552	5.9	4.9	88	1562	6.1	14.0	91	426	7.4	3.8	111	536	6.0	4.8	90
BLACK	4538	525	5.6	11.6	207	1162	4.5	25.6	167	*178	3.1	3.9	114	467	5.2	10.3	193
CLASSICAL	3857	*274	2.9	7.1	127	433	1.7	11.2	73	*115	2.0	3.0	87	*882	0.9	2.1	40
CHR/ROCK	21946	1063	11.3	4.8	87	3219	12.5	14.7	96	522	9.0	2.4	69	1151	12.9	5.2	98
COUNTRY	27262	1502	16.0	5.5	98	4883	19.0	17.9	117	961	16.7	3.5	102	1984	22.2	7.3	136
GOLDEN OLDIES	3339	*181	1.9	5.4	97	472	1.8	14.1	92	*96	1.7	2.9	84	*194	2.2	5.8	109
MOR/NOSTALGIA	10346	560	6.0	5.4	97	1264	4.9	12.2	80	371	6.4	3.6	104	424	4.7	4.1	77
NEWS/TALK	8929	373	4.0	4.2	75	1123	4.4	12.6	82	318	5.5	3.6	104	332	3.7	3.7	70
RELIGIOUS	5488	458	4.9	8.3	149	855	3.3	15.6	101	*199	3.4	3.6	105	326	3.6	5.9	111
SOFT ROCK	1232	*73	0.8	5.9	106	*116	0.5	9.4	61	*220	0.3	1.6	47	*63	0.7	5.1	96
URBAN CONTEMPORARY	3184	331	3.5	10.4	186	745	2.9	23.4	152	*128	2.2	4.0	117	248	2.8	7.8	146
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	335	3.6	4.8	87	1008	3.9	14.6	95	*148	2.6	2.1	62	429	4.8	6.2	116
ABC DIRECTION	5212	335	3.6	6.4	115	614	2.4	11.8	77	209	3.6	4.0	117	310	3.5	5.9	112
ABC ENTERTAINMENT	10385	513	5.5	4.9	88	1671	6.5	16.1	105	329	5.7	3.2	92	587	6.6	5.7	106
ABC FM	4762	*228	2.4	4.8	86	815	3.2	17.1	111	*134	2.3	2.8	82	277	3.1	5.8	109
ABC INFORMATION	11339	606	6.5	5.3	95	1673	6.5	14.8	96	444	7.7	3.9	114	522	5.8	4.6	86
ABC ROCK	4878	*186	2.0	3.8	68	661	2.6	13.6	88	*127	2.2	2.6	76	*179	2.0	3.7	69
CBS	10709	646	6.9	6.0	108	1478	5.7	13.8	90	330	5.7	3.1	90	404	4.5	3.8	71
MUTUAL	10251	604	6.4	5.9	105	1572	6.1	15.3	100	434	7.5	4.2	123	577	6.4	5.6	106
NBC	12243	606	6.5	4.9	88	1696	6.6	13.9	90	339	5.9	2.8	80	620	6.9	5.1	95
RADIORADIO	4606	*249	2.7	5.4	97	678	2.6	14.7	96	*154	2.7	3.3	97	*204	2.3	4.4	83
RKO ONE	5148	396	4.2	7.7	137	815	3.2	15.8	103	*169	2.9	3.3	95	*269	3.0	5.2	98
RKO TWO	7313	413	4.4	5.6	101	1204	4.7	16.5	107	*238	4.1	3.3	95	467	5.2	6.4	120
THE SOURCE	5981	312	3.3	5.2	93	799	3.1	13.4	87	*131	2.3	2.2	64	347	3.9	5.8	109
NON-WIRED : BLAIR	19329	1090	11.6	5.6	101	2868	11.1	14.8	97	572	9.9	3.0	86	1264	14.1	6.5	123
INTERNET	27139	1442	15.4	5.3	95	3578	13.9	13.2	86	827	14.3	3.0	89	1318	14.7	4.9	91
KATZ RADIO GROUP	36319	1727	18.4	4.8	85	4974	19.3	13.7	89	1136	19.7	3.1	91	1680	18.8	4.6	87
SUPERNET	22361	1281	13.6	5.7	102	3576	13.9	16.0	104	717	12.4	3.2	93	1344	15.0	6.0	113
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	981	10.4	6.8	121	2674	10.4	18.4	120	542	9.4	3.7	108	975	10.9	6.7	126
MKDAY 9:00 AM - 1:00 PM	18688	1379	14.7	7.4	132	3673	14.3	19.7	128	637	11.0	3.4	99	1217	13.6	6.5	122
MKDAY 1:00 PM - 4:30 PM	24061	1778	18.9	7.4	132	4926	19.1	20.5	133	862	14.9	3.6	104	1610	18.0	6.7	125
MKDAY 4:30 PM - 7:30 PM	44079	2846	30.3	6.5	115	7389	28.7	16.8	109	1757	30.5	4.0	116	2517	28.1	5.7	107
MKDAY 7:30 PM - 8:00 PM	61979	3793	40.4	6.1	109	10126	39.3	16.3	106	2331	40.4	3.8	109	3471	38.8	5.6	105
MKDAY 11:00 PM - 11:30 PM	49084	3030	32.3	6.2	110	7960	30.9	16.2	106	1807	31.3	3.7	107	2736	30.6	5.6	105
MKDAY 11:30 PM - 1:00 AM	16560	990	10.5	6.0	107	2663	10.3	16.1	105	605	10.5	3.7	106	872	9.7	5.3	99
M-SAT 8-11 PM+SUN 7-11 PM	66967	3948	42.0	5.9	105	10629	41.3	15.9	103	2326	40.3	3.5	101	3601	40.3	5.4	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	680	7.2	7.3	131	1734	6.7	18.7	122	257	4.5	2.8	81	570	6.4	6.1	115
ANOTHER WORLD	N 6138	391	4.2	6.4	114	1365	5.3	22.2	145	253	4.4	4.1	120	391	4.4	6.4	119
AS THE WORLD TURNS	C 7707	681	7.3	8.8	158	1682	6.5	21.8	142	300	5.2	3.9	113	533	6.0	6.9	130
CAPITOL	C 4688	530	5.6	11.3	202	1063	4.1	22.7	148	204	3.5	4.4	126	359	4.0	7.7	144
CBS MORN. NEWS 1	C 2792	220	2.3	7.9	141	513	2.0	18.4	120	126	2.2	4.5	131	198	2.2	7.1	133
CBS MORN. NEWS 2	C 2071	99	1.1	4.8	85	350	1.4	16.9	110	*71	1.2	3.4	100	133	1.5	6.4	120
DAYS OF OUR LIVES	N 8018	430	4.6	5.4	96	1703	6.6	21.2	138	218	3.8	2.7	79	481	5.4	6.0	112
FACTS OF LIFE - DAYTIME	N 3487	268	2.9	7.7	137	660	2.6	18.9	123	94	1.6	2.7	78	164	1.8	4.7	88
FAMILY FEUD	A 4817	416	4.4	8.6	154	1054	4.1	21.9	143	182	3.2	3.8	110	338	3.8	7.0	132
GENERAL HOSPITAL	A 8333	650	6.9	7.8	139	1718	6.7	20.6	134	284	4.9	3.4	99	575	6.4	6.9	129
GOOD MORNING, AMERICA-730	A 5472	415	4.4	7.6	135	1103	4.3	20.2	131	141	2.4	2.6	75	442	4.9	8.1	151
GOOD MORNING, AMERICA-830	A 3965	274	2.9	6.9	123	806	3.1	20.3	132	149	2.6	3.8	109	337	3.8	8.5	159
GUIDING LIGHT	C 7542	645	6.9	8.6	153	1557	6.0	20.6	134	344	6.0	4.6	133	565	6.3	7.5	140
ONE LIFE TO LIVE	A 6018	415	4.4	6.9	123	1348	5.2	22.4	146	183	3.2	3.0	88	454	5.1	7.5	141
PRESS YOUR LUCK	C 3589	341	3.6	9.5	170	735	2.9	20.5	133	126	2.2	3.5	102	235	2.6	6.5	123
PRICE IS RIGHT 1	C 7418	719	7.7	9.7	173	1417	5.5	19.1	124	261	4.5	3.5	102	500	5.6	6.7	126
PRICE IS RIGHT 2	C 8276	734	7.8	8.9	158	1609	6.2	19.4	127	280	4.9	3.4	98	567	6.3	6.9	128
RYAN																	

	TOTAL U.S. '000	LIQUID				PILL/TABLET				POWDER (MIX WITH WATER)				CORRECTOL			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	9390	100.0	5.6	100	25747	100.0	15.4	100	5770	100.0	3.4	100	8946	100.0	5.3	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	3472	37.0	6.6	119	5625	33.5	16.5	107	2198	38.1	4.2	122	2879	32.2	5.5	103
NETWORK AFFILIATES - LATE	39164	2520	26.8	6.4	115	6571	25.5	16.8	109	1537	26.6	3.9	114	2256	25.2	5.8	108
INDEPENDENTS - LATE	5133	305	3.2	5.9	106	640	2.5	12.5	81	157	2.7	3.1	89	219	2.4	4.3	80
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	1407	15.0	6.2	110	4197	16.3	18.4	120	608	10.5	2.7	77	1322	14.8	5.8	109
ABC MONDAY NIGHT MOVIE	A 11258	594	6.3	5.3	94	1808	7.0	16.1	105	443	7.7	3.9	114	636	7.1	5.6	106
ABC SUNDAY NIGHT MOVIE	A 23600	1360	14.5	5.8	103	3670	14.3	15.6	101	774	13.4	3.3	95	1266	14.2	5.4	101
ABC WORLD NEWS TONIGHT	A 12801	788	8.4	6.2	110	1937	7.5	15.1	99	492	8.5	3.8	112	697	7.8	5.4	102
AFTERMASH	C 10966	668	7.1	6.1	109	1792	7.0	16.3	106	413	7.2	3.8	109	612	6.8	5.6	105
ALICE	C 17050	1135	12.1	6.7	119	2955	11.5	17.3	113	785	13.6	4.6	134	1122	12.5	6.6	123
AMERICAN PARADE	C 11998	863	9.2	7.2	128	1889	7.3	15.7	103	548	9.5	4.6	133	637	7.1	5.3	100
BENSON	A 19258	1092	11.6	5.7	101	3129	12.2	16.2	106	749	13.0	3.9	113	1027	11.5	5.3	100
BLUE THUNDER	A 11478	692	7.4	6.0	108	1943	7.5	16.9	110	411	7.1	3.6	104	571	6.4	5.0	93
CAGNEY & LACEY	C 18263	1192	12.7	6.5	117	2979	11.6	16.3	106	837	14.5	4.6	133	991	11.1	5.4	102
CBS EVENING NEWS-DEAN	C 7733	461	4.9	6.0	106	1034	4.0	13.4	87	417	7.2	5.4	157	368	4.1	4.8	89
CBS EVENING NEWS-RATHER	C 15653	1091	11.6	7.0	124	2302	8.9	14.7	96	793	13.7	5.1	147	870	9.7	5.6	104
CBS SAT. NEWS-SCHIEFFER	C 8744	444	4.7	5.1	91	1447	5.6	16.5	108	417	7.2	4.8	139	490	5.5	5.6	105
CBS SATURDAY NIGHT MOVIE	C 12000	742	7.9	6.2	110	1979	7.7	16.5	107	375	6.5	3.1	91	601	6.7	5.0	94
CBS WEDNESDAY NIGHT MOVIE	C 11522	783	8.3	6.8	121	1759	6.8	15.3	99	458	7.9	4.0	116	549	6.1	4.8	89
CHEERS	N 16818	839	8.9	5.0	89	2466	9.6	14.7	96	564	9.8	3.4	97	778	8.7	4.6	87
DALLAS	C 37510	2518	26.8	6.7	120	6386	24.8	17.0	111	1506	26.1	4.0	117	2271	25.4	6.1	114
DIFF'RENT STROKES	N 11258	874	9.3	7.8	139	2094	8.1	18.6	121	559	9.7	5.0	144	669	7.5	5.9	111
DOUBLE TROUBLE	N 12248	776	8.3	6.3	113	2086	8.1	17.0	111	466	8.1	3.8	111	642	7.2	5.2	98
DUCK FACTORY	N 11100	627	6.7	5.6	101	1840	7.1	16.6	108	414	7.2	3.7	108	581	6.5	5.2	98
DUKES OF HAZZARD	C 12353	810	8.6	6.6	117	2181	8.5	17.7	115	423	7.3	3.4	100	659	7.4	5.3	100
DYNASTY	A 33279	2217	23.6	6.7	119	6118	23.8	18.4	120	1268	22.0	3.8	111	2201	24.6	6.6	124
FACTS OF LIFE	N 13410	737	7.8	5.5	98	2635	10.2	19.6	128	556	9.6	4.1	121	748	8.4	5.6	105
FALCON CREST	C 31093	1982	21.1	6.4	114	5462	21.2	17.6	114	1225	21.2	3.9	115	2013	22.5	6.5	121
FALL GUY	A 18649	1041	11.1	5.6	100	3444	13.4	18.5	120	504	8.7	2.7	79	1100	12.3	5.9	111
FAMILY TIES	N 13101	882	9.4	6.7	120	2474	9.6	18.9	123	567	9.8	4.3	126	870	9.7	6.6	125
FANTASY ISLAND	A 13069	865	9.2	6.6	118	2541	9.9	19.4	127	472	8.2	3.6	105	799	8.9	6.1	115
FOULUPS, BLEEP & BLUNDERS	A 16588	725	7.7	4.4	78	2601	10.1	15.7	102	539	9.3	3.2	94	870	9.7	5.2	98
FOUR SEASONS	C 9302	567	6.0	6.1	109	1539	6.0	16.5	108	351	6.1	3.8	110	568	6.3	6.1	114
GIMME A BREAK	N 13955	1088	11.6	7.8	139	2809	10.9	20.1	131	587	10.2	4.2	122	961	10.7	6.9	129
HART TO HART	A 15735	831	8.8	5.3	94	2963	11.5	18.8	123	567	9.8	3.6	105	1092	12.2	6.9	130
HILL STREET BLUES	N 18257	931	9.9	5.1	91	2537	9.9	13.9	91	563	9.8	3.1	90	792	8.9	4.3	81
HOTEL	A 24236	1503	16.0	6.2	111	4501	17.5	18.6	121	797	13.8	3.3	96	1704	19.0	7.0	132
JEFFERSONS	C 17010	1153	12.3	6.8	121	3097	12.0	18.2	119	835	14.5	4.9	143	1118	12.5	6.6	123
JENNIFER SLEPT HERE	N 9397	573	6.1	6.1	109	1620	6.3	17.2	112	379	6.6	4.0	117	530	5.9	5.6	106
KATE & ALLIE	C 16762	905	9.6	5.4	96	2612	10.1	15.6	102	654	11.3	3.9	113	871	9.7	5.2	97
KNIGHT RIDER	N 13164	837	8.9	6.4	114	2196	8.5	16.7	109	530	9.2	4.0	117	786	8.8	6.0	112
LOVE BOAT	A 20400	1231	13.1	6.0	108	3574	13.9	17.5	114	744	12.9	3.6	106	1187	13.3	5.8	109
MAGNUM PI	C 22543	1249	13.3	5.5	99	3462	13.4	15.4	100	724	12.5	3.2	93	1098	12.3	4.9	91
MAMA'S FAMILY	N 9852	550	5.9	5.6	100	1827	7.1	18.5	121	405	7.0	4.1	119	667	7.5	6.8	127
MASTER, THE	N 8082	510	5.4	6.3	113	1565	6.1	19.4	126	325	5.6	4.0	117	467	5.2	5.8	108
MATT HOUSTON	A 12881	695	7.4	5.4	96	2139	8.3	16.6	108	426	7.4	3.3	96	678	7.6	5.3	99
NBC MONDAY NIGHT MOVIE	N 23889	1335	14.2	5.6	100	3708	14.4	15.5	101	715	12.4	3.0	87	1314	14.7	5.5	103
NBC NIGHTLY NEWS	N 11156	789	8.4	7.1	126	1917	7.4	17.2	112	605	10.5	5.4	158	495	5.5	4.4	83
NBC NIGHTLY NEWS-SAT	N 7363	419	4.5	5.7	102	1132	4.4	15.4	100	403	7.0	5.5	159	247	2.8	3.4	63
NBC NIGHTLY NEWS-SUN	N 6214	417	4.4	6.7	120	1081	4.2	17.4	113	259	4.5	4.2	121	280	3.1	4.5	84
NBC SUNDAY NIGHT MOVIE	N 17590	863	9.2	4.9	88	2533	9.8	14.4	94	593	10.3	3.4	98	993	11.1	5.6	106
NEWHART	C 16740	1053	11.2	6.3	112	2732	10.6	16.3	106	713	12.4	4.3	124	931	10.4	5.6	104
ONE DAY AT A TIME	C 11820	837	8.9	7.1	126	1919	7.5	16.2	106	381	6.6	3.2	94	617	6.9	5.2	98
PEOPLE ARE FUNNY	N 9138	411	4.4	4.5	80	1544	6.0	16.9	110	389	6.7	4.3	124	469	5.2	5.1	96
REAL PEOPLE	N 15979	965	10.3	6.0	108	2841	11.0	17.8	116	674	11.7	4.2	123	778	8.7	4.9	91
REMINGTON STEELE	N 14395	778	8.3	5.4	97	2557	9.9	17.8	116	457	7.9	3.2	92	819	9.2	5.7	107
RIPLY'S BELIEVE IT - NOT	A 11362	641	6.8	5.6	101	1817	7.1	16.0	104	351	6.1	3.1	90	589	6.6	5.2	97
RIPTIDE	N 13920	759	8.1	5.5	97	2447	9.5	17.6	115	376	6.5	2.7	79	791	8.8	5.7	107
SCARECROW & MRS. KING	C 17571	994	10.6	5.7	101	3157	12.3	18.0	117	576	10.0	3.3	95	1116	12.5	6.4	119
SIMON & SIMON	C 20208	1243	13.2	6.2	110	3196	12.4	15.8	103	704	12.2	3.5	101	1046	11.7	5.2	97
60 MINUTES	C 27668	1799	19.2	6.5	116	4014	15.6	14.5	95	1111	19.3	4.0	117	1344	15.0	4.9	91
ST. ELSEWHERE	N 13699	729	7.8	5.3	95	1999	7.8	14.6	95	517	9.0	3.8	110	713	8.0	5.2	98
THREE'S COMPANY	A 20632	1119	11.9	5.4	97	3371	13.1	16.3	106	829	14.4	4.0	117	1136	12.7	5.5	103
T.J. HOOKER	A 17136	1085	11.6	6.3	113	3085	12.0	18.0	117	440	7.6</						

	TOTAL U.S. '000	EX-LAX				FEEN-A-MINT				METAMUCIL				PHILLIPS MILK OF MAGNESIA			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	13316	100.0	7.9	100	5716	100.0	3.4	100	6036	100.0	3.6	100	8848	100.0	5.3	100
MALES	79263	5596	42.0	7.1	89	2301	40.3	2.9	85	2285	37.9	2.9	80	3844	43.4	4.8	92
FEMALES	88464	7720	58.0	8.7	110	3415	59.7	3.9	113	3751	62.1	4.2	118	5004	56.6	5.7	107
18 - 24	28671	1864	14.0	6.5	82	869	15.2	3.0	89	4556	7.6	1.6	44	771	8.7	2.7	51
25 - 34	39536	3075	23.1	7.8	98	1158	20.3	2.9	86	1094	18.1	2.8	77	1507	17.0	3.8	72
35 - 44	25278	2131	16.0	7.4	93	1318	23.1	4.5	133	667	11.1	2.3	64	1019	11.5	3.5	67
45 - 54	22345	1647	12.4	7.4	93	796	13.9	3.6	105	697	11.5	3.1	87	944	10.7	4.2	80
55 - 64	22224	1898	14.3	8.5	108	830	14.5	3.7	110	982	16.3	4.4	123	1741	19.7	7.8	149
65 OR OLDER	25973	2700	20.3	10.4	131	745	13.0	2.9	84	2140	35.5	8.2	229	2867	32.4	11.0	209
18 - 34	68207	4939	37.1	7.2	91	2027	35.5	3.0	87	1550	25.7	2.3	63	2277	25.7	3.3	63
18 - 49	108058	7794	58.5	7.2	91	3796	66.4	3.5	103	2539	42.1	2.3	65	3815	43.1	3.5	67
25 - 54	90859	6853	51.5	7.5	95	3272	57.2	3.6	106	2458	40.7	2.7	75	3470	39.2	3.8	72
35 - 49	39851	2856	21.4	7.2	90	1769	30.9	4.4	130	990	16.4	2.5	69	1538	17.4	3.9	73
50 OR OLDER	59669	5521	41.5	9.3	117	1920	33.6	3.2	94	3496	57.9	5.9	163	5033	56.9	8.4	160
GRADUATED COLLEGE	28091	1225	9.2	4.4	55	437	7.6	1.6	46	957	15.9	3.4	95	813	9.2	2.9	55
ATTENDED COLLEGE	28938	1723	12.9	6.0	75	635	11.1	2.2	64	981	16.3	3.4	94	1099	12.4	3.8	72
GRADUATED HIGH SCHOOL	65503	4969	37.3	7.6	96	2398	42.0	3.7	107	2217	36.7	3.4	94	3334	37.7	5.1	96
DID NOT GRADUATE HIGH SCHOOL	45195	5399	40.5	11.9	150	2246	39.3	5.0	146	1881	31.2	4.2	116	3602	40.7	8.0	151
EMPLOYED MALES	56429	3226	24.2	5.7	72	1535	26.9	2.7	80	1216	20.1	2.2	60	2069	23.4	3.7	70
EMPLOYED FEMALES	43971	3486	26.2	7.9	100	1779	31.1	4.0	119	1374	22.8	3.1	87	1711	19.3	3.9	74
EMPLOYED FULL-TIME	87773	5937	44.6	6.8	85	2856	50.0	3.3	95	2178	36.1	2.5	69	3319	37.5	3.8	72
EMPLOYED PART-TIME	12627	775	5.8	6.1	77	2458	8.0	3.6	106	412	6.8	3.3	91	461	5.2	3.7	69
NOT EMPLOYED	67327	6603	49.6	9.8	124	4403	42.0	3.6	105	3445	57.1	5.1	142	5069	57.3	7.5	143
PROFESSIONAL/MANAGER	25845	1376	10.3	5.3	67	545	9.5	2.1	62	858	14.2	3.3	92	803	9.1	3.1	59
TECH/CLERICAL/SALES	30895	1890	14.2	6.1	77	900	15.7	2.9	85	758	12.6	2.5	68	936	10.6	3.0	57
PRECISION/CRAFT	12629	906	6.8	7.2	90	534	9.3	4.2	124	294	4.9	2.3	65	585	6.6	4.6	88
OTHER EMPLOYED	31031	2540	19.1	8.2	103	1335	23.4	4.3	126	681	11.3	2.2	61	1456	16.5	4.7	89
SINGLE	35557	2415	18.1	6.8	86	977	17.1	2.7	81	803	13.3	2.3	63	1499	16.9	4.2	80
MARRIED	103585	7965	59.8	7.7	97	3510	61.4	3.4	99	3893	64.5	3.8	104	5172	58.5	5.0	95
DIVORCED/SEPARATED/WIDOWED	28585	2936	22.0	10.3	129	1229	21.5	4.3	126	1340	22.2	4.7	130	2177	24.6	7.6	144
PARENTS	59295	5009	37.6	8.4	106	2678	46.9	4.5	133	1400	23.2	2.4	66	2134	24.1	3.6	68
WHITE	146081	10244	76.9	7.0	88	3948	69.1	2.7	79	5400	89.5	3.7	103	7085	80.1	4.9	92
BLACK	17974	2862	21.5	15.9	201	1737	30.4	9.7	284	566	9.4	3.1	88	1630	18.4	9.1	172
OTHER	3672	**210	1.6	5.7	72	**32	0.6	0.9	26	**70	1.2	1.9	53	**133	1.5	3.6	69
NORTHEAST-CENSUS	37005	2257	16.9	6.1	77	996	17.4	2.7	79	1306	21.6	3.5	98	1895	21.4	5.1	97
NORTH CENTRAL	42642	3108	23.3	7.3	92	1014	17.7	2.4	70	1421	23.5	3.3	93	1934	21.9	4.5	86
SOUTH	56777	6029	45.3	10.6	134	3220	56.3	5.7	166	2151	35.6	3.8	105	3801	43.0	6.7	127
WEST	31303	1922	14.4	6.1	77	486	8.5	1.6	46	1158	19.2	3.7	103	1218	13.8	3.9	74
NORTHEAST-MKTG.	38125	2270	17.0	6.0	75	1053	18.4	2.8	81	1237	20.5	3.2	90	1856	21.0	4.9	92
EAST CENTRAL	24794	1926	14.5	7.8	98	701	12.3	2.8	83	918	15.2	3.7	103	1151	13.0	4.6	88
WEST CENTRAL	28511	1950	14.6	6.8	86	605	10.6	2.1	62	934	15.5	3.3	91	1394	15.8	4.9	93
SOUTH	48953	5447	40.9	11.1	140	2921	51.1	6.0	175	1904	31.5	3.9	108	3373	38.1	6.9	131
PACIFIC	27344	1723	12.9	6.3	79	436	7.6	1.6	47	1043	17.3	3.8	106	1074	12.1	3.9	74
COUNTY SIZE A	69301	4776	35.9	6.9	87	1846	32.3	2.7	78	2233	37.0	3.2	90	3362	38.0	4.9	92
COUNTY SIZE B	50633	3889	29.2	7.7	97	1825	31.9	3.6	106	1995	33.1	3.9	109	2711	30.6	5.4	101
COUNTY SIZE C	26259	2215	16.6	8.4	106	957	16.7	3.6	107	990	16.4	3.8	105	1428	16.1	5.4	103
COUNTY SIZE D	21534	2436	18.3	11.3	142	1088	19.0	5.1	148	819	13.6	3.8	106	1347	15.2	6.3	119
METRO CENTRAL CITY	50014	4103	30.8	8.2	103	1890	33.1	3.8	111	1743	28.9	3.5	97	2941	33.2	5.9	111
METRO SUBURBAN	76832	5090	38.2	6.6	83	1748	30.6	2.3	67	2765	45.8	3.6	100	3580	40.5	4.7	88
NON METRO	40881	4123	31.0	10.1	127	2078	36.4	5.1	149	1528	25.3	3.7	104	2327	26.3	5.7	108
TOP 5 ADI'S	39550	2677	20.1	6.8	85	1022	17.9	2.6	76	1293	21.4	3.3	91	1945	22.0	4.9	93
TOP 10 ADI'S	54877	3690	27.7	6.7	85	1474	25.8	2.7	79	1721	28.5	3.1	87	2505	28.3	4.6	87
TOP 20 ADI'S	77516	5544	41.6	7.2	90	2109	36.9	2.7	80	2657	44.0	3.4	95	3701	41.8	4.8	91
HSGLD INC. \$50,000 OR MORE	17257	789	5.9	4.6	58	**284	5.0	1.6	48	325	5.4	1.9	52	*562	6.4	3.3	62
\$40,000 OR MORE	33235	1709	12.8	5.1	65	*616	10.8	1.9	54	818	13.6	2.5	68	937	10.6	2.8	53
\$30,000 OR MORE	59693	3332	25.0	5.6	70	1343	23.5	2.2	66	1583	26.2	2.7	74	2023	22.9	3.4	64
\$25,000 OR MORE	76275	4303	32.3	5.6	71	1815	31.8	2.4	70	2153	35.7	2.8	78	2713	30.7	3.6	67
\$20,000 - \$24,999	18607	1088	8.2	5.8	74	649	11.4	3.5	102	830	13.8	4.5	124	914	10.3	4.9	93
\$15,000 - \$19,999	17175	1480	11.1	8.6	109	667	11.7	3.9	114	796	13.2	4.6	129	987	11.2	5.7	109
\$10,000 - \$14,999	24569	2344	17.6	9.5	120	940	16.4	3.8	112	865	14.3	3.5	98	1606	18.2	6.5	124
UNDER \$10,000	31101	4101	30.8	13.2	166	1645	28.8	5.3	155	1393	23.1	4.5	124	2628	29.7	8.4	160
HOUSEHOLD OF 1 PERSON	19441	1717	12.9	8.8	111	492	8.6	2.5	74	1017	16.8	5.2	145	1439	16.3	7.4	140
2 PEOPLE	51803	3881	29.1	7.5	94	1637	28.6	3.2	93	2778	46.0	5.4	149	3254	36.8	6.3	119
3 OR 4 PEOPLE	66933	5191	39.0	7.8	98	2329	40.7	3.5	102	1729	28.6	2.6	72	2832	32.0	4.2	80
5 OR MORE PEOPLE	29550	2526	19.0	8.5	108	1257	22.0	4.3	125	*512	8.5	1.7	48	1323	15.0	4.5	85
NO CHILD IN HSHLD	96587	7320	55.0	7.6	95	2752	48.1	2.8	84	4534	75.1	4.7	130	6270	70.9	6.5	123
CHILD(REN) UNDER 2 YRS	10844	935	7.0	8.6	109	*389	6.8	3.6	105	**168	2.8	1.5	43	488	5.5	4.5	85
2 - 5 YEARS	26358	2245	16.9	8.5	107	1107	19.4	4.2	123	728	12.1	2.8	77	904	10.2	3.4	65
6 - 11 YEARS	30453	2718	20.4	8.9	112	1368	23.9	4.5	132	510	8.4	1.7	47	1300	14.7	4.3	81
12 - 17 YEARS	36575	3102	23.3	8.5	107	1782	31.2	4.9	143	639	10.6	1.7	49	1430	16.2	3.9	74
RESIDENCE OWNED	117770	8823	66.3	7.5	94	3677	64.3	3.1	92	4625	76.6	3.9	109	6535	73.9	5.5	105
VALUE: \$50,000 OR MORE	70166	4124	31.0	5.9	74	1594	27.9	2.3	67	2800	46.4	4.0	111	3235	36.6	4.6	87
VALUE: UNDER \$50,000	47604	4699	35.3	9.9	124	2083	36.4	4.4	128	1825	30.2	3.8	107	3300	37.3	6.9	131

		TOTAL U.S. '000	A	EX-LAX B DOWN	C ACROSS %	D INDX	A	FEEN-A-MINT B DOWN	C ACROSS %	D INDX	A	METAMUCIL B DOWN	C ACROSS %	D INDX	A	PHILLIPS MILK OF MAGNESIA B DOWN	C ACROSS %	D INDX
		'000	'000	%	%		'000	%	%		'000	%	%		'000	%	%	
TOTAL ADULTS		167727	13316	100.0	7.9	100	5716	100.0	3.4	100	6036	100.0	3.6	100	8848	100.0	5.3	100
MAGAZINES	QUINTILE 1	34022	2261	17.0	6.6	84	1100	19.2	3.2	95	966	16.0	2.8	79	1734	19.6	5.1	97
	QUINTILE 2	34800	2320	17.4	6.7	84	1108	19.4	3.2	93	1362	22.6	3.9	109	1708	19.3	4.9	93
	QUINTILE 3	30514	2328	17.5	7.6	96	980	17.1	3.2	94	1210	20.0	4.0	110	1390	15.7	4.6	86
	QUINTILE 4	33324	2746	20.6	8.2	104	1221	21.4	3.7	108	1059	17.5	3.2	88	1660	18.8	5.0	94
	QUINTILE 5	35066	3660	27.5	10.4	131	1307	22.9	3.7	109	1438	23.8	4.1	114	2355	26.6	6.7	127
NEWSPAPERS	QUINTILE 1	29107	1544	11.6	5.3	67	685	12.0	2.4	69	983	16.3	3.4	94	1548	17.5	5.3	101
	QUINTILE 2	49095	3601	27.0	7.3	92	1580	27.6	3.2	94	1891	31.3	3.9	107	2679	30.3	5.5	103
	QUINTILE 3	23107	1897	14.2	8.2	103	816	14.3	3.5	104	868	14.4	3.8	104	1346	15.2	5.8	110
	QUINTILE 4	33556	2550	19.1	7.6	96	1121	19.6	3.3	98	1229	20.4	3.7	102	1457	16.5	4.3	82
	QUINTILE 5	32863	3724	28.0	11.3	143	1515	26.5	4.6	135	1064	17.6	3.2	90	1819	20.6	5.5	105
OUTDOOR	QUINTILE 1	33431	2292	17.2	6.9	86	844	14.8	2.5	74	1176	19.5	3.5	98	1522	17.2	4.6	86
	QUINTILE 2	33478	2616	19.6	7.8	98	1202	21.0	3.6	105	1411	23.4	4.2	117	1811	20.5	5.4	103
	QUINTILE 3	33574	2641	19.8	7.9	99	1191	20.8	3.5	104	1071	17.7	3.2	89	1660	18.8	4.9	94
	QUINTILE 4	33935	3039	22.8	9.0	113	1279	22.4	3.8	111	1239	20.5	3.7	101	1984	22.4	5.8	111
	QUINTILE 5	33310	2728	20.5	8.2	103	1200	21.0	3.6	106	1139	18.9	3.4	95	1872	21.2	5.6	107
RADIO-DRIVE TIME	QUINTILE 1	33136	2767	20.8	8.4	105	1343	23.5	4.1	119	1110	18.4	3.3	93	1728	19.5	5.2	99
	QUINTILE 2	31658	2564	19.3	8.1	102	1145	20.0	3.6	106	1044	17.3	3.3	92	1779	20.1	5.6	107
	QUINTILE 3	32541	2317	17.4	7.1	90	996	17.4	3.1	90	1013	16.8	3.1	87	1404	15.9	4.3	82
	QUINTILE 4	34247	3117	23.4	9.1	115	1324	23.2	3.9	113	1391	23.0	4.1	113	1850	20.9	5.4	102
	QUINTILE 5	36144	2550	19.1	7.1	89	909	15.9	2.5	74	1478	24.5	4.1	114	2088	23.6	5.8	110
RADIO-MID- DAY	TERCILE 1	45037	3478	26.1	7.7	97	1571	27.5	3.5	102	1687	27.9	3.7	104	2461	27.8	5.5	104
	TERCILE 2	44819	3520	26.4	7.9	99	1547	27.1	3.5	101	1659	27.5	3.7	103	2215	25.0	4.9	94
	TERCILE 3	77872	6318	47.4	8.1	102	2599	45.5	3.3	98	2690	44.6	3.5	96	4173	47.2	5.4	102
RADIO-TOTAL	QUINTILE 1	33763	2832	21.3	8.4	106	1369	24.0	4.1	119	1122	18.6	3.3	92	1802	20.4	5.3	101
	QUINTILE 2	33240	2536	19.0	7.6	96	1105	19.3	3.3	98	1081	17.9	3.3	90	1764	19.9	5.3	101
	QUINTILE 3	33408	2578	19.4	7.7	97	1325	23.2	4.0	116	1248	20.7	3.7	104	1656	18.7	5.0	94
	QUINTILE 4	34792	2877	21.6	8.3	104	1028	18.0	3.0	87	1351	22.4	3.9	108	1875	21.2	5.4	102
	QUINTILE 5	32524	2492	18.7	7.7	97	889	15.6	2.7	80	1234	20.4	3.8	105	1752	19.8	5.4	102
TV-PRIME TIME	QUINTILE 1	33090	3043	22.9	9.2	116	1095	19.2	3.3	97	1395	23.1	4.2	117	2056	23.2	6.2	118
	QUINTILE 2	33357	2610	19.6	7.8	99	1268	22.2	3.8	112	1098	18.2	3.3	91	1758	19.9	5.3	100
	QUINTILE 3	33980	2645	19.9	7.8	98	1315	23.0	3.9	114	1004	16.6	3.0	82	1784	20.2	5.3	100
	QUINTILE 4	33854	2400	18.0	7.1	89	1084	19.0	3.2	94	1282	21.2	3.8	105	1546	17.5	4.6	87
	QUINTILE 5	33444	2619	19.7	7.8	99	955	16.7	2.9	84	1257	20.8	3.8	104	1704	19.3	5.1	97
TV-DAYTIME	TERCILE 1	49121	5402	40.6	11.0	139	2090	36.6	4.3	125	1963	32.5	4.0	111	3430	38.8	7.0	132
	TERCILE 2	48823	3523	26.5	7.2	91	1607	28.1	3.3	97	1731	28.7	3.5	99	2580	29.2	5.3	100
	TERCILE 3	69782	4391	33.0	6.3	79	2019	35.3	2.9	85	2341	38.8	3.4	93	2839	32.1	4.1	77
TV-TOTAL	QUINTILE 1	33584	3774	28.3	11.2	142	1467	25.7	4.4	128	1348	22.3	4.0	112	2460	27.8	7.3	139
	QUINTILE 2	33441	2553	19.2	7.6	96	1081	18.9	3.2	95	1382	22.9	4.1	115	1968	22.2	5.9	112
	QUINTILE 3	33505	2240	16.8	6.7	84	1144	20.0	3.4	100	1033	17.1	3.1	86	1526	17.2	4.6	86
	QUINTILE 4	33466	2369	17.8	7.1	89	1010	17.7	3.0	89	1056	17.5	3.2	88	1539	17.4	4.6	87
	QUINTILE 5	33731	2380	17.9	7.1	89	1015	17.8	3.0	88	1217	20.2	3.6	100	1356	15.3	4.0	76
MAGAZINES-NEWSPAPERS: DUAL		44503	2838	21.3	6.4	80	1271	22.2	2.9	84	1458	24.2	3.3	91	2348	26.5	5.3	100
MAGAZINE IMPERATIVE		39363	3072	23.1	7.8	98	1438	25.2	3.7	107	1342	22.2	3.4	95	1795	20.3	4.6	86
NEWSPAPER IMPERATIVE		46441	3385	25.4	7.3	92	1350	23.6	2.9	85	1843	30.5	4.0	110	2669	30.2	5.7	109
MAGAZINES-OUTDOOR: DUAL		33726	2241	16.8	6.6	84	998	17.5	3.0	87	1253	20.8	3.7	103	1568	17.7	4.6	88
MAGAZINE IMPERATIVE		52846	3827	28.7	7.2	91	1752	30.7	3.3	97	1769	29.3	3.3	93	2724	30.8	5.2	98
OUTDOOR IMPERATIVE		52140	4166	31.3	8.0	101	1733	30.3	3.3	98	2010	33.3	3.9	107	2687	30.4	5.2	98
MAGAZINES-RADIO: DUAL		37081	2510	18.8	6.8	85	1349	23.6	3.6	107	1328	22.0	3.6	100	1935	21.9	5.2	99
MAGAZINE IMPERATIVE		49747	3214	24.1	6.5	81	1354	23.7	2.7	80	1798	29.8	3.6	100	2221	25.1	4.5	85
RADIO IMPERATIVE		49208	4547	34.1	9.2	116	1947	34.1	4.0	116	1593	26.4	3.2	90	2633	29.8	5.4	101
MAGAZINES-TELEVISION: DUAL		33103	2374	17.8	7.2	90	1194	20.9	3.6	106	1151	19.1	3.5	97	2033	23.0	6.1	116
MAGAZINE IMPERATIVE		54575	3385	25.4	6.2	78	1517	26.5	2.8	82	1753	29.0	3.2	89	2144	24.2	3.9	74
TELEVISION IMPERATIVE		53249	5278	39.6	9.9	125	1984	34.7	3.7	109	2220	36.8	4.2	116	3351	37.9	6.3	119
NEWSPAPERS-OUTDOOR: DUAL		36255	2198	16.5	6.1	76	1047	18.3	2.9	85	1238	20.5	3.4	95	1822	20.6	5.0	95
NEWSPAPER IMPERATIVE		55591	4157	31.2	7.5	94	1757	30.7	3.2	93	2067	34.2	3.7	103	3214	36.3	5.8	110
OUTDOOR IMPERATIVE		48319	4196	31.5	8.7	109	1795	31.4	3.7	109	1878	31.1	3.9	108	2366	26.7	4.9	93
NEWSPAPERS-RADIO: DUAL		37242	2334	17.5	6.3	79	1238	21.7	3.3	98	1192	19.7	3.2	89	2048	23.1	5.5	104
NEWSPAPER IMPERATIVE		54423	3798	28.5	7.0	88	1426	24.9	2.6	77	2239	37.1	4.1	114	2974	33.6	5.5	104
RADIO IMPERATIVE		46650	4453	33.4	9.5	120	2061	36.1	4.4	130	1603	26.6	3.4	95	2297	26.0	4.9	93
NEWSPAPERS-TELEVISION: DUAL		35974	2658	20.0	7.4	93	1159	20.3	3.2	95	1612	26.7	4.5	125	2384	26.9	6.6	126
NEWSPAPER IMPERATIVE		56095	3556	26.7	6.3	80	1485	26.0	2.6	78	1788	29.6	3.2	89	2493	28.2	4.4	84
TELEVISION IMPERATIVE		47170	4862	36.5	10.3	130	2019	35.3	4.3	126	1608	26.6	3.4	95	2812	31.8	6.0	113
OUTDOOR-RADIO: DUAL		33748	2548	19.1	7.6	95	1174	20.5	3.5	102	983	16.3	2.9	81	1600	18.1	4.7	90
OUTDOOR IMPERATIVE		52785	3826	28.7	7.2	91	1550	27.1	2.9	86	2221	36.8	4.2	117	2671	30.2	5.1	96
RADIO IMPERATIVE		52882	4390	33.0	8.3	105	2164	37.9	4.1	120	1884	31.2	3.6	99	3021	34.1	5.7	

	TOTAL U.S. '000	EX-LAX				FEEN-A-MINT				METAMUCIL				PHILLIPS MILK OF MAGNESIA			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	13316	100.0	7.9	100	5716	100.0	3.4	100	6036	100.0	3.6	100	8848	100.0	5.3	100
ATLANTIC MONTHLY	867	**69	0.5	8.0	100	**44	0.8	5.1	149	**19	0.3	2.2	61	**46	0.5	5.3	101
BARRON'S	1580	**104	0.8	6.6	83	**32	0.6	2.0	59	**46	0.8	2.9	81	**76	0.9	4.8	91
BETTER HOMES & GARDENS	22203	1874	14.1	8.4	106	758	13.3	3.4	100	851	14.1	3.8	107	1192	13.5	5.4	102
BON APPETIT	3810	**209	1.6	5.5	69	**106	1.9	2.8	82	**153	2.5	4.0	112	**297	3.4	7.8	148
BUSINESS WEEK	4663	317	2.4	6.8	86	**136	2.4	2.9	86	**105	1.7	2.3	63	**160	1.8	3.4	66
CAR AND DRIVER	3102	*251	1.9	8.1	102	**48	0.8	1.5	45	**62	1.0	2.0	56	**164	1.9	5.3	100
CBS MAGAZINE NETWORK (GROSS)	7311	710	5.3	9.7	122	*207	3.6	2.8	83	**172	2.8	2.4	65	*314	3.5	4.3	81
CHANGING TIMES	3400	*269	2.0	7.9	100	**147	2.6	4.3	127	*96	1.6	2.8	78	*190	2.1	5.6	106
COLONIAL HOMES	1796	*226	1.7	12.6	159	**71	1.2	4.0	116	**42	0.7	2.3	65	**108	1.2	6.0	114
CONDE NAST MAG. PKG. (GROSS)	19924	1648	12.4	8.3	104	843	14.7	4.2	124	600	9.9	3.0	84	790	8.9	4.0	75
CONSUMERS DIGEST	3125	386	2.9	12.4	156	**83	1.5	2.7	78	*112	1.9	3.6	100	**154	1.7	4.9	93
COSMOPOLITAN	10577	807	6.1	7.6	96	291	5.1	2.8	81	268	4.4	2.5	70	*336	3.8	3.2	60
COUNTRY LIVING	3746	*276	2.1	7.4	93	**148	2.6	4.0	116	*102	1.7	2.7	76	*124	1.4	3.3	63
CUISINE	2214	*156	1.2	7.0	89	**91	1.6	4.1	121	**84	1.4	3.8	105	**107	1.2	4.8	92
CYCLE WORLD	2394	**171	1.3	7.1	90	**63	1.1	2.6	77	**68	1.1	2.8	79	**76	0.9	3.2	60
DCI:CREATIVE IDEAS FOR LIV	3068	280	2.1	9.1	115	*200	3.5	6.5	191	*109	1.8	3.6	99	*148	1.7	4.8	91
DCI:CREAT. IDEA/SO. LIV(GROSS)	9556	740	5.6	7.7	98	493	8.6	5.2	151	388	6.4	4.1	113	515	5.8	5.4	102
DISCOVER	2277	*175	1.3	7.7	97	**49	0.9	2.2	63	**45	0.7	2.0	55	**67	0.8	2.9	56
EBONY	7187	1041	7.8	14.5	182	641	11.2	8.9	262	*197	3.3	2.7	76	551	6.2	7.7	145
ESQUIRE	2560	275	2.1	10.7	135	**131	2.3	5.1	150	**61	1.0	2.4	66	*179	2.0	7.0	133
ESSENCE	3242	623	4.7	19.2	242	345	6.0	10.6	312	**89	1.5	2.7	76	*235	2.7	7.2	137
FAMILY CIRCLE	19639	1467	11.0	7.5	94	658	11.5	3.4	98	892	14.8	4.5	126	1019	11.5	5.2	98
THE FAMILY HANDYMAN	3540	409	3.1	11.6	146	**100	1.7	2.8	83	**93	1.5	2.6	73	*149	1.7	4.2	80
FAMILY WEEKLY	23924	1698	12.8	7.1	89	904	15.8	3.8	111	942	15.6	3.9	109	1241	14.0	5.2	98
FIELD & STREAM	9883	857	6.4	8.7	109	*335	5.9	3.4	99	*261	4.3	2.6	73	459	5.2	4.6	88
FOOD & WINE	1030	**126	0.9	12.2	154	**66	1.2	6.4	188	**32	0.5	3.1	86	**70	0.8	6.8	129
FORBES	2679	**122	0.9	4.6	57	**47	0.8	1.8	51	**54	0.9	2.0	56	**125	1.4	4.7	88
FORTUNE	2931	*176	1.3	6.0	76	**81	1.4	2.8	81	**75	1.2	2.6	71	**185	2.1	6.3	120
GENTLEMEN'S QUARTERLY	3481	335	2.5	9.6	121	*159	2.8	4.6	134	**62	1.0	1.8	49	*168	1.9	4.8	91
GLAMOUR	7163	463	3.5	6.5	81	297	5.2	4.1	122	*243	4.0	3.4	94	*242	2.7	3.4	64
GOLF DIGEST	2355	**144	1.1	6.1	77	**57	1.0	2.4	71	**65	1.1	2.8	77	**87	1.0	3.7	70
GOLF DIGEST/TENNIS (GROSS)	3610	*256	1.9	7.1	89	**102	1.8	2.8	83	**64	1.2	2.0	57	*135	1.5	3.7	71
GOLF MAGAZINE	2046	**154	1.2	7.5	95	**52	0.9	2.5	75	**53	0.9	2.6	72	**94	1.1	4.6	87
GOLF MAGAZINE/SKI (GROSS)	3547	*269	2.0	7.6	96	**101	1.8	2.8	84	**65	1.1	1.8	51	*126	1.4	3.6	67
GOOD HOUSEKEEPING	20353	1579	11.9	7.8	98	756	13.2	3.7	109	914	15.1	4.5	125	1069	12.1	5.3	100
HARPER'S BAZAAR	3362	368	2.8	10.9	138	**145	2.5	4.3	127	**90	1.5	2.7	74	**183	2.1	5.4	103
HEALTH	2987	310	2.3	10.4	131	*124	2.2	4.2	122	*133	2.2	4.5	124	*288	3.3	9.6	183
HEARST MAG CORP. BUY (GROSS)	67928	5631	42.3	8.3	104	2329	40.7	3.4	101	2159	35.8	3.2	88	3240	36.6	4.8	90
HEARST MAN POWER (GROSS)	11282	788	5.9	7.0	88	288	5.0	2.6	75	263	4.4	2.3	65	482	5.4	4.3	81
HEARST WOMAN POWER (GROSS)	40514	3300	24.8	8.1	103	1374	24.0	3.4	100	1395	23.1	3.4	96	1888	21.3	4.7	88
HOUSE BEAUTIFUL	4885	408	3.1	8.4	105	*209	3.7	4.3	126	202	3.3	4.1	115	329	3.7	6.7	128
INC.	1308	**83	0.6	6.3	80	**51	0.9	3.9	114	**47	0.8	3.6	100	**64	0.7	4.9	93
JET	6498	956	7.2	14.7	185	707	12.4	10.9	319	*175	2.9	2.7	75	*404	4.6	6.2	118
LADIES' HOME JOURNAL	14797	1280	9.6	8.7	109	489	8.6	3.3	97	632	10.5	4.3	119	724	8.2	4.9	93
LHJ FAMILY GRP COMBO(GROSS)	21743	2005	15.1	9.2	116	733	12.8	3.4	99	898	14.9	4.1	115	1231	13.9	5.7	107
LIFE	9881	747	5.6	7.6	95	330	5.8	3.3	98	252	4.2	2.6	71	538	6.1	5.4	103
L.A. TIMES HOME MAGAZINE	2775	*220	1.7	7.9	100	**29	0.5	1.0	31	**98	1.6	3.5	98	**108	1.2	3.9	74
MADEMOISELLE	4219	342	2.6	8.1	102	*158	2.8	3.7	110	**169	2.8	4.0	111	*189	2.1	4.5	85
MC CALL'S	16422	1388	10.4	8.5	106	571	10.0	3.5	102	779	12.9	4.7	132	874	9.9	5.3	101
MC CALL'S/WRK MOTHER (GROSS)	17919	1592	12.0	8.9	112	632	11.1	3.5	103	856	14.2	4.8	133	991	11.2	5.5	105
MECHANIX ILLUSTRATED	4433	377	2.8	8.5	107	**156	2.7	3.5	103	**111	1.8	2.5	70	*208	2.4	4.7	89
METROPOLITAN HOME	1504	*192	1.4	12.8	161	**54	0.9	3.6	105	**73	1.2	4.9	135	**99	1.1	6.6	125
MONEY	4723	290	2.2	6.1	77	*216	3.8	4.6	134	*101	1.7	2.1	59	*252	2.8	5.3	101
MOTHER EARTH NEWS	2325	**137	1.0	5.9	74	**118	2.1	5.1	149	**32	0.5	1.4	38	**81	0.9	3.5	66
MS.	1189	**132	1.0	11.1	140	**44	0.8	3.7	109	**57	0.9	4.8	133	**40	0.5	3.4	64
NATIONAL ENQUIRER	18892	1639	12.3	8.7	109	894	15.6	4.7	139	677	11.2	3.6	100	959	10.8	5.1	96
NATIONAL GEOGRAPHIC	22129	1369	10.3	6.2	78	518	9.1	2.3	69	825	13.7	3.7	104	876	9.9	4.0	75
NATIONAL SUNDAY MAGAZINE PKG	103750	7165	53.8	6.9	87	3077	53.8	3.0	87	3795	62.9	3.7	102	5332	60.3	5.1	97
NATURAL HISTORY	1379	**81	0.6	5.9	74	**0	0.0	0.0	0	**62	1.0	4.5	125	**68	0.8	4.9	93
NEW WOMAN	2289	*176	1.3	7.7	97	**82	1.4	3.6	105	**55	0.9	2.4	67	**68	0.8	3.0	56
NEW YORK INCLUDING CUE	1088	**131	1.0	12.0	152	**43	0.8	4.0	116	**35	0.6	3.2	89	**40	0.5	3.7	70
THE NEW YORKER	2459	*194	1.5	7.9	99	**89	1.6	3.6	106	**57	0.9	2.3	64	*137	1.5	5.6	106
NEWSWEEK	16527	1065	8.0	6.4	81	519	9.1	3.1	92	443	7.3	2.7	74	676	7.6	4.1	78
THE N.Y. TIMES DAILY EDITION	2739	*153	1.1	5.6	70	**78	1.4	2.8	84	*89	1.5	3.2	90	*129	1.5	4.7	89
THE N.Y. TIMES MAGAZINE	4443	226	1.7	5.1	64	**71	1.2	1.6	47	*141	2.3	3.2	88	*169	1.9	3.8	72
OMNI	2799	*263	2.0	9.4	118	**64	1.1	2.3	67	**30	0.5	1.1	30	**134	1.5	4.8	91
ON CABLE	2209	*227	1.7	10.3	129	**41	0.7	1.9	54	**85	1.4	3.8	107	**67	0.8	3.0	57
1001 HOME IDEAS	3959	416	3.1	10.5	132	**121	2.1	3.1	90	*133	2.2	3.4	93	*219	2.5	5.5	105
ORGANIC GARDENING	3111	*244	1.8	7.8	99	**107	1.9	3.4	101	**147	2.4	4.7	131	*216	2.4	6.9	132
OUTDOOR LIFE	5024	446	3.3	8.9	112	*220	3.8	4.4	128	*145	2.4	2.9	80	*199	2.2	4.0	75
PARADE MAGAZINE	51292	3479	26.1	6.8	85	1440	25.2	2.8	82	1802	29.9	3.5	98	2667	30.1	5.2	99

	TOTAL U.S. '000	EX-LAX				FEEN-A-MINT				METAMUCIL				PHILLIPS MILK OF MAGNESIA			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	13316	100.0	7.9	100	5716	100.0	3.4	100	6036	100.0	3.6	100	8848	100.0	5.3	100
PARENTS	5298	482	3.6	9.1	115	*171	3.0	3.2	95	**154	2.6	2.9	81	*278	3.1	5.2	99
PENTHOUSE	5129	373	2.8	7.3	92	**144	2.5	2.8	82	**87	1.4	1.7	47	*159	1.8	3.1	59
PEOPLE	21070	1486	11.2	7.1	89	704	12.3	3.3	98	688	11.4	3.3	91	1008	11.4	4.8	91
PLAYBOY	10562	685	5.1	6.5	82	307	5.4	2.9	85	296	4.9	2.8	78	463	5.2	4.4	83
POPULAR HOT RODDING	2498	*161	1.2	6.4	81	**51	0.9	2.0	60	**42	0.7	1.7	47	**106	1.2	4.2	80
POPULAR MECHANICS	5887	403	3.0	6.8	86	*135	2.4	2.3	67	*194	3.2	3.3	92	366	4.1	6.2	118
POPULAR SCIENCE	4317	*269	2.0	6.2	78	**102	1.8	2.4	69	*123	2.0	2.8	79	*217	2.5	5.0	95
PREVENTION	5792	516	3.9	8.9	112	*154	2.7	2.7	78	278	4.6	4.8	133	308	3.5	5.3	101
PSYCHOLOGY TODAY	3284	*266	2.0	8.1	102	**58	1.0	1.8	52	**77	1.3	2.3	65	**95	1.1	2.9	55
READER'S DIGEST	40046	3050	22.9	7.6	96	1452	25.4	3.6	106	1705	28.2	4.3	118	2391	27.0	6.0	113
REDBOOK	9584	914	6.9	9.5	120	327	5.7	3.4	100	213	3.5	2.2	62	483	5.5	5.0	96
ROAD & TRACK	2590	*184	1.4	7.1	89	**45	0.8	1.7	51	**33	0.5	1.3	35	**61	0.7	2.4	45
ROLLING STONE	3302	*279	2.1	8.4	106	**67	1.2	2.0	60	**56	0.9	1.7	47	**85	1.0	2.6	49
RUNNER'S WORLD	1229	**89	0.7	7.2	91	**30	0.5	2.4	72	**20	0.3	1.6	45	**33	0.4	2.7	51
SATURDAY EVENING POST	2110	*270	2.0	12.8	161	**90	1.6	4.3	125	*80	1.3	3.8	105	*96	1.1	4.5	86
SCIENCE 84	1543	**81	0.6	5.2	66	**19	0.3	1.2	36	**13	0.2	0.8	23	**38	0.4	2.5	47
SCIENCE DIGEST	1747	**145	1.1	8.3	105	**12	0.2	0.7	20	**29	0.5	1.7	46	**27	0.3	1.5	29
SCIENTIFIC AMERICAN	1994	**87	0.7	4.4	55	**12	0.2	0.6	18	**61	1.0	3.1	85	**52	0.6	2.6	49
SELF	3119	*364	2.7	11.7	147	*159	2.8	5.1	150	**45	0.7	1.4	40	**162	1.8	5.2	98
SEVENTEEN	3923	422	3.2	10.8	135	**96	1.7	2.4	72	**41	0.7	1.0	29	*206	2.3	5.3	100
SKI	1501	**116	0.9	7.7	97	**49	0.9	3.3	96	**13	0.2	0.9	24	**32	0.4	2.1	40
SMITHSONIAN	5976	404	3.0	6.8	85	*143	2.5	2.4	70	*191	3.2	3.2	89	287	3.2	4.8	91
SOAP OPERA DIGEST	4228	566	4.3	13.4	169	*218	3.8	5.2	151	**103	1.7	2.4	68	*244	2.8	5.8	109
SOUTHERN LIVING	6488	460	3.5	7.1	89	*293	5.1	4.5	133	278	4.6	4.3	119	367	4.1	5.7	107
SOUTH	3500	366	2.7	10.5	132	**185	3.2	5.3	155	**139	2.3	4.0	110	*175	2.0	5.0	95
THE SPORTING NEWS	2456	*200	1.5	8.1	103	**125	2.2	5.1	149	**28	0.5	1.1	32	*146	1.7	5.9	113
SPORTS AFIELD	3648	*241	1.8	6.6	83	*141	2.5	3.9	113	**41	0.7	1.1	31	**88	1.0	2.4	46
SPORTS ILLUSTRATED	14484	1018	7.6	7.0	89	400	7.0	2.8	81	264	4.4	1.8	51	650	7.3	4.5	85
STAR	12661	1217	9.1	9.6	121	760	13.3	6.0	176	401	6.6	3.2	88	828	9.4	6.5	124
SUNDAY	52799	3535	26.5	6.7	84	1596	27.9	3.0	89	1821	30.2	3.4	96	2556	28.9	4.8	92
SUNSET	3513	*157	1.2	4.5	56	**29	0.5	0.8	24	*217	3.6	6.2	172	*144	1.6	4.1	78
TV GUIDE	42766	3343	25.1	7.8	98	1783	31.2	4.2	122	1353	22.4	3.2	88	2349	26.5	5.5	104
TENNIS	1254	**112	0.8	8.9	112	**46	0.8	3.7	108	**9	0.1	0.7	20	**48	0.5	3.8	73
TIME	22054	1237	9.3	5.6	71	538	9.4	2.4	72	661	11.0	3.0	83	1012	11.4	4.6	87
TONN & COUNTRY	1555	**168	1.3	10.8	136	**76	1.3	4.9	143	**43	0.7	2.8	77	**108	1.2	6.9	132
TRAVEL & LEISURE	2173	*179	1.3	8.2	104	**59	1.0	2.7	80	**84	1.4	3.9	107	**101	1.1	4.6	88
TRUE STORY	4636	658	4.9	14.2	179	*211	3.7	4.6	134	*161	2.7	3.5	97	*207	2.3	4.5	85
U.S. NEWS & WORLD REPORT	10353	752	5.6	7.3	91	340	5.9	3.3	96	322	5.3	3.1	86	505	5.7	4.9	92
USA TODAY	4994	273	2.1	5.5	69	*162	2.8	3.2	95	*109	1.8	2.2	61	310	3.5	6.2	118
US	3528	*259	1.9	7.3	92	*149	2.6	4.2	124	*135	2.2	3.8	106	*245	2.8	6.9	132
VOGUE	5424	479	3.6	8.8	111	*229	4.0	4.2	124	*143	2.4	2.6	73	*197	2.2	3.6	69
WALL STREET JOURNAL	6292	236	1.8	3.8	47	*113	2.0	1.8	53	241	4.0	3.8	106	304	3.4	4.8	92
WEIGHT WATCHERS	2762	226	1.7	8.2	103	*133	2.3	4.8	141	**116	1.9	4.2	117	*103	1.2	3.7	71
WOMAN'S DAY	16320	1250	9.4	7.7	96	486	8.5	3.0	87	704	11.7	4.3	120	657	7.4	4.0	76
WORKING MOTHER	1496	*204	1.5	13.6	172	**62	1.1	4.1	122	**77	1.3	5.1	143	**117	1.3	7.8	148
WORKING WOMAN	1851	*214	1.6	11.6	146	**92	1.6	5.0	146	**43	0.7	2.3	65	**56	0.6	3.0	57
WORLD TENNIS	580	**79	0.6	13.6	172	**37	0.6	6.4	187	**1	0.0	0.2	5	**21	0.2	3.6	69
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1100	8.3	8.9	112	*234	4.1	1.9	55	356	5.9	2.9	80	483	5.5	3.9	74
BLAIR INSERTS	91671	6338	47.6	6.9	87	2615	45.7	2.9	84	3221	53.4	3.5	98	4629	52.3	5.0	96
DAILY NEWSPAPERS																	
READ ANY	109190	7732	58.1	7.1	89	3421	59.8	3.1	92	4068	67.4	3.7	104	5932	67.0	5.4	103
READ ONE	89587	6612	49.7	7.4	93	2974	52.0	3.3	97	3432	56.9	3.8	106	4951	56.0	5.5	105
READ TWO OR MORE	19602	1120	8.4	5.7	72	447	7.8	2.3	67	636	10.5	3.2	90	981	11.1	5.0	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	7605	57.1	6.9	87	3289	57.5	3.0	88	3974	65.8	3.6	101	5699	64.4	5.2	99
READ ONE	95074	6950	52.2	7.3	92	2926	51.2	3.1	90	3454	57.2	3.6	101	4936	55.8	5.2	98
READ TWO OR MORE	14588	655	4.9	4.5	57	362	6.3	2.5	73	519	8.6	3.6	99	763	8.6	5.2	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	26.15				24.89				30.94				26.93			
30 DAY REACH	149706	11794	88.6	7.9	99	5106	89.3	3.4	100	5265	87.2	3.5	98	7763	87.7	5.2	98
50 SHWG - 30 DAY AV FREQ	15.16	13.85				13.22				16.05				14.28			
30 DAY REACH	142406	11141	83.7	7.8	99	4814	84.2	3.4	99	5094	84.4	3.6	99	7323	82.8	5.1	97
25 SHWG - 30 DAY AV FREQ	8.23	7.50				7.13				8.60				7.65			
30 DAY REACH	131152	10271	77.1	7.8	99	4477	78.3	3.4	100	4768	79.0	3.6	101	6809	77.0	5.2	98
CABLE TV: HOME WIRED	66879	4866	36.5	7.3	92	2025	35.4	3.0	89	2579	42.7	3.9	107	3450	39.0	5.2	98
HOME NOT WIRED	100848	8449	63.4	8.4	106	3691	64.6	3.7	107	3457	57.3	3.4	95	5398	61.0	5.4	101
HAVE PAY CABLE	35024	2215	16.6	6.3	80	995	17.4	2.8	83	1136	18.8	3.2	90	1622	18.3	4.6	88

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	TOTAL U.S. '000	EX-LAX				FEEN-A-MINT				METAMUCIL				PHILLIPS MILK OF MAGNESIA			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	13316	100.0	7.9	100	5716	100.0	3.4	100	6036	100.0	3.6	100	8848	100.0	5.3	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	4513	33.9	8.6	109	1854	32.4	3.5	104	2412	40.0	4.6	128	3450	39.0	6.6	125
NETWORK AFFILIATES - LATE	39164	3321	24.9	8.5	107	1498	26.2	3.8	112	1749	29.0	4.5	124	2340	26.4	6.0	113
INDEPENDENTS - LATE	5133	314	2.4	6.1	77	139	2.4	2.7	79	203	3.4	4.0	110	302	3.4	5.9	112
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	2329	17.5	10.2	129	1192	20.9	5.2	153	673	11.1	2.9	82	1361	15.4	6.0	113
ABC MONDAY NIGHT MOVIE	A 11258	838	6.3	7.4	94	402	7.0	3.6	105	450	7.5	4.0	111	577	6.5	5.1	97
ABC SUNDAY NIGHT MOVIE	A 23600	1906	14.3	8.1	102	942	16.5	4.0	117	808	13.4	3.4	95	1288	14.6	5.5	103
ABC WORLD NEWS TONIGHT	A 12801	1174	8.8	9.2	116	459	8.0	3.6	105	559	9.3	4.4	121	830	9.4	6.5	123
AFTERMASH	C 10966	807	6.1	7.4	93	*392	6.9	3.6	105	496	8.2	4.5	126	638	7.2	5.8	110
ALICE	C 17050	1455	10.9	8.5	107	598	10.5	3.5	103	752	12.5	4.4	123	1090	12.3	6.4	121
AMERICAN PARADE	C 11998	848	6.4	7.1	89	391	6.8	3.3	96	574	9.5	4.8	133	798	9.0	6.7	126
BENSON	A 19258	1732	13.0	9.0	113	735	12.9	3.8	112	701	11.6	3.6	101	956	10.8	5.0	94
BLUE THUNDER	A 11478	1081	8.1	9.4	119	384	6.7	3.3	98	430	7.1	3.7	104	596	6.7	5.2	98
CAGNEY & LACEY	C 18263	1502	11.3	8.2	104	660	11.5	3.6	106	833	13.8	4.6	127	1155	13.1	6.3	120
CBS EVENING NEWS-DEAN	C 7733	524	3.9	6.8	85	*171	3.0	2.2	65	473	7.8	6.1	170	484	5.5	6.3	119
CBS EVENING NEWS-RATHER	C 15653	1060	8.0	6.8	85	510	8.9	3.3	96	900	14.9	5.7	160	1057	11.9	6.8	128
CBS SAT. NEWS-SCHIEFFER	C 8744	740	5.6	8.5	107	263	4.6	3.0	88	519	8.6	5.9	165	534	6.0	6.1	116
CBS SATURDAY NIGHT MOVIE	C 12000	1099	8.3	9.2	115	343	6.0	2.9	84	376	6.2	3.1	87	663	7.5	5.5	105
CBS WEDNESDAY NIGHT MOVIE	C 11522	1003	7.5	8.7	110	395	6.9	3.4	101	432	7.2	3.7	104	724	8.2	6.3	119
CHEERS	N 16818	1363	10.2	8.1	102	554	9.7	3.3	97	585	9.7	3.5	97	788	8.9	4.7	89
DALLAS	C 37510	3445	25.9	9.2	116	1664	29.1	4.4	130	1490	24.7	4.0	110	2304	26.0	6.1	116
DIFF'RENT STROKES	N 11258	1122	8.4	10.0	126	525	9.2	4.7	137	570	9.4	5.1	141	792	9.0	7.0	133
DOUBLE TROUBLE	N 12248	1027	7.7	8.4	106	526	9.2	4.3	126	481	8.0	3.9	109	692	7.8	5.6	107
DUCK FACTORY	N 11100	976	7.3	8.8	111	299	5.2	2.7	79	435	7.2	3.9	109	618	7.0	5.6	106
DUKES OF HAZZARD	C 12353	1212	9.1	9.8	124	353	6.2	2.9	84	443	7.3	3.6	100	820	9.3	6.6	126
DYNASTY	A 33279	3247	24.4	9.8	123	1381	24.2	4.1	122	1308	21.7	3.9	109	1914	21.6	5.8	109
FACTS OF LIFE	N 13410	1373	10.3	10.2	129	769	13.5	5.7	168	642	10.6	4.8	133	789	8.9	5.9	112
FALCON CREST	C 31093	2714	20.4	8.7	110	1230	21.5	4.0	116	1295	21.5	4.2	116	1828	20.7	5.9	111
FALL GUY	A 18649	1857	13.9	10.0	125	906	15.9	4.9	143	510	8.4	2.7	76	1048	11.8	5.6	107
FAMILY TIES	N 13101	1332	10.0	10.2	128	522	9.1	4.0	117	552	9.1	4.2	117	792	9.0	6.0	115
FANTASY ISLAND	A 13069	1317	9.9	10.1	127	611	10.7	4.7	137	437	7.2	3.3	93	849	9.6	6.5	123
FOOLUPS,BLEEPS & BLUNDERS	A 16588	1181	8.9	7.1	90	512	9.0	3.1	91	473	7.8	2.9	79	772	8.7	4.7	88
FOUR SEASONS	C 9302	681	5.1	7.3	92	*308	5.4	3.3	97	444	7.4	4.8	133	512	5.8	5.5	104
GIMME A BREAK	N 13955	1545	11.6	11.1	139	644	11.3	4.6	135	572	9.5	4.1	114	962	10.9	6.9	131
HART TO HART	A 15735	1495	11.2	9.5	120	560	9.8	3.6	104	600	9.9	3.8	106	830	9.4	5.3	100
HILL STREET BLUES	N 18257	1371	10.3	7.5	95	633	11.1	3.5	102	600	9.9	3.3	91	887	10.0	4.9	92
HOTEL	A 24236	2261	17.0	9.3	118	890	15.6	3.7	108	852	14.1	3.5	98	1349	15.2	5.6	106
JEFFERSONS	C 17010	1592	12.0	9.4	118	628	11.0	3.7	108	896	14.8	5.3	146	1125	12.7	6.6	125
JENNIFER SLEPT HERE	N 9397	725	5.4	7.7	97	421	7.4	4.5	131	394	6.5	4.2	117	547	6.2	5.8	110
KATE & ALLIE	C 16762	1458	10.9	8.7	110	612	10.7	3.7	107	606	10.0	3.6	100	878	9.9	5.2	99
KNIGHT RIDER	N 13164	1162	8.7	8.8	111	612	10.7	4.6	136	574	9.5	4.4	121	768	8.7	5.8	111
LOVE BOAT	A 20400	1912	14.4	9.4	118	865	15.1	4.2	124	797	13.2	3.9	109	1199	13.6	5.9	111
MAGNUM PI	C 22543	1742	13.1	7.7	97	995	17.4	4.4	130	725	12.0	3.2	89	1172	13.2	5.2	99
MAMA'S FAMILY	N 9852	875	6.6	8.9	112	417	7.3	4.2	124	402	6.7	4.1	113	574	6.5	5.8	110
MASTER, THE	N 8082	966	7.3	12.0	151	321	5.6	4.0	117	325	5.4	4.0	112	560	6.3	6.9	131
MATT HOUSTON	A 12881	1146	8.6	8.9	112	527	9.2	4.1	120	438	7.3	3.4	94	629	7.1	4.9	93
NBC MONDAY NIGHT MOVIE	N 23889	1942	14.6	8.1	102	821	14.4	3.4	101	794	13.2	3.3	92	1152	13.0	4.8	91
NBC NIGHTLY NEWS	N 11156	1052	7.9	9.4	119	365	6.4	3.3	96	528	8.7	4.7	132	815	9.2	7.3	138
NBC NIGHTLY NEWS-SAT	N 7363	662	5.0	9.0	113	229	4.0	3.1	91	364	6.0	4.9	137	522	5.9	7.1	134
NBC NIGHTLY NEWS-SUN	N 6214	591	4.4	9.5	120	*159	2.8	2.6	75	269	4.5	4.3	120	477	5.4	7.7	146
NBC SUNDAY NIGHT MOVIE	N 17590	1302	9.8	7.4	93	627	11.0	3.6	105	554	9.2	3.1	88	739	8.4	4.2	80
NEWMART	C 16740	1423	10.7	8.5	107	528	9.2	3.2	93	673	11.1	4.0	112	959	10.8	5.7	109
ONE DAY AT A TIME	C 11820	1089	8.2	9.2	116	430	7.5	3.6	107	401	6.6	3.4	94	736	8.3	6.2	118
PEOPLE ARE FUNNY	N 9138	695	5.2	7.6	96	383	6.7	4.2	123	352	5.8	3.9	107	468	5.3	5.1	97
REAL PEOPLE	N 15979	1508	11.3	9.4	119	709	12.4	4.4	130	685	11.3	4.3	119	1038	11.7	6.5	123
REMINGTON STEELE	N 14395	1233	9.3	8.6	108	655	11.5	4.6	134	520	8.6	3.6	100	682	7.7	4.7	90
REPLY'S BELIEVE IT - NOT	A 11362	943	7.1	8.3	105	419	7.3	3.7	106	351	5.8	3.1	86	624	7.1	5.5	104
RIPTIDE	N 13920	1439	10.8	10.3	130	632	11.1	4.5	133	507	8.4	3.6	101	723	8.2	5.2	98
SCARECROW & MRS. KING	C 17571	1593	12.0	9.1	114	739	12.9	4.2	123	635	10.5	3.6	100	1000	11.3	5.7	108
SIMON & SIMON	C 20208	1872	14.1	9.3	117	880	15.4	4.4	128	689	11.4	3.4	95	1200	13.6	5.9	113
60 MINUTES	C 27668	2068	15.5	7.5	94	702	12.3	2.5	74	1199	19.9	4.3	120	1780	20.1	6.4	122
ST. ELSEWHERE	N 13699	959	7.2	7.0	88	547	9.6	4.0	117	605	10.0	4.4	123	652	7.4	4.8	90
THREE'S COMPANY	A 20632	1665	12.5	8.1	102	815	14.3	4.0	116	828	13.7	4.0	112	1125	12.7	5.5	103
T.J. HOOKER	A 17136	1550	11.6	9.0	114	867	15.2	5.1	148	503	8.3	2.9	82	11631			

NASAL SPRAYS (NON-PRESCRIPTION)

BASE = ADULTS (167727)

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	'000	%	UNWEIGHTED
3A. DO YOU YOURSELF USE THEM?			
YES	37357	22.3	4193
NO	130370	77.7	14917

IF YOU DO

3B. WHO DECIDES WHICH BRANDS YOU USE?
(MARK AS MANY AS APPLY)

YOURSELF	27553	16.4	3151
YOUR HUSBAND/WIFE	8343	5.0	878
OTHER MALE	1398	.8	146
OTHER FEMALE	1706	1.0	151
DO NOT KNOW	2370	1.4	277

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
3C. WHICH TYPES DO YOU USE?									
LONG-LASTING	22693	13.5	20297	12.1	1940	1.2	455	.3	2477
REGULAR	13517	8.1	11122	6.6	734	.4	1661	1.0	1539
DO NOT KNOW	3543	2.1							420

3D. WHICH BRANDS DO YOU USE?

AFRIN	9695	5.8	6020	3.6	2936	1.8	739	.4	1065
DRISTAN	9468	5.6	5035	3.0	3169	1.9	1263	.8	1043
DURATION	2335	1.4	1071	.6	738	.4	525	.3	269
NEO SYNEPHRINE	9513	5.7	5551	3.3	2515	1.5	1447	.9	1062
SINAREST	1919	1.1	904	.5	722	.4	293	.2	215
VICKS SINEX	7444	4.4	3768	2.2	2600	1.6	1077	.6	806
4 WAY	2694	1.6	1176	.7	1015	.6	504	.3	270
OTHER BRANDS	3291	2.0	1828	1.1	530	.3	934	.6	386
DO NOT KNOW	2772	1.7							326

		'000	%	UNWEIGHTED
3E. ABOUT HOW OFTEN DID YOU USE NASAL SPRAYS IN THE LAST 6 MONTHS?				
ONCE A DAY OR MORE OFTEN	M	4223	2.5	491
2 OR 3 TIMES A WEEK	M	5215	3.1	584
ONCE A WEEK	M	2261	1.3	295
2 OR 3 TIMES A MONTH	M	5714	3.4	603
ONCE A MONTH	M	2548	1.5	316
ONCE EVERY 2 MONTHS	M	2071	1.2	273
ONCE EVERY 3 MONTHS OR LESS OFTEN	L	8910	5.3	954
NEVER IN LAST 6 MONTHS	L	6414	3.8	677

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A WEEK OR MORE				MEDIUM USERS ONCE A WEEK- ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDEX	'000	% DOWN	% ACROSS	INDEX	'000	% DOWN	% ACROSS	INDEX	'000	% DOWN	% ACROSS	INDEX
TOTAL ADULTS	167727	37357	100.0	22.3	100	9438	100.0	5.6	100	12594	100.0	7.5	100	15325	100.0	9.1	100
MALES	79263	18318	49.0	23.1	104	4411	46.7	5.6	99	6682	53.1	8.4	112	7225	47.1	9.1	100
FEMALES	88464	19039	51.0	21.5	97	5027	53.3	5.7	101	5912	46.9	6.7	89	8099	52.8	9.2	100
18 - 24	28671	5938	15.9	20.7	93	1326	14.0	4.6	82	1902	15.1	6.6	88	2710	17.7	9.5	103
25 - 34	39536	8356	22.4	21.1	95	1714	18.2	4.3	77	2636	20.9	6.7	89	4006	26.1	10.1	111
35 - 44	28978	6721	18.0	23.2	104	1705	18.1	5.9	105	2125	16.9	7.3	98	2891	18.9	10.0	104
45 - 54	22345	5218	14.0	23.4	105	1365	14.5	6.1	109	1747	13.9	7.8	104	2107	13.7	9.4	103
55 - 64	22224	5136	13.7	23.1	104	1402	14.9	6.3	112	1728	13.7	7.8	104	2005	13.1	9.0	99
65 OR OLDER	25973	5989	16.0	23.1	104	1926	20.4	7.4	132	2457	19.5	9.5	126	1606	10.5	6.2	68
18 - 34	68207	14294	38.3	21.0	94	3040	32.2	4.5	79	4538	36.0	6.7	89	6716	43.8	9.8	108
18 - 49	108058	23601	63.2	21.8	98	5409	57.3	5.0	89	7478	59.4	6.9	92	10714	69.9	9.9	109
25 - 54	90859	20295	54.3	22.3	100	4784	50.7	5.3	94	6508	51.7	7.2	95	9003	58.7	9.9	108
35 - 49	39851	9307	24.9	23.4	105	2369	25.1	5.9	106	2941	23.4	7.4	98	3998	26.1	10.0	110
50 OR OLDER	59669	13756	36.8	23.1	104	4030	42.7	6.8	120	5116	40.6	8.6	114	4611	30.1	7.7	85
GRADUATED COLLEGE	28091	6720	18.0	23.9	107	1086	11.5	3.9	69	2275	18.1	8.1	108	3359	21.9	12.0	131
ATTENDED COLLEGE	28938	6254	16.7	21.6	97	1333	14.1	4.6	82	2084	16.5	7.2	96	2837	18.5	9.8	107
GRADUATED HIGH SCHOOL	65503	14065	37.7	21.5	96	3745	39.7	5.7	102	4584	36.4	7.0	93	5736	37.4	8.8	96
DID NOT GRADUATE HIGH SCHOOL	45195	10318	27.6	22.8	103	3274	34.7	7.2	129	3651	29.0	8.1	108	3393	22.1	7.5	82
EMPLOYED MALES	56429	12828	34.3	22.7	102	2947	31.2	5.2	93	4404	35.0	7.8	104	5477	35.7	9.7	106
EMPLOYED FEMALES	43971	9595	25.7	21.8	98	2240	23.7	5.1	91	2752	21.9	6.3	83	4602	30.0	10.5	115
EMPLOYED FULL-TIME	87773	20000	53.5	22.8	102	4599	48.7	5.2	93	6350	50.4	7.2	96	9051	59.1	10.3	113
EMPLOYED PART-TIME	12627	2423	6.5	19.2	86	588	6.2	4.7	83	806	6.4	6.4	85	1028	6.7	8.1	89
NOT EMPLOYED	67327	14934	40.0	22.2	100	4251	45.0	6.3	112	5438	43.2	8.1	108	5246	34.2	7.8	85
PROFESSIONAL/MANAGER	25845	6248	16.7	24.2	109	1318	14.0	5.1	91	2173	17.3	8.4	112	2757	18.0	10.7	117
TECH/CLERICAL/SALES	30895	6526	17.5	21.1	95	1434	15.2	4.6	82	1932	15.3	6.3	83	3160	20.6	10.2	112
PRECISION/CRAFT	12629	2929	7.8	23.2	104	758	8.0	6.0	107	1014	8.1	8.0	107	1156	7.5	9.2	100
OTHER EMPLOYED	31031	6721	18.0	21.7	97	1678	17.8	5.4	96	2037	16.2	6.6	87	3006	19.6	9.7	106
SINGLE	35557	7426	19.9	20.9	94	1677	17.8	4.7	84	2320	18.4	6.5	87	3429	22.4	9.6	106
MARRIED	103585	23680	63.4	22.9	103	6014	63.7	5.8	103	7961	63.2	7.7	102	9704	63.3	9.4	103
DIVORCED/SEPARATED/WIDOWED	28585	6251	16.7	21.9	98	1747	18.5	6.1	109	2314	18.4	8.1	108	2191	14.3	7.7	84
PARENTS	59295	12979	34.7	21.9	98	2862	30.3	4.8	86	4306	34.2	7.3	97	5812	37.9	9.8	107
WHITE	146081	32145	86.0	22.0	99	7953	84.3	5.4	97	10819	85.9	7.4	99	13373	87.3	9.2	100
BLACK	17974	4364	11.7	24.3	109	1276	13.5	7.1	126	1505	12.0	8.4	112	1583	10.3	8.8	96
OTHER	3672	848	2.3	23.1	104	**209	2.2	5.7	101	**270	2.1	7.4	98	**369	2.4	10.0	110
NORTHEAST-CENSUS	37005	7736	20.7	20.9	94	1642	17.4	4.4	79	3001	23.8	8.1	108	3093	20.2	8.4	91
NORTH CENTRAL	42642	8168	21.9	19.2	86	1981	21.0	4.6	83	2810	22.3	6.6	88	3377	22.0	7.9	87
SOUTH	56777	14359	38.4	25.3	114	4396	46.6	7.7	138	4827	38.3	8.5	113	5136	33.5	9.0	99
WEST	31303	7095	19.0	22.7	102	1419	15.0	4.5	81	1956	15.5	6.2	83	3719	24.3	11.9	130
NORTHEAST-MKTG.	38125	8375	22.4	22.0	99	1943	20.6	5.1	91	3294	26.2	8.6	115	3138	20.5	8.2	90
EAST CENTRAL	24794	5352	14.3	21.6	97	1493	15.8	6.0	107	1664	13.2	6.7	89	2195	14.3	8.9	97
WEST CENTRAL	28511	5137	13.8	18.0	81	1116	11.8	3.9	70	1811	14.4	6.4	85	2211	14.4	7.8	85
SOUTH	48953	12183	32.6	24.9	112	3575	37.9	7.3	130	4097	32.5	8.4	111	4512	29.4	9.2	101
PACIFIC	27344	6311	16.9	23.1	104	1312	13.9	4.8	85	1729	13.7	6.3	84	3270	21.3	12.0	131
COUNTY SIZE A	69301	15446	41.3	22.3	100	3724	39.5	5.4	95	5099	40.5	7.4	98	6623	43.2	9.6	105
COUNTY SIZE B	50633	10905	29.2	21.5	97	2673	28.3	5.3	94	3682	29.2	7.3	97	4550	29.7	9.0	98
COUNTY SIZE C	26259	6036	16.2	23.0	103	1533	16.2	5.8	104	2201	17.5	8.4	112	2302	15.0	8.8	96
COUNTY SIZE D	21534	4971	13.3	23.1	104	1506	16.0	7.0	124	1612	12.8	7.5	100	1850	12.1	8.6	94
METRO CENTRAL CITY	50014	10735	28.7	21.5	96	2513	26.6	5.0	89	3793	30.1	7.6	101	4429	28.9	8.9	97
METRO SUBURBAN	76832	17032	45.6	22.2	100	3914	41.5	5.1	91	5794	46.0	7.5	100	7325	47.8	9.5	104
NON METRO	40861	9590	25.7	23.5	105	3011	31.9	7.4	131	3008	23.9	7.4	98	3571	23.3	8.7	96
TOP 5 ADI'S	39550	9094	24.3	23.0	103	1926	20.4	4.9	87	3137	24.9	7.9	106	4031	26.3	10.2	112
TOP 10 ADI'S	54877	12255	32.8	22.3	100	2750	29.1	5.0	89	4226	33.6	7.7	103	5279	34.4	9.6	105
TOP 20 ADI'S	77516	17076	45.7	22.0	99	3961	42.0	5.1	91	5664	45.0	7.3	97	7450	48.6	9.6	105
HSGLD INC. \$50,000 OR MORE	17257	3967	10.6	23.0	103	787	8.3	4.6	81	1241	9.9	7.2	96	1939	12.7	11.2	123
\$40,000 OR MORE	33235	7380	19.8	22.2	100	1477	15.6	4.4	79	2256	17.9	6.8	90	3648	23.8	11.0	120
\$30,000 OR MORE	59693	12992	34.8	21.8	98	2789	29.6	4.7	83	4196	33.3	7.0	94	6007	39.2	10.1	110
\$25,000 OR MORE	76275	17117	45.8	22.4	101	3624	38.4	4.8	84	5540	44.0	7.3	97	7954	51.9	10.4	114
\$20,000 - \$24,999	18607	4274	11.4	23.0	103	1190	12.6	6.4	114	1492	11.8	8.0	107	1592	10.4	8.6	94
\$15,000 - \$19,999	17175	3893	10.4	22.7	102	1211	12.8	7.1	125	1251	9.9	7.3	97	1432	9.3	8.3	91
\$10,000 - \$14,999	24569	5562	14.9	22.6	102	1319	14.0	5.4	95	1959	15.6	8.0	106	2283	14.9	9.3	102
UNDER \$10,000	31101	6511	17.4	20.9	94	2094	22.2	6.7	120	2353	18.7	7.6	101	2065	13.5	6.6	73
HOUSEHOLD OF 1 PERSON	19441	3860	10.3	19.9	89	1085	11.5	5.6	99	1309	10.4	6.7	90	1466	9.6	7.5	83
2 PEOPLE	51803	12525	33.5	24.2	109	3504	37.1	6.8	120	4074	32.3	7.9					

		MEDIUM USERS																LIGHT USERS			
		ALL USERS				HEAVY USERS				ONCE A WEEK- EVERY 2 MONTHS				ONCE EVERY 3 MONTHS OR LESS							
		TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX			
TOTAL ADULTS		167727	37357	100.0	22.3	100	9438	100.0	5.6	100	12594	100.0	7.5	100	15325	100.0	9.1	100			
MAGAZINES	QUINTILE 1	34022	8123	21.7	23.9	107	1655	17.5	4.9	86	3025	24.0	8.9	118	3443	22.5	10.1	111			
	QUINTILE 2	34800	7873	21.1	22.6	102	2089	22.1	6.0	107	2564	20.4	7.4	98	3219	21.0	9.3	101			
	QUINTILE 3	30514	6799	18.2	22.3	100	1836	19.5	6.0	107	2233	17.7	7.3	97	2730	17.8	8.9	98			
	QUINTILE 4	33324	7681	20.6	23.0	103	2016	21.4	6.0	108	2485	19.7	7.5	99	3181	20.8	9.5	104			
	QUINTILE 5	35066	6881	18.4	19.6	88	1842	19.5	5.3	93	2288	18.2	6.5	87	2751	18.0	7.8	86			
NEWSPAPERS	QUINTILE 1	29107	6686	17.9	23.0	103	1440	15.3	4.9	88	2130	16.9	7.3	97	3116	20.3	10.7	117			
	QUINTILE 2	49095	11306	30.3	23.0	103	2864	30.3	5.8	104	4060	32.2	8.3	110	4382	28.6	8.9	98			
	QUINTILE 3	23107	5193	13.9	22.5	101	1277	13.5	5.5	98	1878	14.9	8.1	108	2039	13.3	8.8	97			
	QUINTILE 4	33556	6805	18.2	20.3	91	2053	21.8	6.1	109	2136	17.0	6.4	85	2616	17.1	7.8	85			
	QUINTILE 5	32863	7367	19.7	22.4	101	1804	19.1	5.5	98	2391	19.0	7.3	97	3172	20.7	9.7	106			
OUTDOOR	QUINTILE 1	33431	7259	19.4	21.7	97	1752	18.6	5.2	93	2372	18.8	7.1	94	3135	20.5	9.4	103			
	QUINTILE 2	33478	7704	20.6	23.0	103	1925	20.4	5.8	102	2513	20.0	7.5	100	3266	21.3	9.8	107			
	QUINTILE 3	33574	7732	20.7	23.0	103	1955	20.7	5.8	103	2645	21.0	7.9	105	3132	20.4	9.3	102			
	QUINTILE 4	33935	7079	18.9	20.9	94	1706	18.1	5.0	89	2387	19.0	7.0	94	2986	19.5	8.8	96			
	QUINTILE 5	33310	7583	20.3	22.8	102	2100	22.3	6.3	112	2678	21.3	8.0	107	2805	18.3	8.4	92			
RADIO-DRIVE TIME	QUINTILE 1	33136	7242	19.4	21.9	98	1905	20.2	5.7	102	2495	19.8	7.5	100	2842	18.5	8.6	94			
	QUINTILE 2	31658	6904	18.5	21.8	98	1646	17.4	5.2	92	2495	19.8	7.9	105	2763	18.0	8.7	96			
	QUINTILE 3	32541	7009	18.8	21.5	97	1712	18.1	5.3	93	2513	20.0	7.7	103	2784	18.2	8.6	94			
	QUINTILE 4	34247	8111	21.7	23.7	106	2059	21.8	6.0	107	2559	20.3	7.5	100	3492	22.8	10.2	112			
	QUINTILE 5	36144	8091	21.7	22.4	101	2116	22.4	5.9	104	2532	20.1	7.0	93	3444	22.5	9.5	104			
RADIO-MID- DAY	TERCILE 1	45037	9546	25.6	21.2	95	2563	27.2	5.7	101	3136	24.9	7.0	93	3846	25.1	8.5	93			
	TERCILE 2	44819	10325	27.6	23.0	103	2339	24.8	5.2	93	3679	29.2	8.2	109	4308	28.1	9.6	105			
	TERCILE 3	77872	17486	46.8	22.5	101	4536	48.1	5.8	104	5779	45.9	7.4	99	7170	46.8	9.2	101			
RADIO-TOTAL	QUINTILE 1	33763	7268	19.5	21.5	97	1970	20.9	5.8	104	2441	19.4	7.2	96	2858	18.6	8.5	93			
	QUINTILE 2	33240	7148	19.1	21.5	97	1599	16.9	4.8	85	2558	20.3	7.7	102	2990	19.5	9.0	98			
	QUINTILE 3	33408	7520	20.1	22.5	101	1716	18.2	5.1	91	2755	21.9	8.2	110	3049	19.9	9.1	100			
	QUINTILE 4	34792	8133	21.8	23.4	105	2219	23.5	6.4	113	2612	20.7	7.5	100	3302	21.5	9.5	104			
	QUINTILE 5	32524	7287	19.5	22.4	101	1935	20.5	5.9	106	2228	17.7	6.9	91	3125	20.4	9.6	105			
TV-PRIME TIME	QUINTILE 1	33090	7712	20.6	23.3	105	2106	22.3	6.4	113	2641	21.0	8.0	106	2965	19.3	9.0	98			
	QUINTILE 2	33357	7180	19.2	21.5	97	1773	18.8	5.3	94	2495	19.8	7.5	100	2912	19.0	8.7	96			
	QUINTILE 3	33980	7945	21.3	23.4	105	1877	19.9	5.5	98	2834	22.5	8.3	111	3233	21.1	9.5	104			
	QUINTILE 4	33854	7542	20.2	22.3	100	1792	19.0	5.3	94	2414	19.2	7.1	95	3336	21.8	9.9	108			
	QUINTILE 5	33444	6978	18.7	20.9	94	1890	20.0	5.7	100	2210	17.5	6.6	88	2878	18.8	8.6	94			
TV-DAYTIME	TERCILE 1	49121	11323	30.3	23.1	103	2920	30.9	5.9	106	3880	30.8	7.9	105	4523	29.5	9.2	101			
	TERCILE 2	48823	10524	28.2	21.6	97	2727	28.9	5.6	99	3665	29.1	7.5	100	4132	27.0	8.5	93			
	TERCILE 3	69782	15510	41.5	22.2	100	3791	40.2	5.4	97	5049	40.1	7.2	96	6670	43.5	9.6	105			
TV-TOTAL	QUINTILE 1	33584	7878	21.1	23.5	105	2090	22.1	6.2	111	2798	22.2	8.3	111	2990	19.5	8.9	97			
	QUINTILE 2	33441	7311	19.6	21.9	98	1916	20.3	5.7	102	2668	21.2	8.0	106	2728	17.8	8.2	89			
	QUINTILE 3	33505	7560	20.2	22.6	101	1865	19.8	5.6	99	2642	21.0	7.9	105	3053	19.9	9.1	100			
	QUINTILE 4	33466	7306	19.6	21.8	98	1744	18.5	5.2	93	2301	18.3	6.9	92	3261	21.3	9.7	107			
	QUINTILE 5	33731	7302	19.5	21.6	97	1824	19.3	5.4	96	2186	17.4	6.5	86	3292	21.5	9.8	107			
MAGAZINES-NEWSPAPERS: DUAL		44503	10352	27.7	23.3	104	2461	26.1	5.5	98	3687	29.3	8.3	110	4204	27.4	9.4	103			
MAGAZINE IMPERATIVE		39363	9023	24.2	22.9	103	2262	24.0	5.7	102	3078	24.4	7.8	104	3684	24.0	9.4	102			
NEWSPAPER IMPERATIVE		46441	10361	27.7	22.3	100	2561	27.1	5.5	98	3513	27.9	7.6	101	4287	28.0	9.2	101			
MAGAZINES-OUTDOOR: DUAL		33726	7927	21.2	23.5	106	1840	19.5	5.5	97	2812	22.3	8.3	111	3276	21.4	9.7	106			
MAGAZINE IMPERATIVE		52846	12051	32.3	22.8	102	3099	32.8	5.9	104	4168	33.1	7.9	105	4783	31.2	9.1	99			
OUTDOOR IMPERATIVE		52140	11180	29.9	21.4	96	2956	31.3	5.7	101	3447	27.4	6.6	88	4777	31.2	9.2	100			
MAGAZINES-RADIO: DUAL		37081	8470	22.7	22.8	103	1931	20.5	5.2	93	2959	23.5	8.0	106	3580	23.4	9.7	106			
MAGAZINE IMPERATIVE		49747	11691	31.3	23.5	106	2951	31.3	5.9	105	3931	31.2	7.9	105	4810	31.4	9.7	106			
RADIO IMPERATIVE		49208	10154	27.2	20.6	93	2716	28.8	5.5	98	3532	28.0	7.2	96	3907	25.5	7.9	87			
MAGAZINES-TELEVISION: DUAL		33103	7744	20.7	23.4	105	1803	19.1	5.4	97	2880	22.9	8.7	116	3062	20.0	9.2	101			
MAGAZINE IMPERATIVE		54575	12533	33.3	23.0	103	3034	32.1	5.6	99	4154	33.0	7.6	101	5346	34.9	9.8	107			
TELEVISION IMPERATIVE		53249	11595	31.0	21.8	98	3193	33.8	6.0	107	3998	31.7	7.5	100	4403	28.7	8.3	90			
NEWSPAPERS-OUTDOOR: DUAL		36255	8302	22.2	22.9	103	1964	20.8	5.4	96	2742	21.8	7.6	101	3597	23.5	9.9	109			
NEWSPAPER IMPERATIVE		55591	12608	33.8	22.7	102	3125	33.1	5.6	100	4460	35.4	8.0	107	5023	32.8	9.0	99			
OUTDOOR IMPERATIVE		48319	10615	28.4	22.0	99	2800	29.7	5.8	103	3387	26.9	7.0	93	4427	28.9	9.2	100			
NEWSPAPERS-RADIO: DUAL		37242	8270	22.1	22.2	100	1914	20.3	5.1	91	3143	25.0	8.4	112	3213	21.0	8.6	94			
NEWSPAPER IMPERATIVE		54423	12974	34.7	23.8	107	3207	34.0	5.9	105	4251	33.8	7.8	104	5515	36.0	10.1	111			
RADIO IMPERATIVE		46650	9694	25.9	20.8	93	2421	25.7	5.2	92	3299	26.2	7.1	94	3975	25.9	8.5	93			
NEWSPAPERS-TELEVISION: DUAL		35974	8296	22.2	23.1	104	2218	23.5	6.2	110	3122	24.8	8.7	116	2956	19.3	8.2	90			
NEWSPAPER IMPERATIVE		56095	12932	34.6	23.1	104	2853	30.2	5.1	90	4245	33.7	7.6	101	5833	38.1	10.4	114			
TELEVISION IMPERATIVE		47170	10408	27.9	22.1	99	2756	29.2	5.8	104	3631	28.8	7.7	103	4022	26.2	8.5	93			
OUTDOOR-RADIO: DUAL		33748	7380	19.8	21.9	98	1801	19.1	5.3	95	2545	20.2	7.5	100	3033	19.8	9.0	98			
OUTDOOR IMPERATIVE		52785	11944	32.0	22.6	102	2957	31.3	5.6	100	3819	30.3	7.2	96	5168	33.7					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	2	A	B	C	D	ONCE	B	C	ONCE	A	B	C
		'000	%	%	INDX	'000	%	%	%	INDX	EVERY	%	%	EVERY	'000	%	%
											2			3			
TOTAL ADULTS	167727	37357	100.0	22.3	100	9438	100.0	5.6	100		12594	100.0	7.5	100	15325	100.0	9.1
ATLANTIC MONTHLY	867	*178	0.5	20.5	92	**48	0.5	5.5	98		**55	0.4	6.3	84	**75	0.5	8.7
BARRON'S	1580	406	1.1	25.7	115	**48	0.5	3.0	54		**166	1.3	10.5	140	*192	1.3	12.2
BETTER HOMES & GARDENS	22203	5074	13.6	22.9	103	1450	15.4	6.5	116		1767	14.0	8.0	106	1856	12.1	8.4
BON APPETIT	3810	1089	2.9	28.6	128	*257	2.7	6.7	120		432	3.4	11.3	151	401	2.6	10.5
BUSINESS WEEK	4663	1008	2.7	21.6	97	*194	2.1	4.2	74		317	2.5	6.8	91	497	3.2	10.7
CAR AND DRIVER	3102	805	2.2	26.0	117	**124	1.3	4.0	71		352	2.8	11.3	151	329	2.1	10.6
CBS MAGAZINE NETWORK (GROSS)	7311	1821	4.9	24.9	112	396	4.2	5.4	96		766	6.1	10.5	140	659	4.3	9.0
CHANGING TIMES	3400	772	2.1	22.7	102	*212	2.2	6.2	111		237	1.9	7.0	93	323	2.1	9.5
COLONIAL HOMES	1796	435	1.2	24.2	109	*136	1.4	7.6	135		*203	1.6	11.3	151	**96	0.6	5.3
CONDE NAST MAG. PKG. (GROSS)	19924	4625	12.4	23.2	104	1091	11.6	5.5	97		1371	10.9	6.9	92	2162	14.1	10.9
CONSUMERS DIGEST	3125	753	2.0	24.1	108	*133	1.4	4.3	76		*289	2.3	9.2	123	*331	2.2	10.6
COSMOPOLITAN	10577	2305	6.2	21.8	98	532	5.6	5.0	89		761	6.0	7.2	96	1012	6.6	9.6
COUNTRY LIVING	3746	951	2.5	25.4	114	323	3.4	8.6	153		333	2.6	8.9	118	295	1.9	7.9
CUISINE	2214	474	1.3	21.4	96	*126	1.3	5.7	101		*131	1.0	5.9	79	*218	1.4	9.8
CYCLE WORLD	2394	592	1.6	24.7	111	**103	1.1	4.3	76		*261	2.1	10.9	145	*228	1.5	9.5
DCI:CREATIVE IDEAS FOR LIV	3068	738	2.0	24.1	108	*275	2.9	9.0	159		*242	1.9	7.9	105	*220	1.4	7.2
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2617	7.0	27.4	123	811	8.6	8.5	151		854	6.8	8.9	119	953	6.2	10.0
DISCOVER	2277	454	1.2	19.9	90	**65	0.7	2.9	51		*195	1.5	8.6	114	*194	1.3	8.5
EBONY	7187	1702	4.6	23.7	106	497	5.3	6.9	123		575	4.6	8.0	107	630	4.1	8.8
ESQUIRE	2560	674	1.8	26.3	118	*142	1.5	5.5	99		322	2.6	12.6	168	210	1.4	8.2
ESSENCE	3242	896	2.4	27.6	124	240	2.5	7.4	132		270	2.1	8.3	111	386	2.5	11.9
FAMILY CIRCLE	19639	4400	11.8	22.4	101	1344	14.2	6.8	122		1338	10.6	6.8	91	1719	11.2	8.8
THE FAMILY HANDYMAN	3540	804	2.2	22.7	102	*171	1.8	4.8	86		332	2.6	9.4	125	301	2.0	8.5
FAMILY WEEKLY	23924	5895	15.8	24.6	111	1462	15.5	6.1	109		1907	15.1	8.0	106	2526	16.5	10.6
FIELD & STREAM	9883	2300	6.2	23.3	104	580	6.1	5.9	104		827	6.6	8.4	111	893	5.8	9.0
FOOD & WINE	1030	297	0.8	28.8	129	**81	0.9	7.9	140		*87	0.7	8.4	112	**129	0.8	12.5
FORBES	2679	689	1.8	25.7	115	*98	1.0	3.7	65		276	2.2	10.3	137	314	2.0	11.7
FORTUNE	2931	579	1.5	19.8	89	**119	1.3	4.1	72		209	1.7	7.1	95	251	1.6	8.6
GENTLEMEN'S QUARTERLY	3481	915	2.4	26.3	118	*178	1.9	5.1	91		325	2.6	9.3	124	412	2.7	11.8
GLAMOUR	7163	1703	4.6	23.8	107	362	3.8	5.1	90		512	4.1	7.1	95	829	5.4	11.6
GOLF DIGEST	2355	546	1.5	23.2	104	*154	1.6	6.5	116		244	1.9	10.4	138	*148	1.0	6.3
GOLF DIGEST/TENNIS (GROSS)	3610	850	2.3	23.5	106	218	2.3	6.0	107		389	3.1	10.8	144	242	1.6	6.7
GOLF MAGAZINE	2046	440	1.2	21.5	97	**97	1.0	4.7	84		245	1.9	12.0	159	**98	0.6	4.8
GOLF MAGAZINE/SKI (GROSS)	3547	689	1.8	19.4	87	*123	1.3	3.5	62		305	2.4	8.6	115	261	1.7	7.4
GOOD HOUSEKEEPING	20353	4726	12.7	23.2	104	1204	12.8	5.9	105		1470	11.7	7.2	96	2052	13.4	10.1
HARPER'S BAZAAR	3362	935	2.5	27.8	125	*277	2.9	8.2	146		*251	2.0	7.5	99	408	2.7	12.1
HEALTH	2987	673	1.8	22.5	101	*190	2.0	6.4	113		*172	1.4	5.8	77	*310	2.0	10.4
HEARST MAG CORP. BUY (GROSS)	67928	15693	42.0	23.1	104	4028	42.7	5.9	105		5122	40.7	7.5	100	6543	42.7	9.6
HEARST MAN POWER (GROSS)	11282	2475	6.6	21.9	98	495	5.2	4.4	78		883	7.0	7.8	104	1096	7.2	9.7
HEARST WOMAN POWER (GROSS)	40514	9082	24.3	22.4	101	2236	23.7	5.5	98		2912	23.1	7.2	96	3934	25.7	9.7
HOUSE BEAUTIFUL	4885	1206	3.2	24.7	111	390	4.1	8.0	142		391	3.1	8.0	107	425	2.8	8.7
INC.	1308	421	1.1	32.2	145	**100	1.1	7.6	136		**57	0.5	4.4	58	*264	1.7	20.2
JET	6498	1705	4.6	26.2	118	417	4.4	6.4	114		659	5.2	10.1	135	629	4.1	9.7
LADIES' HOME JOURNAL	14797	3404	9.1	23.0	103	1118	11.8	7.6	134		1141	9.1	7.7	103	1145	7.5	7.7
LHJ FAMILY GRP COMBO(GROSS)	21743	4931	13.2	22.7	102	1542	16.3	7.1	126		1535	12.2	7.1	94	1854	12.1	8.5
LIFE	9881	2367	6.3	24.0	108	588	6.2	6.0	106		811	6.4	8.2	109	968	6.3	9.8
L.A. TIMES HOME MAGAZINE	2775	655	1.8	23.6	106	*88	0.9	3.2	56		*230	1.8	8.3	110	337	2.2	12.1
MADMOISELLE	4219	837	2.2	19.8	89	*248	2.6	5.9	104		*203	1.6	4.8	64	386	2.5	9.1
MC CALL'S	16422	3535	9.5	21.5	97	928	9.8	5.7	100		1241	9.9	7.6	101	1366	8.9	8.3
MC CALL'S/MRK MOTHER (GROSS)	17919	3916	10.5	21.9	98	1010	10.7	5.6	100		1427	11.3	8.0	106	1479	9.7	8.3
MECHANIX ILLUSTRATED	4433	1027	2.7	23.2	104	*258	2.7	5.8	103		375	3.0	8.5	113	395	2.6	8.9
METROPOLITAN HOME	1504	303	0.8	20.1	90	**102	1.1	6.8	121		**92	0.7	6.1	81	*109	0.7	7.2
MONEY	4723	1187	3.2	25.1	113	261	2.8	5.5	98		410	3.3	8.7	116	516	3.4	10.9
MOTHER EARTH NEWS	2325	368	1.0	15.8	71	**55	0.6	2.4	42		*161	1.3	6.9	92	*153	1.0	6.6
MS.	1189	238	0.6	20.0	90	**50	0.5	4.2	75		**76	0.6	6.4	85	*113	0.7	9.5
NATIONAL ENQUIRER	18892	4293	11.5	22.7	102	996	10.6	5.3	94		1720	13.7	9.1	121	1577	10.3	8.3
NATIONAL GEOGRAPHIC	22129	5377	14.4	24.3	109	1112	11.8	5.0	89		2016	16.0	9.1	121	2250	14.7	10.2
NATIONAL SUNDAY MAGAZINE PKG	103750	23537	63.0	22.7	102	5956	63.1	5.7	102		8026	63.7	7.7	103	9555	62.3	9.2
NATURAL HISTORY	1379	227	0.6	16.5	74	**58	0.6	4.2	75		**98	0.8	7.1	95	**72	0.5	5.2
NEW WOMAN	2289	417	1.1	18.2	82	*104	1.1	4.5	81		*132	1.0	5.8	77	*181	1.2	7.9
NEW YORK INCLUDING CUE	1088	264	0.7	24.3	109	**72	0.8	6.6	118		**66	0.5	6.1	81	*125	0.6	11.5
THE NEW YORKER	2459	623	1.7	25.3	114	*158	1.7	6.4	114		222	1.8	9.0	120	244	1.6	9.9
NEWSWEEK	16527	3923	10.5	23.7	107	999	10.6	6.0	107		1339	10.6	8.1	108	1584	10.3	9.6
THE N.Y. TIMES DAILY EDITION	2739	605	1.6	22.1	99	*126	1.3	4.6	82		238	1.9	8.7	116	241	1.6	8.8
THE N.Y. TIMES MAGAZINE	4443	1062	2.8	23.9	107	192	2.0	4.3	77		426	3.4	9.6	128	444	2.9	10.0
OMNI	2799	718	1.9	25.7	115	*140	1.5	5.0	89		*337	2.7	12.0	160	241	1.6	8.6
ON CABLE	2209	436	1.2	19.7	89	**136	1.4	6.2	109		**85	0.7	3.8	51	*216	1.4	9.8
1001 HOME IDEAS	3959	855	2.3	21.6	97	*234	2.5	5.9	105		*221	1.8	5.6	74	399	2.6	10.1
ORGANIC GARDENING	3111	625	1.7	20.1	90	*183	1.9	5.9	105		*216	1.7	6.9	92	*226	1.5	7.3
OUTDOOR LIFE	5024	1157	3.1	23.0	103	298	3.2	5.9	105		385	3.1	7.7	102	474	3.1	9.4
PARADE MAGAZINE	51292	11569	31.0	22.6	101	2880	30.5	5.6	100		4228	33.6	8.2	110	4460	29.1	8.7

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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NASAL SPRAYS (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A WEEK OR MORE				MEDIUM USERS ONCE A WEEK- ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	37357	100.0	22.3	100	9438	100.0	5.6	100	12594	100.0	7.5	100	15325	100.0	9.1	100
PARENTS	5298	1230	3.3	23.2	104	*212	2.2	4.0	71	432	3.4	8.2	109	586	3.8	11.1	121
PENTHOUSE	5129	977	2.6	19.0	86	*123	1.3	2.4	43	459	3.6	8.9	119	395	2.6	7.7	84
PEOPLE	21070	4946	13.2	23.5	105	1104	11.7	5.2	93	1444	11.5	6.9	91	2398	15.6	11.4	125
PLAYBOY	10562	2459	6.6	23.3	105	560	5.9	5.3	94	973	7.7	9.2	123	926	6.0	8.8	96
POPULAR HOT RODDING	2498	477	1.3	19.1	86	*131	1.4	5.2	93	**99	0.8	4.0	53	*247	1.6	9.9	108
POPULAR MECHANICS	5887	1275	3.4	21.7	97	*250	2.6	4.2	75	441	3.5	7.5	100	584	3.8	9.9	109
POPULAR SCIENCE	4317	1209	3.2	28.0	126	297	3.1	6.9	122	385	3.1	8.9	119	527	3.4	12.2	134
PREVENTION	5792	1400	3.7	24.2	109	418	4.4	7.2	128	392	3.1	6.8	90	590	3.8	10.2	111
PSYCHOLOGY TODAY	3284	711	1.9	21.7	97	*171	1.8	5.2	93	*228	1.8	6.9	92	313	2.0	9.5	104
READER'S DIGEST	40046	9792	26.2	24.5	110	2758	29.2	6.9	122	3124	24.8	7.8	104	3911	25.5	9.8	107
REDBOOK	9584	2051	5.5	21.4	96	501	5.3	5.2	93	681	5.4	7.1	95	870	5.7	9.1	99
ROAD & TRACK	2590	579	1.5	22.4	100	*122	1.3	4.7	84	*198	1.6	7.6	102	*258	1.7	10.0	109
ROLLING STONE	3302	816	2.2	24.7	111	*175	1.9	5.3	94	*297	2.4	9.0	120	*345	2.3	10.4	114
RUNNER'S WORLD	1229	*208	0.6	16.9	76	*445	0.5	3.7	65	*81	0.6	6.6	88	*83	0.5	6.8	74
SATURDAY EVENING POST	2110	499	1.3	23.6	106	*144	1.5	6.8	121	*173	1.4	8.2	109	*183	1.2	8.7	95
SCIENCE 84	1543	407	1.1	26.4	118	**48	0.5	3.1	55	*204	1.6	13.2	176	*155	1.0	10.0	110
SCIENCE DIGEST	1747	390	1.0	22.3	100	**60	0.6	3.4	61	*140	1.1	8.0	107	*191	1.2	10.9	120
SCIENTIFIC AMERICAN	1994	433	1.2	21.7	97	*65	0.7	3.3	58	*196	1.6	9.8	131	*172	1.1	8.6	94
SELF	3119	685	1.8	22.0	99	*221	1.3	3.9	69	*234	1.9	7.5	100	330	2.2	10.6	116
SEVENTEEN	3923	963	2.6	24.5	110	*181	3.0	7.2	127	*307	2.4	7.8	104	375	2.4	9.6	105
SKI	1501	*249	0.7	16.6	74	**26	0.3	1.7	31	**60	0.5	4.0	53	*163	1.1	10.9	119
SMITHSONIAN	5976	1512	4.0	25.3	114	324	3.4	5.4	96	535	4.2	9.0	119	654	4.3	10.9	120
SOAP OPERA DIGEST	4228	832	2.2	19.7	88	*203	2.2	4.8	85	322	2.6	7.6	101	307	2.0	7.3	79
SOUTHERN LIVING	6488	1879	5.0	29.0	130	535	5.7	8.2	147	612	4.9	9.4	126	732	4.8	11.3	123
SPORT	3500	735	2.0	21.0	94	*133	1.4	3.8	68	359	2.9	10.3	137	*243	1.6	6.9	76
THE SPORTING NEWS	2456	431	1.2	17.5	79	**112	1.2	4.6	81	*188	1.5	7.7	102	*132	0.9	5.4	59
SPORTS AFIELD	3648	810	2.2	22.2	100	*186	2.0	5.1	91	302	2.4	8.3	110	321	2.1	8.8	96
SPORTS ILLUSTRATED	14484	3226	8.6	22.3	100	763	8.1	5.3	94	1125	8.9	7.8	103	1337	8.7	9.2	101
STAR	12661	2742	7.3	21.7	97	642	6.8	5.1	90	968	7.7	7.6	102	1132	7.4	8.9	98
SUNDAY	52799	11632	31.1	22.0	99	2926	31.0	5.5	98	3874	30.8	7.3	98	4833	31.5	9.2	100
SUNSET	3513	1012	2.7	28.8	129	*201	2.1	5.7	102	*318	2.5	9.1	121	493	3.2	14.0	154
TV GUIDE	42766	10105	27.0	23.6	106	2562	27.1	6.0	106	3687	29.3	8.6	115	3857	25.2	9.0	99
TENNIS	1254	303	0.8	24.2	108	**64	0.7	5.1	91	*145	1.2	11.6	154	*94	0.6	7.5	82
TIME	22054	4918	13.2	22.3	100	1135	12.0	5.1	91	1559	12.4	7.1	94	2224	14.5	10.1	110
TOWN & COUNTRY	1555	398	1.1	25.6	115	**112	1.2	7.2	128	*104	0.8	6.7	89	*182	1.2	11.7	128
TRAVEL & LEISURE	2173	484	1.3	22.3	100	*132	1.4	6.1	108	*128	1.0	5.9	78	*224	1.5	10.3	113
TRUE STORY	4636	1120	3.0	24.2	108	280	3.0	6.0	107	408	3.2	8.8	117	431	2.8	9.3	102
U.S. NEWS & WORLD REPORT	10353	2429	6.5	23.5	105	545	5.8	5.3	94	862	6.8	8.3	111	1022	6.7	9.9	108
USA TODAY	4994	1095	2.9	21.9	98	198	2.1	4.0	70	387	3.1	7.7	103	510	3.3	10.2	112
US	3528	817	2.2	23.2	104	*218	2.3	6.2	110	*242	1.9	6.9	91	357	2.3	10.1	111
VOGUE	5424	1400	3.7	25.8	116	360	3.8	6.6	118	423	3.4	7.8	104	617	4.0	11.4	124
MALL STREET JOURNAL	6292	1354	3.6	21.5	97	233	2.5	3.7	66	441	3.5	7.0	93	679	4.4	10.8	118
WEIGHT WATCHERS	2762	534	1.4	19.3	87	*161	1.7	5.8	104	*194	1.5	7.0	94	*179	1.2	6.5	71
WOMAN'S DAY	16320	3782	10.1	23.2	104	1207	12.8	7.4	131	1082	8.6	6.6	88	1494	9.7	9.2	100
WORKING MOTHER	1496	381	1.0	25.5	114	*81	0.9	5.4	96	*187	1.5	12.5	166	**113	0.7	7.6	83
WORKING WOMAN	1851	426	1.1	23.0	103	**98	1.0	5.3	94	*127	1.0	6.9	91	*201	1.3	10.9	119
WORLD TENNIS	580	*143	0.4	24.7	111	**39	0.4	6.7	119	*66	0.5	11.4	152	*38	0.2	6.6	72
ZIFF-DAVIS MAG WETMK (GROSS)	12412	3039	8.1	24.5	110	614	6.5	4.9	88	1110	8.8	8.9	119	1315	8.6	10.6	116
BLAIR INSERTS	91671	20532	55.0	22.4	101	5067	53.7	5.5	98	7188	57.1	7.8	104	8276	54.0	9.0	99
DAILY NEWSPAPERS																	
READ ANY	109190	24567	65.8	22.5	101	6080	64.4	5.6	99	8443	67.0	7.7	103	10044	65.5	9.2	101
READ ONE	89587	20124	53.9	22.5	101	5100	54.0	5.7	101	6990	55.5	7.8	104	8035	52.4	9.0	98
READ TWO OR MORE	19602	4442	11.9	22.7	102	980	10.4	5.0	89	1453	11.5	7.4	99	2009	13.1	10.2	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	24722	66.2	22.5	101	6162	65.3	5.6	100	8547	67.9	7.8	104	10014	65.3	9.1	100
READ ONE	95074	21396	57.3	22.5	101	5514	58.4	5.8	103	7502	59.6	7.9	105	8379	54.7	8.8	96
READ TWO OR MORE	14588	3327	8.9	22.8	102	648	6.9	4.4	79	1045	8.3	7.2	95	1635	10.7	11.2	123
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.77				28.81				28.59				28.90			
30 DAY REACH	149706	33169	88.8	22.2	99	8263	87.6	5.5	98	11103	88.2	7.4	99	13804	90.1	9.2	101
50 SHWG - 30 DAY AV FREQ	15.16	15.16				15.29				15.10				15.14			
30 DAY REACH	142406	31524	84.4	22.1	99	7800	82.6	5.5	97	10539	83.7	7.4	99	13185	86.0	9.3	101
25 SHWG - 30 DAY AV FREQ	8.23	8.18				8.34				8.19				8.07			
30 DAY REACH	131152	29126	78.0	22.2	100	7136	75.6	5.4	97	9689	76.9	7.4	98	12300	80.3	9.4	103
CABLE TV: HOME WIRED	66879	15087	40.4	22.6	101	3790	40.2	5.7	101	5151	40.9	7.7	103	6146	40.1	9.2	101
HOME NOT WIRED	100848	22269	59.6	22.1	99	5648	59.8	5.6	100	7443	59.1	7.4	98	9178	59.9	9.1	100
HAVE PAY CABLE	35024	8255	22.1	23.6	106	2037	21.6	5.8	103	2719	21.6	7.8	103	3499	22.8	10.0	109

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A WEEK OR MORE				MEDIUM USERS ONCE A WEEK- ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	37357	100.0	22.3	100	9438	100.0	5.6	100	12594	100.0	7.5	100	15325	100.0	9.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	21194	56.7	22.2	100	5261	55.7	5.5	98	7482	59.4	7.8	104	8451	55.1	8.8	97
10:00 AM - 3:00 PM	63599	13725	36.7	21.6	97	3484	36.9	5.5	97	4605	36.6	7.2	96	5637	36.8	8.9	97
3:00 PM - 7:00 PM	72097	15891	42.5	22.0	99	3906	41.4	5.4	96	5436	43.2	7.5	100	6549	42.7	9.1	99
7:00 PM - MIDNIGHT	36670	7773	20.8	21.2	95	1844	19.5	5.0	89	2870	22.8	7.8	104	3059	20.0	8.3	91
MIDNIGHT - 6:00 AM	21908	4699	12.6	21.4	96	1123	11.9	5.1	91	1632	13.0	7.4	99	1944	12.7	8.9	97
6:00 AM - MIDNIGHT	127571	28384	76.0	22.2	100	6887	73.0	5.4	96	9808	77.9	7.7	102	11689	76.3	9.2	100
ENTIRE DAY	129239	28719	76.9	22.2	100	7002	74.2	5.4	96	9904	78.6	7.7	102	11813	77.1	9.1	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	7517	20.1	22.1	99	1659	17.6	4.9	87	2804	22.3	8.2	110	3054	19.9	9.0	98
ALL NEWS	6062	1544	4.1	25.5	114	251	2.7	4.1	74	666	5.3	11.0	146	626	4.1	10.3	113
AOR/PROGRESSIVE	11884	2512	6.7	21.1	95	405	4.3	3.4	61	877	7.0	7.4	98	1230	8.0	10.4	113
BEAUTIFUL MUSIC	11180	2646	7.1	23.7	106	669	7.1	6.0	106	977	7.8	8.7	116	1000	6.5	8.9	98
BLACK	4538	1045	2.8	23.0	103	290	3.1	6.4	114	409	3.2	9.0	120	345	2.3	7.6	83
CLASSICAL	3857	901	2.4	23.4	105	*224	2.4	5.8	103	267	2.1	6.9	92	410	2.7	10.6	116
CHR/ROCK	21946	4748	12.7	21.6	97	1118	11.8	5.1	91	1591	12.6	7.2	97	2040	13.3	9.3	102
COUNTRY	27262	6389	17.1	23.4	105	1789	19.0	6.6	117	2100	16.7	7.7	103	2501	16.3	9.2	100
GOLDEN OLDIES	3339	720	1.9	21.6	97	*207	2.2	6.2	110	301	2.4	9.0	120	*212	1.4	6.3	69
MOR/NOSTALGIA	10346	2396	6.4	23.2	104	514	5.4	5.0	88	880	7.0	8.5	113	1002	6.5	9.7	106
NEWS/TALK	8929	1912	5.1	21.4	96	454	4.8	5.1	90	659	5.2	7.4	98	799	5.2	8.9	98
RELIGIOUS	5488	1025	2.7	18.7	84	363	3.8	6.6	118	355	2.8	6.5	86	308	2.0	5.6	61
SOFT ROCK	1232	*224	0.6	18.2	82	*226	0.3	2.1	38	*69	0.5	5.6	75	*129	0.8	10.5	115
URBAN CONTEMPORARY	3184	778	2.1	24.4	110	296	3.1	9.3	165	212	1.7	6.7	89	*270	1.8	8.5	93
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1586	4.2	22.9	103	425	4.5	6.1	109	597	4.7	8.6	115	564	3.7	8.2	89
ABC DIRECTION	5212	1269	3.4	24.3	109	322	3.4	6.2	110	452	3.6	8.7	115	495	3.2	9.5	104
ABC ENTERTAINMENT	10385	2082	5.6	20.0	90	535	5.7	5.2	92	705	5.6	6.8	90	842	5.5	8.1	89
ABC FM	4762	1100	2.9	23.1	104	363	3.8	7.6	135	312	2.5	6.6	87	425	2.8	8.9	98
ABC INFORMATION	11339	2715	7.3	23.9	108	666	7.1	5.9	104	1095	8.7	9.7	129	954	6.2	8.4	92
ABC ROCK	4878	952	2.5	19.5	88	*225	2.4	4.6	82	309	2.5	6.3	84	417	2.7	8.5	94
CBS	10709	2468	6.6	23.0	103	505	5.4	4.7	84	1003	8.0	9.4	125	959	6.3	9.0	98
MUTUAL	10251	2441	6.5	23.8	107	693	7.3	6.8	120	1033	8.2	10.1	134	716	4.7	7.0	76
NBC	12243	2540	6.8	20.7	93	600	6.4	4.9	87	812	6.4	6.6	88	1128	7.4	9.2	101
RADIORADIO	4606	912	2.4	19.8	89	*225	2.4	4.9	87	291	2.3	6.3	84	396	2.6	8.6	94
RKO ONE	5148	1228	3.3	23.9	107	293	3.1	5.7	101	500	4.0	9.7	129	435	2.8	8.4	92
RKO TWO	7313	1571	4.2	21.5	96	404	4.3	5.5	98	614	4.9	8.4	112	552	3.6	7.5	83
THE SOURCE	5981	1228	3.3	20.5	92	*214	2.3	3.6	64	453	3.6	7.6	101	561	3.7	9.4	103
NON-WIRED : BLAIR	19329	4188	11.2	21.7	97	1145	12.1	5.9	105	1386	11.0	7.2	95	1658	10.8	8.6	94
INTERNET	27139	6042	16.2	22.3	100	1443	15.3	5.3	94	1942	15.4	7.2	95	2656	17.3	9.8	107
KATZ RADIO GROUP	36319	8231	22.0	22.7	102	1825	19.3	5.0	89	3015	23.9	8.3	111	3391	22.1	9.3	102
SUPERNET	22361	5093	13.6	22.8	102	1074	11.4	4.8	85	2091	16.6	9.4	125	1928	12.6	8.6	94
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	3311	8.9	22.8	102	930	9.9	6.4	114	1127	8.9	7.8	103	1254	8.2	8.6	94
WKDAY 9:00 AM - 1:00 PM	18688	4305	11.5	23.0	103	1178	12.5	6.3	112	1406	11.2	7.5	100	1721	11.2	9.2	101
WKDAY 1:00 PM - 4:30 PM	24061	5490	14.7	22.8	102	1575	16.7	6.5	116	1798	14.3	7.5	100	2118	13.8	8.8	96
WKDAY 4:30 PM - 7:30 PM	44079	10048	26.9	22.8	102	2674	28.3	6.1	108	3570	28.3	8.1	108	3803	24.8	8.6	94
WKDAY 7:30 PM - 8:00 PM	61979	13938	37.3	22.5	101	3723	39.4	6.0	107	4876	38.7	7.9	105	5339	34.8	8.6	94
WKDAY 11:00 PM - 11:30 PM	49084	11181	29.9	22.8	102	2930	31.0	6.0	106	3962	31.5	8.1	108	4290	28.0	8.7	96
WKDAY 11:30 PM - 1:00 AM	16560	3903	10.4	23.6	106	1070	11.3	6.5	115	1364	10.8	8.2	110	1469	9.6	8.9	97
M-SAT 8-11 PM+SUN 7-11 PM	66967	15089	40.4	22.5	101	3864	40.9	5.8	103	5169	41.0	7.7	103	6055	39.5	9.0	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1993	5.3	21.5	97	547	5.8	5.9	105	617	4.9	6.7	89	828	5.4	8.9	98
ANOTHER WORLD	N 6138	1454	3.9	23.7	106	429	4.5	7.0	124	560	4.4	9.1	122	465	3.0	7.6	83
AS THE WORLD TURNS	C 7707	1824	4.9	23.7	106	631	6.7	8.2	146	530	4.2	6.9	92	663	4.3	8.6	94
CAPITOL	C 4688	1138	3.0	24.3	109	338	3.6	7.2	128	326	2.6	7.0	93	474	3.1	10.1	111
CBS MORN. NEWS 1	C 2792	696	1.9	24.9	112	242	2.6	8.7	154	231	1.8	8.3	110	222	1.4	8.0	87
CBS MORN. NEWS 2	C 2071	455	1.2	22.0	99	176	1.9	8.5	151	144	1.1	7.0	93	136	0.9	6.6	72
DAYS OF OUR LIVES	N 8018	1961	5.2	24.5	110	558	5.9	7.0	124	697	5.5	8.7	116	707	4.6	8.8	97
FACTS OF LIFE - DAYTIME	N 3487	949	2.5	27.2	122	173	1.8	5.0	88	359	2.9	10.3	137	418	2.7	12.0	131
FAMILY FEUD	A 4817	1223	3.3	25.4	114	268	2.8	5.6	99	434	3.4	9.0	120	520	3.4	10.8	118
GENERAL HOSPITAL	A 8333	1657	4.4	19.9	89	454	4.8	5.4	97	556	4.4	6.7	89	648	4.2	7.8	85
GOOD MORNING, AMERICA-730	A 5472	1202	3.2	22.0	99	335	3.5	6.1	109	356	2.8	6.5	87	512	3.3	9.4	102
GOOD MORNING, AMERICA-830	A 3965	900	2.4	22.7	102	289	3.1	7.3	130	197	1.6	5.0	66	414	2.7	10.4	114
GUIDING LIGHT	C 7542	1794	4.8	23.8	107	480	5.1	6.4	113	567	4.5	7.5	100	747	4.9	9.9	108
ONE LIFE TO LIVE	A 6018	1314	3.5	21.8	98	348	3.7	5.8	103	442	3.5	7.3	98	524	3.4	8.7	95
PRESS YOUR LUCK	C 3589	779	2.1	21.7	97	160	1.7	4.5	79	292	2.3	8.1	108	327	2.1	9.1	100
PRICE IS RIGHT 1	C 7418	1513	4.1	20.4	92	373	4.0	5.0	89	492	3.9	6.6	88	648	4.2	8.7	96
PRICE IS RIGHT 2	C 8276	1767	4.7	21.4	96	426	4.5	5.1	91	53							

		TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A WEEK OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	37357	100.0	22.3	100	9438	100.0	5.6	100	12594	100.0	7.5	100	15325	100.0	9.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	12036	32.2	23.0	103	3225	34.2	6.2	110	4392	34.9	8.4	112	4420	28.8	8.5	93
NETWORK AFFILIATES - LATE		39164	8899	23.8	22.7	102	2447	25.9	6.2	111	3046	24.2	7.8	104	3406	22.2	8.7	95
INDEPENDENTS - LATE		5133	1179	3.2	23.0	103	270	2.9	5.3	93	397	3.2	7.7	103	512	3.3	10.0	109
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		22825	5417	14.5	23.7	107	1339	14.2	5.9	104	1891	15.0	8.3	110	2188	14.3	9.6	105
ABC MONDAY NIGHT MOVIE		11258	2486	6.7	22.1	99	571	6.1	5.1	90	899	7.1	8.0	106	1016	6.6	9.0	99
ABC SUNDAY NIGHT MOVIE		23600	5108	13.7	21.6	97	1318	14.0	5.6	99	1581	12.6	6.7	89	2208	14.4	9.4	102
ABC WORLD NEWS TONIGHT		12801	2755	7.4	21.5	97	742	7.9	5.8	103	968	7.7	7.6	101	1046	6.8	8.2	89
AFTERMASH		10966	2495	6.7	22.8	102	810	8.6	7.4	131	761	6.0	6.9	92	924	6.0	8.4	92
ALICE		17050	3949	10.6	23.2	104	1182	12.5	6.9	123	1153	9.2	6.8	90	1615	10.5	9.5	104
AMERICAN PARADE		11998	2538	6.8	21.2	95	806	8.5	6.7	119	877	7.0	7.3	97	855	5.6	7.1	78
BENSON		19258	4426	11.8	23.0	103	1147	12.2	6.0	106	1430	11.4	7.4	99	1848	12.1	9.6	105
BLUE THUNDER		11478	2647	7.1	23.1	104	739	7.8	6.4	114	870	6.9	7.6	101	1037	6.8	9.0	99
CAGNEY & LACEY		18263	3840	10.3	21.0	94	1071	11.3	5.9	104	1341	10.6	7.3	98	1428	9.3	7.8	86
CBS EVENING NEWS-DEAN		7733	1729	4.6	22.4	100	565	6.0	7.3	130	618	4.9	8.0	106	546	3.6	7.1	77
CBS EVENING NEWS-RATHER		15653	3708	9.9	23.7	106	1066	11.3	6.8	121	1323	10.5	8.5	113	1319	8.6	8.4	92
CBS SAT. NEWS-SCHIEFFER		8744	2062	5.5	23.6	106	641	6.8	7.3	130	707	5.6	8.1	108	714	4.7	8.2	89
CBS SATURDAY NIGHT MOVIE		12000	2558	6.8	21.3	96	654	6.9	5.4	97	915	7.3	7.6	102	989	6.5	8.2	90
CBS WEDNESDAY NIGHT MOVIE		11522	2415	6.5	21.0	94	604	6.4	5.2	93	863	6.9	7.5	100	947	6.2	8.2	90
CHEERS		16818	3707	9.9	22.0	99	1000	10.6	5.9	106	1324	10.5	7.9	105	1383	9.0	8.2	90
DALLAS		37510	8648	23.1	23.1	104	2342	24.8	6.2	111	2819	22.4	7.5	100	3487	22.8	9.3	102
DIFF'RENT STROKES		11258	2633	7.0	23.4	105	750	7.9	6.7	118	908	7.2	8.1	107	976	6.4	8.7	95
DOUBLE TROUBLE		12248	2752	7.4	22.5	101	766	8.1	6.3	111	983	7.8	8.0	107	1004	6.6	8.2	90
DUCK FACTORY		11100	2496	6.7	22.5	101	699	7.4	6.3	112	865	6.9	7.8	104	931	6.1	8.4	92
DUKES OF HAZZARD		12353	2954	7.9	23.9	107	717	7.6	5.8	103	1253	9.9	10.1	135	983	6.4	8.0	87
DYNASTY		33279	7691	20.6	23.1	104	1985	21.0	6.0	106	2482	19.7	7.5	99	3224	21.0	9.7	106
FACTS OF LIFE		13410	3134	8.4	23.4	105	1025	10.9	7.6	136	1092	8.7	8.1	108	1017	6.6	7.6	83
FALCON CREST		31093	7104	19.0	22.8	103	1885	20.0	6.1	108	2360	18.7	7.6	101	2859	18.7	9.2	101
FALL GUY		18649	4050	10.8	21.7	98	939	9.9	5.0	89	1405	11.2	7.5	100	1707	11.1	9.2	100
FAMILY TIES		13101	2768	7.4	21.1	95	871	9.2	6.6	118	938	7.4	7.2	95	959	6.3	7.3	80
FANTASY ISLAND		13069	2926	7.8	22.4	101	818	8.7	6.3	111	896	7.1	6.9	91	1212	7.9	9.3	101
FOULUPS, BLEEPs & BLUNDERS		16588	3568	9.6	21.5	97	977	10.4	5.9	105	1039	8.2	6.3	83	1553	10.1	9.4	102
FOUR SEASONS		9302	1967	5.3	21.1	95	624	6.6	6.7	119	708	5.6	7.6	101	635	4.1	6.8	75
GIMME A BREAK		13955	3036	8.1	21.8	98	928	9.8	6.6	118	1140	9.1	8.2	109	969	6.3	6.9	76
HART TO HART		15735	3587	9.6	22.8	102	1040	11.0	6.6	117	1174	9.3	7.5	99	1373	9.0	8.7	96
HILL STREET BLUES		18257	4135	11.1	22.6	102	1070	11.3	5.9	104	1469	11.7	8.0	107	1596	10.4	8.7	96
HOTEL		24236	5763	15.4	23.8	107	1695	18.0	7.0	124	1775	14.1	7.3	98	2294	15.0	9.5	104
JEFFERSONS		17010	3895	10.4	22.9	103	1188	12.6	7.0	124	1259	10.0	7.4	99	1448	9.4	8.5	93
JENNIFER SLEPT HERE		9397	2290	6.1	24.4	109	656	7.0	7.0	124	768	6.1	8.2	109	866	5.7	9.2	101
KATE & ALLIE		16762	3623	9.7	21.6	97	998	10.6	6.0	106	1096	8.7	6.5	87	1528	10.0	9.1	100
KNIGHT RIDER		13164	3026	8.1	23.0	103	656	7.0	5.0	89	1069	8.5	8.1	108	1302	8.5	9.9	108
LOVE BOAT		20400	4553	12.2	22.3	100	1328	14.1	6.5	116	1412	11.2	6.9	92	1813	11.8	8.9	97
MAGNUM PI		22543	5302	14.2	23.5	106	1315	13.9	5.8	104	1750	13.9	7.8	103	2238	14.6	9.9	109
MAMA'S FAMILY		9852	2179	5.8	22.1	99	574	6.1	5.8	104	766	6.1	7.8	104	839	5.5	8.5	93
MASTER, THE		8082	1858	5.0	23.0	103	516	5.5	6.4	113	698	5.5	8.6	115	645	4.2	8.0	87
MATT HOUSTON		12881	3017	8.1	23.4	105	812	8.6	6.3	112	878	7.0	6.8	91	1327	8.7	10.3	113
NBC MONDAY NIGHT MOVIE		23889	5501	14.7	23.0	103	1227	13.0	5.1	91	1898	15.1	7.9	106	2377	15.5	10.0	109
NBC NIGHTLY NEWS		11156	2599	7.0	23.3	105	663	7.0	5.9	106	1012	8.0	9.1	121	925	6.0	8.3	91
NBC NIGHTLY NEWS-SAT		7363	1668	4.5	22.7	102	506	5.4	6.9	122	619	4.9	8.4	112	543	3.5	7.4	81
NBC NIGHTLY NEWS-SUN		6214	1418	3.8	22.8	102	493	5.2	7.9	141	463	3.7	7.5	99	462	3.0	7.4	81
NBC SUNDAY NIGHT MOVIE		17590	4285	11.5	24.4	109	898	9.5	5.1	91	1566	12.4	8.9	119	1820	11.9	10.3	113
NEWHART		16740	3782	10.1	22.6	101	1085	11.5	6.5	115	1180	9.4	7.0	94	1517	9.9	9.1	99
ONE DAY AT A TIME		11820	2658	7.1	22.5	101	791	8.4	6.7	119	875	6.9	7.4	99	992	6.5	8.4	92
PEOPLE ARE FUNNY		9138	2072	5.5	22.7	102	641	6.8	7.0	125	612	4.9	6.7	89	820	5.4	9.0	98
REAL PEOPLE		15979	3851	10.3	24.1	108	1180	12.5	7.4	131	1354	10.8	8.5	113	1317	8.6	8.2	90
REMINGTON STEELE		14395	2998	8.0	20.8	94	684	7.2	4.8	84	920	7.3	6.4	85	1395	9.1	9.7	106
RIPLEY'S BELIEVE IT - NOT		11362	2468	6.6	21.7	98	582	6.2	5.1	91	811	6.4	7.1	95	1074	7.0	9.5	103
RIPTIDE		13920	3038	8.1	21.8	98	698	7.4	5.0	89	970	7.7	7.0	93	1370	8.9	9.8	108
SCARECROW & MRS. KING		17571	3870	10.4	22.0	99	921	9.8	5.2	93	1272	10.1	7.2	96	1677	10.9	9.5	104
SIMON & SIMON		20208	4767	12.8	23.6	106	1065	11.3	5.3	94	1492	11.8	7.4	98	2210	14.4	10.9	120
60 MINUTES		27668	6325	16.9	22.9	103	1892	20.0	6.8	122	2154	17.1	7.8	104	2279	14.9	8.2	90
ST. ELSEWHERE		13699	3059	8.2	22.3	100	872	9.2	6.4	113	1099	8.7	8.0	107	1089	7.1	7.9	87
THREE'S COMPANY		20632	4783	12.8	23.2	104	1195	12.7	5.8	103	1573	12.5	7.6					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A WEEK OR MORE				MEDIUM USERS ONCE A WEEK- ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	18318	100.0	23.1	100	4411	100.0	5.6	100	6682	100.0	8.4	100	7225	100.0	9.1	100
HOUSEHOLD HEADS	66405	15579	85.0	23.5	102	3795	86.0	5.7	103	5672	84.9	8.5	101	6112	84.6	9.2	101
18 - 24	13945	3021	16.5	21.7	94	*510	11.6	3.7	66	1164	17.4	8.3	99	1347	18.6	9.7	106
25 - 34	19334	4243	23.2	21.9	95	939	21.3	4.9	87	1441	21.6	7.5	88	1864	25.8	9.6	106
35 - 44	14196	3345	18.3	23.6	102	898	20.4	6.3	114	1144	17.1	8.1	96	1303	18.0	9.2	101
45 - 54	10896	2743	15.0	25.2	109	611	13.9	5.6	101	1033	15.5	9.5	112	1099	15.2	10.1	111
55 - 64	10378	2394	13.1	23.1	100	667	15.1	6.4	115	782	11.7	7.5	89	945	13.1	9.1	100
65 OR OLDER	10514	2572	14.0	24.5	106	786	17.8	7.5	134	1119	16.7	10.6	126	668	9.2	6.4	70
18 - 34	33279	7264	39.7	21.8	94	1449	32.8	4.4	78	2605	39.0	7.8	93	3211	44.4	9.6	106
18 - 49	52904	12005	65.5	22.7	98	2637	59.8	5.0	90	4243	63.5	8.0	95	5125	70.9	9.7	106
25 - 54	44426	10331	56.4	23.3	101	2448	55.5	5.5	99	3618	54.1	8.1	97	4266	59.0	9.6	105
35 - 49	19625	4741	25.9	24.2	105	1189	27.0	6.1	109	1638	24.5	8.3	99	1914	26.5	9.8	107
50 OR OLDER	26359	6313	34.5	24.0	104	1774	40.2	6.7	121	2439	36.5	9.3	110	2101	29.1	8.0	87
GRADUATED COLLEGE	15982	4023	22.0	25.2	109	732	16.6	4.6	82	1348	20.2	8.4	100	1944	26.9	12.2	133
ATTENDED COLLEGE	13629	3210	17.5	23.6	102	662	15.0	4.9	87	1159	17.3	8.5	101	1389	19.2	10.2	112
GRADUATED HIGH SCHOOL	28591	6317	34.5	22.1	96	1499	34.0	5.2	94	2550	38.2	8.9	106	2268	31.4	7.9	87
DID NOT GRADUATE HIGH SCHOOL	21061	4768	26.0	22.6	98	1519	34.4	7.2	130	1625	24.3	7.7	92	1624	22.5	7.7	85
EMPLOYED FULL-TIME	52316	12061	65.8	23.1	100	2798	63.4	5.3	96	4085	61.1	7.8	93	5178	71.7	9.9	109
EMPLOYED PART-TIME	4113	767	4.2	18.6	81	**149	3.4	3.6	65	*319	4.8	7.8	98	*298	4.1	7.2	79
NOT EMPLOYED	22834	5491	30.0	24.0	104	1464	33.2	6.4	115	2278	34.1	10.0	118	1749	24.2	7.7	84
PROFESSIONAL/MANAGER	15034	3767	20.6	25.1	108	895	20.3	6.0	107	1275	19.1	8.5	101	1597	22.1	10.6	117
TECH/CLERICAL/SALES	11255	2612	14.3	23.2	100	548	12.4	4.9	87	929	13.9	8.3	98	1135	15.7	10.1	111
PRECISION/CRAFT	11607	2686	14.7	23.1	100	659	14.9	5.7	102	985	14.7	8.5	101	1042	14.4	9.0	98
OTHER EMPLOYED	18534	3763	20.5	20.3	88	846	19.2	4.6	82	1215	18.2	6.6	78	1702	23.6	9.2	101
SINGLE	19562	4179	22.8	21.4	92	902	20.4	4.6	83	1504	22.5	7.7	91	1774	24.6	9.1	99
MARRIED	51896	12491	68.2	24.1	104	3093	70.1	6.0	107	4478	67.0	8.6	102	4920	68.1	9.5	104
DIVORCED/SEPARATED/WIDOWED	7804	1649	9.0	21.1	91	*416	9.4	5.3	96	700	10.5	9.0	106	532	7.4	6.8	75
PARENTS	25372	6073	33.2	23.9	104	1206	27.3	4.8	85	2188	32.7	8.6	102	2679	37.1	10.6	116
WHITE	69658	15937	87.0	22.9	99	3837	87.0	5.5	99	5778	86.5	8.3	98	6322	87.5	9.1	100
BLACK	7909	1925	10.5	24.3	105	509	11.5	6.4	116	766	11.5	9.7	115	651	9.0	8.2	90
OTHER	1696	*457	2.5	26.9	117	**66	1.5	3.9	70	**139	2.1	8.2	97	**252	3.5	14.9	163
NORTHEAST-CENSUS	17202	3867	21.1	22.5	97	587	13.3	3.4	61	1765	26.4	10.3	122	1516	21.0	8.8	97
NORTH CENTRAL	20461	4287	23.4	21.0	91	953	21.6	4.7	84	1585	23.7	7.7	92	1750	24.2	8.6	94
SOUTH	26695	6867	37.5	25.7	111	2023	45.9	7.6	136	2378	35.6	8.9	106	2466	34.1	9.2	101
WEST	14906	3297	18.0	22.1	96	849	19.2	5.7	102	954	14.3	6.4	76	1494	20.7	10.0	110
NORTHEAST-MKTG.	17962	4098	22.4	22.8	99	732	16.6	4.1	73	1852	27.7	10.3	122	1514	21.0	8.4	92
EAST CENTRAL	11741	2741	15.0	23.3	101	664	15.1	5.7	102	934	14.0	8.0	94	1143	15.8	9.7	107
WEST CENTRAL	13518	2684	14.7	19.9	86	534	12.1	4.0	71	1008	15.1	7.5	88	1142	15.8	8.4	93
SOUTH	23168	5958	32.5	25.7	111	1686	38.2	7.3	131	2062	30.9	8.9	106	2210	30.6	9.5	105
PACIFIC	12874	2837	15.5	22.0	95	795	18.0	6.2	111	825	12.3	6.4	76	1217	16.8	9.5	104
COUNTY SIZE A	32596	7559	41.3	23.2	100	1655	37.5	5.1	91	2984	44.7	9.2	109	2920	40.4	9.0	98
COUNTY SIZE B	23814	5448	29.7	22.9	99	1319	29.9	5.5	100	1889	28.3	7.9	94	2240	31.0	9.4	103
COUNTY SIZE C	12663	2890	15.8	22.8	99	760	17.2	6.0	108	1030	15.4	8.1	96	1100	15.2	8.7	95
COUNTY SIZE D	10190	2422	13.2	23.8	103	678	15.4	6.7	120	779	11.7	7.6	91	965	13.4	9.5	104
METRO CENTRAL CITY	23190	5212	28.5	22.5	97	1120	25.4	4.8	87	2102	31.5	9.1	108	1990	27.5	8.6	94
METRO SUBURBAN	36920	8579	46.8	23.2	101	2023	45.9	5.5	98	3151	47.2	8.5	101	3406	47.1	9.2	101
NON METRO	19152	4527	24.7	23.6	102	1269	28.8	6.6	119	1429	21.4	7.5	89	1830	25.3	9.6	105
TOP 5 ADI'S	18703	4373	23.9	23.4	101	899	20.4	4.8	86	1844	27.6	9.9	117	1631	22.6	8.7	96
TOP 10 ADI'S	26158	5946	32.5	22.7	98	1192	27.0	4.6	82	2463	36.9	9.4	112	2292	31.7	8.8	96
TOP 20 ADI'S	36612	8418	46.0	23.0	99	1826	41.4	5.0	90	3265	48.9	8.9	106	3327	46.0	9.1	100
HSGLD INC. \$50,000 OR MORE	9326	2096	11.4	22.5	97	*383	8.7	4.1	74	832	12.5	8.9	106	881	12.2	9.4	104
\$40,000 OR MORE	18002	3962	21.6	22.0	95	732	16.6	4.1	73	1389	20.8	7.7	92	1842	25.5	10.2	112
\$30,000 OR MORE	31361	7068	38.6	22.5	98	1505	34.1	4.8	86	2514	37.6	8.0	95	3050	42.2	9.7	107
\$25,000 OR MORE	39858	9182	50.1	23.0	100	2066	46.8	5.2	93	3206	48.0	8.0	95	3910	54.1	9.8	108
\$20,000 - \$24,999	8664	2112	11.5	24.4	105	567	12.9	6.5	118	837	12.5	9.7	115	708	9.8	8.2	90
\$15,000 - \$19,999	7964	1902	10.4	23.9	103	*467	10.6	5.9	105	651	9.7	8.2	97	784	10.9	9.8	108
\$10,000 - \$14,999	11093	2543	13.9	22.9	99	512	11.6	4.6	83	995	14.9	9.0	106	1036	14.3	9.3	102
UNDER \$10,000	11683	2579	14.1	22.1	96	799	18.1	6.8	123	993	14.9	8.5	101	788	10.9	6.7	74
HOUSEHOLD OF 1 PERSON	7453	1655	9.0	22.2	96	436	9.9	5.8	105	576	8.6	7.7	92	643	8.9	8.6	95
2 PEOPLE	24757	5923	32.3	23.9	104	1709	38.7	6.9	124	2115	31.7	8.5	101	2100	29.1	8.5	93
3 OR 4 PEOPLE	32682	7227	39.5	22.1	96	1375	31.2	4.2	76	2830	42.4	8.7	103	3021	41.8	9.2	101
5 OR MORE PEOPLE	14370	3513	19.2	24.4	106	891	20.2	6.2	111	1161	17.4	8.1	96	1462	20.2	10.2	112
NO CHILD IN HSHLD	46768	10527	57.5	22.5	97	2805	63.6	6.0	108	3959	59.2	8.5	100	3763	52.1	8.0	88
CHILD(REN) UNDER 2 YRS	4799	1205	6.6	25.1	109	*236	5.4	4.9	88	*368	5.5	7.7	91	601	8.3	12.5	137
2 - 5 YEARS	11125	2580	14.1	23.2	100	*469	10.6	4.2	76	834	12.5	7.5	89	1278	17.7	11.5	126
6 - 11 YEARS	14193	3529	19.3	24.9	108	965	21.9	6.8	122	1056	15.8	7.4	88	1507	20.9	10.6	116
12 - 17 YEARS	17402	4091	22.3	23.5	102	867	19.7	5.0	90	1608	24.1	9.2	110	1616	22.4	9.3	102
RESIDENCE OWNED	56398	13173	71.9	23.4	101	3154	71.5	5.6	100	4860	72.7	8.6	102	5159	71.4	9.1	100
VALUE: \$50,000 OR MORE	34811	8286	45.2	23.8	103	1751	39.7	5.0	90	3056	45.7	8.8	104	3479	48.2	10.0	110
VALUE: UNDER \$50,000	21587	4887	26.7	22.6	98	1403	31.8	6.5	117	1804	27.0	8.4	99	1680	23.3	7.8	85

		TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A WEEK OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	18318	100.0	23.1	100	4411	100.0	5.6	100	6682	100.0	8.4	100	7225	100.0	9.1	100
MAGAZINES	QUINTILE 1	16033	3848	21.0	24.0	104	721	16.3	4.5	81	1579	23.6	9.8	117	1548	21.4	9.7	106
	QUINTILE 2	15354	3623	19.8	23.6	102	782	17.7	5.1	92	1431	21.4	9.3	111	1409	19.5	9.2	101
	QUINTILE 3	15888	3747	20.5	23.6	102	902	20.4	5.7	102	1291	19.3	8.1	96	1554	21.5	9.8	107
	QUINTILE 4	17310	3946	21.5	22.8	99	1161	26.3	6.7	121	1316	19.7	7.6	90	1470	20.3	8.5	93
	QUINTILE 5	14677	3154	17.2	21.5	93	845	19.2	5.8	103	1065	15.9	7.3	86	1244	17.2	8.5	93
NEWSPAPERS	QUINTILE 1	15277	3510	19.2	23.0	99	682	15.5	4.5	80	1316	19.7	8.6	102	1512	20.9	9.9	109
	QUINTILE 2	12745	5658	30.9	24.9	108	1489	33.8	6.5	118	2241	33.5	9.9	117	1928	26.7	8.5	93
	QUINTILE 3	10692	2410	13.2	22.5	98	574	13.0	5.4	96	839	12.6	7.8	93	998	13.8	9.3	102
	QUINTILE 4	11646	2489	13.6	21.4	92	739	16.8	6.3	114	866	13.0	7.4	88	884	12.2	7.6	83
	QUINTILE 5	18903	4252	23.2	22.5	97	928	21.0	4.9	88	1421	21.3	7.5	89	1903	26.3	10.1	110
OUTDOOR	QUINTILE 1	16620	3597	19.6	21.6	94	755	17.1	4.5	82	1392	20.8	8.4	99	1451	20.1	8.7	96
	QUINTILE 2	16377	3826	20.9	23.4	101	1024	23.2	6.3	112	1321	19.8	8.1	96	1481	20.5	9.0	99
	QUINTILE 3	15995	3913	21.4	24.5	106	918	20.8	5.7	103	1349	20.2	8.4	100	1646	22.8	10.3	113
	QUINTILE 4	15592	3478	19.0	22.3	97	852	19.3	5.5	98	1193	17.9	7.7	91	1433	19.8	9.2	101
	QUINTILE 5	14679	3504	19.1	23.9	103	863	19.6	5.9	106	1427	21.4	9.7	115	1215	16.8	8.3	91
RADIO-DRIVE TIME	QUINTILE 1	15746	3632	19.8	23.1	100	934	21.2	5.9	107	1306	19.5	8.3	98	1391	19.3	8.8	97
	QUINTILE 2	15067	3531	19.3	23.4	101	763	17.3	5.1	91	1284	19.2	8.5	101	1484	20.5	9.8	108
	QUINTILE 3	15631	3539	19.3	22.6	98	851	19.3	5.4	98	1350	20.2	8.6	102	1338	18.5	8.6	94
	QUINTILE 4	16245	3928	21.4	24.2	105	936	21.2	5.8	104	1294	19.4	8.0	94	1698	23.5	10.5	115
	QUINTILE 5	16573	3689	20.1	22.3	96	926	21.0	5.6	100	1448	21.7	8.7	104	1315	18.2	7.9	87
RADIO-MID- DAY	TERCILE 1	21788	4665	25.5	21.4	93	1150	26.1	5.3	95	1700	25.4	7.8	93	1816	25.1	8.3	91
	TERCILE 2	21151	4972	27.1	23.5	102	1141	25.9	5.4	97	1889	28.3	8.9	106	1942	26.9	9.2	101
	TERCILE 3	36323	8682	47.4	23.9	103	2121	48.1	5.8	105	3093	46.3	8.5	101	3468	48.0	9.5	105
	QUINTILE 1	15977	3747	20.5	23.5	101	870	19.7	5.4	98	1316	19.7	8.2	98	1562	21.6	9.8	107
	QUINTILE 2	15923	3361	18.3	21.1	91	748	17.0	4.7	84	1393	20.8	8.7	104	1221	16.9	7.7	84
RADIO-TOTAL	QUINTILE 3	14980	3592	19.6	24.0	104	867	19.7	5.8	104	1358	20.3	9.1	108	1368	18.9	9.1	100
	QUINTILE 4	17123	4110	22.4	24.0	104	1084	24.6	6.3	114	1415	21.2	8.3	98	1610	22.3	9.4	103
	QUINTILE 5	15260	3508	19.2	23.0	99	843	19.1	5.5	99	1200	18.0	7.9	93	1465	20.3	9.6	105
TV-PRIME TIME	QUINTILE 1	15674	3817	20.8	24.4	105	908	20.6	5.8	104	1492	22.3	9.5	113	1416	19.6	9.0	99
	QUINTILE 2	15944	3474	19.0	21.8	94	826	18.7	5.2	93	1238	18.5	7.8	92	1411	19.5	8.8	97
	QUINTILE 3	16037	3926	21.4	24.5	106	1021	23.1	6.4	114	1515	22.7	9.4	112	1390	19.2	8.7	95
	QUINTILE 4	15412	3644	19.9	23.6	102	783	17.8	5.1	91	1278	19.1	8.3	98	1583	21.9	10.3	113
	QUINTILE 5	16194	3457	18.9	21.3	92	873	19.8	5.4	97	1159	17.3	7.2	85	1425	19.7	8.8	97
TV-DAYTIME	TERCILE 1	19156	4893	26.7	25.5	111	1131	25.6	5.9	106	1921	28.7	10.0	119	1840	25.5	9.6	105
	TERCILE 2	19343	4356	23.8	22.5	97	1056	23.9	5.5	98	1592	23.8	8.2	98	1708	23.6	8.8	97
	TERCILE 3	40764	9070	49.5	22.3	96	2224	50.4	5.5	98	3168	47.4	7.8	92	3677	50.9	9.0	99
	QUINTILE 1	15844	3874	21.1	24.5	106	885	20.1	5.6	100	1622	24.3	10.2	121	1367	18.9	8.6	95
	QUINTILE 2	15767	3637	19.9	23.1	100	977	22.1	6.2	111	1318	19.7	8.4	99	1341	18.6	8.5	93
TV-TOTAL	QUINTILE 3	15775	3522	19.2	22.3	97	831	18.8	5.3	95	1367	20.5	8.7	103	1324	18.3	8.4	92
	QUINTILE 4	15903	3684	20.1	23.2	100	929	21.1	5.8	105	1139	17.0	7.2	85	1616	22.4	10.2	111
	QUINTILE 5	15974	3602	19.7	22.5	98	790	17.9	4.9	89	1235	18.5	7.7	92	1577	21.8	9.9	108
MAGAZINES-NEWSPAPERS: DUAL		21225	5030	27.5	23.7	103	1041	23.6	4.9	88	2084	31.2	9.8	116	1906	26.4	9.0	99
MAGAZINE IMPERATIVE		17728	4200	22.9	23.7	103	830	18.8	4.7	84	1590	23.8	9.0	106	1781	24.7	10.0	110
NEWSPAPER IMPERATIVE		22987	5418	29.6	23.6	102	1456	33.0	6.3	114	1914	28.6	8.3	99	2049	28.4	8.9	98
MAGAZINES-OUTDOOR: DUAL		16244	3871	21.1	23.8	103	816	18.5	5.0	90	1605	24.0	9.9	117	1450	20.1	8.9	98
MAGAZINE IMPERATIVE		24016	5770	31.5	24.0	104	1292	29.3	5.4	97	2193	32.8	9.1	108	2285	31.6	9.5	104
OUTDOOR IMPERATIVE		26020	5745	31.4	22.1	96	1576	35.7	6.1	109	1825	27.3	7.0	83	2344	32.4	9.0	99
MAGAZINES-RADIO: DUAL		16918	3893	21.3	23.0	100	740	16.8	4.4	79	1545	23.1	9.1	108	1608	22.3	9.5	104
MAGAZINE IMPERATIVE		23456	5791	31.6	24.7	107	1321	29.9	5.6	101	2155	32.3	9.2	109	2315	32.0	9.9	108
RADIO IMPERATIVE		23900	5219	28.5	21.8	94	1397	31.7	5.8	105	1878	28.1	7.9	93	1944	26.9	8.1	89
MAGAZINES-TELEVISION: DUAL		15791	3809	20.8	24.1	104	779	17.7	4.9	89	1728	25.9	10.9	130	1302	18.0	8.2	90
MAGAZINE IMPERATIVE		25476	6055	33.1	23.8	103	1270	28.8	5.0	90	2138	32.0	8.4	100	2647	36.6	10.4	114
TELEVISION IMPERATIVE		25744	5924	32.3	23.0	100	1604	36.4	6.2	112	2110	31.6	8.2	97	2211	30.6	8.6	94
NEWSPAPERS-OUTDOOR: DUAL		17628	4142	22.6	23.5	102	916	20.8	5.2	93	1590	23.8	9.0	107	1637	22.7	9.3	102
NEWSPAPER IMPERATIVE		26414	6330	34.6	24.0	104	1632	37.0	6.2	111	2369	35.5	9.0	106	2329	32.2	8.8	97
OUTDOOR IMPERATIVE		23059	5103	27.9	22.1	96	1269	28.8	5.5	99	1644	24.6	7.1	85	2191	30.3	9.5	104
NEWSPAPERS-RADIO: DUAL		17996	4262	23.3	23.7	102	996	22.6	5.5	99	1759	26.3	9.8	116	1507	20.9	8.4	92
NEWSPAPER IMPERATIVE		26269	6546	35.7	24.9	108	1637	37.1	6.2	112	2344	35.1	8.9	106	2565	35.5	9.8	107
RADIO IMPERATIVE		21342	4492	24.5	21.0	91	1006	22.8	4.7	85	1553	23.2	7.3	86	1933	26.8	9.1	99
NEWSPAPERS-TELEVISION: DUAL		17359	3935	21.5	22.7	98	1030	23.4	5.9	107	1610	24.1	9.3	110	1295	17.9	7.5	82
NEWSPAPER IMPERATIVE		26889	6577	35.9	24.5	106	1434	32.5	5.3	96	2432	36.4	9.0	107	2711	37.5	10.1	111
TELEVISION IMPERATIVE		21698	5098	27.8	23.5	102	1184	26.8	5.5	98	1916	28.7	8.8	105	1998	27.7	9.2	101
OUTDOOR-RADIO: DUAL		16456	3616	19.7	22.0	95	947	21.5	5.8	103	1243	18.6	7.6	90	1426	19.7	8.7	95
OUTDOOR IMPERATIVE		25870	6001	32.8	23.2	100	1405	31.9	5.4	98	2163	32.4	8.4	99	2433	33.7	9.4	103
RADIO IMPERATIVE		23943	5660	30.9	23.6	102	1228	27.8	5.1	92	2179	32.6	9.1	108	2253	31.2	9.4	103
OUTDOOR-TELEVISION: DUAL		15918	3640	19.9	22.9													

0306 P-25	NASAL SPRAYS (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS (MALES)																0306 P-25
	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A WEEK OR MORE				MEDIUM USERS ONCE A WEEK- ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	18318	100.0	23.1	100	4411	100.0	5.6	100	6682	100.0	8.4	100	7225	100.0	9.1	100
ATLANTIC MONTHLY	452	*130	0.7	28.8	124	**26	0.6	5.8	103	**38	0.6	8.4	100	**67	0.9	14.8	163
BARRON'S	1058	297	1.6	28.1	121	**31	0.7	2.9	53	**139	2.1	13.1	156	*127	1.8	12.0	132
BETTER HOMES & GARDENS	4773	1208	6.6	25.3	110	300	6.8	6.3	113	493	7.4	10.3	123	415	5.7	8.7	95
BON APPETIT	1037	264	1.4	25.5	110	**45	1.0	4.3	78	**90	1.3	8.7	103	*129	1.8	12.4	136
BUSINESS WEEK	3192	721	3.9	22.6	98	*128	2.9	4.0	72	228	3.4	7.1	85	366	5.1	11.5	126
CAR AND DRIVER	2705	712	3.9	26.3	114	**83	1.9	3.1	55	327	4.9	12.1	143	302	4.2	11.2	122
CBS MAGAZINE NETWORK (GROSS)	5678	1435	7.8	25.3	109	259	5.9	4.6	82	636	9.5	11.2	133	541	7.5	9.5	105
CHANGING TIMES	1847	390	2.1	21.1	91	*100	2.3	5.4	97	*96	1.4	5.2	62	*193	2.7	10.4	115
COLONIAL HOMES	492	**79	0.4	16.1	69	**26	0.6	5.3	95	**37	0.6	7.5	89	**16	0.2	3.3	36
CONDE NAST MAG. PKG. (GROSS)	2066	365	2.0	17.7	76	**99	2.2	4.8	86	*124	1.9	6.0	71	*142	2.0	6.9	75
CONSUMERS DIGEST	1719	349	1.9	20.3	88	**77	1.7	4.5	80	*138	2.1	8.0	95	**134	1.9	7.8	86
COSMOPOLITAN	1762	375	2.0	21.3	92	**108	2.4	6.1	110	*164	2.5	9.3	110	*103	1.4	5.8	64
COUNTRY LIVING	1110	241	1.3	21.7	94	**83	1.9	7.5	134	**98	1.5	8.8	105	**61	0.8	5.5	60
CUISINE	660	*176	1.0	26.7	115	**53	1.2	8.0	144	**44	0.7	6.7	79	**79	1.1	12.0	131
CYCLE WORLD	1924	489	2.7	25.4	110	**55	1.2	2.9	51	*233	3.5	12.1	144	*201	2.8	10.4	115
DCI:CREATIVE IDEAS FOR LIV	437	**71	0.4	16.2	70	**24	0.5	5.5	99	**30	0.4	6.9	81	**18	0.2	4.1	45
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	678	3.7	27.2	118	*156	3.5	6.3	113	240	3.6	9.6	114	*282	3.9	11.3	124
DISCOVER	1279	233	1.3	18.2	79	**29	0.7	2.3	41	**107	1.6	8.4	99	*97	1.3	7.6	83
EBONY	2898	721	3.9	24.9	108	*155	3.5	5.3	96	303	4.5	10.5	124	263	3.6	9.1	100
ESQUIRE	1384	353	1.9	25.5	110	**58	1.3	4.2	75	*179	2.7	12.9	153	*117	1.6	8.5	93
ESSENCE	850	*201	1.1	23.6	102	**69	1.6	8.1	146	**62	0.9	7.3	87	**70	1.0	8.2	90
FAMILY CIRCLE	2430	644	3.5	26.5	115	*173	3.9	7.1	128	*281	4.2	11.6	137	*189	2.6	7.8	85
THE FAMILY HANDYMAN	2356	488	2.7	20.7	90	**65	1.5	2.8	50	*249	3.7	10.6	125	*174	2.4	7.4	81
FAMILY WEEKLY	11533	2858	15.6	24.8	107	750	17.0	6.5	117	1017	15.2	8.8	105	1091	15.1	9.5	104
FIELD & STREAM	7444	1762	9.6	23.7	102	437	9.9	5.9	105	683	10.2	9.2	109	642	8.9	8.6	95
FOOD & WINE	416	*85	0.5	20.4	88	**34	0.8	8.2	147	**25	0.4	6.0	71	**26	0.4	6.3	69
FORBES	1865	518	2.8	27.8	120	**63	1.4	3.4	61	200	3.0	10.7	127	*255	3.5	13.7	150
FORTUNE	1849	405	2.2	21.9	95	**48	1.1	2.6	47	*165	2.5	8.9	106	*191	2.6	10.3	113
GENTLEMEN'S QUARTERLY	2284	663	3.6	29.0	126	**100	2.3	4.4	79	*248	3.7	10.9	129	*314	4.3	13.7	151
GLAMOUR	538	**90	0.5	16.7	72	*224	0.5	4.5	80	**36	0.5	6.7	79	**29	0.4	5.4	59
GOLF DIGEST	1649	390	2.1	23.7	102	**103	2.3	6.2	112	*163	2.4	9.9	117	*124	1.7	7.5	82
GOLF DIGEST/TENNIS (GROSS)	2294	557	3.0	24.3	105	*142	3.2	6.2	111	260	3.9	11.3	134	*155	2.1	6.8	74
GOLF MAGAZINE	1577	340	1.9	21.6	93	**62	1.4	3.9	71	*194	2.9	12.3	146	*84	1.2	5.3	58
GOLF MAGAZINE/SKI (GROSS)	2487	506	2.8	20.3	88	**83	1.9	3.3	60	229	3.4	9.2	109	*194	2.7	7.8	86
GOOD HOUSEKEEPING	2569	606	3.3	23.6	102	*111	2.5	4.3	78	281	4.2	10.9	130	*215	3.0	8.4	92
HARPER'S BAZAAR	431	**79	0.4	18.3	79	**21	0.5	4.9	88	**34	0.5	7.9	94	**24	0.3	5.6	61
HEALTH	788	*229	1.3	29.1	126	**50	1.1	6.3	114	**59	0.9	7.5	89	**120	1.7	15.2	167
HEARST MAG CORP. BUY (GROSS)	18781	4276	23.3	22.8	99	940	21.3	5.0	90	1655	24.8	8.8	105	1681	23.3	9.0	98
HEARST MAN POWER (GROSS)	9169	2140	11.7	23.3	101	410	9.3	4.5	80	777	11.6	8.5	101	954	13.2	10.4	114
HEARST WOMAN POWER (GROSS)	5452	1243	6.8	22.8	99	286	6.5	5.2	94	566	8.5	10.4	123	391	5.4	7.2	79
HOUSE BEAUTIFUL	1020	*249	1.4	24.4	106	**44	1.0	4.3	78	**81	1.2	7.9	94	**125	1.7	12.3	134
INC.	993	350	1.9	35.2	153	**72	1.6	7.3	130	**43	0.6	4.3	51	*235	3.3	23.7	260
JET	2808	668	3.6	23.8	103	*133	3.0	4.7	85	268	4.0	9.5	113	*267	3.7	9.5	104
LADIES' HOME JOURNAL	1868	420	2.3	22.5	97	*120	2.7	6.4	115	*194	2.9	10.4	123	**105	1.5	5.6	62
LHJ FAMILY GRP COMBO(GROSS)	3582	812	4.4	22.7	98	*206	4.7	5.8	103	301	4.5	8.4	100	305	4.2	8.5	93
LIFE	4817	1117	6.1	23.2	100	*226	5.1	4.7	84	465	7.0	9.7	115	427	5.9	8.9	97
L.A. TIMES HOME MAGAZINE	1465	273	1.5	18.6	81	**55	1.2	3.8	67	*114	1.7	7.8	92	*103	1.4	7.0	77
MADEMOISELLE	460	**66	0.4	14.3	62	*116	0.4	3.5	63	**13	0.2	2.8	34	*37	0.5	8.0	88
MC CALL'S	1764	419	2.3	23.6	103	*115	2.6	6.5	117	*176	2.6	10.0	118	**128	1.8	7.3	80
MC CALL'S/WRK MOTHER (GROSS)	2062	543	3.0	26.3	114	*146	3.3	7.1	127	252	3.8	12.2	145	**146	2.0	7.1	78
MECHANIX ILLUSTRATED	3625	847	4.6	23.4	101	*214	4.9	5.9	106	301	4.5	8.3	98	333	4.6	9.2	101
METROPOLITAN HOME	495	**81	0.4	16.4	71	**38	0.9	7.7	138	**20	0.3	4.0	48	**24	0.3	4.8	53
MONEY	3017	704	3.8	23.3	101	**105	2.4	3.5	63	305	4.6	10.1	120	294	4.1	9.7	107
MOTHER EARTH NEWS	1203	*185	1.0	15.4	67	**26	0.6	2.2	39	**97	1.5	8.1	96	**62	0.9	5.2	57
MS.	*257	**44	0.2	17.1	74	**16	0.4	6.2	112	**23	0.3	8.9	106	**6	0.1	2.3	26
NATIONAL ENQUIRER	6921	1518	8.3	21.9	95	274	6.2	4.0	71	692	10.4	10.0	119	552	7.6	8.0	87
NATIONAL GEOGRAPHIC	11626	3093	16.9	26.6	115	648	14.7	5.6	100	1182	17.7	10.2	121	1263	17.5	10.9	119
NATIONAL SUNDAY MAGAZINE PKG	49424	11707	63.9	23.7	102	2841	64.4	5.7	103	4431	66.3	9.0	106	4435	61.4	9.0	98
NATURAL HISTORY	753	*122	0.7	16.2	70	**45	1.0	6.0	107	**38	0.6	5.0	60	**39	0.5	5.2	57
NEW WOMAN	*296	**75	0.4	25.3	110	**26	0.6	8.8	158	**23	0.3	7.8	92	**27	0.4	9.1	100
NEW YORK INCLUDING CUE	541	*125	0.7	23.1	100	**39	0.9	7.2	130	**42	0.6	7.8	92	**44	0.6	8.1	89
THE NEW YORKER	1078	258	1.4	23.9	104	**59	1.3	5.5	98	**96	1.4	8.9	106	*104	1.4	9.6	106
NEWSWEEK	9602	2355	12.9	24.5	106	589	13.4	6.1	110	843	12.6	8.8	104	923	12.8	9.6	105
THE N.Y. TIMES DAILY EDITION	1376	328	1.8	23.8	103	*68	1.5	4.9	89	*134	2.0	9.7	116	*126	1.7	9.2	100
THE N.Y. TIMES MAGAZINE	2110	502	2.7	23.8	103	*103	2.3	4.9	88	213	3.2	10.1	120	186	2.6	8.8	97
OMNI	1927	503	2.7	26.1	113	**118	2.7	6.1	110	*213	3.2	11.1	131	*172	2.4	8.9	98
ON CABLE	911	*155	0.8	17.0	74	**48	1.1	5.3	95	**44	0.7	4.8	57	**63	0.9	6.9	76
1001 HOME IDEAS	927	*163	0.9	17.6	76	**36	0.8	3.9	70	**48	0.7	5.2	61	**79	1.1	8.5	93
ORGANIC GARDENING	1430	271	1.5	19.0	82	**61	1.4	4.3	77	**92	1.4	6.4	76	**117	1.6	8.2	90
OUTDOOR LIFE	4064	905	4.9	22.3	96	*228	5.2	5.6	101	333	5.0	8.2	97	344			

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A WEEK OR MORE				MEDIUM USERS ONCE A WEEK- ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	18318	100.0	23.1	100	4411	100.0	5.6	100	6682	100.0	8.4	100	7225	100.0	9.1	100
PARENTS	1126	328	1.8	29.1	126	**58	1.3	5.2	93	**97	1.5	8.6	102	*173	2.4	15.4	169
PENTHOUSE	4157	745	4.1	17.9	78	**95	2.2	2.3	41	346	5.2	8.3	99	305	4.2	7.3	80
PEOPLE	7591	1724	9.4	22.7	98	284	6.4	3.7	67	569	8.5	7.5	89	871	12.1	11.5	126
PLAYBOY	8379	1996	10.9	23.8	103	397	9.0	4.7	85	824	12.3	9.8	117	774	10.7	9.2	101
POPULAR HOT RODDING	2110	414	2.3	19.8	85	**94	2.1	4.5	80	**88	1.3	4.2	49	*232	3.2	11.0	121
POPULAR MECHANICS	4850	1147	6.3	23.6	102	*229	5.2	4.7	85	395	5.9	8.1	97	523	7.2	10.8	118
POPULAR SCIENCE	3397	948	5.2	27.9	121	*219	5.0	6.4	116	351	5.3	10.3	123	378	5.2	11.1	122
PREVENTION	1720	397	2.2	23.1	100	**105	2.4	6.1	110	*149	2.2	8.7	103	*143	2.0	8.3	91
PSYCHOLOGY TODAY	1344	306	1.7	22.8	99	**103	2.3	7.7	138	**112	1.7	8.3	99	**91	1.3	6.8	74
READER'S DIGEST	16016	4167	22.7	26.0	113	1104	25.0	6.9	124	1428	21.4	8.9	106	1635	22.6	10.2	112
REDBOOK	1121	261	1.4	23.3	101	**67	1.5	6.0	107	**121	1.8	10.8	128	**74	1.0	6.6	72
ROAD & TRACK	2161	481	2.6	22.3	96	**89	2.0	4.1	74	*174	2.6	8.1	96	*219	3.0	10.1	111
ROLLING STONE	1948	484	2.6	24.8	108	**69	1.6	3.5	64	*230	3.4	11.8	140	*185	2.6	9.5	104
RUNNER'S WORLD	899	*171	0.9	19.0	82	**40	0.9	4.4	80	*276	1.1	8.5	100	**55	0.8	6.1	67
SATURDAY EVENING POST	841	*187	1.0	22.2	96	**55	1.2	6.5	118	*277	1.2	9.2	109	**54	0.7	6.4	70
SCIENCE 84	841	*243	1.3	28.9	125	**10	0.2	1.2	21	**125	1.9	14.9	176	**107	1.5	12.7	140
SCIENCE DIGEST	1194	305	1.7	25.5	111	**26	0.6	2.2	39	**114	1.7	9.5	113	**164	2.3	13.7	151
SCIENTIFIC AMERICAN	1379	250	1.4	18.1	78	**26	0.6	1.9	34	**98	1.5	7.1	84	**126	1.7	9.1	100
SELF	436	**126	0.7	28.9	125	**26	0.6	6.0	107	**54	0.8	12.4	147	**45	0.6	10.3	113
SEVENTEEN	614	**97	0.5	15.8	68	**17	0.4	2.8	50	**51	0.8	8.3	99	**30	0.4	4.9	54
SKI	910	*166	0.9	18.2	79	**21	0.5	2.3	41	**35	0.5	3.8	46	**110	1.5	12.1	133
SMITHSONIAN	2937	784	4.3	26.7	116	*142	3.2	4.8	87	233	3.5	7.9	94	409	5.7	13.9	153
SOAP OPERA DIGEST	545	*158	0.9	29.0	125	**34	0.8	6.2	112	**66	1.0	12.1	144	**59	0.8	10.8	119
SOUTHERN LIVING	2054	607	3.3	29.6	128	**133	3.0	6.5	116	*210	3.1	10.2	121	*265	3.7	12.9	142
SPORT	2799	643	3.5	23.0	99	**98	2.2	3.5	63	341	5.1	12.2	145	*204	2.8	7.3	80
THE SPORTING NEWS	1938	407	2.2	21.0	91	**104	2.4	5.4	96	*177	2.6	9.1	108	*127	1.8	6.6	72
SPORTS AFIELD	3125	689	3.8	22.0	95	*155	3.5	5.0	89	*268	4.0	8.6	102	266	3.7	8.5	93
SPORTS ILLUSTRATED	11159	2575	14.1	23.1	100	625	14.2	5.6	101	902	13.5	8.1	96	1047	14.5	9.4	103
STAR	4095	838	4.6	20.5	89	*169	3.8	4.1	74	355	5.3	8.7	103	314	4.3	7.7	84
SUNDAY	25169	5789	31.6	23.0	100	1350	30.6	5.4	96	2178	32.6	8.7	103	2261	31.3	9.0	99
SUNSET	1294	*298	1.6	23.0	100	**93	2.1	7.2	129	**110	1.6	8.5	101	**95	1.3	7.3	81
TV GUIDE	18508	4528	24.7	24.5	106	969	22.0	5.2	94	2025	30.3	10.9	130	1535	21.2	8.3	91
TENNIS	645	*167	0.9	25.9	112	**39	0.9	6.0	109	**97	1.5	15.0	178	**30	0.4	4.7	51
TIME	12124	2872	15.7	23.7	103	573	13.0	4.7	85	1045	15.6	8.6	102	1254	17.4	10.3	113
TOWN & COUNTRY	493	**86	0.5	17.4	75	**15	0.3	3.0	55	**22	0.3	4.5	53	**49	0.7	9.9	109
TRAVEL & LEISURE	1122	*242	1.3	21.6	93	**55	1.2	4.9	88	**85	1.3	7.6	90	**102	1.4	9.1	100
TRUE STORY	690	*180	1.0	26.1	113	**38	0.9	5.5	99	*277	1.2	11.2	132	**65	0.9	9.4	103
U.S. NEWS & WORLD REPORT	6571	1474	8.0	22.4	97	351	8.0	5.3	96	564	8.4	8.6	102	560	7.8	8.5	93
USA TODAY	3120	681	3.7	21.8	94	*105	2.4	3.4	60	266	4.0	8.5	101	310	4.3	9.9	109
US	1315	357	1.9	27.1	117	**81	1.8	6.2	111	*100	1.5	7.6	90	*177	2.4	13.5	148
VOGUE	632	*83	0.5	13.1	57	**33	0.7	5.2	94	**20	0.3	3.2	38	**30	0.4	4.7	52
MALL STREET JOURNAL	4247	960	5.2	22.6	98	*161	3.6	3.8	68	332	5.0	7.8	93	467	6.5	11.0	121
WEIGHT WATCHERS	398	**114	0.6	28.6	124	**49	1.1	12.3	221	*334	0.5	8.5	101	*330	0.4	7.5	83
WOMAN'S DAY	1139	293	1.6	25.7	111	**106	2.4	9.3	167	*119	1.8	10.4	124	**68	0.9	6.0	65
WORKING MOTHER	*298	**125	0.7	41.9	182	**31	0.7	10.4	187	*276	1.1	25.5	303	**18	0.2	6.0	66
WORKING WOMAN	327	**76	0.4	23.2	101	**20	0.5	6.1	110	**28	0.4	8.6	102	**29	0.4	8.9	97
WORLD TENNIS	397	**90	0.5	22.7	98	**20	0.5	5.0	91	**42	0.6	10.6	125	**28	0.4	7.1	77
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2337	12.8	24.3	105	407	9.2	4.2	76	894	13.4	9.3	110	1036	14.3	10.8	118
BLAIR INSERTS	43762	10290	56.2	23.5	102	2377	53.9	5.4	98	3925	58.7	9.0	106	3988	55.2	9.1	100
DAILY NEWSPAPERS																	
READ ANY	52459	12380	67.6	23.6	102	3031	68.7	5.8	104	4661	69.8	8.9	105	4689	64.9	8.9	98
READ ONE	41891	9926	54.2	23.7	103	2498	56.6	6.0	107	3746	56.1	8.9	106	3682	51.0	8.8	96
READ TWO OR MORE	10568	2454	13.4	23.2	100	533	12.1	5.0	91	915	13.7	8.7	103	1007	13.9	9.5	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	12166	66.4	23.4	101	2943	66.7	5.7	102	4603	68.9	8.9	105	4620	63.9	8.9	98
READ ONE	44561	10548	57.6	23.7	102	2651	60.1	5.9	107	4006	60.0	9.0	107	3892	53.9	8.7	96
READ TWO OR MORE	7368	1619	8.8	22.0	95	293	6.6	4.0	71	598	8.9	8.1	96	728	10.1	9.9	108
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	28.50				25.99				29.86				28.76			
30 DAY REACH	71522	16377	89.4	22.9	99	3895	88.3	5.4	98	5895	88.2	8.2	98	6588	91.2	9.2	101
50 SHWG - 30 DAY AV FREQ	15.95	14.95				13.62				15.78				15.00			
30 DAY REACH	68168	15594	85.1	22.9	99	3697	83.8	5.4	97	5589	83.6	8.2	97	6308	87.3	9.3	102
25 SHWG - 30 DAY AV FREQ	8.43	8.05				7.35				8.54				8.03			
30 DAY REACH	62898	14446	78.9	23.0	99	3421	77.6	5.4	98	5148	77.0	8.2	97	5877	81.3	9.3	103
CABLE TV: HOME WIRED	31664	7346	40.1	23.2	100	1705	38.7	5.4	97	2842	42.5	9.0	106	2800	38.8	8.8	97
HOME NOT WIRED	47599	10972	59.9	23.1	100	2706	61.3	5.7	102	3840	57.5	8.1	96	4426	61.3	9.3	102
HAVE PAY CABLE	17139	4173	22.8	24.3	105	956	21.7	5.6	100	1511	22.6	8.8	105	1706	23.6	10.0	109

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A WEEK OR MORE				MEDIUM USERS ONCE A WEEK- ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % ACROSS	A '000	B % DOWN	C % ACROSS	D % ACROSS	A '000	B % DOWN	C % ACROSS	D % ACROSS	A '000	B % DOWN	C % ACROSS	D % ACROSS
TOTAL MALES	79263	18318	100.0	23.1	100	4411	100.0	5.6	100	6682	100.0	8.4	100	7225	100.0	9.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	11087	60.5	23.3	101	2687	60.9	5.6	101	4143	62.0	8.7	103	4256	58.9	8.9	98
10:00 AM - 3:00 PM	29926	6661	36.4	22.3	96	1626	36.9	5.4	98	2444	36.6	8.2	97	2591	35.9	8.7	95
3:00 PM - 7:00 PM	37666	8811	48.1	23.4	101	2031	46.0	5.4	97	3178	47.6	8.4	100	3602	49.9	9.6	106
7:00 PM - MIDNIGHT	18909	4304	23.5	22.8	98	979	22.2	5.2	93	1673	25.0	8.8	105	1652	22.9	8.7	96
MIDNIGHT - 6:00 AM	11822	2649	14.5	22.4	97	570	12.9	4.8	87	1033	15.5	8.7	104	1046	14.5	8.8	97
6:00 AM - MIDNIGHT	63254	14700	80.2	23.2	101	3451	78.2	5.5	98	5407	80.9	8.5	101	5842	80.9	9.2	101
ENTIRE DAY	64057	14844	81.0	23.2	100	3477	78.8	5.4	98	5470	81.9	8.5	101	5897	81.6	9.2	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	4092	22.3	24.7	107	925	21.0	5.6	100	1621	24.3	9.8	116	1547	21.4	9.3	102
ALL NEWS	3542	969	5.3	27.4	118	*167	3.8	4.7	85	425	6.4	12.0	142	377	5.2	10.6	117
AOR/PROGRESSIVE	7465	1538	8.4	20.6	89	279	6.3	3.7	67	549	8.2	7.4	87	711	9.8	9.5	104
BEAUTIFUL MUSIC	5061	1224	6.7	24.2	105	*270	6.1	5.3	96	551	8.2	10.9	129	403	5.6	8.0	87
BLACK	1914	379	2.1	19.8	86	*111	2.5	5.8	104	*170	2.5	8.9	105	**98	1.4	5.1	56
CLASSICAL	2304	490	2.7	21.3	92	*133	3.0	5.8	104	*121	1.8	5.3	62	236	3.3	10.2	112
CHR/ROCK	10663	2481	13.5	23.3	101	549	12.4	5.1	93	912	13.6	8.6	101	1020	14.1	9.6	105
COUNTRY	13919	3319	18.1	23.8	103	904	20.5	6.5	117	1150	17.2	8.3	98	1265	17.5	9.1	100
GOLDEN OLDIES	2040	430	2.3	21.1	91	*134	3.0	6.6	118	*172	2.6	8.4	100	*124	1.7	6.1	67
MOR/NOSTALGIA	5105	1195	6.5	23.4	101	233	5.3	4.6	82	516	7.7	10.1	120	446	6.2	8.7	96
NEWS/TALK	4764	1180	6.4	24.8	107	264	6.0	5.5	100	449	6.7	9.4	112	466	6.4	9.8	107
RELIGIOUS	2164	450	2.5	20.8	90	**150	3.4	6.9	125	*169	2.5	7.8	93	*131	1.8	6.1	66
SOFT ROCK	623	**157	0.9	25.2	109	**116	0.4	2.6	46	*56	0.8	9.0	107	*85	1.2	13.6	150
URBAN CONTEMPORARY	1331	385	2.1	28.9	125	**131	3.0	9.8	177	*118	1.8	8.9	105	**137	1.9	10.3	113
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	783	4.3	24.6	106	**153	3.5	4.8	86	344	5.1	10.8	128	*286	4.0	9.0	98
ABC DIRECTON	2724	715	3.9	26.2	114	*188	4.3	6.9	124	259	3.9	9.5	113	268	3.7	9.8	108
ABC ENTERTAINMENT	5256	1138	6.2	21.7	94	319	7.2	6.1	109	395	5.9	7.5	89	423	5.9	8.0	88
ABC FM	2263	591	3.2	26.1	113	**159	3.6	7.0	126	*233	3.5	10.3	122	*200	2.8	8.8	97
ABC INFORMATION	5618	1419	7.7	25.3	109	365	8.3	6.5	117	657	9.8	11.7	139	398	5.5	7.1	78
ABC ROCK	2857	543	3.0	19.0	82	*134	3.0	4.7	84	*158	2.4	5.5	66	*250	3.5	8.8	96
CBS	5953	1538	8.4	25.8	112	315	7.1	5.3	95	600	9.0	10.1	120	623	8.6	10.5	115
MUTUAL	4979	1349	7.4	27.1	117	362	8.2	7.3	131	572	8.6	11.5	136	416	5.8	8.4	92
NBC	7279	1594	8.7	21.9	95	352	8.0	4.8	87	584	8.7	8.0	95	658	9.1	9.0	99
RADIORADIO	2389	511	2.8	21.4	93	**113	2.6	4.7	85	*156	2.3	6.5	77	242	3.3	10.1	111
RKO ONE	2583	678	3.7	26.2	114	*192	4.4	7.4	134	272	4.1	10.5	125	213	2.9	8.2	90
RKO TWO	3674	877	4.8	23.9	103	*211	4.8	5.7	103	366	5.5	10.0	118	299	4.1	8.1	89
THE SOURCE	3514	834	4.6	23.7	103	*138	3.1	3.9	71	*335	5.0	9.5	113	361	5.0	10.3	113
NON-WIRED: BLAIR	9864	2223	12.1	22.5	98	577	13.1	5.8	105	862	12.9	8.7	104	784	10.9	7.9	87
INTERNET	13522	3162	17.3	23.4	101	816	18.5	6.0	108	1045	15.6	7.7	92	1301	18.0	9.6	106
KATZ RADIO GROUP	19321	4686	25.6	24.3	105	1017	23.1	5.3	95	1859	27.8	9.6	114	1810	25.1	9.4	103
SUPERNET	10739	2514	13.7	23.4	101	451	10.2	4.2	75	1047	15.7	9.7	116	1016	14.1	9.5	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	1219	6.7	23.9	103	298	6.8	5.8	105	494	7.4	9.7	115	427	5.9	8.4	92
MKDAY 9:00 AM - 1:00 PM	5383	1366	7.5	25.4	110	328	7.4	6.1	109	515	7.7	9.6	113	524	7.3	9.7	107
MKDAY 1:00 PM - 4:30 PM	6469	1610	8.8	24.9	108	431	9.8	6.7	120	596	8.9	9.2	109	582	8.1	9.0	99
MKDAY 4:30 PM - 7:30 PM	19661	4521	24.7	23.0	99	1099	24.9	5.6	100	1753	26.2	8.9	106	1669	23.1	8.5	93
MKDAY 7:30 PM - 8:00 PM	27579	6402	34.9	23.2	100	1626	36.9	5.9	106	2443	36.6	8.9	105	2332	32.3	8.5	93
MKDAY 11:00 PM - 11:30 PM	22964	5634	30.8	24.5	106	1472	33.4	6.4	115	2230	33.4	9.7	115	1932	26.7	8.4	92
MKDAY 11:30 PM - 1:00 AM	8158	2086	11.4	25.6	111	487	11.0	6.0	107	830	12.4	10.2	121	768	10.6	9.4	103
M-SAT 8-11 PM-SUN 7-11 PM	30140	7059	38.5	23.4	101	1706	38.7	5.7	102	2662	39.8	8.8	105	2691	37.2	8.9	98
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	498	2.7	24.3	105	**55	1.2	2.7	48	183	2.7	8.9	106	259	3.6	12.6	139
ANOTHER WORLD	N 1214	322	1.8	26.5	115	*107	2.4	8.8	158	137	2.1	11.3	134	*78	1.1	6.4	70
AS THE WORLD TURNS	C 1740	401	2.2	23.0	100	158	3.6	9.1	163	*113	1.7	6.5	77	*130	1.8	7.5	82
CAPITOL	C 1016	272	1.5	26.8	116	*89	2.0	8.8	157	**75	1.1	7.4	88	*108	1.5	10.6	117
CBS MORN. NEWS 1	C 1203	310	1.7	25.8	112	*50	1.1	4.2	75	116	1.7	9.6	114	*143	2.0	11.9	130
CBS MORN. NEWS 2	C 773	196	1.1	25.4	110	*61	1.4	7.9	142	*70	1.0	9.1	107	*65	0.9	8.4	92
DAYS OF OUR LIVES	N 1629	432	2.4	26.5	115	*129	2.9	7.9	142	150	2.2	9.2	109	154	2.1	9.5	104
FACTS OF LIFE - DAYTIME	N 961	364	2.0	37.9	164	**43	1.0	4.5	80	*143	2.1	14.9	177	*178	2.5	18.5	203
FAMILY FEUD	A 1390	434	2.4	31.2	135	*85	1.9	6.1	110	199	3.0	14.3	170	*150	2.1	10.8	118
GENERAL HOSPITAL	A 1463	313	1.7	21.4	93	*82	1.9	5.6	101	112	1.7	7.7	91	*120	1.7	8.2	90
GOOD MORNING, AMERICA-730 A	A 1705	377	2.1	22.1	96	*103	2.3	6.0	109	130	1.9	7.6	90	144	2.0	8.4	93
GOOD MORNING, AMERICA-830 A	A 889	197	1.1	22.2	96	*76	1.7	8.5	154	*65	1.0	7.3	87	*56	0.8	6.3	69
GUIDING LIGHT	C 1754	455	2.5	25.9	112	*114	2.6	6.5	117	173	2.6	9.9	117	*168	2.3	9.6	105
ONE LIFE TO LIVE	A 1100	261	1.4	23.7	103	**49	1.1	4.5	80	*90	1.3	8.2	97	*122	1.7	11.1	122
PRESS YOUR LUCK	C 1222	344	1.9	28.2	122	*75	1.7	6.1	110	*125	1.9	10.2	121	*144	2.0	11.8	129
PRICE IS RIGHT 1	C 2692	567	3.1	21.1	91	154	3.5	5.7	103	200	3.0	7.4	88	213	2.9	7.9	87
PRICE IS RIGHT 2	C 2764	544	3.0	19.7	85	151	3.4	5.5	98	185	2.8	6.7	79	208	2.9	7.5	83
RYAN'S HOPE	A 880	235	1.3	26.7	116</												

		TOTAL U.S. '000																ALL USERS																HEAVY USERS 2 TIMES A WEEK OR MORE																MEDIUM USERS ONCE EVERY 2 MONTHS																LIGHT USERS ONCE EVERY 3 MONTHS OR LESS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	19039	100.0	21.5	100	5027	100.0	5.7	100	5912	100.0	6.7	100	8099	100.0	9.2	100
FEMALE HOMEMAKERS	80986	17140	90.0	21.2	98	4513	89.8	5.6	98	5463	92.4	6.7	101	7164	88.5	8.8	97
EMPLOYED MOTHERS	18702	3916	20.6	20.9	97	865	17.2	4.6	81	1201	20.3	6.4	96	1850	22.8	9.9	108
18 - 24	14726	2917	15.3	19.8	92	816	16.2	5.5	98	738	12.5	5.0	75	1363	16.8	9.3	101
25 - 34	20202	4112	21.6	20.4	95	775	15.4	3.8	68	1195	20.2	5.9	89	2142	26.4	10.6	116
35 - 44	14781	3376	17.7	22.8	106	807	16.1	5.5	96	981	16.6	6.6	99	1587	19.6	10.7	117
45 - 54	11449	2475	13.0	21.6	100	753	15.0	6.6	116	714	12.1	6.2	93	1008	12.4	8.8	96
55 - 64	11846	2742	14.4	23.1	108	735	14.6	6.2	109	947	16.0	8.0	120	1060	13.1	8.9	98
65 OR OLDER	15459	3416	17.9	22.1	103	1140	22.7	7.4	130	1338	22.6	8.7	130	939	11.6	6.1	66
18 - 34	34928	7030	36.9	20.1	94	1591	31.6	4.6	80	1923	32.7	5.5	83	3505	43.3	10.0	110
18 - 49	55154	11596	60.9	21.0	98	2771	55.1	5.0	88	3235	54.7	5.9	88	5589	69.0	10.1	111
25 - 54	46433	9963	52.3	21.5	100	2336	46.5	5.0	89	2890	48.9	6.2	93	4737	58.5	10.2	111
35 - 49	20226	4566	24.0	22.6	105	1180	23.5	5.8	103	1302	22.0	6.4	96	2084	25.7	10.3	113
50 OR OLDER	33310	7443	39.1	22.3	104	2256	44.9	6.8	119	2677	45.3	8.0	120	2510	31.0	7.5	82
GRADUATED COLLEGE	12110	2697	14.2	22.3	103	*354	7.0	2.9	51	928	15.7	7.7	115	1415	17.5	11.7	128
ATTENDED COLLEGE	15309	3045	16.0	19.9	92	671	13.3	4.4	77	925	15.6	6.0	90	1448	17.9	9.5	103
GRADUATED HIGH SCHOOL	36912	7748	40.7	21.0	98	2246	44.7	6.1	107	2034	34.4	5.5	82	3467	42.8	9.4	103
DID NOT GRADUATE HIGH SCHOOL	24134	5549	29.1	23.0	107	1755	34.9	7.3	128	2025	34.3	8.4	126	1769	21.8	7.3	80
EMPLOYED FULL-TIME	35457	7939	41.7	22.4	104	1801	35.8	5.1	89	2265	38.3	6.4	96	3873	47.8	10.9	119
EMPLOYED PART-TIME	8514	1656	8.7	19.5	90	*439	8.7	5.2	91	*487	8.2	5.7	86	730	9.0	8.6	94
NOT EMPLOYED	44494	9444	49.6	21.2	99	2787	55.4	6.3	110	3160	53.5	7.1	106	3497	43.2	7.9	86
PROFESSIONAL/MANAGER	10811	2481	13.0	22.9	107	*423	8.4	3.9	69	898	15.2	8.3	124	1159	14.3	10.7	117
TECH/CLERICAL/SALES	19640	3913	20.6	19.9	93	886	17.6	4.5	79	1003	17.0	5.1	76	2025	25.0	10.3	113
PRECISION/CRAFT	1023	**243	1.3	23.8	110	**99	2.0	9.7	170	**29	0.5	2.8	42	**114	1.4	11.1	122
OTHER EMPLOYED	12498	2958	15.5	23.7	110	832	16.6	6.7	117	822	13.9	6.6	98	1304	16.1	10.4	114
SINGLE	15995	3248	17.1	20.3	94	776	15.4	4.9	85	816	13.8	5.1	76	1656	20.4	10.4	113
MARRIED	51689	11189	58.8	21.6	101	2921	58.1	5.7	99	3482	58.9	6.7	101	4785	59.1	9.3	101
DIVORCED/SEPARATED/WIDOWED	20780	4603	24.2	22.2	103	1330	26.5	6.4	113	1614	27.3	7.8	116	1659	20.5	8.0	87
PARENTS	33922	6906	36.3	20.4	95	1656	32.9	4.9	86	2118	35.8	6.2	93	3133	38.7	9.2	101
WHITE	76422	16208	85.1	21.2	99	4117	81.9	5.4	95	5041	85.3	6.6	99	7051	87.1	9.2	101
BLACK	10066	2439	12.8	24.2	113	768	15.3	7.6	134	740	12.5	7.4	110	932	11.5	9.3	101
OTHER	1976	**391	2.1	19.8	92	**143	2.8	7.2	127	**131	2.2	6.6	99	**117	1.4	5.9	65
NORTHEAST-CENSUS	19803	3869	20.3	19.5	91	1055	21.0	5.3	94	1236	20.9	6.2	93	1577	19.5	8.0	87
NORTH CENTRAL	22181	3881	20.4	17.5	81	1029	20.5	4.6	82	1225	20.7	5.5	83	1627	20.1	7.3	80
SOUTH	30082	7491	39.3	24.9	116	2374	47.2	7.9	139	2449	41.4	8.1	122	2669	33.0	8.9	97
WEST	16398	3798	19.9	23.2	108	570	11.3	3.5	61	1002	16.9	6.1	91	2226	27.5	13.6	148
NORTHEAST-MKTG.	20163	4277	22.5	21.2	99	1211	24.1	6.0	106	1442	24.4	7.2	107	1623	20.0	8.0	88
EAST CENTRAL	13054	2611	13.7	20.0	93	829	16.5	6.4	112	729	12.3	5.6	84	1052	13.0	8.1	88
WEST CENTRAL	14953	2453	12.9	16.4	76	581	11.6	3.9	68	803	13.6	5.4	80	1069	13.2	7.1	78
SOUTH	25785	6225	32.7	24.1	112	1889	37.6	7.3	129	2035	34.4	7.9	118	2302	28.4	8.9	98
PACIFIC	14470	3473	18.2	24.0	112	*517	10.3	3.6	63	904	15.3	6.2	93	2053	25.3	14.2	155
COUNTY SIZE A	36705	7886	41.4	21.5	100	2069	41.2	5.6	99	2115	35.8	5.8	86	3702	45.7	10.1	110
COUNTY SIZE B	26819	5457	28.7	20.3	95	1354	26.9	5.0	89	1793	30.3	6.7	100	2310	28.5	8.6	94
COUNTY SIZE C	13597	3146	16.5	23.1	108	774	15.4	5.7	100	1171	19.8	8.6	129	1202	14.8	8.8	97
COUNTY SIZE D	11344	2549	13.4	22.5	104	831	16.5	7.3	129	833	14.1	7.3	110	885	10.9	7.8	85
METRO CENTRAL CITY	26825	5522	29.0	20.6	96	1394	27.7	5.2	91	1690	28.6	6.3	94	2439	30.1	9.1	99
METRO SUBURBAN	39912	8453	44.4	21.2	98	1891	37.6	4.7	83	2643	44.7	6.6	99	3919	48.4	9.8	107
NON METRO	21728	5063	26.6	23.3	108	1743	34.7	8.0	141	1579	26.7	7.3	109	1742	21.5	8.0	88
TOP 5 ADI'S	20847	4721	24.8	22.6	105	1027	20.4	4.9	87	1293	21.9	6.2	93	2401	29.6	11.5	126
TOP 10 ADI'S	28719	6309	33.1	22.0	102	1558	31.0	5.4	95	1763	29.8	6.1	92	2988	36.9	10.4	114
TOP 20 ADI'S	40904	8658	45.5	21.2	98	2135	42.5	5.2	92	2399	40.6	5.9	88	4123	50.9	10.1	110
HSGLD INC. \$50,000 OR MORE	7931	1871	9.8	23.6	110	*403	8.0	5.1	89	*409	6.9	5.2	77	1059	13.1	13.4	146
\$40,000 OR MORE	15233	3419	18.0	22.4	104	746	14.8	4.9	86	867	14.7	5.7	85	1806	22.3	11.9	129
\$30,000 OR MORE	28333	5924	31.1	20.9	97	1284	25.5	4.5	80	1682	28.5	5.9	89	2958	36.5	10.4	114
\$25,000 OR MORE	36417	7935	41.7	21.8	101	1558	31.0	4.3	75	2334	39.5	6.4	96	4044	49.9	11.1	121
\$20,000 - \$24,999	9943	2162	11.4	21.7	101	*623	12.4	6.3	110	*655	11.1	6.6	99	884	10.9	8.9	97
\$15,000 - \$19,999	9211	1991	10.5	21.6	100	744	14.8	8.1	142	600	10.1	6.5	97	647	8.0	7.0	77
\$10,000 - \$14,999	13477	3018	15.9	22.4	104	807	16.1	6.0	105	964	16.3	7.2	107	1247	15.4	9.3	101
UNDER \$10,000	19418	3932	20.7	20.2	94	1296	25.8	6.7	117	1360	23.0	7.0	105	1277	15.8	6.6	72
HOUSEHOLD OF 1 PERSON	11987	2205	11.6	18.4	85	649	12.9	5.4	95	733	12.4	6.1	92	823	10.2	6.9	75
2 PEOPLE	27046	6602	34.7	24.4	113	1795	35.7	6.6	117	1959	33.1	7.2	108	2848	35.2	10.5	115
3 OR 4 PEOPLE	34251	7076	37.2	20.7	96	1785	35.5	5.2	92	2290	38.7	6.7	100	3001	37.1	8.8	96
5 OR MORE PEOPLE	15180	3155	16.6	20.8	97	799	15.9	5.3	93	930	15.7	6.1	92	1427	17.6	9.4	103
NO CHILD IN HSGLD	49819	10946	57.5	22.0	102	2997	59.6	6.0	106	3471	58.7	7.0	104	4478	55.3	9.0	98
CHILD(REN) UNDER 2 YRS	6045	1256	6.6	20.8	97	*308	6.1	5.1	90	*422	7.1	7.0	104	*526	6.5	8.7	95
2 - 5 YEARS	15233	2995	15.7	19.7	91	572	11.4	3.8	66	1067	18.0	7.0	105	1357	16.8	8.9	97
6 - 11 YEARS	16260	3282	17.2	20.2	94	968	19.3	6.0	105	958	16.2	5.9	88	1356	16.7	8.3	91
12 - 17 YEARS	19173	4173	21.9	21.8	101	1097	21.8	5.7	101	1194	20.2	6.2	93	1882	23.2	9.8	107
RESIDENCE OWNED	61371	13408	70.4	21.8	102	3353	66.7	5.5	96	4394	74.3	7.2	107	5661	69.9	9.2	101
VALUE: \$50,000 OR MORE	35355	7771	40.8	22.0	102	1759	35.0	5.0	88	2334	39.5	6.6	99	3678	45.4	10.4	114
VALUE: UNDER \$50,000	26016	5637	29.6	21.7	101	1594	31.7	6.1	108	2060	34.8	7.9	118	1983	24.5	7.6	83

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B % DOWN	C % ACROSS	D INDX	2 TIMES A	A WEEK OR MORE			ONCE EVERY 2 MONTHS	ONCE A WEEK			ONCE EVERY 3 MONTHS OR LESS	C		
								A	B % DOWN	C % ACROSS		D	A	B % DOWN		C % ACROSS	D	A
TOTAL FEMALES		88464	19039	100.0	21.5	100	5027	100.0	5.7	100	5912	100.0	6.7	100	8099	100.0	9.2	100
MAGAZINES	QUINTILE 1	17988	4275	22.5	23.8	110	935	18.6	5.2	91	1445	24.4	8.0	120	1895	23.4	10.5	115
	QUINTILE 2	19446	4250	22.3	21.9	102	1307	26.0	6.7	118	1133	19.2	5.8	87	1810	22.3	9.3	102
	QUINTILE 3	14626	3052	16.0	20.9	97	934	18.6	6.4	112	942	15.9	6.4	96	1176	14.5	8.0	88
	QUINTILE 4	16014	3735	19.6	23.3	108	855	17.0	5.3	94	1169	19.8	7.3	109	1710	21.1	10.7	117
	QUINTILE 5	20389	3727	19.6	18.3	85	997	19.8	4.9	86	1223	20.7	6.0	90	1508	18.6	7.4	81
NEWSPAPERS	QUINTILE 1	13830	3176	16.7	23.0	107	758	15.1	5.5	96	814	13.8	5.9	88	1604	19.8	11.6	127
	QUINTILE 2	26350	5648	29.7	21.4	100	1375	27.4	5.2	92	1819	30.8	6.9	103	2454	30.3	9.3	102
	QUINTILE 3	12415	2783	14.6	22.4	104	703	14.0	5.7	100	1039	17.6	8.4	125	1041	12.9	8.4	92
	QUINTILE 4	21911	4317	22.7	19.7	92	1315	26.2	6.0	106	1270	21.5	5.8	87	1732	21.4	7.9	86
	QUINTILE 5	13960	3116	16.4	22.3	104	877	17.4	6.3	111	970	16.4	6.9	104	1269	15.7	9.1	99
OUTDOOR	QUINTILE 1	16810	3661	19.2	21.8	101	997	19.8	5.9	104	980	16.6	5.8	87	1685	20.8	10.0	109
	QUINTILE 2	17101	3878	20.4	22.7	105	901	17.9	5.3	93	1192	20.2	7.0	104	1785	22.0	10.4	114
	QUINTILE 3	17579	3820	20.1	21.7	101	1037	20.6	5.9	104	1296	21.9	7.4	110	1487	18.4	8.5	92
	QUINTILE 4	18343	3601	18.9	19.6	91	855	17.0	4.7	82	1194	20.2	6.5	97	1553	19.2	8.5	92
	QUINTILE 5	18631	4078	21.4	21.9	102	1237	24.6	6.6	117	1251	21.2	6.7	100	1590	19.6	8.5	93
RADIO-DRIVE TIME	QUINTILE 1	17390	3610	19.0	20.8	96	971	19.3	5.6	98	1189	20.1	6.8	102	1451	17.9	8.3	91
	QUINTILE 2	16591	3374	17.7	20.3	94	883	17.6	5.3	94	1211	20.5	7.3	109	1279	15.8	7.7	84
	QUINTILE 3	16910	3470	18.2	20.5	95	861	17.1	5.1	90	1163	19.7	6.9	103	1446	17.9	8.6	93
	QUINTILE 4	18002	4182	22.0	23.2	108	1123	22.3	6.2	110	1265	21.4	7.0	105	1795	22.2	10.0	109
	QUINTILE 5	19572	4402	23.1	22.5	105	1190	23.7	6.1	107	1083	18.3	5.5	83	2129	26.3	10.9	119
RADIO-MID- DAY	TERCILE 1	23248	4881	25.6	21.0	98	1414	28.1	6.1	107	1436	24.3	6.2	92	2031	25.1	8.7	95
	TERCILE 2	23667	5354	28.1	22.6	105	1198	23.8	5.1	89	1790	30.3	7.6	113	2366	29.2	10.0	109
	TERCILE 3	41549	8804	46.2	21.2	98	2416	48.1	5.8	102	2686	45.4	6.5	97	3703	45.7	8.9	97
RADIO-TOTAL	QUINTILE 1	17786	3521	18.5	19.8	92	1100	21.9	6.2	109	1125	19.0	6.3	95	1296	16.0	7.3	80
	QUINTILE 2	17316	3786	19.9	21.9	102	852	16.9	4.9	87	1165	19.7	6.7	101	1770	21.9	10.2	112
	QUINTILE 3	18428	3928	20.6	21.3	99	849	16.9	4.6	81	1398	23.6	7.6	114	1681	20.8	9.1	100
	QUINTILE 4	17669	4023	21.1	22.8	106	1134	22.6	6.4	113	1197	20.2	6.8	101	1692	20.9	9.6	105
	QUINTILE 5	17265	3780	19.9	21.9	102	1092	21.7	6.3	111	1028	17.4	6.0	89	1660	20.5	9.6	105
TV-PRIME TIME	QUINTILE 1	17416	3895	20.5	22.4	104	1198	23.8	6.9	121	1149	19.4	6.6	99	1549	19.1	8.9	97
	QUINTILE 2	17413	3706	19.5	21.3	99	947	18.8	5.4	96	1257	21.3	7.2	108	1502	18.5	8.6	94
	QUINTILE 3	17943	4019	21.1	22.4	104	856	17.0	4.8	84	1319	22.3	7.4	110	1843	22.8	10.3	112
	QUINTILE 4	18442	3898	20.5	21.1	98	1009	20.1	5.5	96	1136	19.2	6.2	92	1752	21.6	9.5	104
	QUINTILE 5	17250	3521	18.5	20.4	95	1016	20.2	5.9	104	1051	17.8	6.1	91	1453	17.9	8.4	92
TV-DAYTIME	TERCILE 1	29966	6430	33.8	21.5	100	1789	35.6	6.0	105	1959	33.1	6.5	98	2682	33.1	9.0	98
	TERCILE 2	29480	6168	32.4	20.9	97	1671	33.2	5.7	100	2073	35.1	7.0	105	2425	29.9	8.2	90
	TERCILE 3	29018	6440	33.8	22.2	103	1567	31.2	5.4	95	1881	31.8	6.5	97	2992	36.9	10.3	113
TV-TOTAL	QUINTILE 1	17740	4004	21.0	22.6	105	1205	24.0	6.8	120	1176	19.9	6.6	99	1623	20.0	9.1	100
	QUINTILE 2	17674	3675	19.3	20.8	97	938	18.7	5.3	93	1349	22.8	7.6	114	1387	17.1	7.8	86
	QUINTILE 3	17730	4038	21.2	22.8	106	1035	20.6	5.8	103	1275	21.6	7.2	108	1729	21.3	9.8	107
	QUINTILE 4	17563	3622	19.0	20.6	96	815	16.2	4.6	82	1162	19.7	6.6	99	1645	20.3	9.4	102
	QUINTILE 5	17757	3700	19.4	20.8	97	1034	20.6	5.8	102	950	16.1	5.4	80	1715	21.2	9.7	105
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	23278	5321	27.9	22.9	106	1420	28.2	6.1	107	1603	27.1	6.9	103	2298	28.4	9.9	108
	NEWSPAPER IMPERATIVE	21634	4823	25.3	22.3	104	1432	28.5	6.6	116	1489	25.2	6.9	103	1903	23.5	8.8	96
		23455	4943	26.0	21.1	98	1105	22.0	4.7	83	1599	27.0	6.8	102	2239	27.6	9.5	104
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	17482	4057	21.3	23.2	108	1024	20.4	5.9	103	1207	20.4	6.9	103	1826	22.5	10.4	114
	OUTDOOR IMPERATIVE	28830	6281	33.0	21.8	101	1807	35.9	6.3	110	1975	33.4	6.9	103	2498	30.8	8.7	95
		26119	5434	28.5	20.8	97	1379	27.4	5.3	93	1622	27.4	6.2	93	2433	30.0	9.3	102
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	20162	4577	24.0	22.7	105	1191	23.7	5.9	104	1413	23.9	7.0	105	1972	24.3	9.8	107
	RADIO IMPERATIVE	26292	5900	31.0	22.4	104	1630	32.4	6.2	109	1776	30.0	6.8	101	2494	30.8	9.5	104
		25308	4935	25.9	19.5	91	1319	26.2	5.2	92	1654	28.0	6.5	98	1963	24.2	7.8	85
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	17312	3935	20.7	22.7	106	1023	20.4	5.9	104	1152	19.5	6.7	100	1760	21.7	10.2	111
	TELEVISION IMPERATIVE	29099	6479	34.0	22.3	103	1764	35.1	6.1	107	2016	34.1	6.9	104	2699	33.3	9.3	101
		27505	5670	29.8	20.6	96	1590	31.6	5.8	102	1889	32.0	6.9	103	2192	27.1	8.0	87
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	18628	4160	21.8	22.3	104	1048	20.8	5.6	99	1152	19.5	6.2	93	1960	24.2	10.5	115
	OUTDOOR IMPERATIVE	29178	6278	33.0	21.5	100	1493	29.7	5.1	90	2092	35.4	7.2	107	2693	33.3	9.2	101
		25260	5511	28.9	21.8	101	1532	30.5	6.1	107	1743	29.5	6.9	103	2236	27.6	8.9	97
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	19246	4008	21.1	20.8	97	919	18.3	4.8	84	1384	23.4	7.2	108	1706	21.1	8.9	97
	RADIO IMPERATIVE	28155	6427	33.8	22.8	106	1570	31.2	5.6	98	1908	32.3	6.8	101	2950	36.4	10.5	114
		25308	5202	27.3	20.6	96	1415	28.1	5.6	98	1746	29.5	6.9	103	2041	25.2	8.1	88
NEWSPAPERS-TELEVISION: DUAL	TELEVISION IMPERATIVE	18615	4361	22.9	23.4	109	1188	23.6	6.4	112	1511	25.6	8.1	121	1661	20.5	8.9	97
		29207	6354	33.4	21.8	101	1419	28.2	4.9	85	1813	30.7	6.2	93	3123	38.6	10.7	117
		25472	5311	27.9	20.9	97	1572	31.3	6.2	109	1715	29.0	6.7	101	2024	25.0	7.9	87
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	17292	3764	19.8	21.8	101	854	17.0	4.9	87	1302	22.0	7.5	113	1606	19.9	9.3	102
	RADIO IMPERATIVE	26915	5943	31.2	22.1	103	1553	30.9	5.8	102	1656	28.0	6.2	92	2735	33.8	10.2	111
		28938	5881	30.9	20.3	94	1592	31.7	5.5	97	1907	32.3	6.6	99	2382	29.4	8.2	90
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	1																

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A WEEK OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	19039	100.0	21.5	100	5027	100.0	5.7	100	5912	100.0	6.7	100	8099	100.0	9.2	100
ATLANTIC MONTHLY	415	**448	0.3	11.6	54	**22	0.4	5.3	93	**18	0.3	4.3	65	**8	0.1	1.9	21
BARRON'S	522	**109	0.6	20.9	97	**17	0.3	3.3	57	**27	0.5	5.2	77	**65	0.8	12.5	136
BETTER HOMES & GARDENS	17429	3866	20.3	22.2	103	1150	22.9	6.6	116	1274	21.5	7.3	109	1441	17.8	8.3	90
BON APPETIT	2772	824	4.3	29.7	138	**211	4.2	7.6	134	342	5.8	12.3	185	**271	3.3	9.8	107
BUSINESS WEEK	1469	287	1.5	19.5	91	**67	1.3	4.6	80	**89	1.5	6.1	91	**131	1.6	8.9	97
CAR AND DRIVER	397	**93	0.5	23.4	109	**40	0.8	10.1	177	**26	0.4	6.5	98	**27	0.3	6.8	74
CBS MAGAZINE NETWORK (GROSS)	1633	386	2.0	23.6	110	**138	2.7	8.5	149	**130	2.2	8.0	119	**118	1.5	7.2	79
CHANGING TIMES	1554	382	2.0	24.6	114	**112	2.2	7.2	127	**141	2.4	9.1	136	**130	1.6	8.4	91
COLONIAL HOMES	1304	357	1.9	27.4	127	**110	2.2	8.4	148	**167	2.8	12.8	192	**80	1.0	6.1	67
CONDE NAST MAG. PKG. (GROSS)	17858	4260	22.4	23.9	111	992	19.7	5.6	98	1247	21.1	7.0	104	2020	24.9	11.3	124
CONSUMERS DIGEST	1406	404	2.1	28.7	134	**56	1.1	4.0	70	**151	2.6	10.7	161	*197	2.4	14.0	153
COSMOPOLITAN	8815	1930	10.1	21.9	102	423	8.4	4.8	84	597	10.1	6.8	101	909	11.2	10.3	113
COUNTRY LIVING	2636	710	3.7	26.9	125	*241	4.8	9.1	161	*235	4.0	8.9	133	*235	2.9	8.9	97
CUISINE	1554	299	1.6	19.2	89	**73	1.5	4.7	83	**86	1.5	5.5	83	**139	1.7	8.9	98
CYCLE WORLD	469	**103	0.5	22.0	102	**48	1.0	10.2	180	**28	0.5	6.0	89	**27	0.3	5.8	63
DCI:CREATIVE IDEAS FOR LIV	2631	667	3.5	25.4	118	*252	5.0	9.6	169	*212	3.6	8.1	121	*203	2.5	7.7	84
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1939	10.2	27.4	128	654	13.0	9.3	163	614	10.4	8.7	130	671	8.3	9.5	104
DISCOVER	998	*221	1.2	22.1	103	**36	0.7	3.6	63	**88	1.5	8.8	132	**97	1.2	9.7	106
EBONY	4289	981	5.2	22.9	106	342	6.8	8.0	140	272	4.6	6.3	95	367	4.5	8.6	93
ESQUIRE	1176	320	1.7	27.2	126	**85	1.7	7.2	127	**142	2.4	12.1	181	**93	1.1	7.9	86
ESSENCE	2392	694	3.6	29.0	135	*172	3.4	7.2	127	*207	3.5	8.7	129	*315	3.9	13.2	144
FAMILY CIRCLE	17209	3756	19.7	21.8	101	1171	23.3	6.8	120	1056	17.9	6.1	92	1530	18.9	8.9	97
THE FAMILY HANDYMAN	1184	316	1.7	26.7	124	*106	2.1	9.0	158	*83	1.4	7.0	105	*127	1.6	10.7	117
FAMILY WEEKLY	12391	3037	16.0	24.5	114	711	14.1	5.7	101	890	15.1	7.2	107	1435	17.7	11.6	126
FIELD & STREAM	2438	538	2.8	22.1	103	*143	2.8	5.9	103	*144	2.4	5.9	88	*251	3.1	10.3	112
FOOD & WINE	614	*212	1.1	34.5	160	**47	0.9	7.7	135	**62	1.0	10.1	151	**103	1.3	16.8	183
FORBES	813	*171	0.9	21.0	98	**35	0.7	4.3	76	**77	1.3	9.5	142	**60	0.7	7.4	81
FORTUNE	1083	*174	0.9	16.1	75	**71	1.4	6.6	115	**44	0.7	4.1	61	**59	0.7	5.4	60
GLENN'S QUARTERLY	1197	*253	1.3	21.1	98	**78	1.6	6.5	115	**77	1.3	6.4	96	**98	1.2	8.2	89
GLAMOUR	6625	1613	8.5	24.3	113	338	6.7	5.1	90	475	8.0	7.2	107	800	9.9	12.1	132
GOLF DIGEST	707	*156	0.8	22.1	103	**51	1.0	7.2	127	**81	1.4	11.5	171	**24	0.3	3.4	37
GOLF DIGEST/TENNIS (GROSS)	1316	293	1.5	22.3	103	**76	1.5	5.8	102	*129	2.2	9.8	147	**88	1.1	6.7	73
GOLF MAGAZINE	469	**100	0.5	21.3	99	**35	0.7	7.5	131	**51	0.9	10.9	163	**14	0.2	3.0	33
GOLF MAGAZINE/SKI (GROSS)	1060	*183	1.0	17.3	80	**40	0.8	3.8	66	**76	1.3	7.2	107	**67	0.8	6.3	69
GOOD HOUSEKEEPING	17784	4120	21.6	23.2	108	1093	21.7	6.1	108	1189	20.1	6.7	100	1838	22.7	10.3	113
HARPER'S BAZAAR	2931	857	4.5	29.2	136	*256	5.1	8.7	154	*217	3.7	7.4	111	384	4.7	13.1	143
HEALTH	2199	443	2.3	20.1	94	*140	2.8	6.4	112	*114	1.9	5.2	78	*190	2.3	8.6	94
HEARST MAG CORP. BUY (GROSS)	49148	11417	60.0	23.2	108	3088	61.4	6.3	111	3467	58.6	7.1	106	4862	60.0	9.9	108
HEARST MAN POWER (GROSS)	2113	334	1.8	15.8	73	**85	1.7	4.0	71	**106	1.8	5.0	75	**143	1.8	6.8	74
HEARST WOMAN POWER (GROSS)	35062	7839	41.2	22.4	104	1950	38.8	5.6	98	2346	39.7	6.7	100	3543	43.7	10.1	110
HOUSE BEAUTIFUL	3865	957	5.0	24.8	115	346	6.9	9.0	158	310	5.2	8.0	120	301	3.7	7.8	85
INC.	315	**71	0.4	22.5	105	**28	0.6	8.9	156	**14	0.2	4.4	67	**29	0.4	9.2	101
JET	3690	1037	5.4	28.1	131	284	5.6	7.7	135	391	6.6	10.6	159	361	4.5	9.8	107
LADIES' HOME JOURNAL	12930	2984	15.7	23.1	107	998	19.9	7.7	136	947	16.0	7.3	110	1040	12.8	8.0	88
LHJ FAMILY GRP COMBO(GROSS)	18161	4119	21.6	22.7	105	1336	26.6	7.4	129	1234	20.9	6.8	102	1549	19.1	8.5	93
LIFE	5065	1249	6.6	24.7	115	362	7.2	7.1	126	346	5.9	6.8	102	541	6.7	10.7	117
L.A. TIMES HOME MAGAZINE	1310	382	2.0	29.2	135	**33	0.7	2.5	44	**116	2.0	8.9	133	*233	2.9	17.8	194
MADEMOISELLE	3759	771	4.0	20.5	95	*233	4.6	6.2	109	*189	3.2	5.0	75	349	4.3	9.3	101
MC CALL'S	14658	3117	16.4	21.3	99	813	16.2	5.5	98	1065	18.0	7.3	109	1239	15.3	8.5	92
MC CALL'S/WRK MOTHER (GROSS)	15857	3373	17.7	21.3	99	864	17.2	5.4	96	1176	19.9	7.4	111	1333	16.5	8.4	92
MECHANIX ILLUSTRATED	809	*180	0.9	22.2	103	**43	0.9	5.3	94	**74	1.3	9.1	137	**62	0.8	7.7	84
METROPOLITAN HOME	1009	*222	1.2	22.0	102	**64	1.3	6.3	112	**72	1.2	7.1	107	**85	1.0	8.4	92
MONEY	1707	483	2.5	28.3	131	*156	3.1	9.1	161	*106	1.8	6.2	93	*221	2.7	12.9	141
MOTHER EARTH NEWS	1123	*183	1.0	16.3	76	**29	0.6	2.6	45	**64	1.1	5.7	85	**91	1.1	8.1	89
MS.	932	*194	1.0	20.8	97	**34	0.7	3.6	64	**53	0.9	5.7	85	*107	1.3	11.5	125
NATIONAL ENQUIRER	11971	2776	14.6	23.2	108	722	14.4	6.0	106	1028	17.4	8.6	128	1025	12.7	8.6	94
NATIONAL GEOGRAPHIC	10503	2284	12.0	21.7	101	464	9.2	4.4	78	834	14.1	7.9	119	986	12.2	9.4	103
NATIONAL SUNDAY MAGAZINE PKG	54325	11829	62.1	21.8	101	3114	61.9	5.7	101	3596	60.8	6.6	99	5119	63.2	9.4	103
NATURAL HISTORY	626	*105	0.6	16.8	78	*113	0.3	2.1	37	*60	1.0	9.6	143	*33	0.4	5.3	58
NEW WOMAN	1992	342	1.8	17.2	80	*78	1.6	3.9	69	*109	1.8	5.5	82	*154	1.9	7.7	84
NEW YORK INCLUDING CUE	547	*139	0.7	25.4	118	**33	0.7	6.0	106	**24	0.4	4.4	66	**81	1.0	14.8	162
THE NEW YORKER	1380	365	1.9	26.4	123	**99	2.0	7.2	126	*126	2.1	9.1	137	*140	1.7	10.1	111
NEWSWEEK	6925	1567	8.2	22.6	105	410	8.2	5.9	104	496	8.4	7.2	107	661	8.2	9.5	104
THE N.Y. TIMES DAILY EDITION	1363	277	1.5	20.3	94	**58	1.2	4.3	75	*105	1.8	7.7	115	*115	1.4	8.4	92
THE N.Y. TIMES MAGAZINE	2333	559	2.9	24.0	111	**89	1.8	3.8	67	*213	3.6	9.1	137	258	3.2	11.1	121
OMNI	872	*215	1.1	24.7	115	**22	0.4	2.5	44	**124	2.1	14.2	213	**69	0.9	7.9	86
ON CABLE	1298	*281	1.5	21.6	101	**88	1.8	6.8	119	**41	0.7	3.2	47	*152	1.9	11.7	128
1001 HOME IDEAS	3032	692	3.6	22.8	106	*198	3.9	6.5	115	*173	2.9	5.7	85	320	4.0	10.6	115
ORGANIC GARDENING	1680	354	1.9	21.1	98	*122	2.4	7.3	128	*124	2.1	7.4	110	*109	1.3	6.5	71
OUTDOOR LIFE	960	*252	1.3	26.3	122	*70	1.4	7.3	128	*51	0.9	5.3	79	*131	1.6	13.6	149
PARADE MAGAZINE	26755	5687	29.9	21.3	99	1560	31.0	5.8	103	1873	31.7	7.0	105	2255	27.8	8.4	92

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A WEEK OR MORE				MEDIUM USERS ONCE A WEEK- ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	19039	100.0	21.5	100	5027	100.0	5.7	100	5912	100.0	6.7	100	8099	100.0	9.2	100
PARENTS	4173	903	4.7	21.6	101	*154	3.1	3.7	65	*335	5.7	8.0	120	413	5.1	9.9	108
PENTHOUSE	973	*232	1.2	23.8	111	*29	0.6	3.0	52	*113	1.9	11.6	174	*90	1.1	9.2	101
PEOPLE	13479	3222	16.9	23.9	111	820	16.3	6.1	107	875	14.8	6.5	97	1527	18.9	11.3	124
PLAYBOY	2183	463	2.4	21.2	99	*162	3.2	7.4	131	*149	2.5	6.8	102	*151	1.9	6.9	76
POPULAR HOT RODDING	388	*64	0.3	16.5	77	*37	0.7	9.5	168	*11	0.2	2.8	42	*16	0.2	4.1	45
POPULAR MECHANICS	1037	*128	0.7	12.3	57	*20	0.4	1.9	34	*46	0.8	4.4	66	*61	0.8	5.9	64
POPULAR SCIENCE	920	*261	1.4	28.4	132	*78	1.6	8.5	149	*34	0.6	3.7	55	*149	1.8	16.2	177
PREVENTION	4071	1003	5.3	24.6	114	313	6.2	7.7	135	*243	4.1	6.0	89	447	5.5	11.0	120
PSYCHOLOGY TODAY	1940	405	2.1	20.9	97	*68	1.4	3.5	62	*116	2.0	6.0	89	*222	2.7	11.4	125
READER'S DIGEST	24031	5625	29.5	23.4	109	1654	32.9	6.9	121	1695	28.7	7.1	106	2276	28.1	9.5	103
REDBOOK	8464	1790	9.4	21.1	98	434	8.6	5.1	90	560	9.5	6.6	99	796	9.8	9.4	103
ROAD & TRACK	429	*97	0.5	22.6	105	*33	0.7	7.7	135	*24	0.4	5.6	84	*40	0.5	9.3	102
ROLLING STONE	1355	332	1.7	24.5	114	*105	2.1	7.7	136	*67	1.1	4.9	74	*160	2.0	11.8	129
RUNNER'S WORLD	329	*37	0.2	11.2	52	*4	0.1	1.2	21	*5	0.1	1.5	23	*28	0.3	8.5	93
SATURDAY EVENING POST	1268	313	1.6	24.7	115	*88	1.8	6.9	122	*95	1.6	7.5	112	*129	1.6	10.2	111
SCIENCE 84	702	*164	0.9	23.4	109	*38	0.8	5.4	95	*78	1.3	11.1	166	*48	0.6	6.8	75
SCIENCE DIGEST	553	*85	0.4	15.4	71	*34	0.7	6.1	108	*25	0.4	4.5	68	*26	0.3	4.7	51
SCIENTIFIC AMERICAN	615	*184	1.0	29.9	139	*39	0.8	6.3	112	*98	1.7	15.9	238	*46	0.6	7.5	82
SELF	2683	559	2.9	20.8	97	*95	1.9	3.5	62	*180	3.0	6.7	100	*285	3.5	10.6	116
SEVENTEEN	3309	865	4.5	26.1	121	*264	5.3	8.0	140	*256	4.3	7.7	116	*346	4.3	10.5	114
SKI	591	*83	0.4	14.0	65	*5	0.1	0.8	15	*25	0.4	4.2	63	*53	0.7	9.0	98
SMITHSONIAN	3039	729	3.8	24.0	111	*181	3.6	6.0	105	*302	5.1	9.9	149	245	3.0	8.1	88
SOAP OPERA DIGEST	3683	674	3.5	18.3	85	*170	3.4	4.6	81	256	4.3	7.0	104	*249	3.1	6.8	74
SOUTHERN LIVING	4434	1272	6.7	28.7	133	402	8.0	9.1	160	402	6.8	9.1	136	468	5.8	10.6	115
SOUTH	701	*92	0.5	13.1	61	*35	0.7	5.0	88	*18	0.3	2.6	38	*39	0.5	5.6	61
THE SPORTING NEWS	518	*24	0.1	4.6	22	*8	0.2	1.5	27	*10	0.2	1.9	29	*5	0.1	1.0	11
SPORTS AFIELD	523	*121	0.6	23.1	107	*31	0.6	5.9	104	*35	0.6	6.7	100	*55	0.7	10.5	115
SPORTS ILLUSTRATED	3325	651	3.4	19.6	91	*138	2.7	4.2	73	*223	3.8	6.7	100	*290	3.6	8.7	95
STAR	8567	1904	10.0	22.2	103	474	9.4	5.5	97	612	10.4	7.1	107	818	10.1	9.5	104
SUNDAY	27630	5843	30.7	21.1	98	1575	31.3	5.7	100	1696	28.7	6.1	92	2572	31.8	9.3	102
SUNSET	2219	714	3.8	32.2	150	*108	2.1	4.9	86	*208	3.5	9.4	140	*399	4.9	18.0	196
TV GUIDE	24258	5576	29.3	23.0	107	1593	31.7	6.6	116	1661	28.1	6.8	102	2322	28.7	9.6	105
TENNIS	609	*137	0.7	22.5	105	*25	0.5	4.1	72	*68	0.8	7.9	118	*64	0.8	10.5	115
TIME	9929	2046	10.7	20.6	96	562	11.2	5.7	100	514	8.7	5.2	77	970	12.0	9.8	107
TOHN & COUNTRY	1062	312	1.6	29.4	137	*97	1.9	9.1	161	*82	1.4	7.7	116	*133	1.6	12.5	137
TRAVEL & LEISURE	1051	*242	1.3	23.0	107	*77	1.5	7.3	129	*44	0.7	4.2	63	*122	1.5	11.6	127
TRUE STORY	3946	940	4.9	23.8	111	*243	4.8	6.2	108	331	5.6	8.4	126	*366	4.5	9.3	101
U.S. NEWS & WORLD REPORT	3782	955	5.0	25.3	117	*194	3.9	5.1	90	298	5.0	7.9	118	463	5.7	12.2	134
USA TODAY	1874	414	2.2	22.1	103	*93	1.9	5.0	87	*121	2.0	6.5	97	*201	2.5	10.7	117
US	2213	460	2.4	20.8	97	*137	2.7	6.2	109	*142	2.4	6.4	96	*181	2.2	8.2	89
VOGUE	4792	1317	6.9	27.5	128	328	6.5	6.8	120	403	6.8	8.4	126	587	7.2	12.2	134
WALL STREET JOURNAL	2045	393	2.1	19.2	89	*72	1.4	3.5	62	*109	1.8	5.3	80	*212	2.6	10.4	113
WEIGHT WATCHERS	2364	421	2.2	17.8	83	*112	2.2	4.7	83	*160	2.7	6.8	101	*149	1.8	6.3	69
WOMAN'S DAY	15182	3489	18.3	23.0	107	1100	21.9	7.2	128	963	16.3	6.3	95	1426	17.6	9.4	103
WORKING MOTHER	1198	256	1.3	21.4	99	*51	1.0	4.3	75	*110	1.9	9.2	137	*95	1.2	7.9	87
WORKING WOMAN	1523	349	1.8	22.9	106	*78	1.6	5.1	90	*99	1.7	6.5	97	*172	2.1	11.3	123
WORLD TENNIS	*183	*53	0.3	29.0	135	*19	0.4	10.4	183	*24	0.4	13.1	196	*10	0.1	5.5	60
ZIFF-DAVIS MAG NETWK (GROSS)	2776	703	3.7	25.3	118	*207	4.1	7.5	131	*217	3.7	7.8	117	*279	3.4	10.1	110
BLAIR INSERTS	47909	10242	53.8	21.4	99	2690	53.5	5.6	99	3263	55.2	6.8	102	4288	52.9	9.0	98
DAILY NEWSPAPERS																	
READ ANY	56731	12186	64.0	21.5	100	3049	60.7	5.4	95	3782	64.0	6.7	100	5355	66.1	9.4	103
READ ONE	47696	10199	53.6	21.4	99	2602	51.8	5.5	96	3244	54.9	6.8	102	4352	53.7	9.1	100
READ TWO OR MORE	9034	1988	10.4	22.0	102	447	8.9	4.9	87	538	9.1	6.0	89	1003	12.4	11.1	121
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	12556	65.9	21.7	101	3219	64.0	5.6	98	3943	66.7	6.8	102	5394	66.6	9.3	102
READ ONE	50513	10848	57.0	21.5	100	2864	57.0	5.7	100	3497	59.2	6.9	104	4488	55.4	8.9	97
READ TWO OR MORE	7219	1708	9.0	23.7	110	355	7.1	4.9	87	447	7.6	6.2	93	907	11.2	12.6	137
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.04				31.33				27.15				29.02			
30 DAY REACH	78184	16792	88.2	21.5	100	4368	86.9	5.6	98	5208	88.1	6.7	100	7216	89.1	9.2	101
50 SHWG - 30 DAY AV FREQ	14.80	15.37				16.79				14.34				15.27			
30 DAY REACH	74239	15930	83.7	21.5	100	4104	81.6	5.5	97	4950	83.7	6.7	100	6877	84.9	9.3	101
25 SHWG - 30 DAY AV FREQ	8.05	8.30				9.25				7.79				8.11			
30 DAY REACH	68254	14680	77.1	21.5	100	3716	73.9	5.4	96	4541	76.8	6.7	100	6423	79.3	9.4	103
CABLE TV: HOME WIRED	35215	7741	40.7	22.0	102	2085	41.5	5.9	104	2309	39.1	6.6	98	3347	41.3	9.5	104
HOME NOT WIRED	53250	11298	59.3	21.2	99	2942	58.5	5.5	97	3603	60.9	6.8	101	4753	58.7	8.9	97
HAVE PAY CABLE	17885	4082	21.4	22.8	106	1082	21.5	6.0	106	1207	20.4	6.7	101	1793	22.1	10.0	110

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A WEEK OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	17039	100.0	21.5	100	5027	100.0	5.7	100	5912	100.0	6.7	100	8099	100.0	9.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	10106	53.1	21.1	98	2574	51.2	5.4	94	3338	56.5	7.0	104	4195	51.8	8.7	95
10:00 AM - 3:00 PM	33674	7064	37.1	21.0	97	1858	37.0	5.5	97	2161	36.6	6.4	96	3045	37.6	9.0	99
3:00 PM - 7:00 PM	34431	7080	37.2	20.6	96	1874	37.3	5.4	96	2258	38.2	6.6	98	2948	36.4	8.6	94
7:00 PM - MIDNIGHT	17761	3469	18.2	19.5	91	865	17.2	4.9	86	1197	20.2	6.7	101	1407	17.4	7.9	87
MIDNIGHT - 6:00 AM	10087	2049	10.8	20.3	94	553	11.0	5.5	96	599	10.1	5.9	89	898	11.1	8.9	97
6:00 AM - MIDNIGHT	64318	13684	71.9	21.3	99	3436	68.4	5.3	94	4401	74.4	6.8	102	5847	72.2	9.1	99
ENTIRE DAY	65181	13876	72.9	21.3	99	3525	70.1	5.4	95	4434	75.0	6.8	102	5917	73.1	9.1	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:	17411	3425	18.0	19.7	91	735	14.6	4.2	74	1183	20.0	6.8	102	1507	18.6	8.7	95
ALL NEWS	2520	575	3.0	22.8	106	**84	1.7	3.3	59	*242	4.1	9.6	144	*250	3.1	9.9	108
AOR/PROGRESSIVE	4419	973	5.1	22.0	102	*126	2.5	2.9	50	*328	5.5	7.4	111	*519	6.4	11.7	128
BEAUTIFUL MUSIC	6119	1422	7.5	23.2	108	400	8.0	6.5	115	425	7.2	6.9	104	597	7.4	9.8	107
BLACK	2623	666	3.5	25.4	118	*179	3.6	6.8	120	239	4.0	9.1	136	*248	3.1	9.5	103
CLASSICAL	1553	412	2.2	26.5	123	**91	1.8	5.9	103	**147	2.5	9.5	142	*174	2.1	11.2	122
CHR/ROCK	11282	2268	11.9	20.1	93	568	11.3	5.0	89	679	11.5	6.0	90	1020	12.6	9.0	99
COUNTRY	13343	3070	16.1	23.0	107	885	17.6	6.6	117	950	16.1	7.1	107	1235	15.2	9.3	101
GOLDEN OLDIES	1299	*290	1.5	22.3	104	**73	1.5	5.6	99	**129	2.2	9.9	149	**88	1.1	6.8	74
MOR/NOSTALGIA	5241	1201	6.3	22.9	106	281	5.6	5.4	94	364	6.2	6.9	104	556	6.9	10.6	116
NEWS/TALK	4165	733	3.8	17.6	82	*190	3.8	4.6	80	210	3.6	5.0	75	333	4.1	8.0	87
RELIGIOUS	3324	576	3.0	17.3	81	*213	4.2	6.4	113	*185	3.1	5.6	83	*177	2.2	5.3	58
SOFT ROCK	609	**68	0.4	11.2	52	*111	0.2	1.8	32	*114	0.2	2.3	34	*443	0.5	7.1	77
URBAN CONTEMPORARY	1853	393	2.1	21.2	99	*166	3.3	9.0	158	**94	1.6	5.1	76	*134	1.7	7.2	79
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	802	4.2	21.5	100	*272	5.4	7.3	129	*253	4.3	6.8	102	*277	3.4	7.4	81
ABC DIRECTION	2488	554	2.9	22.3	103	**134	2.7	5.4	95	*193	3.3	7.8	116	227	2.8	9.1	100
ABC ENTERTAINMENT	5129	944	5.0	18.4	86	*215	4.3	4.2	74	*310	5.2	6.0	90	419	5.2	8.2	89
ABC FM	2498	509	2.7	20.4	95	*205	4.1	8.2	144	*79	1.3	3.2	47	*225	2.8	9.0	98
ABC INFORMATION	5721	1296	6.8	22.7	105	301	6.0	5.3	93	439	7.4	7.7	115	556	6.9	9.7	106
ABC ROCK	2021	409	2.1	20.2	94	*99	1.8	4.5	79	**151	2.6	7.5	112	*167	2.1	8.3	90
CBS	4756	930	4.9	19.6	91	*191	3.8	4.0	71	403	6.8	8.5	127	337	4.2	7.1	77
MUTUAL	5272	1092	5.7	20.7	96	331	6.6	6.3	110	461	7.8	8.7	131	300	3.7	5.7	62
NBC	4964	946	5.0	19.1	89	*248	4.9	5.0	88	*228	3.9	4.6	69	470	5.8	9.5	103
RADIORADIO	2218	402	2.1	18.1	84	**112	2.2	5.0	89	*135	2.3	6.1	91	*155	1.9	7.0	76
RKO ONE	2565	551	2.9	21.5	100	**101	2.0	3.9	69	*228	3.9	8.9	133	*222	2.7	8.7	95
RKO TWO	3640	694	3.6	19.1	89	*193	3.8	5.3	93	248	4.2	6.8	102	*253	3.1	7.0	76
THE SOURCE	2467	394	2.1	16.0	74	**77	1.5	3.1	55	**118	2.0	4.8	72	*199	2.5	8.1	88
NON-HIRED : BLAIR	9466	1966	10.3	20.8	97	568	11.3	6.0	106	524	8.9	5.5	83	874	10.8	9.2	101
INTERNET	13616	2880	15.1	21.2	98	627	12.5	4.6	81	898	15.2	6.6	99	1356	16.7	10.0	109
KATZ RADIO GROUP	16998	3545	18.6	20.9	97	808	16.1	4.8	84	1155	19.5	6.8	102	1581	19.5	9.3	102
SUPERNET	11622	2580	13.6	22.2	103	623	12.4	5.4	94	1044	17.7	9.0	134	913	11.3	7.9	86
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	2092	11.0	22.2	103	632	12.6	6.7	118	633	10.7	6.7	100	827	10.2	8.8	96
WKDAY 9:00 AM - 1:00 PM	13304	2938	15.4	22.1	103	850	16.9	6.4	112	891	15.1	6.7	100	1197	14.8	9.0	98
WKDAY 1:00 PM - 4:30 PM	17591	3881	20.4	22.1	103	1143	22.7	6.5	114	1202	20.3	6.8	102	1536	19.0	8.7	95
WKDAY 4:30 PM - 7:30 PM	24418	5527	29.0	22.6	105	1575	31.3	6.5	114	1818	30.8	7.4	111	2134	26.3	8.7	95
WKDAY 7:30 PM - 8:00 PM	34400	7536	39.6	21.9	102	2097	41.7	6.1	107	2433	41.2	7.1	106	3006	37.1	8.7	95
WKDAY 11:00 PM - 11:30 PM	26120	5547	29.1	21.2	99	1457	29.0	5.6	98	1731	29.3	6.6	99	2358	29.1	9.0	99
WKDAY 11:30 PM - 1:00 AM	8402	1818	9.5	21.6	101	583	11.6	6.9	122	533	9.0	6.3	95	701	8.7	8.3	91
M-SAT 8-11 PM+SUM 7-11 PM	36828	8029	42.2	21.8	101	2157	42.9	5.9	103	2508	42.4	6.8	102	3364	41.5	9.1	100
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	1495	7.9	20.7	96	492	9.8	6.8	120	434	7.3	6.0	90	569	7.0	7.9	86
ANOTHER WORLD	A 4924	1132	5.9	23.0	107	322	6.4	6.5	115	423	7.2	8.6	129	387	4.8	7.9	86
AS THE WORLD TURNS	C 5966	1422	7.5	23.8	111	473	9.4	7.9	140	417	7.1	7.0	105	533	6.6	8.9	98
CAPITOL	C 3672	866	4.5	23.6	110	249	5.0	6.8	119	251	4.2	6.8	102	366	4.5	10.0	109
CBS MORN. NEWS 1	C 1590	386	2.0	24.3	113	192	3.8	12.1	213	115	1.9	7.2	108	*79	1.0	5.0	54
CBS MORN. NEWS 2	C 1298	260	1.4	20.0	93	*115	2.3	8.9	156	*74	1.3	5.7	85	*71	0.9	5.5	60
DAYS OF OUR LIVES	N 6389	1529	8.0	23.9	111	429	8.5	6.7	118	547	9.3	8.6	128	553	6.8	8.7	95
FACTS OF LIFE - DAYTIME	N 2526	585	3.1	23.2	108	130	2.6	5.1	91	216	3.7	8.6	128	239	3.0	9.5	103
FAMILY FEUD	A 3427	788	4.1	23.0	107	182	3.6	5.3	93	235	4.0	6.9	103	371	4.6	10.8	118
GENERAL HOSPITAL	A 6870	1344	7.1	19.6	91	372	7.4	5.4	95	444	7.5	6.5	97	528	6.5	7.7	84
GOOD MORNING, AMERICA-730 A	A 3767	825	4.3	21.9	102	231	4.6	6.1	108	226	3.8	6.0	90	367	4.5	9.7	106
GOOD MORNING, AMERICA-830 A	A 3076	702	3.7	22.8	106	212	4.2	6.9	121	132	2.2	4.3	64	358	4.4	11.6	127
GUIDING LIGHT	C 5789	1339	7.0	23.1	107	366	7.3	6.3	111	393	6.6	6.8	102	579	7.1	10.0	109
ONE LIFE TO LIVE	A 4918	1053	5.5	21.4	99	299	5.9	6.1	107	352	6.0	7.2	107	402	5.0	8.2	89
PRESS YOUR LUCK	C 2367	435	2.3	18.4	85	*85	1.7	3.6	63	167	2.8	7.1	106	183	2.3	7.7	84
PRICE IS RIGHT 1	C 4727	946	5.0	20.0	93	219	4.4	4.6	82	292	4.9	6.2	92	435	5.4	9.2	101
PRICE IS RIGHT 2	C 5511	1223	6.4	22.2	103	275	5.5	5.0	88	353	6.0	6.4	96	595	7.3	10.8	118
RYAN'S HOPE	A 3479	828	4.3														

NASAL SPRAYS (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(FEMALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A WEEK OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES		88464	19039	100.0	21.5	100	5027	100.0	5.7	100	5912	100.0	6.7	100	8099	100.0	9.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	6458	33.9	23.1	107	1890	37.6	6.8	119	2106	35.6	7.5	113	2462	30.4	8.8	96
NETWORK AFFILIATES - LATE		21966	4698	24.7	21.4	99	1302	25.9	5.9	104	1413	23.9	6.4	96	1983	24.5	9.0	99
INDEPENDENTS - LATE		2247	504	2.6	22.4	104	121	2.4	5.4	95	138	2.3	6.1	92	244	3.0	10.9	119
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 11524	2740	14.4	23.8	110	659	13.1	5.7	101	982	16.6	8.5	128	1099	13.6	9.5	104
ABC MONDAY NIGHT MOVIE		A 6879	1300	6.8	18.9	88	301	6.0	4.4	77	436	7.4	6.3	95	562	6.9	8.2	89
ABC SUNDAY NIGHT MOVIE		A 13690	2793	14.7	20.4	95	772	15.4	5.6	99	769	13.0	5.6	84	1252	15.5	9.1	100
ABC WORLD NEWS TONIGHT		A 6589	1374	7.2	20.9	97	409	8.1	6.2	109	428	7.2	6.5	97	537	6.6	8.1	89
AFTERMASH		C 6391	1508	7.9	23.6	110	522	10.4	8.2	144	401	6.8	6.3	94	586	7.2	9.2	100
ALICE		C 10273	2231	11.7	21.7	101	671	13.3	6.5	115	621	10.5	6.0	90	939	11.6	9.1	100
AMERICAN PARADE		C 7130	1413	7.4	19.8	92	459	9.1	6.4	113	378	6.4	5.3	79	577	7.1	8.1	88
BENSON		A 11665	2883	15.1	24.7	115	800	15.9	6.9	121	825	14.0	7.1	106	1258	15.5	10.8	118
BLUE THUNDER		A 5442	1261	6.6	23.2	108	387	7.7	7.1	125	317	5.4	5.8	87	558	6.9	10.3	112
CAGNEY & LACEY		C 10565	2162	11.4	20.5	95	573	11.4	5.4	95	695	11.8	6.6	98	894	11.0	8.5	92
CBS EVENING NEWS-DEAN		C 3668	794	4.2	21.6	101	*269	5.4	7.3	129	227	3.8	6.2	93	299	3.7	8.2	89
CBS EVENING NEWS-RATHER		C 7561	1868	9.8	24.7	115	582	11.6	7.7	135	593	10.0	7.8	117	693	8.6	9.2	100
CBS SAT. NEWS-SCHIEFFER		C 3948	1066	5.6	27.0	125	372	7.4	9.4	166	316	5.3	8.0	120	378	4.7	9.6	105
CBS SATURDAY NIGHT MOVIE		C 5966	1295	6.8	21.7	101	349	6.9	5.8	103	430	7.3	7.2	108	516	6.4	8.6	94
CBS WEDNESDAY NIGHT MOVIE		C 6529	1258	6.6	19.3	90	299	5.9	4.6	81	401	6.8	6.1	92	559	6.9	8.6	94
CHEERS		N 9842	2082	10.9	21.2	98	656	13.0	6.7	117	634	10.7	6.4	96	792	9.8	8.0	88
DALLAS		C 23935	5472	28.7	22.9	106	1314	26.1	5.5	97	1828	30.9	7.6	114	2331	28.8	9.7	106
DIFF'RENT STROKES		N 7574	1661	8.7	21.9	102	457	9.1	6.0	106	521	8.8	6.9	103	683	8.4	9.0	98
DOUBLE TROUBLE		N 7786	1560	8.2	20.0	93	412	8.2	5.3	93	521	8.8	6.7	100	626	7.7	8.0	88
DUCK FACTORY		N 6290	1350	7.1	21.5	100	423	8.4	6.7	118	425	7.2	6.8	101	502	6.2	8.0	87
DUKES OF HAZZARD		C 6402	1501	7.9	23.4	109	375	7.5	5.9	103	646	10.9	10.1	151	480	5.9	7.5	82
DYNASTY		A 21955	4792	25.2	21.8	101	1299	25.8	5.9	104	1419	24.0	6.5	97	2075	25.6	9.5	103
FACTS OF LIFE		N 8898	1958	10.3	22.0	102	597	11.9	6.7	118	694	11.7	7.8	117	667	8.2	7.5	82
FALCON CREST		C 21877	4930	25.9	22.5	105	1309	26.0	6.0	105	1495	25.3	6.8	102	2126	26.3	9.7	106
FALL GUY		A 10045	2247	11.8	22.4	104	556	11.1	5.5	97	717	12.1	7.1	107	974	12.0	9.7	106
FAMILY TIES		N 8922	1890	9.9	21.2	98	636	12.7	7.1	125	607	10.3	6.8	102	648	8.0	7.3	79
FANTASY ISLAND		A 8288	1699	8.9	20.5	95	506	10.1	6.1	107	475	8.0	5.7	86	718	8.9	8.7	95
FOULUPS, BLEEPES & BLUNDERS		A 9891	2053	10.8	20.8	96	648	12.9	6.6	115	545	9.2	5.5	82	860	10.6	8.7	95
FOUR SEASONS		C 5429	1164	6.1	21.4	100	390	7.8	7.2	126	397	6.7	7.3	109	377	4.7	6.9	76
GIMME A BREAK		N 9646	2179	11.4	22.6	105	678	13.5	7.0	124	798	13.5	8.3	124	703	8.7	7.3	80
HART TO HART		A 9983	2265	11.9	22.7	105	697	13.9	7.0	123	695	11.8	7.0	104	874	10.8	8.8	96
HILL STREET BLUES		N 9688	2037	10.7	21.0	98	519	10.3	5.4	94	689	11.7	7.1	106	830	10.2	8.6	94
HOTEL		A 15435	3440	18.1	22.3	104	1018	20.3	6.6	116	995	16.8	6.4	96	1427	17.6	9.2	101
JEFFERSONS		C 10031	2232	11.7	22.3	103	702	14.0	7.0	123	689	11.7	6.9	103	840	10.4	8.4	91
JENNIFER SLEPT HERE		N 6376	1474	7.7	23.1	107	376	7.5	5.9	104	480	8.1	7.5	113	618	7.6	9.7	106
KATE & ALLIE		C 9951	2096	11.0	21.1	98	602	12.0	6.0	106	580	9.8	5.8	87	914	11.3	9.2	100
KNIGHT RIDER		N 7908	1728	9.1	21.9	102	374	7.4	4.7	83	583	9.9	7.4	110	771	9.5	9.7	106
LOVE BOAT		A 13226	2938	15.4	22.2	103	912	18.1	6.9	121	847	14.3	6.4	96	1180	14.6	8.9	97
MAGNUM PI		C 12105	2818	14.8	23.3	108	708	14.1	5.8	103	884	15.0	7.3	109	1226	15.1	10.1	111
MAMA'S FAMILY		N 6364	1491	7.8	23.4	109	380	7.6	6.0	105	514	8.7	8.1	121	597	7.4	9.4	102
MASTER, THE		N 3955	797	4.2	20.2	94	*227	4.5	5.7	101	279	4.7	7.1	106	290	3.6	7.3	80
MATT HOUSTON		A 6903	1648	8.7	23.9	111	428	8.5	6.2	109	398	6.7	5.8	86	823	10.2	11.9	130
NBC MONDAY NIGHT MOVIE		N 13443	3010	15.8	22.4	104	728	14.5	5.4	95	1038	17.6	7.7	116	1244	15.4	9.3	101
NBC NIGHTLY NEWS		N 5585	1272	6.7	22.8	106	366	7.3	6.6	115	454	7.7	8.1	122	452	5.6	8.1	88
NBC NIGHTLY NEWS-SAT		N 3688	811	4.3	22.0	102	*284	5.6	7.7	136	266	4.5	7.2	108	*261	3.2	7.1	77
NBC NIGHTLY NEWS-SUN		N 3310	732	3.8	22.1	103	*269	5.4	8.1	143	*232	3.9	7.0	105	*231	2.9	7.0	76
NBC SUNDAY NIGHT MOVIE		N 9238	2192	11.5	23.7	110	431	8.6	4.7	82	812	13.7	8.8	132	948	11.7	10.3	112
NEWMART		C 9876	2135	11.2	21.6	100	615	12.2	6.2	110	585	9.9	5.9	89	936	11.6	9.5	104
ONE DAY AT A TIME		C 7954	1749	9.2	22.0	102	534	10.6	6.7	118	516	8.7	6.5	97	699	8.6	8.8	96
PEOPLE ARE FUNNY		N 5182	1244	6.5	24.0	112	399	7.9	7.7	135	365	6.2	7.0	105	480	5.9	9.3	101
REAL PEOPLE		N 9674	2260	11.9	23.4	109	650	12.9	6.7	118	776	13.1	8.0	120	834	10.3	8.6	94
REMINGTON STEELE		N 8511	1676	8.8	19.7	91	313	6.2	3.7	65	491	8.3	5.8	86	872	10.8	10.2	112
RIPLEY'S BELIEVE IT - NOT		A 5656	1160	6.1	20.5	95	291	5.8	5.1	91	348	5.9	6.2	92	521	6.4	9.2	101
RIPTIDE		N 7718	1616	8.5	20.9	97	371	7.4	4.8	85	540	9.1	7.0	105	704	8.7	9.1	100
SCARECROW & MRS. KING		C 11058	2408	12.6	21.8	101	550	10.9	5.0	88	840	14.2	7.6	114	1017	12.6	9.2	100
SIMON & SIMON		C 11615	2745	14.4	23.6	110	702	14.0	6.0	106	806	13.6	6.9	104	1237	15.3	10.7	116
60 MINUTES		C 14326	3234	17.0	22.6	105	991	19.7	6.9	122	988	16.7	6.9	103	1255	15.5	8.8	96
ST. ELSEWHERE		N 7670	1573	8.3	20.5	95	518	10.3	6.8	119	574	9.7	7.5	112	481	5.9	6.3	68
THREE'S COMPANY		A 12068	2754	14.5	22.8	106	735	14.6	6.1	107	796	13.5	6.6	99	1223	15.1	10.1	111
T.J. HOOKER		A 9735	2232	11.7														

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NASAL SPRAYS (NON-PRESCRIPTION) - TYPES USED
(ADULTS)

		TOTAL	LONG-LASTING				REGULAR											
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	ACROSS	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	22693	100.0	13.5	100	13517	100.0	8.1	100								
MAGAZINES	QUINTILE 1	34022	5296	23.3	15.6	115	2692	19.9	7.9	98								
	QUINTILE 2	34800	4838	21.3	13.9	103	2953	21.8	8.5	105								
	QUINTILE 3	30514	4170	18.4	13.7	101	2489	18.4	8.2	101								
	QUINTILE 4	33324	4500	19.8	13.5	100	2808	20.8	8.4	105								
	QUINTILE 5	35066	3889	17.1	11.1	82	2576	19.1	7.3	91								
NEWSPAPERS	QUINTILE 1	29107	4055	17.9	13.9	103	2453	18.1	8.4	105								
	QUINTILE 2	49095	6770	29.8	13.8	102	4343	32.1	8.8	110								
	QUINTILE 3	23107	3263	14.4	14.1	104	1795	13.3	7.8	96								
	QUINTILE 4	33556	3895	17.2	11.6	86	2513	18.6	7.5	93								
	QUINTILE 5	32863	4710	20.8	14.3	106	2414	17.9	7.3	91								
OUTDOOR	QUINTILE 1	33431	4760	21.0	14.2	105	2463	18.2	7.4	91								
	QUINTILE 2	33478	4649	20.5	13.9	103	2880	21.3	8.6	107								
	QUINTILE 3	33574	4630	20.4	13.8	102	2982	22.1	8.9	110								
	QUINTILE 4	33935	4326	19.1	12.7	94	2421	17.9	7.1	89								
	QUINTILE 5	33310	4327	19.1	13.0	96	2771	20.5	8.3	103								
RADIO-DRIVE TIME	QUINTILE 1	33136	4516	19.9	13.6	101	2500	18.5	7.5	94								
	QUINTILE 2	31658	4237	18.7	13.4	99	2498	18.5	7.9	98								
	QUINTILE 3	32541	4435	19.5	13.6	101	2416	17.9	7.4	92								
	QUINTILE 4	34247	4875	21.5	14.2	105	3052	22.6	8.9	111								
	QUINTILE 5	36144	4630	20.4	12.8	95	3052	22.6	8.4	105								
RADIO-MID- DAY	TERCILE 1	45037	6010	26.5	13.3	99	3255	24.1	7.2	90								
	TERCILE 2	44819	6172	27.2	13.8	102	4005	29.6	8.9	111								
	TERCILE 3	77872	10511	46.3	13.5	100	6257	46.3	8.0	100								
RADIO-TOTAL	QUINTILE 1	33763	4566	20.1	13.5	100	2484	18.4	7.4	91								
	QUINTILE 2	33240	4420	19.5	13.3	98	2475	18.3	7.4	92								
	QUINTILE 3	33408	4600	20.3	13.8	102	2869	21.2	8.6	107								
	QUINTILE 4	34792	4918	21.7	14.1	104	2966	21.9	8.5	106								
	QUINTILE 5	32524	4189	18.5	12.9	95	2723	20.1	8.4	104								
TV-PRIME TIME	QUINTILE 1	33090	4495	19.8	13.6	100	3017	22.3	9.1	113								
	QUINTILE 2	33357	4064	17.9	12.2	90	2790	20.6	8.4	104								
	QUINTILE 3	33980	5033	22.2	14.8	109	2701	20.0	7.9	99								
	QUINTILE 4	33854	4770	21.0	14.1	104	2680	19.8	7.9	98								
	QUINTILE 5	33444	4331	19.1	13.0	96	2329	17.2	7.0	86								
TV-DAYTIME	TERCILE 1	49121	6523	28.7	13.3	98	4344	32.1	8.8	110								
	TERCILE 2	48823	6413	28.3	13.1	97	3774	27.9	7.7	96								
	TERCILE 3	69782	9757	43.0	14.0	103	5400	39.9	7.7	96								
TV-TOTAL	QUINTILE 1	33584	4613	20.3	13.7	102	3048	22.5	9.1	113								
	QUINTILE 2	33441	4150	18.3	12.4	92	2756	20.4	8.2	102								
	QUINTILE 3	33505	4560	20.1	13.6	101	2733	20.2	8.2	101								
	QUINTILE 4	33466	4488	19.8	13.4	99	2628	19.4	7.9	97								
	QUINTILE 5	33731	4882	21.5	14.5	107	2353	17.4	7.0	87								
MAGAZINES-NEWSPAPERS: DUAL		44503	6559	28.9	14.7	109	3798	28.1	8.5	106								
MAGAZINE IMPERATIVE		39363	5789	25.5	14.7	109	3009	22.3	7.6	95								
NEWSPAPER IMPERATIVE		46441	5994	26.4	12.9	95	3975	29.4	8.6	106								
MAGAZINES-OUTDOOR: DUAL		33726	4970	21.9	14.7	109	2955	21.9	8.8	109								
MAGAZINE IMPERATIVE		52846	7482	33.0	14.2	105	4204	31.1	8.0	99								
OUTDOOR IMPERATIVE		52140	6713	29.6	12.9	95	4089	30.3	7.8	97								
MAGAZINES-RADIO: DUAL		37081	5445	24.0	14.7	109	2911	21.5	7.9	97								
MAGAZINE IMPERATIVE		49747	7225	31.8	14.5	107	4332	32.0	8.7	108								
RADIO IMPERATIVE		49208	6152	27.1	12.5	92	3683	27.2	7.5	93								
MAGAZINES-TELEVISION: DUAL		33103	4705	20.7	14.2	105	2964	21.9	9.0	111								
MAGAZINE IMPERATIVE		54575	8154	35.9	14.9	110	4223	31.2	7.7	96								
TELEVISION IMPERATIVE		53249	6505	28.7	12.2	90	4352	32.2	8.2	101								
NEWSPAPERS-OUTDOOR: DUAL		36255	5017	22.1	13.8	102	3084	22.8	8.5	106								
NEWSPAPER IMPERATIVE		55591	7543	33.2	13.6	100	4788	35.4	8.6	107								
OUTDOOR IMPERATIVE		48319	6730	29.7	13.9	103	3799	28.1	7.9	98								
NEWSPAPERS-RADIO: DUAL		37242	5151	22.7	13.8	102	2992	22.1	8.0	100								
NEWSPAPER IMPERATIVE		54423	7690	33.9	14.1	104	4971	36.8	9.1	113								
RADIO IMPERATIVE		46650	5966	26.3	12.8	95	3361	24.9	7.2	89								
NEWSPAPERS-TELEVISION: DUAL		35974	4736	20.9	13.2	97	3240	24.0	9.0	112								
NEWSPAPER IMPERATIVE		56095	8161	36.0	14.5	108	4670	34.5	8.3	103								
TELEVISION IMPERATIVE		47170	6074	26.8	12.9	95	3829	28.3	8.1	101								
OUTDOOR-RADIO: DUAL		33748	4764	21.0	14.1	104	2486	18.4	7.4	91								
OUTDOOR IMPERATIVE		52785	7108	31.3	13.5	100	4676	34.6	8.9	110								
RADIO IMPERATIVE		52882	6910	30.4	13.1	97	4143	30.7	7.8	97								
OUTDOOR-TELEVISION: DUAL		32030	4474	19.7	14.0	103	2911	21.5	9.1	113								
OUTDOOR IMPERATIVE		54626	7824	34.5	14.3	106	4306	31.9	7.9	98								
TELEVISION IMPERATIVE		54874	7057	31.1	12.9	95	4555	33.7	8.3	103								
RADIO-TELEVISION: DUAL		33386	4309	19.0	12.9	95	2800	20.7	8.4	104								
RADIO IMPERATIVE		53810	7466	32.9	13.9	103	3939	29.1	7.3	91								
TELEVISION IMPERATIVE		54023	7389	32.6	13.7	101	4675	34.6	8.7	107								

NASAL SPRAYS (NON-PRESCRIPTION) - TYPES USED
(ADULTS)

	TOTAL U.S. '000	LONG-LASTING				REGULAR				A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS												
		'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS												
TOTAL ADULTS	167727	22693	100.0	13.5	100	13517	100.0	8.1	100												
ATLANTIC MONTHLY	867	*106	0.5	12.2	90	**61	0.5	7.0	87												
BARRON'S	1580	*292	1.3	18.5	137	**100	0.7	6.3	79												
BETTER HOMES & GARDENS	22203	3158	13.9	14.2	105	1812	13.4	8.2	101												
BON APPETIT	3810	681	3.0	17.9	132	492	3.6	12.9	160												
BUSINESS WEEK	4663	623	2.7	13.4	99	*31	2.4	7.1	88												
CAR AND DRIVER	3102	552	2.4	17.8	132	*316	2.3	10.2	126												
CBS MAGAZINE NETWORK (GROSS)	7311	1396	6.2	19.1	141	543	4.0	7.4	92												
CHANGING TIMES	3400	538	2.4	15.8	117	*187	1.4	5.5	68												
COLONIAL HOMES	1796	379	1.7	21.1	156	**67	0.5	3.7	46												
CONDE NAST MAG. PKG. (GROSS)	19924	2980	13.1	15.0	111	1414	10.5	7.1	88												
CONSUMERS DIGEST	3125	520	2.3	16.6	123	*280	2.1	9.0	111												
COSMOPOLITAN	10577	1493	6.6	14.1	104	793	5.9	7.5	93												
COUNTRY LIVING	3746	623	2.7	16.6	123	337	2.5	9.0	112												
CUISINE	2214	273	1.2	12.3	91	*139	1.0	6.3	78												
CYCLE WORLD	2394	480	2.1	20.1	148	**168	1.2	7.0	87												
DCI:CREATIVE IDEAS FOR LIV	3068	547	2.4	17.8	132	*199	1.5	6.5	80												
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1802	7.9	18.9	139	768	5.7	8.0	100												
DISCOVER	2277	280	1.2	12.3	91	*151	1.1	6.6	82												
EBONY	7187	957	4.2	13.3	98	667	4.9	9.3	115												
ESQUIRE	2560	417	1.8	16.3	120	*197	1.5	7.7	95												
ESSENCE	3242	520	2.3	16.0	119	*311	2.3	9.6	119												
FAMILY CIRCLE	19639	2942	13.0	15.0	111	1488	11.0	7.6	94												
THE FAMILY HANDYMAN	3540	529	2.3	14.9	110	274	2.0	7.7	96												
FAMILY WEEKLY	23924	3601	15.9	15.1	111	1948	14.4	8.1	101												
FIELD & STREAM	9883	1500	6.6	15.2	112	795	5.9	8.0	100												
FOOD & WINE	1030	*192	0.8	18.6	138	*108	0.8	10.5	130												
FORBES	2679	459	2.0	17.1	127	*233	1.7	8.7	108												
FORTUNE	2931	365	1.6	12.5	92	204	1.5	7.0	86												
GENTLEMEN'S QUARTERLY	3481	745	3.3	21.4	158	*172	1.3	4.9	61												
GLAMOUR	7163	1053	4.6	14.7	109	568	4.2	7.9	98												
GOLF DIGEST	2355	388	1.7	16.5	122	*170	1.3	7.2	90												
GOLF DIGEST/TENNIS (GROSS)	3610	547	2.4	15.2	112	294	2.2	8.1	101												
GOLF MAGAZINE	2046	295	1.3	14.4	107	*153	1.1	7.5	93												
GOLF MAGAZINE/SKI (GROSS)	3547	469	2.1	13.2	98	219	1.6	6.2	77												
GOOD HOUSEKEEPING	20353	2913	12.8	14.3	106	1729	12.8	8.5	105												
HARPER'S BAZAAR	3362	651	2.9	19.4	143	*236	1.7	7.0	87												
HEALTH	2987	434	1.9	14.5	107	*223	1.6	7.5	93												
HEARST MAG CORP. BUY (GROSS)	67928	10004	44.1	14.7	109	5386	39.8	7.9	98												
HEARST MAN POWER (GROSS)	11282	1509	6.6	13.4	99	970	7.2	8.6	107												
HEARST WOMAN POWER (GROSS)	40514	5677	25.0	14.0	104	3185	23.6	7.9	98												
HOUSE BEAUTIFUL	4885	809	3.6	16.6	122	410	3.0	8.4	104												
INC.	1308	*220	1.0	16.8	124	**162	1.2	12.4	154												
JET	6498	1066	4.7	16.4	121	542	4.0	8.3	104												
LADIES' HOME JOURNAL	14797	2151	9.5	14.5	107	1201	8.9	8.1	101												
LHJ FAMILY GRP COMBO(GROSS)	21743	3183	14.0	14.6	108	1669	12.3	7.7	95												
LIFE	9881	1405	6.2	14.2	105	883	6.5	8.9	111												
L.A. TIMES HOME MAGAZINE	2775	423	1.9	15.2	113	*215	1.6	7.7	96												
MADEMOISELLE	4219	498	2.2	11.8	87	*312	2.3	7.4	92												
MC CALL'S	16422	2221	9.8	13.5	100	1327	9.8	8.1	100												
MC CALL'S/WRK MOTHER (GROSS)	17919	2500	11.0	14.0	103	1451	10.7	8.1	100												
MECHANIX ILLUSTRATED	4433	734	3.2	16.6	122	301	2.2	6.8	84												
METROPOLITAN HOME	1504	246	1.1	16.4	121	*555	0.4	3.7	45												
MONEY	4723	854	3.8	18.1	134	374	2.8	7.9	98												
MOTHER EARTH NEWS	2325	272	1.2	11.7	86	*112	0.8	4.8	60												
MS.	1189	*154	0.7	13.0	96	*78	0.6	6.6	81												
NATIONAL ENQUIRER	18892	2906	12.8	15.4	114	1259	9.3	6.7	83												
NATIONAL GEOGRAPHIC	22129	3205	14.1	14.5	107	2126	15.7	9.6	119												
NATIONAL SUNDAY MAGAZINE PKG	103750	14228	62.7	13.7	101	8672	64.2	8.4	104												
NATURAL HISTORY	1379	*145	0.6	10.5	78	*81	0.6	5.9	73												
NEW WOMAN	2289	278	1.2	12.1	90	*148	1.1	6.5	80												
NEW YORK INCLUDING CUE	1088	*172	0.8	15.8	117	*78	0.6	7.2	89												
THE NEW YORKER	2459	383	1.7	15.6	115	215	1.6	8.7	108												
NEWSWEEK	16527	2421	10.7	14.6	108	1485	11.0	9.0	111												
THE N.Y. TIMES DAILY EDITION	2739	360	1.6	13.1	97	234	1.7	8.5	106												
THE N.Y. TIMES MAGAZINE	4443	609	2.7	13.7	101	471	3.5	10.6	132												
OMNI	2799	543	2.4	19.4	143	295	2.2	10.5	131												
ON CABLE	2209	292	1.3	13.2	98	*153	1.1	6.9	86												
1001 HOME IDEAS	3959	598	2.6	15.1	112	*246	1.8	6.2	77												
ORGANIC GARDENING	3111	317	1.4	10.2	75	268	2.0	8.6	107												
OUTDOOR LIFE	5024	692	3.0	13.8	102	364	2.7	7.2	90												
PARADE MAGAZINE	51292	6864	30.2	13.4	99	4481	33.2	8.7	108												

NASAL SPRAYS (NON-PRESCRIPTION) - TYPES USED
(ADULTS)

	TOTAL U.S. '000	LONG-LASTING				REGULAR											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	22693	100.0	13.5	100	13517	100.0	8.1	100								
PARENTS	5298	761	3.4	14.4	106	432	3.2	8.2	101								
PENTHOUSE	5129	685	3.0	13.4	99	323	2.4	6.3	78								
PEOPLE	21070	3175	14.0	15.1	111	1696	12.5	8.0	100								
PLAYBOY	10562	1642	7.2	15.5	115	725	5.4	6.9	85								
POPULAR HOT RODDING	2498	365	1.6	14.6	108	*112	0.8	4.5	56								
POPULAR MECHANICS	5887	798	3.5	13.6	100	514	3.8	8.7	108								
POPULAR SCIENCE	4317	716	3.2	16.6	123	442	3.3	10.2	127								
PREVENTION	5792	845	3.7	14.6	108	458	3.4	7.9	98								
PSYCHOLOGY TODAY	3284	452	2.0	13.8	102	*263	1.9	8.0	99								
READER'S DIGEST	40046	5886	25.9	14.7	109	3727	27.6	9.3	115								
REDBOOK	9584	1272	5.6	13.3	98	663	4.9	6.9	86								
ROAD & TRACK	2590	439	1.9	16.9	125	*181	1.3	7.0	87								
ROLLING STONE	3302	650	2.9	19.7	145	*250	1.8	7.6	94								
RUNNER'S WORLD	1229	*165	0.7	13.4	99	*41	0.3	3.3	41								
SATURDAY EVENING POST	2110	299	1.3	14.2	105	*187	1.4	8.9	110								
SCIENCE 84	1543	*277	1.2	18.0	133	*96	0.7	6.2	77								
SCIENCE DIGEST	1747	*216	1.0	12.4	91	**167	1.2	9.6	119								
SCIENTIFIC AMERICAN	1994	359	1.6	18.0	133	*107	0.8	5.4	67								
SELF	3119	547	2.4	17.5	130	*126	0.9	4.0	50								
SEVENTEEN	3923	651	2.9	16.6	123	*281	2.1	7.2	89								
SKI	1501	*173	0.8	11.5	85	*67	0.5	4.5	55								
SMITHSONIAN	5976	906	4.0	15.2	112	592	4.4	9.9	123								
SOAP OPERA DIGEST	4228	550	2.4	13.0	96	270	2.0	6.4	79								
SOUTHERN LIVING	6488	1255	5.5	19.3	143	569	4.2	8.8	109								
SPORT	3500	381	1.7	10.9	80	324	2.4	9.3	115								
THE SPORTING NEWS	2456	250	1.1	10.2	75	*156	1.2	6.4	79								
SPORTS AFIELD	3648	496	2.2	13.6	100	290	2.1	7.9	99								
SPORTS ILLUSTRATED	14484	2065	9.1	14.3	105	1158	8.6	8.0	99								
STAR	12661	1739	7.7	13.7	102	1016	7.5	8.0	100								
SUNDAY	52799	6940	30.6	13.1	97	4523	33.5	8.6	106								
SUNSET	3513	639	2.8	18.2	134	*363	2.7	10.3	128								
TV GUIDE	42766	6563	28.9	15.3	113	3316	24.5	7.8	96								
TENNIS	1254	*160	0.7	12.8	94	*124	0.9	9.9	123								
TIME	22054	2927	12.9	13.3	98	1927	14.3	8.7	108								
TOWN & COUNTRY	1555	*251	1.1	16.1	119	*104	0.8	6.7	83								
TRAVEL & LEISURE	2173	296	1.3	13.6	101	*187	1.4	8.6	107								
TRUE STORY	4636	674	3.0	14.5	107	390	2.9	8.4	104								
U.S. NEWS & WORLD REPORT	10353	1420	6.3	13.7	101	965	7.1	9.3	116								
USA TODAY	4994	764	3.4	15.3	113	303	2.2	6.1	75								
US	3528	595	2.6	16.9	125	*247	1.8	7.0	87								
VOGUE	5424	881	3.9	16.2	120	408	3.0	7.5	93								
HALL STREET JOURNAL	6292	903	4.0	14.4	106	399	3.0	6.3	79								
WEIGHT WATCHERS	2762	303	1.3	11.0	81	*176	1.3	6.4	79								
WOMAN'S DAY	16320	2479	10.9	15.2	112	1279	9.5	7.8	97								
WORKING MOTHER	1496	280	1.2	18.7	138	**124	0.9	8.3	103								
WORKING WOMAN	1851	323	1.4	17.5	129	*81	0.6	4.4	54								
WORLD TENNIS	580	*99	0.4	17.1	126	*26	0.2	4.5	56								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1995	8.8	16.1	119	1048	7.8	8.4	105								
BLAIR INSERTS	91671	12355	54.4	13.5	100	7748	57.3	8.5	105								
DAILY NEWSPAPERS																	
READ ANY	109190	14801	65.2	13.6	100	9095	67.3	8.3	103								
READ ONE	89587	12020	53.0	13.4	99	7516	55.6	8.4	104								
READ TWO OR MORE	19602	2781	12.3	14.2	105	1579	11.7	8.1	100								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	14908	65.7	13.6	100	9165	67.8	8.4	104								
READ ONE	95074	12907	56.9	13.6	100	7908	58.5	8.3	103								
READ TWO OR MORE	14588	2001	8.8	13.7	101	1257	9.3	8.6	107								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.76				28.29											
30 DAY REACH	149706	20238	89.2	13.5	100	11924	88.2	8.0	99								
50 SHWG - 30 DAY AV FREQ	15.16	15.63				14.86											
30 DAY REACH	142406	19292	85.0	13.5	100	11370	84.1	8.0	99								
25 SHWG - 30 DAY AV FREQ	8.23	8.38				7.92											
30 DAY REACH	131152	17963	79.2	13.7	101	10597	78.4	8.1	100								
CABLE TV: HOME WIRED	66879	9981	44.0	14.9	110	4851	35.9	7.3	90								
HOME NOT WIRED	100848	12711	56.0	12.6	93	8666	64.1	8.6	107								
HAVE PAY CABLE	35024	5877	25.9	16.8	124	2356	17.4	6.7	83								

	TOTAL U.S. '000	LONG-LASTING				REGULAR											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	22693	100.0	13.5	100	13517	100.0	8.1	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	13172	58.0	13.8	102	7485	55.4	7.8	97								
10:00 AM - 3:00 PM	63599	8439	37.2	13.3	98	4944	36.6	7.8	96								
3:00 PM - 7:00 PM	72097	10056	44.3	13.9	103	5593	41.4	7.8	96								
7:00 PM - MIDNIGHT	36670	4523	21.3	13.2	97	2771	20.5	7.6	94								
MIDNIGHT - 6:00 AM	21908	2972	13.1	13.6	100	1509	11.2	6.9	85								
6:00 AM - MIDNIGHT	127571	17502	77.1	13.7	101	10167	75.2	8.0	99								
ENTIRE DAY	129239	17750	78.2	13.7	102	10220	75.6	7.9	98								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4743	20.9	13.9	103	2602	19.2	7.7	95								
ALL NEWS	6062	953	4.2	15.7	116	617	4.6	10.2	126								
AOR/PROGRESSIVE	11884	1621	7.1	13.6	101	828	6.1	7.0	86								
BEAUTIFUL MUSIC	11180	1623	7.2	14.5	107	998	7.4	8.9	111								
BLACK	4538	658	2.9	14.5	107	339	2.5	7.5	93								
CLASSICAL	3857	446	2.0	11.6	85	340	2.5	8.8	109								
CHR/ROCK	21946	3222	14.2	14.7	109	1690	12.5	7.7	96								
COUNTRY	27262	3835	16.9	14.1	104	2247	16.6	8.2	102								
GOLDEN OLDIES	3339	489	2.2	14.6	108	*218	1.6	6.5	81								
MOR/NOSTALGIA	10346	1394	6.1	13.5	100	928	6.9	9.0	111								
NEWS/TALK	8929	1203	5.3	13.5	100	717	5.3	8.0	100								
RELIGIOUS	5488	600	2.6	10.9	81	369	2.7	6.7	83								
SOFT ROCK	1232	**158	0.7	12.8	95	**69	0.5	5.6	69								
URBAN CONTEMPORARY	3184	422	1.9	13.3	98	332	2.5	10.4	129								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1107	4.9	16.0	118	489	3.6	7.1	88								
ABC DIRECTION	5212	678	3.0	13.0	96	545	4.0	10.5	130								
ABC ENTERTAINMENT	10385	1175	5.2	11.3	84	783	5.8	7.5	94								
ABC FM	4762	802	3.5	16.8	124	322	2.4	6.8	84								
ABC INFORMATION	11339	1693	7.5	14.9	110	963	7.1	8.5	105								
ABC ROCK	4878	592	2.6	12.1	90	386	2.9	7.9	98								
CBS	10709	1448	6.4	13.5	100	969	7.2	9.0	112								
MUTUAL	10251	1562	6.9	15.2	113	917	6.8	8.9	111								
NBC	12243	1406	6.2	11.5	85	1061	7.8	8.7	108								
RADIORADIO	4606	621	2.7	13.5	100	301	2.2	6.5	81								
RKO ONE	5148	799	3.5	15.5	115	427	3.2	8.3	103								
RKO TWO	7313	1026	4.5	14.0	104	488	3.6	6.7	83								
THE SOURCE	5981	780	3.4	13.0	96	427	3.2	7.1	89								
NON-WIRED : BLAIR	19329	2684	11.8	13.9	103	1489	11.0	7.7	96								
INTERNET	27139	3878	17.1	14.3	106	2145	15.9	7.9	98								
KATZ RADIO GROUP	36319	5063	22.3	13.9	103	2984	22.1	8.2	102								
SUPERNET	22361	3188	14.0	14.3	105	1836	13.6	8.2	102								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1875	8.3	12.9	95	1293	9.6	8.9	110								
MKDAY 9:00 AM - 1:00 PM	18688	2449	10.8	13.1	97	1683	12.5	9.0	112								
MKDAY 1:00 PM - 4:30 PM	24061	3127	13.8	13.0	96	2138	15.8	8.9	110								
MKDAY 4:30 PM - 7:30 PM	44079	5923	26.1	13.4	99	3707	27.4	8.4	104								
MKDAY 7:30 PM - 8:00 PM	61979	8044	35.4	13.0	96	5151	38.1	8.3	103								
MKDAY 11:00 PM - 11:30 PM	49084	6455	28.4	13.2	97	4489	33.2	9.1	113								
MKDAY 11:30 PM - 1:00 AM	16560	2292	10.1	13.8	102	1506	11.1	9.1	113								
M-SAT 8-11 PM+SUN 7-11 PM	66967	8987	39.6	13.4	99	5641	41.7	8.4	105								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1176	5.2	12.7	94	738	5.5	8.0	99								
ANOTHER WORLD	N 6138	878	3.9	14.3	106	500	3.7	8.1	101								
AS THE WORLD TURNS	C 7707	950	4.2	12.3	91	723	5.3	9.4	116								
CAPITOL	C 4688	641	2.8	13.7	101	410	3.0	8.7	109								
CBS MORN. NEWS 1	C 2792	428	1.9	15.3	113	224	1.7	8.0	100								
CBS MORN. NEWS 2	C 2071	256	1.1	12.4	91	171	1.3	8.3	102								
DAYS OF OUR LIVES	N 8018	1204	5.3	15.0	111	666	4.9	8.3	103								
FACTS OF LIFE - DAYTIME	N 3487	519	2.3	14.9	110	403	3.0	11.6	143								
FAMILY FEUD	A 4817	661	2.9	13.7	101	426	3.2	8.8	110								
GENERAL HOSPITAL	A 8333	891	3.9	10.7	79	729	5.4	8.7	109								
GOOD MORNING, AMERICA-730	A 5472	573	2.5	10.5	77	550	4.1	10.1	125								
GOOD MORNING, AMERICA-830	A 3965	411	1.8	10.4	77	430	3.2	10.8	135								
GUIDING LIGHT	C 7542	948	4.2	12.6	93	749	5.5	9.9	123								
ONE LIFE TO LIVE	A 6018	758	3.3	12.6	93	524	3.9	8.7	108								
PRESS YOUR LUCK	C 3589	419	1.8	11.7	86	341	2.5	9.5	118								
PRICE IS RIGHT 1	C 7418	795	3.5	10.7	79	613	4.5	8.3	103								
PRICE IS RIGHT 2	C 8276	967	4.3	11.7	86	683	5.1	8.3	102								
RYAN'S HOPE	A 4358	590	2.6	13.5	100	447	3.3	10.3	127								
SALE OF THE CENTURY	N 3749	477	2.1	12.7	94	306	2.3	8.2	101								
SEARCH FOR TOMORROW	N 2884	490	2.2	17.0	126	258	1.9	8.9	111								
TODAY SHOW 1	N 4869	657	2.9	13.5	100	431	3.2	8.9	110								
TODAY SHOW 2	N 4135	503	2.2	12.2	90	401	3.0	9.7	120								
\$25,000 PYRAMID	C 4361	500	2.2	11.5	85	423	3.1	9.7	120								
WHEEL OF FORTUNE	N 6187	861	3.8	13.9	103	559	4.1	9.0	112								
YOUNG AND THE RESTLESS	C 8186	1047	4.6	12.8	95	706	5.2	8.6	107								
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 4727	727	3.2	15.4	114	455	3.4	9.6	119								
NBA PLAYOFF GAME -1	C 5127	723	3.2	14.1	104	456	3.4	8.9	110								
NBC MAJOR LEAGUE PRE-GAME	N 3945	591	2.6	15.0	111	441	3.3	11.2	139								
SPORTSWORLD - SUN	N 3370	474	2.1	14.1	104	334	2.5	9.9	123								
SUNDAY MORNING	C 4200	526	2.3	12.5	93	377	2.8	9.0	111								

NASAL SPRAYS (NON-PRESCRIPTION) - TYPES USED
(ADULTS)

	TOTAL U.S. '000	LONG-LASTING				REGULAR											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	22693	100.0	13.5	100	13517	100.0	8.1	100								
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	7045	31.0	13.5	100	4401	32.6	8.4	104								
NETWORK AFFILIATES - LATE	39164	5175	22.8	13.2	98	3605	26.7	9.2	114								
INDEPENDENTS - LATE	5133	762	3.4	14.8	110	354	2.6	6.9	86								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	3341	14.7	14.6	108	1974	14.6	8.6	107								
ABC MONDAY NIGHT MOVIE	A 11258	1454	6.4	12.9	95	1015	7.5	9.0	112								
ABC SUNDAY NIGHT MOVIE	A 23600	3110	13.7	13.2	97	1968	14.6	8.3	103								
ABC WORLD NEWS TONIGHT	A 12801	1693	7.5	13.2	98	835	6.2	6.5	81								
AFTERMASH	C 10966	1534	6.8	14.0	103	951	7.0	8.7	108								
ALICE	C 17050	2427	10.7	14.2	105	1446	10.7	8.5	105								
AMERICAN PARADE	C 11998	1307	5.8	10.9	81	1077	8.0	9.0	111								
BENSON	A 19258	2524	11.1	13.1	97	1669	12.3	8.7	108								
BLUE THUNDER	A 11478	1677	7.4	14.6	108	912	6.7	7.9	99								
CAGNEY & LACEY	C 18263	2239	9.9	12.3	91	1501	11.1	8.2	102								
CBS EVENING NEWS-DEAN	C 7733	1084	4.8	14.0	104	533	3.9	6.9	86								
CBS EVENING NEWS-RATHER	C 15653	2227	9.8	14.2	105	1353	10.0	8.6	107								
CBS SAT. NEWS-SCHIEFFER	C 8744	1127	5.0	12.9	95	791	5.9	9.0	112								
CBS SATURDAY NIGHT MOVIE	C 12000	1554	6.8	12.9	96	980	7.3	8.2	101								
CBS WEDNESDAY NIGHT MOVIE	C 11522	1438	6.3	12.5	92	908	6.7	7.9	98								
CHEERS	N 16818	2160	9.5	12.8	95	1489	11.0	8.9	110								
DALLAS	C 37510	5136	22.6	13.7	101	3230	23.9	8.6	107								
DIFF'RENT STROKES	N 11258	1507	6.6	13.4	99	1008	7.5	9.0	111								
DOUBLE TROUBLE	N 12248	1803	7.9	14.7	109	945	7.0	7.7	96								
DUCK FACTORY	N 11100	1469	6.5	13.2	98	1026	7.6	9.2	115								
DUKES OF HAZZARD	C 12353	1786	7.9	14.5	107	1141	8.4	9.2	115								
DYNASTY	A 33279	4612	20.3	13.9	102	2731	20.2	8.2	102								
FACTS OF LIFE	N 13410	2026	8.9	15.1	112	1120	8.3	8.4	104								
FALCON CREST	C 31093	4161	18.3	13.4	99	2836	21.0	9.1	113								
FALL GUY	A 18649	2459	10.8	13.2	97	1453	10.7	7.8	97								
FAMILY TIES	N 13101	1710	7.5	13.1	96	1052	7.8	8.0	100								
FANTASY ISLAND	A 13069	1658	7.3	12.7	94	1155	8.5	8.8	110								
FOULUPS, BLEEPs & BLUNDERS	A 16588	2039	9.0	12.3	91	1356	10.0	8.2	101								
FOUR SEASONS	C 9302	1203	5.3	12.9	96	763	5.6	8.2	102								
GIMME A BREAK	N 13955	1781	7.8	12.8	94	1175	8.7	8.4	104								
HART TO HART	A 15735	2118	9.3	13.5	99	1415	10.5	9.0	112								
HILL STREET BLUES	N 18257	2560	11.3	14.0	104	1573	11.6	8.6	107								
HOTEL	A 24236	3319	14.6	13.7	101	2213	16.4	9.1	113								
JEFFERSONS	C 17010	2431	10.7	14.3	106	1435	10.6	8.4	105								
JENNIFER SLEPT HERE	N 9397	1261	5.6	13.4	99	894	6.6	9.5	118								
KATE & ALLIE	C 16762	2141	9.4	12.8	94	1305	9.7	7.8	97								
KNIGHT RIDER	N 13164	1821	8.0	13.8	102	1178	8.7	8.9	111								
LOVE BOAT	A 20400	2580	11.4	12.6	93	1735	12.8	8.5	106								
MAGNUM PI	C 22543	3304	14.6	14.7	108	1832	13.6	8.1	101								
MAMA'S FAMILY	N 9852	1235	5.4	12.5	93	920	6.8	9.3	116								
MASTER, THE	N 8082	1177	5.2	14.6	108	693	5.1	8.6	106								
MATT HOUSTON	A 12881	1691	7.5	13.1	97	1175	8.7	9.1	113								
NBC MONDAY NIGHT MOVIE	N 23889	3425	15.1	14.3	106	2022	15.0	8.5	105								
NBC NIGHTLY NEWS	N 11156	1476	6.5	13.2	98	1046	7.7	9.4	116								
NBC NIGHTLY NEWS-SAT	N 7363	934	4.1	12.7	94	691	5.1	9.4	116								
NBC NIGHTLY NEWS-SUN	N 6214	835	3.7	13.4	99	580	4.3	9.3	116								
NBC SUNDAY NIGHT MOVIE	N 17590	2577	11.4	14.7	108	1506	11.1	8.6	106								
NEWMART	C 16740	2235	9.8	13.4	99	1499	11.1	9.0	111								
ONE DAY AT A TIME	C 11820	1464	6.5	12.4	92	1061	7.8	9.0	111								
PEOPLE ARE FUNNY	N 9138	1178	5.2	12.9	95	925	6.8	10.1	126								
REAL PEOPLE	N 15979	2394	10.5	15.0	111	1399	10.3	8.8	109								
REMINGTON STEELE	N 14395	1872	8.2	13.0	96	1084	8.0	7.5	93								
RIPLY'S BELIEVE IT - NOT	A 11362	1392	6.1	12.3	91	1005	7.4	8.8	110								
RIPTIDE	N 13920	1957	8.6	14.1	104	1122	8.3	8.1	100								
SCARECROW & MRS. KING	C 17571	2218	9.8	12.6	93	1429	10.6	8.1	101								
SIMON & SIMON	C 20208	3017	13.3	14.9	110	1438	10.6	7.1	88								
60 MINUTES	C 27668	3784	16.7	13.7	101	2297	17.0	8.3	103								
ST. ELSEWHERE	N 13699	1979	8.7	14.4	107	1091	8.1	8.0	99								
THREE'S COMPANY	A 20632	2775	12.2	13.4	99	1727	12.8	8.4	104								
T.J. HOOKER	A 17136	2230	9.8	13.0	96	1583	11.7	9.2	115								
TONIGHT SHOW	N 4963	784	3.5	15.8	117	513	3.8	10.3	128								
TRAPPER JOHN, M.D.	C 16332	2346	10.3	14.4	106	1341	9.9	8.2	102								
TV BLOOPERS & PRAC. JOKES	N 18881	2624	11.6	13.9	103	1475	10.9	7.8	97								
20/20	A 18315	2363	10.4	12.9	95	1647	12.2	9.0	112								
WEBSTER	A 18722	2360	10.4	12.6	93	1561	11.5	8.3	103								
WORLD NEWS - SUN	A 5327	700	3.1	13.1	97	436	3.2	8.2	102								
YELLOW ROSE	N 8370	1153	5.1	13.8	102	743	5.5	8.9	110								
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	3841	16.9	14.9	110	2272	16.8	8.8	109								
BASKETBALL - COLLEGE GAMES	14468	2471	10.9	17.1	126	1231	9.1	8.5	106								
BASKETBALL - PRO GAMES	12124	2031	8.9	16.8	124	1276	9.4	10.5	131								
BOWLING	9412	1344	5.9	14.3	106	878	6.5	9.3	116								
BOXING	15409	2676	11.8	17.4	128	1159	8.6	7.5	93								
FOOTBALL - COLLEGE GAMES	21400	3672	16.2	17.2	127	1896	14.0	8.9	110								
FOOTBALL - PRO GAMES	35944	5960	26.3	16.6	123	3072	22.7	8.5	106								
GOLF	9759	1422	6.3	14.6	108	971	7.2	9.9	123								
POST-SEASON COLL. FOOTBALL	18123	3121	13.8	17.2	127	1754	13.0	9.7	120								
POST-SEASON PRO FOOTBALL	22091	3632	16.0	16.4	122	1849	13.7	8.4	104								
TENNIS	6764	985	4.3	14.6	108	435	3.2	6.4	80								
WRESTLING - PROFESSIONAL	9695	1773	7.8	18.3	135	797	5.9	8.2	102								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION, RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	AFRIN B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	9695	100.0	5.8	100	9468	100.0	5.6	100	9513	100.0	5.7	100	7444	100.0	4.4	100
MALES	79263	4734	48.8	6.0	103	5013	52.9	6.3	112	4730	49.7	6.0	105	3703	49.7	4.7	105
FEMALES	88464	4961	51.2	5.6	97	4455	47.1	5.0	89	4783	50.3	5.4	95	3742	50.3	4.2	95
18 - 24	28671	1568	16.2	5.5	95	1708	18.0	6.0	106	1453	15.3	5.1	89	1272	17.1	4.4	100
25 - 34	39536	2285	23.6	5.8	100	2119	22.4	5.4	95	2033	21.4	5.1	91	1399	18.8	3.5	80
35 - 44	28978	2083	21.5	7.2	124	1694	17.9	5.8	104	1644	17.3	5.7	100	1405	18.9	4.8	109
45 - 54	22345	1201	12.4	5.4	93	1301	13.7	5.8	103	1604	16.9	7.2	127	918	12.3	4.1	93
55 - 64	22224	1226	12.6	5.5	95	1244	13.1	5.6	99	1440	15.1	6.5	114	1051	14.1	4.7	107
65 OR OLDER	25973	1332	13.7	5.1	89	1403	14.8	5.4	96	1340	14.1	5.2	91	1400	18.8	5.4	121
18 - 34	68207	3852	39.7	5.6	98	3827	40.4	5.6	99	3486	36.6	5.1	90	2671	35.9	3.9	88
18 - 49	108058	6512	67.2	6.0	104	6197	65.5	5.7	102	5920	62.2	5.5	97	4573	61.4	4.2	95
25 - 54	90859	5569	57.4	6.1	106	5113	54.0	5.6	100	5281	55.5	5.8	102	3722	50.0	4.1	92
35 - 49	39851	2660	27.4	6.7	115	2370	25.0	5.9	105	2434	25.6	6.1	108	1902	25.6	4.8	108
50 OR OLDER	59669	3183	32.8	5.3	92	3271	34.5	5.5	97	3593	37.8	6.0	106	2871	38.6	4.8	108
GRADUATED COLLEGE	28091	2194	22.6	7.8	135	1530	16.2	5.4	96	1874	19.7	6.7	118	986	13.2	3.5	79
ATTENDED COLLEGE	28938	1640	16.9	5.7	98	1346	14.2	4.7	82	1931	20.3	6.7	118	1031	13.9	3.6	80
GRADUATED HIGH SCHOOL	65503	3995	41.2	6.1	106	3589	37.9	5.5	97	3808	40.0	5.8	102	2787	37.4	4.3	96
DID NOT GRADUATE HIGH SCHOOL	45195	1866	19.2	4.1	71	3002	31.7	6.6	118	1899	20.0	4.2	74	2641	35.5	5.8	132
EMPLOYED MALES	56429	3603	37.2	6.4	110	3399	35.9	6.0	107	3475	36.5	6.2	109	2554	34.3	4.5	102
EMPLOYED FEMALES	43971	2758	28.4	6.3	109	2088	22.1	4.7	84	2519	26.5	5.7	101	1537	20.6	3.5	79
EMPLOYED FULL-TIME	87773	5697	58.8	6.5	112	4944	52.2	5.6	100	5415	56.9	6.2	109	3665	49.2	4.2	94
EMPLOYED PART-TIME	12627	663	6.8	5.3	91	543	5.7	4.3	76	579	6.1	4.6	81	*426	5.7	3.4	76
NOT EMPLOYED	67327	3335	34.4	5.0	86	3982	42.1	5.9	105	3519	37.0	5.2	92	3353	45.0	5.0	112
PROFESSIONAL/MANAGER	25845	2076	21.4	8.0	139	1331	14.1	5.1	91	1844	19.4	7.1	126	809	10.9	3.1	71
TECH/CLERICAL/SALES	30895	2044	21.1	6.6	114	1607	17.0	5.2	92	1972	20.7	6.4	113	1082	14.5	3.5	79
PRECISION/CRAFT	12629	775	8.0	6.1	106	718	7.6	5.7	101	802	8.4	6.4	112	642	8.6	5.1	115
OTHER EMPLOYED	31031	1466	15.1	4.7	82	1830	19.3	5.9	104	1376	14.5	4.4	78	1558	20.9	5.0	113
SINGLE	35557	1804	18.6	5.1	88	1871	19.8	5.3	93	1876	19.7	5.3	93	1558	20.9	4.4	99
MARRIED	103585	6293	64.9	6.1	105	5876	62.1	5.7	100	6278	66.0	6.1	107	4558	61.2	4.4	99
DIVORCED/SEPARATED/WIDOWED	28585	1598	16.5	5.6	97	1721	18.2	6.0	107	1358	14.3	4.8	84	1329	17.9	4.6	105
PARENTS	59295	3760	38.8	6.3	110	3582	37.8	6.0	107	3176	33.4	5.4	94	2232	30.0	3.8	85
WHITE	146081	8926	92.1	6.1	106	7816	82.6	5.4	95	8488	89.2	5.8	102	6434	86.4	4.4	99
BLACK	17974	652	6.7	3.6	63	1393	14.7	7.8	137	854	9.0	4.8	84	903	12.1	5.0	113
OTHER	3672	**117	1.2	3.2	5*	**259	2.7	7.1	125	**171	1.8	4.7	82	**107	1.4	2.9	66
NORTHEAST-CENSUS	37005	2169	22.4	5.9	101	1772	18.7	4.8	85	2221	23.3	6.0	106	1527	20.5	4.1	93
NORTH CENTRAL	42642	1618	16.7	3.8	66	2353	24.9	5.5	98	2019	21.2	4.7	83	1937	26.0	4.5	102
SOUTH	56777	3871	39.9	6.8	118	3711	39.2	6.5	116	3728	39.2	6.6	116	2667	35.8	4.7	106
WEST	31303	2038	21.0	6.5	113	1632	17.2	5.2	92	1545	16.2	4.9	87	1314	17.7	4.2	95
NORTHEAST-MKTG.	38125	2298	23.7	6.0	104	1774	18.7	4.7	82	2587	27.2	6.8	120	1468	19.7	3.9	87
EAST CENTRAL	24794	1144	11.8	4.6	80	1430	15.1	5.8	102	1268	13.3	5.1	90	1455	19.5	5.9	132
WEST CENTRAL	28511	972	10.0	3.4	59	1529	16.1	5.4	95	1310	13.8	4.6	81	1109	14.9	3.9	88
SOUTH	48953	3422	35.3	7.0	121	3314	35.0	6.8	120	2991	31.4	6.1	108	2248	30.2	4.6	103
PACIFIC	27344	1860	19.2	6.8	118	1421	15.0	5.2	92	1356	14.3	5.0	87	1165	15.7	4.3	96
COUNTY SIZE A	69301	3890	40.1	5.6	97	3481	36.8	5.0	89	4059	42.7	5.9	103	2595	34.9	3.7	84
COUNTY SIZE B	50633	3337	34.4	6.6	114	3008	31.8	5.9	105	2899	30.5	5.7	101	2141	28.8	4.2	95
COUNTY SIZE C	26259	1434	14.8	5.5	94	1468	15.5	5.6	99	1488	15.6	5.7	100	1325	17.8	5.0	114
COUNTY SIZE D	21534	1034	10.7	4.8	83	1510	15.9	7.0	124	1068	11.2	5.0	87	1384	18.6	6.4	145
METRO CENTRAL CITY	50014	2899	29.9	5.8	100	2637	27.9	5.3	93	2995	31.5	6.0	106	2100	28.2	4.2	95
METRO SUBURBAN	76832	4757	49.1	6.2	107	4173	44.1	5.4	96	4301	45.2	5.6	99	2912	39.1	3.8	85
NON METRO	40881	2039	21.0	5.0	86	2657	28.1	6.5	115	2217	23.3	4.4	96	2432	32.7	5.9	134
TOP 5 ADI'S	39550	2321	23.9	5.9	102	2237	23.6	5.7	100	2330	24.5	5.9	104	1497	20.1	3.8	85
TOP 10 ADI'S	54877	3025	31.2	5.5	95	2912	30.8	5.3	94	3394	35.7	6.2	109	2034	27.3	3.7	84
TOP 20 ADI'S	77516	4223	43.6	5.4	94	4010	42.4	5.2	92	4418	46.4	5.7	100	2993	40.2	3.9	87
HSHLD INC. \$50,000 OR MORE	17257	1438	14.8	8.3	144	985	10.4	5.7	101	1158	12.2	6.7	118	544	7.3	3.2	71
\$40,000 OR MORE	33235	2590	26.7	7.8	135	1604	16.9	4.8	85	2183	22.9	6.6	116	983	13.2	3.0	67
\$30,000 OR MORE	59693	4318	44.5	7.2	125	2713	28.7	4.5	81	3874	40.7	6.5	114	1994	26.8	3.3	75
\$25,000 OR MORE	76275	5360	55.3	7.0	122	3801	40.1	5.0	88	5210	54.8	6.8	120	2566	34.5	3.4	76
\$20,000 - \$24,999	18607	1092	11.3	5.9	102	1118	11.8	6.0	106	881	9.3	4.7	83	1029	13.8	5.5	125
\$15,000 - \$19,999	17175	957	9.9	5.6	96	1046	11.0	6.1	108	927	9.7	5.4	95	806	10.8	4.7	106
\$10,000 - \$14,999	24569	1279	13.2	5.2	90	1437	15.2	5.8	104	1501	15.8	6.1	108	1350	18.1	5.5	124
UNDER \$10,000	31101	1008	10.4	3.2	56	2065	21.8	6.6	118	994	10.4	3.2	56	1693	22.7	5.4	123
HOUSEHOLD OF 1 PERSON	19441	812	8.4	4.2	72	949	10.0	4.9	86	803	8.4	4.1	73	893	12.0	4.6	103
2 PEOPLE	51803	3089	31.9	6.0	103	2939	31.0	5.7	101	3231	34.0	6.2	110	2568	34.5	5.0	112
3 OR 4 PEOPLE	66933	4030	41.6	6.0	104	3597	38.0	5.4	95	3907	41.1	5.8	103	2731	36.7	4.1	92
5 OR MORE PEOPLE	29550	1764	18.2	6.0	103	1983	20.9	6.7	119	1572	16.5	5.3	94	1252	16.8	4.2	95
NO CHILD IN HSHLD	96587	5227	53.9	5.4	94	5143	54.3	5.3	94	5422	57.0	5.6	99	4738	63.6	4.9	111
CHILD(REN) UNDER 2 YRS	10844	*545	5.6	5.0	87	699	7.4	6.4	114	*459	4.8	4.2	75	*552	7.4	5.1	115
2 - 5 YEARS	26358	1404	14.5	5.3	92	1519	16.0	5.8	102	1341	14.1	5.1	90	795	10.7	3.0	68
6 - 11 YEARS	30453	1897	19.6	6.2	108	1831	19.3	6.0	107	1728	18.2	5.7	100	1044	14.0	3.4	77
12 - 17 YEARS	36575	2420	25.0	6.6	114	2183	23.1	6.0	106	2283	24.0	6.2	110	1390	18.7	3.8	86
RESIDENCE OWNED	117770	7428	76.6	6.3	109	6360	67.2	5.4	96	7205	75.7	6.1	108	5178	69.6	4.4	99
VALUE: \$50,000 OR MORE	70166	4853	50.1	6.9	120	3301	34.9	4.7	83	4973	52.3	7.1	125	2654	35.7	3.8	85
VALUE: UNDER \$50,000	47604	2575	26.6	5.4	94	3059	32.3	6.4	114	2232	23.5	4.7	83	2524	33.9	5.3	119

		TOTAL U.S. '000	A '000	AFRIN B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	DRISTAN C ACROSS % INDX	D	A '000	B % DOWN	NEO C ACROSS % INDX	D	A '000	B % DOWN	SYNEPHRINE C ACROSS % INDX	D	A '000	B % DOWN	VICKS C ACROSS % INDX	D	SINEX C ACROSS % INDX	D
TOTAL ADULTS		167727	9695	100.0	5.8	100	9468	100.0	5.6	100	9513	100.0	5.7	100	7444	100.0	4.4	100						
MAGAZINES	QUINTILE 1	34022	2459	25.4	7.2	125	1946	20.6	5.7	101	2332	24.5	6.9	121	1517	20.4	4.5	100						
	QUINTILE 2	34800	2000	20.6	5.7	99	1873	19.8	5.4	95	2384	25.1	6.9	121	1348	18.1	3.9	87						
	QUINTILE 3	30514	1610	16.6	5.3	91	2082	22.0	6.8	121	1665	17.5	5.5	96	1344	18.1	4.4	99						
	QUINTILE 4	33324	2026	20.9	6.1	105	1884	19.9	5.7	100	1735	18.2	5.2	92	1474	19.8	4.4	100						
	QUINTILE 5	35066	1600	16.5	4.6	79	1683	17.8	4.8	85	1397	14.7	4.0	70	1761	23.7	5.0	113						
NEWSPAPERS	QUINTILE 1	29107	1878	19.4	6.5	112	1605	17.0	5.5	98	1887	19.8	6.5	114	1306	17.5	4.5	101						
	QUINTILE 2	49095	3188	32.9	6.5	112	2482	26.2	5.1	90	3317	34.9	6.8	119	1923	25.8	3.9	88						
	QUINTILE 3	23107	1242	12.8	5.4	93	1439	15.2	6.2	110	1214	12.8	5.3	93	1074	14.4	4.6	105						
	QUINTILE 4	33556	1688	17.4	5.0	87	1605	17.0	4.8	85	1558	16.4	4.6	82	1302	17.5	3.9	87						
	QUINTILE 5	32863	1700	17.5	5.2	89	2337	24.7	7.1	126	1536	16.1	4.7	82	1840	24.7	5.6	126						
OUTDOOR	QUINTILE 1	33431	2172	22.4	6.5	112	1712	18.1	5.1	91	2064	21.7	6.2	109	1270	17.1	3.8	86						
	QUINTILE 2	33478	1936	20.0	5.8	100	1905	20.1	5.7	101	2076	21.8	6.2	109	1532	20.6	4.6	103						
	QUINTILE 3	33574	2092	21.6	6.2	108	2160	22.8	6.4	114	2044	21.5	6.1	107	1421	19.1	4.2	95						
	QUINTILE 4	33935	1725	17.8	5.1	88	1780	18.8	5.2	93	1537	16.2	4.5	80	1496	20.1	4.4	99						
	QUINTILE 5	33310	1770	18.3	5.3	92	1911	20.2	5.7	102	1792	18.8	5.4	95	1725	23.2	5.2	117						
RADIO-DRIVE TIME	QUINTILE 1	33136	1761	18.2	5.3	92	1927	20.4	5.8	103	1894	19.9	5.7	101	1798	24.2	5.4	122						
	QUINTILE 2	31658	1811	18.7	5.7	99	1681	17.8	5.3	94	2001	21.0	6.3	111	1051	14.1	3.3	75						
	QUINTILE 3	32541	1913	19.7	5.9	102	2053	21.7	6.3	112	1702	17.9	5.2	92	1289	17.3	4.0	89						
	QUINTILE 4	34247	2087	21.5	6.1	105	1853	19.6	5.4	96	2047	21.5	6.0	105	1604	21.5	4.7	106						
	QUINTILE 5	36144	2123	21.9	5.9	102	1953	20.6	5.4	96	1869	19.6	5.2	91	1702	22.9	4.7	106						
RADIO-MID- DAY	TERCILE 1	45037	2362	24.4	5.2	91	2622	27.7	5.8	103	2323	24.4	5.2	91	2113	28.4	4.7	106						
	TERCILE 2	44819	2695	27.8	6.0	104	2804	29.6	6.3	111	2878	30.3	6.4	113	2098	28.2	4.7	105						
	TERCILE 3	77872	4637	47.8	6.0	103	4042	42.7	5.2	92	4311	45.3	5.5	98	3234	43.4	4.2	94						
	QUINTILE 1	33763	1743	18.0	5.2	89	2100	22.2	6.2	110	1915	20.1	5.7	100	1658	22.3	4.9	111						
	QUINTILE 2	33240	1800	18.6	5.4	94	1793	18.9	5.4	96	1894	19.9	5.7	100	1386	18.6	4.2	94						
RADIO-TOTAL	QUINTILE 3	33408	2138	22.1	6.4	111	1888	19.9	5.7	100	2083	21.9	6.2	110	1138	15.3	3.4	77						
	QUINTILE 4	34792	2308	23.8	6.6	115	1891	20.0	5.4	96	1989	20.9	5.7	101	1716	23.1	4.9	111						
	QUINTILE 5	32524	1706	17.6	5.2	91	1797	19.0	5.5	98	1632	17.2	5.0	88	1546	20.8	4.8	107						
	QUINTILE 1	33090	1848	19.1	5.6	97	1998	21.1	6.0	107	2100	22.1	6.3	112	1746	23.5	5.3	119						
	QUINTILE 2	33357	2181	22.5	6.5	113	1938	20.5	5.8	103	1681	17.7	5.0	89	1404	18.9	4.2	95						
TV-PRIME TIME	QUINTILE 3	33980	2023	20.9	6.0	103	1965	20.8	5.8	102	2059	21.6	6.1	107	1655	22.2	4.9	110						
	QUINTILE 4	33854	1944	20.1	5.7	99	1822	19.2	5.4	95	1943	20.4	5.7	101	1386	18.6	4.1	92						
	QUINTILE 5	33444	1700	17.5	5.1	88	1745	18.4	5.2	92	1730	18.2	5.2	91	1254	16.8	3.7	84						
	TERCILE 1	49121	2754	28.4	5.6	97	3160	33.4	6.4	114	2829	29.7	5.8	102	2587	34.8	5.3	119						
	TERCILE 2	48823	2660	27.4	5.4	94	2832	29.9	5.8	103	2578	27.1	5.3	93	2084	28.0	4.3	96						
TV-TOTAL	TERCILE 3	69782	4281	44.2	6.1	106	3476	36.7	5.0	88	4106	43.2	5.9	104	2774	37.3	4.0	90						
	QUINTILE 1	33584	1955	20.2	5.8	101	2221	23.5	6.6	117	1980	20.8	5.9	104	1733	23.3	5.2	116						
	QUINTILE 2	33441	1964	20.3	5.9	102	1995	21.1	6.0	106	1817	19.1	5.4	96	1523	20.5	4.6	103						
	QUINTILE 3	33505	1961	20.2	5.9	101	1728	18.3	5.2	91	2063	21.7	6.2	109	1602	21.5	4.8	108						
	QUINTILE 4	33466	1936	20.0	5.8	100	1601	16.9	4.8	85	1856	19.5	5.5	98	1257	16.9	3.8	85						
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5	33731	1879	19.4	5.6	96	1923	20.3	5.7	101	1798	18.9	5.3	94	1330	17.9	3.9	89						
	MAGAZINE IMPERATIVE	44503	2939	30.3	6.6	114	2272	24.0	5.1	90	3113	32.7	7.0	123	1884	25.3	4.2	95						
	NEWSPAPER IMPERATIVE	39363	2209	22.8	5.6	97	2685	28.4	6.8	121	2325	24.4	5.9	104	1716	23.1	4.4	98						
	MAGAZINE IMPERATIVE	46441	2766	28.5	6.0	103	2529	26.7	5.4	96	2614	27.5	5.6	99	1950	26.2	4.2	95						
	NEWSPAPER IMPERATIVE	33726	2322	24.0	6.9	119	1995	21.1	5.9	105	2376	25.0	7.0	124	1393	18.7	4.1	93						
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	52846	3033	31.3	5.7	99	3144	33.2	5.9	105	3204	33.7	6.1	107	2331	31.3	4.4	99						
	OUTDOOR IMPERATIVE	52140	2948	30.4	5.7	98	2718	28.7	5.2	92	2704	28.4	5.2	91	2256	30.3	4.3	97						
	MAGAZINES-RADIO: DUAL	37081	2270	23.4	6.1	106	2179	23.0	5.9	104	2346	24.7	6.3	112	1596	21.4	4.3	97						
	MAGAZINE IMPERATIVE	49747	3226	33.3	6.5	112	2838	30.0	5.7	101	3324	34.9	6.7	118	2164	29.1	4.4	98						
	RADIO IMPERATIVE	49208	2474	25.5	5.0	87	2740	28.9	5.6	99	2489	26.2	5.1	89	2156	29.0	4.4	99						
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	2121	21.9	6.4	111	1944	20.5	5.9	104	2106	22.1	6.4	112	1563	21.0	4.7	106						
	TELEVISION IMPERATIVE	54575	3456	35.6	6.3	110	2967	31.3	5.4	96	3581	37.6	6.6	116	2035	27.3	3.7	84						
	MAGAZINE IMPERATIVE	53249	2893	29.8	5.4	94	3176	33.5	6.0	106	2605	27.4	4.9	86	2620	35.2	4.9	111						
	TELEVISION IMPERATIVE	36255	2524	26.0	7.0	120	1733	18.3	4.8	85	2638	27.7	7.3	128	1387	18.6	3.8	86						
	NEWSPAPERS-OUTDOOR: DUAL	55591	3261	33.6	5.9	101	3111	32.9	5.6	99	3319	34.9	6.0	105	2446	32.9	4.4	99						
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	48319	2625	27.1	5.4	94	3037	32.1	6.3	111	2479	26.1	5.1	90	2242	30.1	4.6	105						
	OUTDOOR IMPERATIVE	37242	2326	24.0	6.2	108	1853	19.9	5.1	90	2449	25.7	6.6	116	1412	19.0	3.8	85						
	NEWSPAPER IMPERATIVE	54423	3585	37.0	6.6	114	2935	31.0	5.4	96	3591	37.7	6.6	116	2405	32.3	4.4	100						
	RADIO IMPERATIVE	46650	2114	21.8	4.5	78	2944	31.1	6.3	112	2231	23.5	4.8	84	2264	30.4	4.9	109						
	NEWSPAPERS-TELEVISION: DUAL	35974	2308	23.8	6.4	111	1827	19.3	5.1	90	2274	23.9	6.3	111	1849	24.8	5.1	116						

	TOTAL U.S. '000	AFRIN				DRISTAN				NEO SYNEPHRINE				VICKS SINEX			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	9695	100.0	5.8	100	9468	100.0	5.6	100	9513	100.0	5.7	100	7444	100.0	4.4	100
ATLANTIC MONTHLY	867	**35	0.4	4.0	70	**38	0.4	4.4	78	**25	0.3	2.9	51	**22	0.3	2.5	57
BARRON'S	1580	*158	1.6	10.0	173	**46	0.5	2.9	52	**97	1.0	6.1	108	**26	0.3	1.6	37
BETTER HOMES & GARDENS	22203	1372	14.2	6.2	107	1101	11.6	5.0	88	1499	15.8	6.8	119	900	12.1	4.1	91
BON APPETIT	3810	283	2.9	7.4	129	*257	2.7	6.7	119	4088	4.3	10.7	189	*198	2.7	5.2	117
BUSINESS WEEK	4663	307	3.2	6.6	114	*152	1.6	3.3	58	376	4.0	8.1	142	*127	1.7	2.7	61
CAR AND DRIVER	3102	*184	1.9	5.9	103	*265	2.8	8.5	151	*199	2.1	6.4	113	**153	2.1	4.9	111
CBS MAGAZINE NETWORK (GROSS)	7311	501	5.2	6.9	119	619	6.5	8.5	150	439	4.6	6.0	106	398	5.3	5.4	123
CHANGING TIMES	3400	*200	2.1	5.9	102	*237	2.5	7.0	123	*205	2.2	6.0	106	*97	1.3	2.9	64
COLONIAL HOMES	1796	**137	1.4	7.6	132	**126	1.3	7.0	124	*128	1.3	7.1	126	**101	1.4	5.6	127
CONDE NAST MAG. PKG. (GROSS)	19924	1026	10.6	5.1	89	1156	12.2	5.8	103	1266	13.3	6.4	112	1049	14.1	5.3	119
CONSUMERS DIGEST	3125	*228	2.4	7.3	126	*226	2.4	7.2	128	*177	1.9	5.7	100	**129	1.7	4.1	93
COSMOPOLITAN	10577	594	6.1	5.6	97	486	5.1	4.6	81	636	6.7	6.0	106	470	6.3	4.4	100
COUNTRY LIVING	3746	299	3.1	8.0	138	*192	2.0	5.1	91	*247	2.6	6.6	116	*143	1.9	3.8	86
CUISINE	2214	**88	0.9	4.0	69	**92	1.0	4.2	74	*137	1.4	6.2	109	**113	1.5	5.1	115
CYCLE WORLD	2394	*182	1.9	7.6	132	*252	2.7	10.5	186	*158	1.7	6.6	116	**132	1.8	5.5	124
DCI:CREATIVE IDEAS FOR LIV	3068	*151	1.6	4.9	85	*233	2.5	7.6	135	*166	1.7	5.4	95	**162	2.2	5.3	119
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	794	8.2	8.3	144	610	6.4	6.4	113	824	8.7	8.6	152	444	6.0	4.6	105
DISCOVER	2277	*118	1.2	5.2	90	**141	1.5	6.2	110	**113	1.2	5.0	87	**75	1.0	3.3	74
EBONY	7187	*175	1.8	2.4	42	507	5.4	7.1	125	475	5.0	6.6	117	295	4.0	4.1	92
ESQUIRE	2560	*178	1.8	7.0	120	*199	2.1	7.8	138	*191	2.0	7.5	132	*145	1.9	5.7	128
ESSENCE	3242	**91	0.9	2.8	49	284	3.0	8.8	155	*235	2.5	7.2	128	*228	3.1	7.0	158
FAMILY CIRCLE	19639	1332	13.7	6.8	117	1184	12.5	6.0	107	1248	13.1	6.4	112	844	11.3	4.3	97
THE FAMILY HANDYMAN	3540	*207	2.1	5.8	101	*221	2.3	6.2	111	305	3.2	8.6	152	*174	2.3	4.9	111
FAMILY WEEKLY	23924	1550	16.0	6.5	112	1596	16.9	6.7	118	1548	16.3	6.5	114	1184	15.9	4.9	112
FIELD & STREAM	9883	540	5.6	5.5	95	743	7.8	7.5	133	623	6.5	6.3	111	548	7.4	5.5	125
FOOD & WINE	1030	**59	0.6	5.7	99	**81	0.9	7.9	139	**68	0.7	6.6	116	**69	0.9	6.7	151
FORBES	2679	280	2.9	10.5	181	*140	1.5	5.2	93	220	2.3	8.2	145	*110	1.5	4.1	93
FORTUNE	2931	*137	1.4	4.7	81	*152	1.6	5.2	92	*181	1.9	6.2	109	**104	1.4	3.5	80
GENTLEMAN'S QUARTERLY	3481	272	2.8	7.8	135	326	3.4	9.4	166	*241	2.5	6.9	122	**166	2.2	4.8	107
GLAMOUR	7163	325	3.4	4.5	78	383	4.0	5.3	95	527	5.5	7.4	130	371	5.0	5.2	117
GOLF DIGEST	2355	*183	1.9	7.8	134	*119	1.3	5.1	90	*178	1.9	7.6	133	*90	1.2	3.8	86
GOLF DIGEST/TENNIS (GROSS)	3610	284	2.9	7.9	136	*199	2.1	5.5	98	230	2.4	6.4	112	*115	1.5	3.2	72
GOLF MAGAZINE	2046	**114	1.2	5.6	96	**85	0.9	4.2	74	*110	1.2	5.4	95	*97	1.3	4.7	107
GOLF MAGAZINE/SKI (GROSS)	3547	*194	2.0	5.5	95	*124	1.3	3.5	62	*185	1.9	5.2	92	*149	2.0	4.2	95
GOOD HOUSEKEEPING	20353	1335	13.8	6.6	113	1071	11.3	5.3	93	1212	12.7	6.0	105	917	12.3	4.5	102
HARPER'S BAZAAR	3362	*252	2.6	7.5	130	*231	2.4	6.9	122	287	3.0	8.5	151	*206	2.8	6.1	138
HEALTH	2987	*162	1.7	5.4	94	*147	1.6	4.9	87	*225	2.4	7.5	133	*125	1.7	4.2	94
HEARST MAG CORP. BUY (GROSS)	67928	4175	43.1	6.1	106	3695	39.0	5.4	96	4418	46.4	6.5	115	2953	39.7	4.3	98
HEARST MAN POWER (GROSS)	11282	543	5.6	4.8	83	647	6.8	5.7	102	790	8.3	7.0	123	483	6.5	4.3	96
HEARST WOMAN POWER (GROSS)	40514	2513	25.9	6.2	107	2083	22.0	5.1	91	2423	25.5	6.0	105	1711	23.0	4.2	95
HOUSE BEAUTIFUL	4885	273	2.8	5.6	97	*251	2.7	5.1	91	354	3.7	7.2	128	*200	2.7	4.1	92
INC.	1308	**94	1.0	7.2	124	**55	0.6	4.2	74	**127	1.3	9.7	171	**54	0.7	4.1	93
JET	6498	*166	1.7	2.6	44	514	5.4	7.9	140	345	3.6	5.3	94	404	5.4	6.2	140
LADIES' HOME JOURNAL	14797	922	9.5	6.2	108	881	9.3	6.0	105	908	9.5	6.1	108	586	7.9	4.0	89
LHJ FAMILY GRP COMBO(GROSS)	21743	1327	13.7	6.1	106	1271	13.4	5.8	104	1399	14.7	6.4	113	835	11.2	3.8	87
LIFE	9881	637	6.6	6.4	112	619	6.5	6.3	111	648	6.8	6.6	116	332	4.5	3.4	76
L.A. TIMES HOME MAGAZINE	2775	*288	3.0	10.4	180	*83	0.9	3.0	53	*162	1.7	5.8	103	**84	1.1	3.0	68
MADMOISELLE	4219	*177	1.8	4.2	73	*178	1.9	4.2	75	*270	2.8	6.4	113	**174	2.3	4.1	93
MC CALL'S	16422	1106	11.4	6.7	117	780	8.2	4.7	84	927	9.7	5.6	100	726	9.8	4.4	100
MC CALL'S/HRK MOTHER (GROSS)	17919	1209	12.5	6.7	117	888	9.4	5.0	88	1026	10.8	5.7	101	784	10.5	4.4	99
MECHANIX ILLUSTRATED	4433	262	2.7	5.9	102	*267	2.8	6.0	107	313	3.3	7.1	124	*247	3.3	5.6	126
METROPOLITAN HOME	1504	**57	0.6	3.8	66	**117	1.2	7.8	138	**68	0.7	4.5	80	**91	1.2	6.1	136
MONEY	4723	344	3.5	7.3	126	347	3.7	7.3	130	263	2.8	5.6	98	*304	4.1	6.4	145
MOTHER EARTH NEWS	2325	**128	1.3	5.5	95	**60	0.6	2.6	46	**102	1.1	4.4	77	**77	1.0	3.3	75
MS.	1189	**36	0.4	3.0	52	**68	0.7	5.7	101	**66	0.7	5.6	98	**46	0.6	3.9	87
NATIONAL ENQUIRER	18892	851	8.8	4.5	78	1141	12.1	6.0	107	1127	11.8	6.0	105	959	12.9	5.1	114
NATIONAL GEOGRAPHIC	22129	1571	16.2	7.1	123	1203	12.7	5.4	96	1684	17.7	7.6	134	951	12.8	4.3	97
NATIONAL SUNDAY MAGAZINE PKG	103750	6117	63.1	5.9	102	5629	59.5	5.4	96	6416	67.4	6.2	109	4516	60.7	4.4	98
NATURAL HISTORY	1379	**66	0.7	4.8	83	*227	0.3	2.0	35	*97	1.0	7.0	124	**20	0.3	1.5	33
NEW WOMAN	2289	**88	0.9	3.8	67	**104	1.1	4.5	80	**121	1.3	5.3	93	**103	1.4	4.5	101
NEW YORK INCLUDING CUE	1088	**78	0.8	7.2	124	**45	0.5	4.1	73	*87	0.9	8.0	141	**25	0.3	2.3	52
THE NEW YORKER	2459	*183	1.9	7.4	129	*143	1.5	5.8	103	251	2.6	10.2	180	*128	1.7	5.2	117
NEWSWEEK	16527	1081	11.2	6.5	113	913	9.6	5.5	98	1227	12.9	7.4	131	628	8.4	3.8	86
THE N.Y. TIMES DAILY EDITION	2739	257	2.7	9.4	162	*95	1.0	3.5	61	*153	1.6	5.6	98	**60	0.8	2.2	49
THE N.Y. TIMES MAGAZINE	4443	365	3.8	8.2	142	176	1.9	4.0	70	373	3.9	8.4	148	*130	1.7	2.9	66
OMNI	2799	303	3.1	10.8	187	**212	2.2	7.6	134	*127	1.3	4.5	80	**178	2.4	6.4	143
ON CABLE	2209	**99	1.0	4.5	78	**99	1.0	4.5	79	**132	1.4	6.0	105	**120	1.6	5.4	122
1001 HOME IDEAS	3959	*243	2.5	6.1	106	*243	2.6	6.1	109	*266	2.8	6.7	118	**123	1.7	3.1	70
ORGANIC GARDENING	3111	*143	1.5	4.6	80	*125	1.3	4.0	71	*148	1.6	4.8	84	*194	2.6	6.2	141
OUTDOOR LIFE	5024	301	3.1	6.0	104	313	3.3	6.2	110	290	3.0	5.8	102	349	4.7	6.9	157
PARADE MAGAZINE	51292	2782	28.7	5.4	94	2836	30.0	5.5	98	3317	34.9	6.5	114	2245	30.2	4.4	99

	TOTAL U.S. '000	A '000	AFRIN B % DOWN	C ACROSS % INDX	D 100	A '000	DRISTAN B % DOWN	C ACROSS % INDX	D 100	A '000	NEO SYNEPHRINE B % DOWN	C ACROSS % INDX	D 100	A '000	VICKS SINEX B % DOWN	C ACROSS % INDX	D 100
TOTAL ADULTS	167727	9695	100.0	5.8	100	9468	100.0	5.6	100	9513	100.0	5.7	100	7444	100.0	4.4	100
PARENTS	5298	291	3.0	5.5	95	397	4.2	7.5	133	328	3.4	6.2	109	*302	4.1	5.7	128
PENTHOUSE	5129	309	3.2	6.0	104	*299	3.2	5.8	103	*209	2.2	4.1	72	*178	2.4	3.5	78
PEOPLE	21070	1507	15.5	7.2	124	1062	11.2	5.0	89	1438	15.1	6.8	120	668	9.0	3.2	71
PLAYBOY	10562	818	8.4	7.7	134	711	7.5	6.7	119	605	6.4	5.7	101	367	4.9	3.5	78
POPULAR HOT RODDING	2498	**82	0.8	3.3	57	**147	1.6	5.9	104	**114	1.2	4.6	80	**99	1.3	4.0	89
POPULAR MECHANICS	5887	327	3.4	5.6	96	369	3.9	6.3	111	444	4.7	7.5	133	*191	2.6	3.2	73
POPULAR SCIENCE	4317	292	3.0	6.8	117	378	4.0	8.8	155	350	3.7	8.1	143	*191	2.6	4.4	100
PREVENTION	5792	354	3.7	6.1	106	292	3.1	5.0	89	423	4.4	7.3	129	*197	2.6	3.4	77
PSYCHOLOGY TODAY	3284	266	2.7	8.1	140	*172	1.8	5.2	93	*210	2.2	6.4	113	**117	1.6	3.6	80
READER'S DIGEST	40046	2438	25.1	6.1	105	2499	26.4	6.2	111	2904	30.5	7.3	128	1840	24.7	4.6	104
REDBOOK	9584	584	6.0	6.1	105	526	5.6	5.5	97	575	6.0	6.0	106	324	4.4	3.4	76
ROAD & TRACK	2590	*171	1.8	6.6	114	*162	1.7	6.3	111	*144	1.5	5.6	98	**97	1.3	3.7	84
ROLLING STONE	3302	*242	2.5	7.3	127	*224	2.4	6.8	120	*227	2.4	6.9	121	*191	2.6	5.8	130
RUNNER'S WORLD	1229	**102	1.1	8.3	144	**21	0.2	1.7	30	*335	0.4	2.8	50	**46	0.6	3.7	78
SATURDAY EVENING POST	2110	*134	1.4	6.4	110	*171	1.8	8.1	144	*138	1.5	6.5	115	**111	1.5	5.3	119
SCIENCE 84	1543	*147	1.5	9.5	165	**68	0.7	4.4	78	**104	1.1	6.7	119	**25	0.3	1.6	37
SCIENCE DIGEST	1747	**59	0.6	3.4	58	**80	0.8	4.6	81	**130	1.4	7.4	131	**39	0.5	2.2	50
SCIENTIFIC AMERICAN	1994	*232	2.4	11.6	201	**134	1.4	6.7	119	**120	1.3	6.0	106	**62	0.8	3.1	70
SELF	3119	*215	2.2	6.9	119	*241	2.5	7.7	137	*148	1.6	4.7	84	**135	1.8	4.3	98
SEVENTEEN	3923	*189	1.9	4.8	83	*385	4.1	9.8	174	*203	2.1	5.2	91	**250	3.4	6.4	144
SKI	1501	**79	0.8	5.3	91	**38	0.4	2.5	45	**74	0.8	4.9	87	**53	0.7	3.5	80
SMITHSONIAN	5976	374	3.9	6.3	108	272	2.9	4.6	81	482	5.1	8.1	142	268	3.6	4.5	101
SOAP OPERA DIGEST	4228	*137	1.4	3.2	56	341	3.6	8.1	143	*208	2.2	4.9	87	*227	3.0	5.4	121
SOUTHERN LIVING	6488	643	6.6	9.9	171	377	4.0	5.8	103	658	6.9	10.1	179	*282	3.8	4.3	98
SPORT	3500	*162	1.7	4.6	80	*169	1.8	4.8	86	*179	1.9	5.1	90	*224	3.0	6.4	144
THE SPORTING NEWS	2456	**93	1.0	3.8	66	*120	1.3	4.9	87	**109	1.1	4.4	78	**102	1.4	4.2	94
SPORTS AFIELD	3648	*157	1.6	4.3	74	*198	2.1	5.4	96	*217	2.3	5.9	105	*253	3.4	6.9	156
SPORTS ILLUSTRATED	14484	804	8.3	5.6	96	787	8.3	5.4	96	988	10.4	6.8	120	552	7.4	3.8	86
STAR	12661	467	4.8	3.7	64	764	8.1	6.0	107	725	7.6	5.7	101	668	9.0	5.3	119
SUNDAY	52799	2941	30.3	5.6	96	2482	26.2	4.7	83	3154	33.2	6.0	105	2242	30.1	4.2	96
SUNSET	3513	*341	3.5	9.7	168	*248	2.6	7.1	125	*199	2.1	5.7	100	**135	1.8	3.8	87
TV GUIDE	42766	2351	24.2	5.5	95	2579	27.2	6.0	107	2677	28.1	6.3	110	2065	27.7	4.8	109
TENNIS	1254	**101	1.0	8.1	139	**80	0.8	6.4	113	**51	0.5	4.1	72	**25	0.3	2.0	45
TIME	22054	1382	14.3	6.3	108	1008	10.6	4.6	81	1575	16.6	7.1	126	718	9.6	3.3	73
TOWN & COUNTRY	1555	**117	1.2	7.5	130	**95	1.0	6.1	108	**123	1.3	7.9	139	**69	0.9	4.4	100
TRAVEL & LEISURE	2173	*150	1.5	6.9	119	**73	0.8	3.4	60	**110	1.2	5.1	89	**73	1.0	3.4	76
TRUE STORY	4636	*202	2.1	4.4	75	380	4.0	8.2	145	*186	2.0	4.0	71	363	4.9	7.8	176
U.S. NEWS & WORLD REPORT	10353	651	6.7	6.3	109	584	6.2	5.6	100	821	8.6	7.9	140	391	5.3	3.8	85
USA TODAY	4994	316	3.3	6.3	109	245	2.6	4.9	87	341	3.6	6.8	120	*229	3.1	4.6	103
US	3528	*208	2.1	5.9	102	*227	2.4	6.4	114	*264	2.8	7.5	132	*160	2.1	4.5	102
VOGUE	5624	309	3.2	5.7	99	353	3.7	6.5	115	321	3.4	5.9	104	369	5.0	6.8	153
HALL STREET JOURNAL	6292	392	4.0	6.2	108	317	3.3	5.0	89	406	4.3	6.5	114	231	3.1	3.7	83
WEIGHT WATCHERS	2762	*128	1.3	4.6	80	*107	1.1	3.9	69	*198	2.1	7.2	126	**80	1.1	2.9	65
WOMAN'S DAY	16320	1129	11.6	6.9	120	871	9.2	5.3	95	933	9.8	5.7	101	858	11.5	5.3	118
WORKING MOTHER	1496	**104	1.1	7.0	120	**109	1.2	7.3	129	**98	1.0	6.6	115	**58	0.8	3.9	87
WORKING WOMAN	1851	**125	1.3	6.8	117	**86	0.9	4.6	82	**109	1.1	5.9	104	**68	0.9	3.7	83
WORLD TENNIS	580	**46	0.5	7.9	137	**38	0.4	6.6	116	**43	0.5	7.4	131	**29	0.4	5.0	113
ZIFF-DAVIS MAG NETWK (GROSS)	12412	760	7.8	6.1	106	839	8.9	6.8	120	787	8.3	6.3	112	581	7.8	4.7	105
BLAIR INSERTS	91671	5448	56.2	5.9	103	4760	50.3	5.2	92	5774	60.7	6.3	111	3718	49.9	4.1	91
DAILY NEWSPAPERS																	
READ ANY	109190	6650	68.6	6.1	105	5816	61.4	5.3	94	6635	69.7	6.1	107	4627	62.2	4.2	95
READ ONE	89587	5303	54.7	5.9	102	4796	50.7	5.4	95	5363	56.4	6.0	106	3978	53.4	4.4	100
READ TWO OR MORE	19602	1346	13.9	6.9	119	1020	10.8	5.2	92	1273	13.4	6.5	115	649	8.7	3.3	75
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6562	67.7	6.0	104	5821	61.5	5.3	94	6753	71.0	6.2	109	4685	62.9	4.3	96
READ ONE	95074	5598	57.7	5.9	102	5041	53.2	5.3	94	5785	60.8	6.1	107	4014	53.9	4.2	95
READ TWO OR MORE	14588	964	9.9	6.6	114	780	8.2	5.3	95	967	10.2	6.6	117	671	9.0	4.6	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.01				27.67				30.54				25.21			
30 DAY REACH	149706	8790	90.7	5.9	102	8517	90.0	5.7	101	8381	88.1	5.6	99	6557	88.1	4.4	99
50 SHWG - 30 DAY AV FREQ	15.16	16.22				14.87				15.85				13.50			
30 DAY REACH	142406	8430	87.0	5.9	102	7930	83.8	5.6	99	8078	84.9	5.7	100	6111	82.1	4.3	97
25 SHWG - 30 DAY AV FREQ	8.23	8.77				7.92				8.38				7.40			
30 DAY REACH	131152	7782	80.3	5.9	103	7412	78.3	5.7	100	7638	80.3	5.8	103	5556	74.6	4.2	95
CABLE TV: HOME WIRED	66879	4603	47.5	6.9	119	3933	41.5	5.9	104	3800	39.9	5.7	100	2968	39.9	4.4	100
HOME NOT WIRED	100848	5092	52.5	5.0	87	5535	58.5	5.5	97	5713	60.1	5.7	100	4476	60.1	4.4	100
HAVE PAY CABLE	35024	2678	27.6	7.6	132	2099	22.2	6.0	106	2162	22.7	6.2	109	1691	22.7	4.8	109

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	9695	100.0	5.8	100	9468	100.0	5.6	100	9513	100.0	5.7	100	7444	100.0	4.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	5855	60.4	6.1	106	5561	58.7	5.8	103	5410	56.9	5.7	100	4169	56.0	4.4	98
10:00 AM - 3:00 PM	63599	3561	36.7	5.6	97	3803	40.2	6.0	106	3607	37.9	5.7	100	2959	39.8	4.7	105
3:00 PM - 7:00 PM	72097	4225	43.6	5.9	101	4192	44.3	5.8	103	4209	44.2	5.8	103	3140	42.2	4.4	98
7:00 PM - MIDNIGHT	36670	2121	21.9	5.8	100	1913	20.2	5.2	92	2036	21.4	5.6	98	1456	19.6	4.0	89
MIDNIGHT - 6:00 AM	21908	1362	14.0	6.2	108	1116	11.8	5.1	90	1198	12.6	5.5	96	955	12.8	4.4	98
6:00 AM - MIDNIGHT	127571	7535	77.7	5.9	102	7303	77.1	5.7	101	7441	78.2	5.8	103	5670	76.2	4.4	100
ENTIRE DAY	129239	7637	78.8	5.9	102	7374	77.9	5.7	101	7524	79.1	5.8	103	5740	77.1	4.4	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2227	23.0	6.5	113	1819	19.2	5.3	95	1923	20.2	5.7	100	1640	22.0	4.8	109
ALL NEWS	8062	486	5.0	8.0	139	335	3.5	5.5	98	478	5.0	7.9	139	*232	3.1	3.8	86
AOR/PROGRESSIVE	11884	725	7.5	6.1	106	690	7.3	5.8	103	555	5.8	4.7	82	472	6.3	4.0	89
BEAUTIFUL MUSIC	11180	786	8.1	7.0	122	706	7.5	6.3	112	818	8.6	7.3	129	455	6.1	4.1	92
BLACK	4538	*202	2.1	4.5	77	349	3.7	7.7	136	*248	2.6	5.5	96	*195	2.6	4.3	97
CLASSICAL	3857	*206	2.1	5.3	92	*243	2.6	6.3	112	*234	2.5	6.1	107	*100	1.3	2.6	58
CHR/ROCK	21946	1468	15.1	6.7	116	1266	13.4	5.8	102	1309	13.8	6.0	105	901	12.1	4.1	93
COUNTRY	27262	1603	16.5	5.9	102	1605	17.0	5.9	104	1637	17.2	6.0	106	1393	18.7	5.1	115
GOLDEN OLDIES	3339	*219	2.3	6.6	113	*172	1.8	5.2	91	*169	1.8	5.1	89	*178	2.4	5.3	120
MOR/NOSTALGIA	10346	696	7.2	6.7	116	558	5.9	5.4	96	685	7.2	6.6	117	324	4.4	3.1	71
NEWS/TALK	8929	474	4.9	5.3	92	403	4.3	4.5	80	698	7.3	7.8	138	331	4.4	3.7	84
RELIGIOUS	5468	297	3.1	5.4	94	344	3.6	6.3	111	*213	2.2	3.9	68	*230	3.1	4.2	94
SOFT ROCK	1232	*56	0.6	4.5	79	*78	0.8	6.3	112	*79	0.8	6.4	113	*19	0.3	1.5	35
URBAN CONTEMPORARY	3184	*66	0.7	2.1	36	250	2.6	7.9	139	*215	2.3	6.8	119	*144	1.9	4.5	102
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	359	3.7	5.2	90	453	4.8	6.6	116	387	4.1	5.6	99	*282	3.8	4.1	92
ABC DIRECTION	5212	307	3.2	5.9	102	281	3.0	5.4	96	394	4.1	7.6	133	*233	3.1	4.5	101
ABC ENTERTAINMENT	10385	467	4.8	5.5	78	484	5.1	4.7	83	597	6.3	5.7	101	366	4.9	3.5	79
ABC FM	4762	*229	2.4	4.8	83	421	4.4	8.8	157	292	3.1	6.1	108	*216	2.9	4.5	102
ABC INFORMATION	11339	814	8.4	7.2	124	504	5.3	4.4	79	757	8.0	6.7	118	516	6.9	4.6	103
ABC ROCK	4878	259	2.7	5.3	92	321	3.4	6.6	117	283	3.0	5.8	102	*133	1.8	2.7	61
CBS	10709	734	7.6	6.9	119	708	7.5	6.6	117	730	7.7	6.8	120	435	5.8	4.1	92
MUTUAL	10251	679	7.0	6.6	115	654	6.9	6.4	113	831	8.7	8.1	143	611	8.2	6.0	134
NBC	12243	659	6.8	5.4	93	520	5.5	4.2	75	804	8.5	6.6	116	501	6.7	4.1	92
RADIORADIO	4606	334	3.4	7.3	125	*219	2.3	4.8	84	*236	2.5	5.1	90	*142	1.9	3.1	69
RKO ONE	5148	351	3.6	6.8	118	288	3.0	5.6	99	364	3.8	7.1	125	*203	2.7	3.9	89
RKO TWO	7313	369	3.8	5.0	87	367	3.9	5.0	89	388	4.1	5.3	94	329	4.4	4.5	101
THE SOURCE	5981	384	4.0	6.4	111	*280	3.0	4.7	83	293	3.1	4.9	86	*203	2.7	3.4	76
NON-WIRED: BLAIR	19329	1315	13.6	6.8	118	1076	11.4	5.6	99	1128	11.9	5.8	103	697	9.4	3.6	81
INTERNET	27139	1656	17.1	6.1	106	1648	17.4	6.1	108	1623	17.1	6.0	105	1136	15.3	4.2	94
KATZ RADIO GROUP	36319	2187	22.6	6.0	104	1927	20.4	5.3	94	2516	26.4	6.9	122	1509	20.3	4.2	94
SUPERNET	22361	1285	13.3	5.7	99	1375	14.5	6.1	109	1219	12.8	5.5	96	1107	14.9	5.0	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	927	9.6	6.4	110	831	8.8	5.7	101	861	9.1	5.9	104	715	9.6	4.9	111
WKDAY 9:00 AM - 1:00 PM	18688	976	10.1	5.2	90	1283	13.6	6.9	122	1113	11.7	6.0	105	964	13.0	5.2	116
WKDAY 1:00 PM - 4:30 PM	24061	1299	13.4	5.4	93	1584	16.7	6.6	117	1371	14.4	5.7	100	1227	16.5	5.1	115
WKDAY 4:30 PM - 7:30 PM	44079	2528	26.1	5.7	99	2686	28.4	6.1	108	2424	25.5	5.5	97	2039	27.4	4.6	104
WKDAY 7:30 PM - 8:00 PM	61979	3516	36.3	5.7	98	3418	36.1	5.5	98	3506	36.9	5.7	100	2848	38.3	4.6	104
WKDAY 11:00 PM - 11:30 PM	49084	2979	30.7	6.1	105	2847	30.1	5.8	103	2803	29.5	5.7	101	2503	33.6	5.1	115
WKDAY 11:30 PM - 1:00 AM	16560	973	10.0	5.9	102	1029	10.9	6.2	110	994	10.4	6.0	106	835	11.2	5.0	114
M-SAT 8-11 PM+SUN 7-11 PM	66967	3932	40.6	5.9	102	3858	40.7	5.8	102	3885	40.8	5.8	102	3141	42.2	4.7	106
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	367	3.8	4.0	68	720	7.6	7.8	138	616	6.5	6.6	117	435	5.8	4.7	106
ANOTHER WORLD	N 6138	400	4.1	6.5	113	360	3.8	5.9	104	373	3.9	6.1	107	355	4.8	5.8	130
AS THE WORLD TURNS	C 7707	487	5.0	6.3	109	440	4.6	5.7	101	468	4.9	6.1	107	352	4.7	4.6	103
CAPITOL	C 4686	249	2.6	5.3	92	289	3.1	6.2	109	310	3.3	6.6	117	247	3.3	5.3	119
CBS MORN. NEWS 1	C 2792	250	2.6	9.0	155	115	1.2	4.1	73	184	1.9	6.6	116	126	1.7	4.5	102
CBS MORN. NEWS 2	C 2071	*122	1.3	5.9	102	*68	0.7	3.3	58	170	1.8	8.2	145	*98	1.3	4.7	107
DAYS OF OUR LIVES	N 8018	588	6.1	7.3	127	526	5.6	6.6	116	547	5.8	6.8	120	435	5.8	5.4	122
FACTS OF LIFE - DAYTIME	N 3487	199	2.1	5.7	99	263	2.8	7.5	134	250	2.6	7.2	126	281	3.8	8.1	182
FAMILY FEUD	A 4817	144	1.5	3.0	52	377	4.0	7.8	139	297	3.1	6.2	109	252	3.4	5.2	118
GENERAL HOSPITAL	A 8333	315	3.2	3.8	65	667	7.0	8.0	142	367	3.9	4.4	78	353	4.7	4.2	95
GOOD MORNING, AMERICA-730	A 5472	264	2.7	4.8	83	320	3.4	5.8	104	320	3.4	5.8	103	271	3.6	5.0	112
GOOD MORNING, AMERICA-830	A 3965	218	2.2	5.5	95	219	2.3	5.5	98	254	2.7	6.4	113	190	2.6	4.8	108
GUIDING LIGHT	C 7542	507	5.2	6.7	116	423	4.5	5.6	99	472	5.0	6.3	110	420	5.6	5.6	125
ONE LIFE TO LIVE	A 6018	244	2.5	4.1	70	494	5.2	8.2	145	292	3.1	4.9	86	304	4.1	5.1	114
PRESS YOUR LUCK	C 3589	167	1.7	4.7	81	252	2.7	7.0	124	149	1.6	4.2	73	190	2.6	5.3	119
PRICE IS RIGHT 1	C 7418	341	3.5	4.6	80	440	4.6	5.9	105	397	4.2	5.4	94	329	4.4	4.4	100
PRICE IS RIGHT 2	C 8276	451	4.7	5.4	94	453	4.8	5.5	97	442	4.6	5.3	94	381	5.1	4.6	104
RYAN'S HOPE	A 4358	175	1.8	4.0	69	444	4.7	10.2	180	357	3.8	8.2	144	191	2.6	4.4	99
SALE OF THE CENTURY	N 3749	169	1.7	4.5	78	228	2.4	6.1	108	214	2.2	5.7	101	219	2.9	5.8	132
SEARCH FOR TOMORROW	N 2884	265	2.7	9.2	159	144	1.5	5.0	88	207	2.2	7.2	127	*107	1.4	3.7	84
TODAY SHOW 1	N 4869	375	3.9	7.7	133	189	2.0	3.9	69	287	3.0	5.9	104	243	3.3	5.0	112
TODAY SHOW 2	N 4135	231	2.4	5.6	97	197	2.1	4.8	84	283	3.0	6.8	121	189	2.5	4.6	103
\$25,000 PYRAMID	C 4361	216	2.2	5.0	86	238	2.5	5.5	97	185	1.9	4.2	75	230	3.1	5.3	119
WHEEL OF FORTUNE	N 6187	394	4.1	6.4	110	408	4.3	6.6	117	298	3.1	4.8	85	414	5.6	6.7	151
YOUNG AND THE RESTLESS	C 8186	448	4.8	5.7	99	592	6.3	7.2	128	475	5.0	5.8	102	472	6.3	5.8	130
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	295	3.0	6.2	108	305	3.2	6.5	114	326	3.4	6.9	122	187	2.5	4.0	89
NBA PLAYOFF GAME -1 C	5127	299	3.1	5.8	101	319	3.4	6.2	110	3							

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	9695	100.0	5.8	100	9468	100.0	5.6	100	9513	100.0	5.7	100	7444	100.0	4.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	3098	32.0	5.9	102	3165	33.4	6.1	107	2912	30.6	5.6	98	2478	33.3	4.7	107
NETWORK AFFILIATES - LATE	39164	2362	24.4	6.0	104	2213	23.4	5.7	100	2247	23.6	5.7	101	2090	28.1	5.3	120
INDEPENDENTS - LATE	5133	357	3.7	7.0	120	246	2.6	4.8	85	254	2.7	4.9	87	186	2.5	3.6	82
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	22825	1336	13.8	5.9	101	1610	17.0	7.1	125	1303	13.7	5.7	101	1182	15.9	5.2	117
ABC MONDAY NIGHT MOVIE	11258	541	5.6	4.8	83	733	7.7	6.5	115	712	7.5	6.3	112	436	5.9	3.9	87
ABC SUNDAY NIGHT MOVIE	23600	1283	13.2	5.4	94	1371	14.5	5.8	103	1267	13.3	5.4	95	1025	13.8	4.3	98
ABC WORLD NEWS TONIGHT	12801	731	7.5	5.7	99	757	8.0	5.9	105	635	6.7	5.0	87	533	7.2	4.2	94
AFTERMASH	10966	730	7.5	6.7	115	521	5.5	4.8	84	782	8.2	7.1	126	562	7.5	5.1	115
ALICE	17050	974	10.0	5.7	99	997	10.5	5.8	104	954	10.0	5.6	99	929	12.5	5.4	123
AMERICAN PARADE	11998	678	7.0	5.7	98	598	6.3	5.0	88	639	6.7	5.3	94	545	7.3	4.5	102
BENSON	19258	1103	11.4	5.7	99	1009	10.7	5.2	93	1056	11.1	5.5	97	1050	14.1	5.5	123
BLUE THUNDER	11478	645	6.7	5.6	97	735	7.8	6.4	113	649	6.8	5.7	100	584	7.8	5.1	115
CAGNEY & LACEY	18263	1134	11.7	6.2	107	1049	11.1	5.7	102	829	8.7	4.5	80	871	11.7	4.8	107
CBS EVENING NEWS-DEAN	7733	533	5.5	6.9	119	434	4.6	5.6	99	362	3.8	4.7	83	297	4.0	3.8	87
CBS EVENING NEWS-RATHER	15653	1039	10.7	6.6	115	824	8.7	5.3	93	966	10.2	6.2	109	764	10.3	4.9	110
CBS SAT. NEWS-SCHIEFFER	8744	576	5.9	6.6	114	400	4.2	4.6	81	466	4.9	5.3	94	425	5.7	4.9	110
CBS SATURDAY NIGHT MOVIE	12000	578	6.0	4.8	83	647	6.8	5.4	96	787	8.3	6.6	116	428	5.7	3.6	80
CBS WEDNESDAY NIGHT MOVIE	11522	514	5.3	4.5	77	714	7.5	6.2	110	644	6.8	5.6	99	616	8.3	5.3	120
CHEERS	16818	1010	10.4	6.0	104	896	9.5	5.3	94	940	9.9	5.6	99	777	10.4	4.6	104
DALLAS	37510	2085	21.5	5.6	96	2117	22.4	5.6	100	2128	22.4	5.7	100	1989	26.7	5.3	119
DIFF'RENT STROKES	11258	655	6.8	5.8	101	641	6.8	5.7	101	637	6.7	5.7	100	647	8.7	5.7	129
DOUBLE TROUBLE	12248	772	8.0	6.3	109	737	7.8	6.0	107	685	7.2	5.6	99	676	9.1	5.5	124
DUCK FACTORY	11100	678	7.0	6.1	106	664	7.0	6.0	106	639	6.7	5.8	101	524	7.0	4.7	106
DUKES OF HAZZARD	12353	637	6.6	5.2	89	877	9.3	7.1	126	687	7.2	5.6	98	665	8.9	5.4	121
DYNASTY	33279	1934	19.9	5.8	101	2012	21.3	6.0	107	1687	17.7	5.1	89	1414	19.0	4.2	96
FACTS OF LIFE	13410	889	9.2	6.6	115	825	8.7	6.2	109	793	8.3	5.9	104	801	10.8	6.0	135
FALCON CREST	31093	1821	18.8	5.9	101	1778	18.8	5.7	101	1779	18.7	5.7	101	1570	21.1	5.0	114
FALL GUY	18649	901	9.3	4.8	84	1111	11.7	6.0	106	1056	11.1	5.7	100	864	11.6	4.6	104
FAMILY TIES	13101	729	7.5	5.6	96	726	7.7	5.5	98	716	7.5	5.5	96	659	8.9	5.0	113
FANTASY ISLAND	13069	614	6.3	4.7	81	791	8.4	6.1	107	867	9.1	6.6	117	750	10.1	5.7	129
FOULUPS, BLEEPES & BLUNDERS	16588	815	8.4	4.9	85	900	9.5	5.4	96	827	8.7	5.0	88	786	10.6	4.7	107
FOUR SEASONS	9302	614	6.3	6.6	114	414	4.4	4.5	79	581	6.1	6.2	110	411	5.5	4.4	100
GIMME A BREAK	13955	791	8.2	5.7	98	836	8.8	6.0	106	772	8.1	5.5	98	747	10.0	5.4	121
HART TO HART	15735	807	8.3	5.1	89	1005	10.6	6.4	113	1009	10.6	6.4	113	760	10.2	4.8	109
HILL STREET BLUES	18257	1216	12.5	6.7	115	969	10.2	5.3	94	1144	12.0	6.3	110	798	10.7	4.4	98
HOTEL	24236	1443	14.9	6.0	103	1417	15.0	5.8	104	1450	15.2	6.0	105	1008	13.5	4.2	94
JEFFERSONS	17010	963	9.9	5.7	98	917	9.7	5.4	96	1006	10.6	5.9	104	856	11.5	5.0	113
JENNIFER SLEPT HERE	9397	612	6.3	6.5	113	622	6.6	6.6	117	559	5.9	5.9	105	552	7.4	5.9	132
KATE & ALLIE	16762	963	9.9	5.7	99	955	10.1	5.7	101	890	9.4	5.3	94	889	11.9	5.3	120
KNIGHT RIDER	13164	806	8.3	6.1	106	772	8.2	5.9	104	715	7.5	5.4	96	705	9.5	5.4	121
LOVE BOAT	20400	1142	11.8	5.6	97	1047	11.1	5.1	91	1106	11.6	5.4	96	1085	14.6	5.3	120
MAGNUM PI	22543	1354	14.0	6.0	104	1355	14.3	6.0	106	1177	12.4	5.2	92	1111	14.9	4.9	111
MAMA'S FAMILY	9852	606	6.3	6.2	106	583	6.2	5.9	105	586	6.2	5.9	105	535	7.2	5.4	122
MASTER, THE	8082	476	4.9	5.9	102	564	6.0	7.0	124	530	5.6	6.6	116	396	5.3	4.9	110
MATT HOUSTON	12881	734	7.6	5.7	99	751	7.9	5.8	103	769	8.1	6.0	105	605	8.1	4.7	106
NBC MONDAY NIGHT MOVIE	23889	1544	15.9	6.5	112	1503	15.9	6.3	111	1404	14.8	5.9	104	1116	15.0	4.7	105
NBC NIGHTLY NEWS	11156	694	7.2	6.2	108	617	6.5	5.5	98	579	6.1	5.2	92	540	7.3	4.8	109
NBC NIGHTLY NEWS-SAT	7363	419	4.3	5.7	98	490	5.2	6.7	118	411	4.3	5.6	98	369	5.0	5.0	113
NBC NIGHTLY NEWS-SUN	6214	445	4.6	7.2	124	368	3.9	5.9	105	321	3.4	5.2	91	351	4.7	5.6	127
NBC SUNDAY NIGHT MOVIE	17590	1151	11.9	6.5	113	1056	11.2	6.0	106	1192	12.5	6.8	119	978	13.1	5.6	125
NEWHART	16740	1028	10.6	6.1	106	1060	11.2	6.3	112	941	9.9	5.6	99	932	12.5	5.6	125
ONE DAY AT A TIME	11820	662	6.8	5.6	97	639	6.7	5.4	96	674	7.1	5.7	101	537	7.2	4.5	102
PEOPLE ARE FUNNY	9138	531	5.5	5.8	101	533	5.6	5.8	103	529	5.6	5.8	102	469	6.3	5.1	116
REAL PEOPLE	15979	1135	11.7	7.1	123	1015	10.7	6.4	113	1055	11.1	6.6	116	828	11.1	5.2	117
REMINGTON STEELE	14395	820	8.5	5.7	99	859	9.1	6.0	106	793	8.3	5.5	97	574	7.7	4.0	90
RIPLEY'S BELIEVE IT - NOT	11362	606	6.3	5.3	92	621	6.6	5.5	97	728	7.7	6.4	113	555	7.5	4.9	110
RIP TIDE	13920	855	8.8	6.1	106	951	10.0	6.8	121	732	7.7	5.3	93	626	8.4	4.5	101
SCARECROW & MRS. KING	17571	978	10.1	5.6	96	981	10.4	5.6	99	986	10.4	5.6	99	874	11.7	5.0	112
SIMON & SIMON	20208	1175	12.1	5.8	101	1270	13.4	6.3	111	1012	10.6	5.0	88	1006	13.5	5.0	112
60 MINUTES	27668	1816	18.7	6.6	114	1639	17.3	5.9	105	1466	15.4	5.3	93	1268	17.0	4.6	103
ST. ELSEWHERE	13699	853	9.1	6.4	112	842	8.9	6.1	109	741	7.8	5.4	95	723	9.7	5.3	119
THREE'S COMPANY	20632	1157	11.9	5.6	97	1004	10.6	4.9	86	1142	12.0	5.5	98	1033	13.9	5.0	113
T.J. HOOKER	17136	889	9.2	5.2	90	978	10.3	5.7	101	1001	10.5	5.8	103	789	10.6	4.6	104
TONIGHT SHOW	4963	340	3.5	6.9	119	329	3.5	6.6	117	310	3.3	6.2	110	290	3.9	5.8	132
TRAPPER JOHN, M.D.	16332	1026	10.6	6.3	109	1039	11.0	6.4	113	823	8.7	5.0	89	922	12.4	5.6	127
TV BLOOPERS & PRAC. JOKES	18881	1171	12.1	6.2	107	1008	10.6	5.3	95	1006	10.6	5.3	94	886	11.9	4.7	106
20/20	18315	1068	11.0	5.8	101	1135	12.0	6.2	110	1011	10.6	5.5	97	810	10.9	4.4	100
WEBSTER	18722	974	10.0	5.2	90	903	9.5	4.8	85	1048	11.0	5.6	99	932	12.5	5.0	112
WORLD NEWS - SUN	5327	261	2.7	4.9	85	333	3.5	6.3	111	304	3.2	5.7	101	*198	2.7	3.7	84
YELLOW ROSE	8370	471	4.9	5.6	97	638	6.7	5.6	135	454	4.8	5.4	96	387	5.2	4.6	104
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	1628	16.8	6.3	109	1424	15.0	5.5	98	1527	16.1	5.9	104	1379	18.5	5.3	120
BASKETBALL - COLLEGE GAMES	14468	1187	12.2	8.2	142	854	9.0	5.9	105	908	9.5	6.3	111	1000	13.4	6.9	156
BASKETBALL - PRO GAMES	12124	758	7.8	6.3	108	1007	10.6	8.3	147	762	8.0	6.3	111	692	9.3	5.7	129
BOWLING	9412	*470	4.8	5.0	86	734	7.8	7.8	138	*451	4.7	4.8	84	630	8.5	6.7	151
BOXING	15409	1035	10.7	6.7	116	976	10.3										

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PAIN RELIEVING RUBS & LIQUIDS (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	50963	100.0	30.4	100	14818	100.0	8.8	100	18734	100.0	11.2	100	17411	100.0	10.4	100
MALES	79263	23296	45.7	29.4	97	6495	43.8	8.2	93	8865	47.3	11.2	100	7936	45.6	10.0	96
FEMALES	88464	27666	54.3	31.3	103	8323	56.2	9.4	106	9870	52.7	11.2	100	9474	54.4	10.7	103
18 - 24	28671	7361	14.4	25.7	84	1901	12.8	6.6	75	2857	15.3	10.0	89	2603	15.0	9.1	87
25 - 34	39536	11190	22.0	28.3	93	1997	13.5	5.1	57	4525	24.2	11.4	102	4667	26.8	11.8	114
35 - 44	28978	9488	18.6	32.7	108	1980	13.4	6.8	77	3671	19.6	12.7	113	3837	22.0	13.2	128
45 - 54	22345	6868	13.5	30.7	101	2022	13.6	9.0	102	2538	13.5	11.4	102	2308	13.3	10.3	100
55 - 64	22224	7270	14.3	32.7	108	2621	17.7	11.8	133	2481	13.2	11.2	100	2169	12.5	9.8	94
65 OR OLDER	25973	8786	17.2	33.8	111	4297	29.0	16.5	187	2662	14.2	10.2	92	1827	10.5	7.0	68
18 - 34	68207	18550	36.4	27.2	90	3898	26.3	5.7	65	7382	39.4	10.8	97	7270	41.8	10.7	103
18 - 49	108058	31591	62.0	29.2	96	6844	46.2	6.3	72	12386	66.1	11.5	103	12361	71.0	11.4	110
25 - 54	90859	27546	54.1	30.3	100	5999	40.5	6.6	75	10734	57.3	11.8	106	10812	62.1	11.9	115
35 - 49	39851	13041	25.6	32.7	108	2946	19.9	7.4	84	5004	26.7	12.6	112	5091	29.2	12.8	123
50 OR OLDER	59669	19372	38.0	32.5	107	7974	53.8	13.4	151	6348	33.9	10.6	95	5050	29.0	8.5	82
GRADUATED COLLEGE	28091	6917	13.6	24.6	81	1334	9.0	4.7	54	2498	13.3	8.9	80	3085	17.7	11.0	106
ATTENDED COLLEGE	28938	8218	16.1	28.4	93	1787	12.1	6.2	70	2961	15.8	10.2	92	3470	19.9	12.0	116
GRADUATED HIGH SCHOOL	65503	20478	40.2	31.3	103	5067	34.2	7.7	88	7746	41.3	11.8	106	7665	44.0	11.7	113
DID NOT GRADUATE HIGH SCHOOL	45195	15350	30.1	34.0	112	6630	44.7	14.7	166	5530	29.5	12.2	110	3190	18.3	7.1	68
EMPLOYED MALES	56429	15752	30.9	27.9	92	3460	23.3	6.1	69	6149	32.8	10.9	98	6143	35.3	10.9	105
EMPLOYED FEMALES	43971	13298	26.1	30.2	100	2589	17.5	5.9	67	5198	27.7	11.8	106	5511	31.7	12.5	121
EMPLOYED FULL-TIME	87773	25461	50.0	29.0	95	5339	36.0	6.1	69	9920	53.0	11.3	101	10202	58.6	11.6	112
EMPLOYED PART-TIME	12627	3589	7.0	28.4	94	710	4.8	5.6	64	1427	7.6	11.3	101	1453	8.3	11.5	111
NOT EMPLOYED	67327	21913	43.0	32.5	107	8769	59.2	13.0	147	7387	39.4	11.0	98	5757	33.1	8.6	82
PROFESSIONAL/MANAGER	25845	6385	12.5	24.7	81	1106	7.5	4.3	48	2426	12.9	9.4	84	2853	16.4	11.0	106
TECH/CLERICAL/SALES	30895	8812	17.3	28.5	94	1557	10.5	5.0	57	3400	18.1	11.0	99	3854	22.1	12.5	120
PRECISION/CRAFT	12629	3819	7.5	30.2	100	795	5.4	6.3	71	1669	8.9	13.2	118	1356	7.8	10.7	103
OTHER EMPLOYED	31031	10034	19.7	32.3	106	2590	17.5	8.3	94	3852	20.6	12.4	111	3591	20.6	11.6	111
SINGLE	35557	9325	18.3	26.2	86	2545	17.2	7.2	81	3605	19.2	10.1	91	3175	18.2	8.9	86
MARRIED	103585	32719	64.2	31.6	104	9096	61.4	8.8	99	11891	63.5	11.5	103	11733	67.4	11.3	109
DIVORCED/SEPARATED/WIDOWED	28585	8919	17.5	31.2	103	3177	21.4	11.1	126	3239	17.3	11.3	101	2503	14.4	8.8	84
PARENTS	59295	18419	36.1	31.1	102	3974	26.8	6.7	76	7080	37.8	11.9	107	7365	42.3	12.4	120
WHITE	146081	43509	85.4	29.8	98	11913	80.4	8.2	92	16149	86.2	11.1	99	15447	88.7	10.6	102
BLACK	17974	6259	12.3	34.8	115	2515	17.0	14.0	158	2175	11.6	12.1	108	1569	9.0	8.7	84
OTHER	3672	1195	2.3	32.5	107	**390	2.6	10.6	120	*410	2.2	11.2	100	*394	2.3	10.7	103
NORTHEAST-CENSUS	37005	11061	21.7	29.9	98	2604	17.6	7.0	80	4379	23.4	11.8	106	4078	23.4	11.0	106
NORTH CENTRAL	42642	11964	23.5	28.1	92	3433	23.2	8.1	91	4189	22.4	9.8	88	4342	24.9	10.2	98
SOUTH	56777	18522	36.3	32.6	107	6404	43.2	11.3	128	6842	36.5	12.1	108	5275	30.3	9.3	90
WEST	31303	9416	18.5	30.1	99	2377	16.0	7.6	86	3324	17.7	10.6	95	3715	21.3	11.9	114
NORTHEAST-MKTG.	38125	10768	21.1	28.2	93	2481	16.7	6.5	74	4340	23.2	11.4	102	3947	22.7	10.4	100
EAST CENTRAL	24794	7694	15.1	31.0	102	2269	15.3	9.2	104	2765	14.8	11.2	100	2660	15.3	10.7	103
WEST CENTRAL	28511	8081	15.9	28.3	93	2220	15.0	7.8	88	2757	14.7	9.7	87	3105	17.8	10.9	105
SOUTH	48953	16479	32.3	33.7	111	5823	39.3	11.9	135	6007	32.1	12.3	110	4648	26.7	9.5	91
PACIFIC	27344	7941	15.6	29.0	96	2025	13.7	7.4	84	2865	15.3	10.5	94	3051	17.5	11.2	107
COUNTY SIZE A	69301	19834	38.9	28.6	94	5162	34.8	7.4	84	7260	38.8	10.5	94	7412	42.6	10.7	103
COUNTY SIZE B	50633	16099	31.6	31.8	105	4674	31.5	9.2	104	5869	31.3	11.6	104	5556	31.9	11.0	106
COUNTY SIZE C	26259	8517	16.7	32.4	107	2515	17.0	9.6	108	3320	17.7	12.6	113	2682	15.4	10.2	98
COUNTY SIZE D	21534	6512	12.8	30.2	100	2466	16.6	11.5	130	2286	12.2	10.6	95	1760	10.1	8.2	79
METRO CENTRAL CITY	50014	15028	29.5	30.0	99	4628	31.2	9.3	105	5319	28.4	10.6	95	5081	29.2	10.2	98
METRO SUBURBAN	76832	23163	45.5	30.1	99	5682	38.3	7.4	84	9043	48.3	11.8	105	8438	48.5	11.0	106
NON METRO	40881	12772	25.1	31.2	103	4508	30.4	11.0	125	4372	23.3	10.7	96	3892	22.4	9.5	92
TOP 5 ADI'S	39550	11137	21.9	28.2	93	2802	18.9	7.1	80	4347	23.2	11.0	98	3989	22.9	10.1	97
TOP 10 ADI'S	54877	14912	29.3	27.2	89	3851	26.0	7.0	79	5764	30.8	10.5	94	5296	30.4	9.7	93
TOP 20 ADI'S	77516	21767	42.7	28.1	92	5912	39.9	7.6	86	8069	43.1	10.4	93	7786	44.7	10.0	97
HSGLD INC. \$50,000 OR MORE	17257	4210	8.3	24.4	80	646	4.4	3.7	42	1588	8.5	9.2	82	1976	11.3	11.5	110
\$40,000 OR MORE	33235	8352	16.4	25.1	83	1463	9.9	4.4	50	3167	16.9	9.5	85	3723	21.4	11.2	108
\$30,000 OR MORE	59693	15938	31.3	26.7	88	3214	21.7	5.4	61	5767	30.8	9.7	86	6957	40.0	11.7	112
\$25,000 OR MORE	76275	20913	41.0	27.4	90	4414	29.8	5.8	66	7572	40.4	9.9	89	8928	51.3	11.7	113
\$20,000 - \$24,999	18607	5820	11.4	31.3	103	1484	10.0	8.0	90	2403	12.8	12.9	116	1933	11.1	10.4	100
\$15,000 - \$19,999	17175	5304	10.4	30.9	102	1509	10.2	8.8	99	2169	11.6	12.6	113	1626	9.3	9.5	91
\$10,000 - \$14,999	24569	8209	16.1	33.4	110	2806	18.9	11.4	129	2849	15.2	11.6	104	2553	14.7	10.4	100
UNDER \$10,000	31101	10717	21.0	34.5	113	4604	31.1	14.8	168	3742	20.0	12.0	108	2371	13.6	7.6	73
HOUSEHOLD OF 1 PERSON	19441	5402	10.6	27.8	91	1886	12.7	9.7	110	1816	9.7	9.3	84	1700	9.8	8.7	84
2 PEOPLE	51803	16075	31.5	31.0	1												

		ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	50963	100.0	30.4	100	14818	100.0	8.8	100	18734	100.0	11.2	100	17411	100.0	10.4	100
MAGAZINES	QUINTILE 1	34022	10689	21.0	31.4	103	2217	15.0	6.5	74	4489	24.0	13.2	118	3983	22.9	11.7	113
	QUINTILE 2	34800	10374	20.4	29.8	98	2920	19.7	8.4	95	3913	20.9	11.2	101	3542	20.3	10.2	98
	QUINTILE 3	30514	9141	17.9	30.0	99	2492	16.8	8.2	92	3356	17.9	11.0	98	3294	18.9	10.8	104
	QUINTILE 4	33324	10382	20.4	31.2	103	3150	21.3	9.5	107	3452	18.4	10.4	93	3780	21.7	11.3	109
	QUINTILE 5	35066	10377	20.4	29.6	97	4040	27.3	11.5	130	3525	18.8	10.1	90	2812	16.2	8.0	77
NEWSPAPERS	QUINTILE 1	29107	8533	16.7	29.3	96	1867	12.6	6.4	73	3308	17.7	11.4	102	3358	19.3	11.5	111
	QUINTILE 2	49095	15185	29.8	30.9	102	4215	28.4	8.6	97	5508	29.4	11.2	100	5462	31.4	11.1	107
	QUINTILE 3	23107	7171	14.1	31.0	102	2144	14.5	9.3	105	2609	13.9	11.3	101	2418	13.9	10.5	101
	QUINTILE 4	33556	9643	18.9	28.7	95	2642	17.8	7.9	89	3621	19.3	10.8	97	3380	19.4	10.1	97
	QUINTILE 5	32863	10432	20.5	31.7	104	3952	26.7	12.0	136	3687	19.7	11.2	100	2793	16.0	8.5	82
OUTDOOR	QUINTILE 1	33431	9575	18.8	28.6	94	2072	14.0	6.2	70	3292	17.6	9.8	88	4211	24.2	12.6	121
	QUINTILE 2	33478	10152	19.9	30.3	100	2578	17.4	7.7	87	3798	20.3	11.3	102	3775	21.7	11.3	109
	QUINTILE 3	33574	10159	19.9	30.3	100	3047	20.6	9.1	103	3900	20.8	11.6	104	3212	18.4	9.6	92
	QUINTILE 4	33935	10541	20.7	31.1	102	3492	23.6	10.3	116	3661	19.5	10.8	97	3388	19.5	10.0	96
	QUINTILE 5	33310	10537	20.7	31.6	104	3629	24.5	10.9	123	4083	21.8	12.3	110	2825	16.2	8.5	82
RADIO-DRIVE TIME	QUINTILE 1	33136	10682	21.0	32.2	106	3023	20.4	9.1	103	3986	21.3	12.0	108	3673	21.1	11.1	107
	QUINTILE 2	31658	9566	18.8	30.2	99	2909	19.6	9.2	104	3443	18.4	10.9	97	3214	18.5	10.2	98
	QUINTILE 3	32541	9960	19.5	30.6	101	2751	18.6	8.5	96	3677	19.6	11.3	101	3531	20.3	10.9	105
	QUINTILE 4	34247	10088	19.8	29.5	97	2733	18.4	8.0	90	3688	19.7	10.8	96	3667	21.1	10.7	103
	QUINTILE 5	36144	10668	20.9	29.5	97	3402	23.0	9.4	107	3739	21.0	10.9	98	3327	19.1	9.2	89
RADIO-MID- DAY	TERCILE 1	45037	14531	28.5	32.3	106	3986	26.9	8.9	100	5633	30.1	12.5	112	4912	28.2	10.9	105
	TERCILE 2	44819	13300	26.1	29.7	98	4186	28.2	9.3	106	4568	24.4	10.2	91	4546	26.1	10.1	98
	TERCILE 3	77872	23132	45.4	29.7	98	6646	44.9	8.5	97	8533	45.5	11.0	98	7953	45.7	10.2	98
	QUINTILE 1	33763	10813	21.2	32.0	105	3118	21.0	9.2	105	4119	22.0	12.2	109	3577	20.5	10.6	102
	QUINTILE 2	33240	10683	21.0	32.1	106	2838	19.2	8.5	97	3852	20.6	11.6	104	3993	22.9	12.0	116
RADIO-TOTAL	QUINTILE 3	33408	9255	18.2	27.7	91	2711	18.3	8.1	92	3280	17.5	9.8	88	3264	18.7	9.8	94
	QUINTILE 4	34792	10517	20.6	30.2	99	2848	19.2	8.2	93	4079	21.8	11.7	105	3590	20.6	10.3	99
	QUINTILE 5	32524	9695	19.0	29.8	98	3304	22.3	10.2	115	3404	18.2	10.5	94	2987	17.2	9.2	88
	QUINTILE 1	33090	10799	21.2	32.6	107	3539	23.9	10.7	121	4215	22.5	12.7	114	3046	17.5	9.2	89
	QUINTILE 2	33357	10037	19.7	30.1	99	2726	18.4	8.2	93	3487	18.6	10.5	94	3825	22.0	11.5	110
TV-PRIME TIME	QUINTILE 3	33980	10126	19.9	29.8	98	2848	19.2	8.4	95	3584	19.1	10.5	94	3694	21.2	10.9	105
	QUINTILE 4	33854	10539	20.7	31.1	102	2924	19.7	8.6	98	3798	21.3	11.8	106	3617	20.8	10.7	103
	QUINTILE 5	33444	9461	18.6	28.3	93	2781	18.8	8.3	94	3451	18.4	10.3	92	3229	18.5	9.7	93
	TERCILE 1	49121	16007	31.4	32.6	107	5757	38.9	11.7	133	5499	29.4	11.2	100	4750	27.3	9.7	93
	TERCILE 2	48823	14535	28.5	29.8	98	3852	26.0	7.9	89	5562	29.7	11.4	102	5121	29.4	10.5	101
TV-TOTAL	TERCILE 3	69782	20421	40.1	29.3	96	5209	35.2	7.5	84	7673	41.0	11.0	98	7540	43.3	10.8	104
	QUINTILE 1	33584	11070	21.7	33.0	108	3930	26.5	11.7	132	4153	22.2	12.4	111	2988	17.2	8.9	86
	QUINTILE 2	33441	10382	20.4	31.0	102	3378	22.8	10.1	114	3627	19.4	10.8	97	3377	19.4	10.1	97
	QUINTILE 3	33505	9962	19.5	29.7	98	2732	18.4	8.2	92	3600	19.2	10.7	96	3631	20.9	10.8	104
	QUINTILE 4	33466	10048	19.7	30.0	99	2354	15.9	7.0	80	3612	19.3	10.8	97	4082	23.4	12.2	118
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5	33731	9502	18.6	28.2	93	2424	16.4	7.2	81	3743	20.0	11.1	99	3334	19.1	9.9	95
	MAGAZINE IMPERATIVE	44503	13758	27.0	30.9	102	3320	22.4	7.5	84	5531	29.5	12.4	111	4907	28.2	11.0	106
	NEWSPAPER IMPERATIVE	39363	12180	23.9	30.9	102	3256	22.0	8.3	94	4712	25.2	12.0	107	4212	24.2	10.7	103
		46441	13767	27.0	29.6	98	4024	27.2	8.7	98	4607	24.6	9.9	89	5135	29.5	11.1	107
		33726	9529	18.7	28.3	93	1765	11.9	5.2	59	3823	20.4	11.3	101	3941	22.6	11.7	113
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	52846	16744	32.9	31.7	104	4931	33.3	9.3	106	6600	35.2	12.5	112	5213	29.9	9.9	95
	OUTDOOR IMPERATIVE	52140	15448	30.3	29.6	98	4541	30.6	8.7	99	5323	28.4	10.2	91	5584	32.1	10.7	103
	QUINTILE 1	37081	11476	22.5	30.9	102	2862	19.3	7.7	87	4514	24.1	12.2	109	4101	23.6	11.1	107
	MAGAZINE IMPERATIVE	49747	14755	29.0	29.7	98	3603	24.3	7.2	82	5913	31.6	11.9	106	5239	30.1	10.5	101
	RADIO IMPERATIVE	49208	15280	30.0	31.1	102	4841	32.7	9.8	111	5129	27.4	10.4	93	5310	30.5	10.8	104
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	10773	21.1	32.5	107	3025	20.4	9.1	103	4341	23.2	13.1	117	3408	19.6	10.3	99
	TELEVISION IMPERATIVE	54575	16665	30.7	28.7	94	3287	22.2	6.0	68	6153	32.8	11.3	101	6225	35.8	11.4	110
		53249	16373	32.1	30.7	101	6028	40.7	11.3	128	5257	28.1	9.9	88	5088	29.2	9.6	92
	QUINTILE 1	36255	10889	21.4	30.0	99	2176	14.7	6.0	68	3873	20.7	10.7	96	4840	27.8	13.3	129
	NEWSPAPER IMPERATIVE	55591	17342	34.0	31.2	103	5297	35.7	9.5	108	6544	34.9	11.8	105	5502	31.6	9.9	95
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	48319	14097	27.7	29.2	96	4114	27.8	8.5	96	5340	28.5	11.1	99	4644	26.7	9.6	93
	QUINTILE 1	37242	11328	22.2	30.4	100	2970	20.0	8.0	90	4350	23.2	11.7	105	4009	23.0	10.8	104
	NEWSPAPER IMPERATIVE	54423	16217	31.8	29.8	98	4215	28.4	7.7	88	5868	31.3	10.8	97	6134	35.2	11.3	109
	RADIO IMPERATIVE	46650	14766	29.0	31.7	104	4501	30.4	9.6	109	5386	28.7	11.5	103	4879	28.0	10.5	101
	QUINTILE 2	35974	11389	22.3	31.7	104	3640	24.6	10.1	115	3887	20.7	10.8	97	3861	22.2	10.7	103
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	56095	16544	32.5	29.5	97	3564	24.1	6.4	72	6359	33.9	11.3	101	6621	38.0	11.8	114
	TELEVISION IMPERATIVE	47170	14996	29.4	31.8	105	5259	35.5	11.1	126	5548	29.6	11.8	105	4189	24.1	8.9	86
	QUINTILE 1	33748	10283	20.2	30.5	100	2654	17.9	7.9	89	3678	19.6	10.9	98	3952	22.7	11.7	113
	OUTDOOR-RADIO: DUAL	52785	15077															

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	50963	100.0	30.4	100	14818	100.0	8.8	100	18734	100.0	11.2	100	17411	100.0	10.4	100
ATLANTIC MONTHLY	867	*174	0.3	20.1	66	**65	0.4	7.5	85	**61	0.3	7.0	63	**48	0.3	5.5	53
BARRON'S	1580	380	0.7	24.1	79	**35	0.2	2.2	25	*190	1.0	12.0	108	**155	0.9	9.8	95
BETTER HOMES & GARDENS	22203	7385	14.5	33.3	109	1919	13.0	8.6	98	2797	14.9	12.6	113	2669	15.3	12.0	116
BON APPETIT	3810	1219	2.4	32.0	105	343	2.3	9.0	102	465	2.5	12.2	109	411	2.4	10.8	104
BUSINESS WEEK	4663	1307	2.6	28.0	92	296	2.0	6.3	72	447	2.5	10.0	90	544	3.1	11.7	112
CAR AND DRIVER	3102	1006	2.0	32.4	107	*232	1.6	7.5	85	371	2.0	12.0	107	403	2.3	13.0	125
CBS MAGAZINE NETWORK (GROSS)	7311	2127	4.2	29.1	96	474	3.2	6.5	73	918	4.9	12.6	112	735	4.2	10.1	97
CHANGING TIMES	3400	1110	2.2	32.6	107	255	1.7	7.5	85	348	1.9	10.2	92	508	2.9	14.9	144
COLONIAL HOMES	1796	467	0.9	26.0	86	*142	1.0	7.9	89	*170	0.9	9.5	85	*155	0.9	8.6	83
CONDE NAST MAG. PKG. (GROSS)	19924	5735	11.3	28.8	95	1164	7.9	5.8	66	2578	13.8	12.9	116	1993	11.4	10.0	96
CONSUMERS DIGEST	3125	1080	2.1	34.6	114	315	2.1	10.1	114	415	2.2	13.3	119	350	2.0	11.2	108
COSMOPOLITAN	10577	3442	6.8	32.5	107	772	5.2	7.3	83	1328	7.1	12.6	112	1342	7.7	12.7	122
COUNTRY LIVING	3746	1235	2.4	33.0	109	*253	1.7	6.8	76	473	2.5	12.6	113	508	2.9	13.6	131
CUISINE	2214	759	1.5	34.3	113	*106	0.7	4.8	54	*283	1.5	12.8	114	370	2.1	16.7	161
CYCLE WORLD	2394	681	1.3	28.4	94	*201	1.4	8.4	95	*219	1.2	9.1	82	*261	1.5	10.9	105
DCI:CREATIVE IDEAS FOR LIV	3068	1149	2.3	37.5	123	292	2.0	9.5	108	520	2.8	16.9	152	336	1.9	11.0	106
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3134	6.1	32.8	108	748	5.0	7.8	89	1294	6.9	13.5	121	1091	6.3	11.4	110
DISCOVER	2277	712	1.4	31.3	103	*139	0.9	6.1	69	313	1.7	13.7	123	261	1.5	11.5	110
EBONY	7187	2463	4.8	34.3	113	900	6.1	12.5	142	900	4.8	12.5	112	663	3.8	9.2	89
ESQUIRE	2560	827	1.6	32.3	106	*274	1.8	10.7	121	289	1.5	11.3	101	264	1.5	10.3	99
ESSENCE	3242	1246	2.4	38.4	126	391	2.6	12.1	137	438	2.3	13.5	121	417	2.4	12.9	124
FAMILY CIRCLE	19639	6281	12.3	32.0	105	1667	11.2	8.5	96	2506	13.4	12.8	114	2109	12.1	10.7	103
THE FAMILY HANDYMAN	3540	1227	2.4	34.7	114	287	1.9	8.1	92	492	2.6	13.9	124	448	2.6	12.7	122
FAMILY WEEKLY	23924	7781	15.3	32.5	107	2220	15.0	9.3	105	2879	15.4	12.0	108	2682	15.4	11.2	108
FIELD & STREAM	9883	3193	6.3	32.3	106	831	5.6	8.4	95	1263	6.7	12.8	114	1099	6.3	11.1	107
FOOD & WINE	1030	248	0.5	24.1	79	**51	0.3	5.0	56	**111	0.6	10.8	96	*87	0.5	8.4	81
FORBES	2679	762	1.5	28.4	94	*150	1.0	5.6	63	321	1.7	12.0	107	291	1.7	10.9	105
FORTUNE	2931	786	1.5	26.8	88	*140	0.9	4.8	54	332	1.8	11.3	101	313	1.8	10.7	103
GENTLEMEN'S QUARTERLY	3481	943	1.9	27.1	89	*288	1.9	8.3	94	332	1.8	9.5	85	323	1.9	9.3	89
GLAMOUR	7163	2148	4.2	30.0	99	495	3.3	6.9	78	865	4.6	12.1	108	789	4.5	11.0	106
GOLF DIGEST	2355	759	1.5	32.2	106	*170	1.1	7.2	82	362	1.9	15.4	138	227	1.3	9.6	93
GOLF DIGEST/TENNIS (GROSS)	3610	1060	2.1	29.4	97	229	1.5	6.3	72	502	2.7	13.9	124	329	1.9	9.1	88
GOLF MAGAZINE	2046	561	1.1	27.4	90	**121	0.8	5.9	67	291	1.6	14.2	127	*150	0.9	7.3	71
GOLF MAGAZINE/SKI (GROSS)	3547	920	1.8	25.9	85	*202	1.4	5.7	64	451	2.4	12.7	114	268	1.5	7.6	73
GOOD HOUSEKEEPING	20353	6489	12.7	31.9	105	1616	10.9	7.9	90	2739	14.6	13.5	120	2134	12.3	10.5	101
HARPER'S BAZAAR	3362	1051	2.1	31.3	103	*189	1.3	5.6	64	449	2.4	13.4	120	413	2.4	12.3	118
HEALTH	2987	1109	2.2	37.1	122	250	1.7	8.4	95	499	2.7	16.7	150	359	2.1	12.0	116
HEARST MAG CORP. BUY (GROSS)	67928	21622	42.4	31.8	105	5150	34.8	7.6	86	8645	46.1	12.7	114	7827	45.0	11.5	111
HEARST MAN POWER (GROSS)	11282	3438	6.7	30.5	100	890	6.0	7.9	89	1293	6.9	11.5	103	1256	7.2	11.1	107
HEARST WOMAN POWER (GROSS)	40514	13150	25.8	32.5	107	3127	21.1	7.7	87	5482	29.3	13.5	121	4541	26.1	11.2	108
HOUSE BEAUTIFUL	4885	1667	3.3	34.1	112	420	2.8	8.6	97	551	2.9	11.3	101	696	4.0	14.2	137
INC.	1308	414	0.8	31.7	104	*82	0.6	6.3	71	**114	0.6	8.7	78	*219	1.3	16.7	161
JET	6498	2209	4.3	34.0	112	836	5.6	12.9	146	807	4.3	12.4	111	566	3.3	8.7	84
LADIES' HOME JOURNAL	14797	4859	9.5	32.8	108	1232	8.3	8.3	94	1978	10.6	13.4	120	1649	9.5	11.1	107
LHJ FAMILY GRP COMBO(GROSS)	21743	7266	14.3	33.4	110	1734	11.7	8.0	90	3044	16.2	14.0	125	2489	14.3	11.4	110
LIFE	9881	2803	5.5	28.4	93	593	4.0	6.0	68	1243	6.6	12.6	113	967	5.6	9.8	94
L.A. TIMES HOME MAGAZINE	2775	818	1.6	29.5	97	*109	0.7	3.9	44	328	1.8	11.8	106	381	2.2	13.7	132
MADEMOISELLE	4219	1200	2.4	28.4	94	*205	1.4	4.9	55	562	3.0	13.3	119	433	2.5	10.3	99
MC CALL'S	16422	5173	10.2	31.5	104	1434	9.7	8.7	99	2052	11.0	12.5	112	1687	9.7	10.3	99
MC CALL'S/WRK MOTHER (GROSS)	17919	5647	11.1	31.5	104	1536	10.4	8.6	97	2225	11.9	12.4	111	1886	10.8	10.5	101
MECHANIX ILLUSTRATED	4433	1320	2.6	29.8	98	276	1.9	6.2	70	555	3.0	12.5	112	489	2.8	11.0	106
METROPOLITAN HOME	1504	436	0.9	29.0	95	*82	0.6	5.5	62	*149	0.8	9.9	89	*206	1.2	13.7	132
MONEY	4723	1414	2.8	29.9	99	299	2.0	6.3	72	483	2.6	10.2	92	631	3.6	13.4	129
MOTHER EARTH NEWS	2325	662	1.3	28.5	94	*176	1.2	7.6	86	277	1.5	11.9	107	*210	1.2	9.0	87
MS.	1189	332	0.7	27.9	92	*72	0.5	6.1	69	*95	0.5	8.0	72	*165	0.9	13.9	134
NATIONAL ENQUIRER	18892	6440	12.6	34.1	112	1965	13.3	10.4	118	2483	13.3	13.1	118	1992	11.4	10.5	102
NATIONAL GEOGRAPHIC	22129	6269	12.3	28.3	93	1347	9.1	6.1	69	2428	13.0	11.0	98	2494	14.3	11.3	109
NATIONAL SUNDAY MAGAZINE PKG	103750	31404	61.6	30.3	100	8199	55.3	7.9	89	11759	62.8	11.3	101	11446	65.7	11.0	106
NATURAL HISTORY	1379	300	0.6	21.8	72	*87	0.6	6.3	71	*882	0.4	5.9	53	*131	0.8	9.5	92
NEW WOMAN	2289	629	1.2	27.5	90	**80	0.5	3.5	40	*195	1.0	8.5	76	355	2.0	15.5	149
NEW YORK INCLUDING CUE	1088	245	0.5	22.5	74	**36	0.2	3.3	37	**111	0.6	10.2	91	*98	0.6	9.0	87
THE NEW YORKER	2459	683	1.3	27.8	91	*120	0.8	4.9	55	256	1.4	10.4	93	306	1.8	12.4	120
NEWSWEEK	16527	4663	9.1	28.2	93	1072	7.2	6.5	73	1752	9.4	10.6	95	1839	10.6	11.1	107
THE N.Y. TIMES DAILY EDITION	2739	595	1.2	21.7	71	*117	0.8	4.3	48	255	1.4	9.3	83	223	1.3	8.1	78
THE N.Y. TIMES MAGAZINE	4443	1080	2.1	24.3	80	*153	1.0	3.4	39	495	2.6	11.1	100	432	2.5	9.7	94
OWNI	2799	780	1.5	27.9	92	*159	1.1	5.7	64	*259	1.4	9.3	83	362	2.1	12.9	125
ON CABLE	2209	687	1.3	31.1	102	*155	1.0	7.0	79	281	1.5	12.7	114	252	1.4	11.4	110
1001 HOME IDEAS	3959	1299	2.5	32.8	108	252	1.7	6.4	72	567	3.0	14.3	128	480	2.8	12.1	117
ORGANIC GARDENING	3111	1004	2.0	32.3	106	232	1.6	7.5	84	355	1.9	11.4	102	418	2.4	13.4	129
OUTDOOR LIFE	5024	1727	3.4	34.4	113	440	3.0	8.8	99	704	3.8	14.0	125	583	3.3	11.6	112
PARADE MAGAZINE	51292	15610	30.6	30.4	100	3582	26.2	7.6	86	6089	22.5	11.9	106	5639	32.4	11.0	106

PAIN RELIEVING RUBS & LIQUIDS (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	50963	100.0	30.4	100	14818	100.0	8.8	100	18734	100.0	11.2	100	17411	100.0	10.4	100
PARENTS	5298	1313	2.6	24.8	82	*183	1.2	3.5	39	484	2.6	9.1	82	647	3.7	12.2	118
PENTHOUSE	5129	1535	3.0	29.9	98	275	1.9	5.4	61	716	3.8	14.0	125	544	3.1	10.6	102
PEOPLE	21070	6714	13.2	31.9	105	1504	10.1	7.1	81	2781	14.8	13.2	118	2429	14.0	11.5	111
PLAYBOY	10562	3306	6.5	31.3	103	707	4.8	6.7	76	1362	7.3	12.9	115	1238	7.1	11.7	113
POPULAR HOT RODDING	2498	886	1.7	35.5	117	*279	1.9	11.2	126	*255	1.4	10.2	91	352	2.0	14.1	136
POPULAR MECHANICS	5887	1873	3.7	31.8	105	509	3.4	8.6	98	705	3.8	12.0	107	658	3.8	11.2	108
POPULAR SCIENCE	4317	1201	2.4	27.8	92	*193	1.3	4.5	51	558	3.0	12.9	116	450	2.6	10.4	100
PREVENTION	5792	1993	3.9	34.4	113	620	4.2	10.7	121	595	3.2	10.3	92	777	4.5	13.4	129
PSYCHOLOGY TODAY	3284	859	1.7	26.2	86	*175	1.2	5.3	60	289	1.5	8.8	79	395	2.3	12.0	116
READER'S DIGEST	40046	12918	25.3	32.3	106	3598	24.3	9.0	102	5079	27.1	12.7	114	4241	24.4	10.6	102
REDBOOK	9584	3219	6.3	33.6	111	739	5.0	7.7	87	1415	7.6	14.8	132	1065	6.1	11.1	107
ROAD & TRACK	2590	738	1.4	28.5	94	*121	0.8	4.7	53	384	2.0	14.8	133	234	1.3	9.0	87
ROLLING STONE	3302	977	1.9	29.6	97	*192	1.3	5.8	66	472	2.5	14.3	128	312	1.8	9.4	91
RUNNER'S WORLD	1229	*304	0.6	24.7	81	*40	0.3	3.3	37	**118	0.6	9.6	86	**147	0.8	12.0	115
SATURDAY EVENING POST	2110	693	1.4	32.8	108	*242	1.6	11.5	130	*184	1.0	8.7	78	*268	1.5	12.7	122
SCIENCE 84	1543	479	0.9	31.0	102	**121	0.8	7.8	89	**161	0.9	10.4	93	*198	1.1	12.8	124
SCIENCE DIGEST	1747	499	1.0	28.6	94	*172	0.7	5.7	64	*172	0.9	9.8	88	*227	1.3	10.3	125
SCIENTIFIC AMERICAN	1994	537	1.1	26.9	89	*178	0.5	3.9	44	*230	1.2	11.5	103	*230	1.3	11.5	111
SELF	3119	863	1.7	27.7	91	*116	0.8	3.7	42	415	2.2	13.3	119	332	1.9	10.6	103
SEVENTEEN	3923	1202	2.4	30.6	101	355	2.4	9.0	102	493	2.6	12.6	113	354	2.0	9.0	87
SKI	1501	359	0.7	23.9	79	**81	0.5	5.4	61	*160	0.9	10.7	95	*118	0.7	7.9	76
SMITHSONIAN	5976	1399	2.7	23.4	77	298	2.0	5.0	56	524	2.8	8.8	79	576	3.3	9.6	93
SOAP OPERA DIGEST	4228	1546	3.0	36.6	120	506	3.4	12.0	135	534	2.9	12.6	113	506	2.9	12.0	115
SOUTHERN LIVING	6488	1985	3.9	30.6	101	456	3.1	7.0	80	774	4.1	11.9	107	755	4.3	11.6	112
SPORT	3500	1082	2.1	30.9	102	358	2.4	10.2	116	419	2.2	12.0	107	305	1.8	8.7	84
THE SPORTING NEWS	2456	817	1.6	33.3	109	*255	1.7	10.4	118	316	1.7	12.9	115	*246	1.4	10.0	96
SPORTS AFIELD	3648	1067	2.1	29.2	96	281	1.9	7.7	87	415	2.2	11.4	102	371	2.1	10.2	98
SPORTS ILLUSTRATED	14484	4266	8.4	29.5	97	780	5.3	5.4	61	1884	10.1	13.0	116	1602	9.2	11.1	107
STAR	12661	4731	9.3	37.4	123	1419	9.6	11.2	127	2044	10.9	16.1	145	1268	7.3	10.0	96
SUNDAY	52799	15237	29.9	28.9	95	3925	26.5	7.4	84	5610	29.9	10.6	95	5702	32.7	10.8	104
SUNSET	3513	973	1.9	27.7	91	*135	0.9	3.8	43	315	1.7	9.0	80	523	3.0	14.9	143
TV GUIDE	42766	13995	27.5	32.7	108	3904	26.3	9.1	103	5283	28.2	12.4	111	4808	27.6	11.2	108
TENNIS	1254	301	0.6	24.0	79	**59	0.4	4.7	53	*140	0.7	11.2	100	**102	0.6	8.1	78
TIME	22054	6392	12.5	29.0	95	1404	9.5	6.4	72	2406	12.8	10.9	98	2582	14.8	11.7	113
TOWN & COUNTRY	1555	425	0.8	27.3	90	**94	0.6	6.0	68	*148	0.8	9.5	85	*183	1.1	11.8	113
TRAVEL & LEISURE	2173	664	1.3	30.6	101	**120	0.8	5.5	63	*282	1.5	13.0	116	*262	1.5	12.1	116
TRUE STORY	4636	1679	3.3	36.2	119	568	3.8	12.3	139	555	3.0	12.0	107	556	3.2	12.0	116
U.S. NEWS & WORLD REPORT	10353	3092	6.1	29.9	98	668	4.5	6.5	73	1193	6.4	11.5	103	1230	7.1	11.9	114
USA TODAY	4994	1643	3.2	32.9	108	388	2.6	7.8	88	675	3.6	13.5	121	580	3.3	11.6	112
US	3528	1146	2.2	32.5	107	*124	0.8	3.5	40	494	2.6	14.0	125	529	3.0	15.0	144
VOGUE	5424	1524	3.0	28.1	92	349	2.4	6.4	73	736	3.9	13.6	121	439	2.5	8.1	78
MALL STREET JOURNAL	6292	1635	3.2	26.0	86	310	2.1	4.9	56	683	3.6	10.9	97	642	3.7	10.2	98
WEIGHT WATCHERS	2762	981	1.9	35.5	117	*258	1.7	9.3	106	352	1.9	12.7	114	371	2.1	13.4	129
WOMAN'S DAY	16320	5160	10.1	31.6	104	1506	10.2	9.2	104	1887	10.1	11.6	104	1767	10.1	10.8	104
WORKING MOTHER	1496	474	0.9	31.7	104	**102	0.7	6.8	77	*173	0.9	11.6	104	*198	1.1	13.2	128
WORKING WOMAN	1851	630	1.2	34.0	112	*106	0.7	5.7	65	*197	1.1	10.6	95	*327	1.9	17.7	170
WORLD TENNIS	580	*209	0.4	36.0	119	**54	0.4	9.3	105	**105	0.6	18.1	162	**50	0.3	8.6	83
ZIFF-DAVIS MAG WETWK (GROSS)	12412	3659	7.2	29.5	97	916	6.2	7.4	84	1268	6.8	10.2	91	1476	8.5	11.9	115
BLAIR INSERTS	91671	27231	53.4	29.7	98	6739	45.5	7.4	83	10362	55.3	11.3	101	10130	58.2	11.1	106
DAILY NEWSPAPERS																	
READ ANY	109190	32876	64.5	30.1	99	9005	60.8	8.2	93	12043	64.3	11.0	99	11828	67.9	10.8	104
READ ONE	89587	27366	53.7	30.5	101	7862	53.1	8.8	99	9861	52.6	11.0	99	9643	55.4	10.8	104
READ TWO OR MORE	19602	5510	10.8	28.1	93	1143	7.7	5.8	66	2183	11.7	11.1	100	2184	12.5	11.1	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	33158	65.1	30.2	100	8496	57.3	7.7	88	12520	66.8	11.4	102	12141	69.7	11.1	107
READ ONE	95074	28942	56.8	30.4	100	7541	50.9	7.9	90	10886	58.1	11.5	103	10515	60.4	11.1	107
READ TWO OR MORE	14588	4216	8.3	28.9	95	955	6.4	6.5	74	1634	8.7	11.2	100	1627	9.3	11.2	107
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	27.58				23.82				26.56				31.71			
30 DAY REACH	149706	44917	88.1	30.0	99	12849	86.7	8.6	97	16308	87.1	10.9	98	15760	90.5	10.5	101
50 SHWG - 30 DAY AV FREQ	15.16	14.47				12.59				13.98				16.49			
30 DAY REACH	142406	42851	84.1	30.1	99	12174	82.2	8.5	97	15478	82.6	10.9	97	15200	87.3	10.7	103
25 SHWG - 30 DAY AV FREQ	8.23	7.84				6.98				7.53				8.81			
30 DAY REACH	131152	39509	77.5	30.1	99	10969	74.0	8.4	95	14322	76.4	10.9	98	14218	81.7	10.8	104
CABLE TV: HOME WIRED	66879	21799	42.8	32.6	107	5490	37.0	8.2	93	8172	43.6	12.2	109	8137	46.7	12.2	117
HOME NOT WIRED	100848	29163	57.2	28.9	95	9328	63.0	9.2	105	10562	56.4	10.5	94	9274	53.3	9.2	89
HAVE PAY CABLE	35024	11292	22.2	32.2	106	2503	16.9	7.1	81	4371	23.3	12.5	112	4418	25.4	12.6	122

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	50963	100.0	30.4	100	14818	100.0	8.8	100	18734	100.0	11.2	100	17411	100.0	10.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	29177	57.3	30.5	100	7934	53.5	8.3	94	10906	58.2	11.4	102	10337	59.4	10.8	104
10:00 AM - 3:00 PM	63599	19816	38.9	31.2	103	5727	38.6	9.0	102	7370	39.3	11.6	104	6719	38.6	10.6	102
3:00 PM - 7:00 PM	72097	21639	42.5	30.0	99	5742	38.8	8.0	90	8090	43.2	11.2	100	7807	44.8	10.8	104
7:00 PM - MIDNIGHT	36670	11184	21.9	30.5	100	2883	19.5	7.9	89	4277	22.8	11.7	104	4025	23.1	11.0	106
MIDNIGHT - 6:00 AM	21908	7078	13.9	32.3	106	1764	11.9	8.1	91	2799	14.9	12.8	114	2515	14.4	11.5	111
6:00 AM - MIDNIGHT	127571	38811	76.2	30.4	100	10639	71.8	8.3	94	14443	77.1	11.3	101	13729	78.9	10.8	104
ENTIRE DAY	129239	39336	77.2	30.4	100	10819	73.0	8.4	95	14670	78.3	11.4	102	13848	79.5	10.7	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	10321	20.3	30.3	100	2466	16.6	7.3	82	4017	21.4	11.8	106	3839	22.0	11.3	109
ALL NEWS	6062	1691	3.3	27.9	92	306	2.1	5.0	57	784	4.2	12.9	116	601	3.5	9.9	96
ADR/PROGRESSIVE	11884	3300	6.5	27.8	91	725	4.9	6.1	69	1379	7.4	11.6	104	1196	6.9	10.1	97
BEAUTIFUL MUSIC	11180	3318	6.5	29.7	98	988	6.7	8.8	100	1178	6.3	10.5	94	1152	6.6	10.3	99
BLACK	4538	1697	3.3	37.4	123	761	5.1	16.8	190	482	2.6	10.6	95	454	2.6	10.0	96
CLASSICAL	3857	1050	2.1	27.2	90	*234	1.6	6.1	69	366	2.0	9.5	85	450	2.6	11.7	112
CHR/ROCK	21946	6608	13.0	30.1	99	1589	10.7	7.2	82	2549	13.6	11.6	104	2469	14.2	11.3	108
COUNTRY	27262	8966	17.6	32.9	108	2696	18.2	9.9	112	3433	18.3	12.6	113	2837	16.3	10.4	100
GOLDEN OLDIES	3339	1154	2.3	34.6	114	379	2.6	11.4	128	337	1.8	10.1	90	438	2.5	13.1	126
MOR/NEOSTALGIA	10346	3131	6.1	30.3	100	836	5.6	8.1	91	1126	6.0	10.9	97	1169	6.7	11.3	109
NEWS/TALK	8929	2326	4.6	26.0	86	539	3.6	6.0	68	797	4.3	8.9	80	991	5.7	11.1	107
RELIGIOUS	5488	1528	3.0	27.8	92	561	3.8	10.2	116	434	2.3	7.9	71	533	3.1	9.7	94
SOFT ROCK	1232	399	0.8	32.4	107	**100	0.7	8.1	92	*119	0.6	9.7	86	**180	1.0	14.6	141
URBAN CONTEMPORARY	3184	1129	2.2	35.5	117	436	2.9	13.7	155	378	2.0	11.9	106	315	1.8	9.9	95
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2056	4.0	29.7	98	606	4.1	8.8	99	677	3.6	9.8	88	773	4.4	11.2	108
ABC DIRECTION	5212	1582	3.1	30.4	100	556	3.8	10.7	121	576	3.1	11.1	99	450	2.6	8.6	83
ABC ENTERTAINMENT	10385	2934	5.8	28.3	93	919	6.2	8.8	100	1010	5.4	9.7	87	1005	5.8	9.7	93
ABC FM	4762	1573	3.1	33.0	109	516	3.5	10.8	123	466	2.5	9.8	88	592	3.4	12.4	120
ABC INFORMATION	11339	3434	6.7	30.3	100	985	6.6	8.7	98	1249	6.7	11.0	99	1200	6.9	10.6	102
ABC ROCK	4878	1323	2.6	27.1	89	*223	1.5	4.6	52	612	3.3	12.5	112	488	2.8	10.0	96
CBS	10709	3038	6.0	28.4	93	778	5.3	7.3	82	1148	6.1	10.7	96	1112	6.4	10.4	100
MUTUAL	10251	3270	6.4	31.9	105	813	5.5	7.9	90	1381	7.4	13.5	121	1077	6.2	10.5	101
NBC	12243	3649	7.2	29.8	98	937	6.3	7.7	87	1358	7.2	11.1	99	1354	7.8	11.1	107
RADIO/ROCK	4606	1263	2.5	27.4	90	382	2.6	8.3	94	450	2.4	9.8	87	432	2.5	9.4	90
RKO ONE	5148	1673	3.3	32.5	107	521	3.5	10.1	115	636	3.4	12.4	111	516	3.0	10.0	97
RKO TWO	7313	2155	4.2	29.5	97	616	4.2	8.4	95	833	4.4	11.4	102	706	4.1	9.7	93
THE SOURCE	5981	1803	3.5	30.1	99	517	3.5	8.6	98	762	4.1	12.7	114	523	3.0	8.7	84
NON-WIRED : BLAIR	19329	5889	11.6	30.5	100	1569	10.6	8.1	92	2361	12.6	12.2	109	1960	11.3	10.1	98
INTERNET	27139	8471	16.6	31.2	103	2347	15.8	8.6	98	2805	15.0	10.3	93	3319	19.1	12.2	118
KATZ RADIO GROUP	36319	10679	21.0	29.4	97	2469	16.7	6.8	77	4259	22.7	11.7	105	3951	22.7	10.9	105
SUPERNET	22361	6816	13.4	30.5	100	1941	13.1	8.7	98	2784	14.9	12.5	111	2091	12.0	9.4	90
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	4684	9.2	32.2	106	1604	10.8	11.0	125	1573	8.4	10.8	97	1507	8.7	10.4	100
WKDAY 9:00 AM - 1:00 PM	18688	6221	12.2	33.3	110	2288	15.4	12.2	139	2143	11.4	11.5	103	1791	10.3	9.6	92
WKDAY 1:00 PM - 4:30 PM	24061	7966	15.6	33.1	109	2759	18.6	11.5	130	2876	15.4	12.0	107	2331	13.4	9.7	93
WKDAY 4:30 PM - 7:30 PM	44079	14084	27.6	32.0	105	4579	30.9	10.4	118	5150	27.5	11.7	105	4355	25.0	9.9	95
WKDAY 7:30 PM - 8:00 PM	61979	19540	38.3	31.5	104	6212	41.9	10.0	113	7106	37.9	11.5	103	6221	35.7	10.0	97
WKDAY 11:00 PM - 11:30 PM	49084	15521	30.5	31.6	104	4872	32.9	9.9	112	5705	30.5	11.6	104	4945	28.4	10.1	97
WKDAY 11:30 PM - 1:00 AM	16560	5211	10.2	31.5	104	1595	10.8	9.6	109	1932	10.3	11.7	104	1684	9.7	10.2	98
M-SAT 8-11 PM-SUN 7-11 PM	66967	20856	40.9	31.1	102	6251	42.2	9.3	106	7686	41.0	11.5	103	6918	39.7	10.3	100
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	3076	6.0	33.2	109	1086	7.3	11.7	133	1045	5.6	11.3	104	945	5.4	10.2	98
ANOTHER WORLD	N 6138	2024	4.0	33.0	109	711	4.8	11.6	131	736	3.9	12.0	107	577	3.3	9.4	91
AS THE WORLD TURNS	C 7707	2543	5.0	33.0	109	854	5.8	11.1	125	961	5.1	12.5	112	727	4.2	9.4	91
CAPITOL	C 4668	1650	3.2	35.2	116	616	4.2	13.2	149	607	3.2	12.9	116	425	2.4	9.1	87
CBS MORN. NEWS 1	C 2792	918	1.8	32.9	108	327	2.2	11.7	133	300	1.6	10.7	96	291	1.7	10.4	100
CBS MORN. NEWS 2	C 2071	619	1.2	29.9	98	242	1.6	11.7	132	207	1.1	10.0	89	170	1.0	8.2	79
DAYS OF OUR LIVES	N 8018	2744	5.4	34.2	113	955	6.4	11.9	135	1011	5.4	12.6	113	777	4.5	9.7	93
FACTS OF LIFE - DAYTIME	N 3487	1106	2.2	31.7	104	386	2.6	11.1	125	355	1.9	10.2	91	366	2.1	10.5	101
FAMILY FEUD	A 4817	1475	2.9	30.6	101	603	4.1	12.5	142	494	2.6	10.3	92	379	2.2	7.9	76
GENERAL HOSPITAL	A 8333	2686	5.3	32.2	106	921	6.2	11.1	125	1022	5.5	12.3	110	743	4.3	8.9	86
GOOD MORNING, AMERICA-730	A 5472	1786	3.5	32.6	107	587	4.0	10.7	121	629	3.4	11.5	103	569	3.3	10.4	100
GOOD MORNING, AMERICA-830	A 3965	1220	2.4	30.8	101	321	2.2	8.1	92	431	2.3	10.9	97	468	2.7	11.8	114
GUIDING LIGHT	C 7542	2492	4.9	33.0	109	875	5.9	11.6	131	907	4.8	12.0	108	710	4.1	9.4	91
ONE LIFE TO LIVE	A 6018	2127	4.2	35.3	116	742	5.0	12.3	140	733	3.9	12.2	109	652	3.7	10.8	104
PRESS YOUR LUCK	C 3589	1265	2.5	35.2	116	507	3.4	14.1	160	497	2.7	13.8	124	261	1.5	7.3	70
PRICE IS RIGHT 1	C 7418	2654	5.2	35.8	118	1103	7.4	14.9	168	915	4.9	12.3	110	637	3.7	8.6	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	50963	100.0	30.4	100	14818	100.0	8.8	100	18734	100.0	11.2	100	17411	100.0	10.4	100
MW DAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	16817	33.0	32.2	106	5645	38.1	10.8	122	6080	32.5	11.6	104	5092	29.2	9.7	94
NETWORK AFFILIATES - LATE	39164	12552	24.6	32.0	105	3891	26.3	9.9	112	4686	25.0	12.0	107	3975	22.8	10.1	98
INDEPENDENTS - LATE	5133	1448	2.8	28.2	93	336	2.3	6.5	74	580	3.1	11.3	101	532	3.1	10.4	100
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	22825	7563	14.8	33.1	109	2503	16.9	11.0	124	2878	15.4	12.6	113	2182	12.5	9.6	92
ABC MONDAY NIGHT MOVIE	N 11258	3417	6.7	30.4	100	991	6.7	8.8	100	1251	6.7	11.1	99	1175	6.7	10.4	100
ABC SUNDAY NIGHT MOVIE	A 23600	7233	14.2	30.6	101	2222	15.0	9.4	107	2522	13.5	10.7	96	2488	14.3	10.5	102
ABC WORLD NEWS TONIGHT	A 12801	4099	8.0	32.0	105	1453	9.8	11.4	128	1417	7.6	11.1	99	1229	7.1	9.6	92
AFTERMASH	C 10966	3876	7.6	35.3	116	1262	8.5	11.5	130	1575	8.4	14.4	129	1040	6.0	9.5	91
ALICE	C 17050	5505	10.8	32.3	106	1675	11.3	9.8	111	2218	11.8	13.0	116	1612	9.3	9.5	91
AMERICAN PARADE	C 11998	3551	7.0	29.6	97	1051	7.1	8.8	99	1377	7.4	11.5	103	1123	6.4	9.4	90
BENSON	A 19258	6266	12.3	32.5	107	1903	12.8	9.9	112	2278	12.2	11.8	106	2084	12.0	10.8	104
BLUE THUNDER	A 11478	3711	7.3	32.3	106	1161	7.8	10.1	114	1421	7.6	12.4	111	1130	6.5	9.8	95
CAGNEY & LACEY	C 18263	5677	11.1	31.1	102	1767	11.9	9.7	110	2172	11.6	11.9	106	1737	10.0	9.5	92
CBS EVENING NEWS-DEAN	C 7733	2375	4.7	30.7	101	758	5.1	9.8	111	913	4.9	11.8	106	704	4.0	9.1	88
CBS EVENING NEWS-RATHER	C 15653	4859	9.5	31.0	102	1584	10.7	10.1	115	1814	9.7	11.6	104	1462	8.4	9.3	90
CBS SAT. NEWS-SCHIEFFER	C 8744	2729	5.4	31.2	103	972	6.6	11.1	126	1073	5.7	12.3	110	684	3.9	7.8	75
CBS SATURDAY NIGHT MOVIE	C 12000	3767	7.4	31.4	103	1072	7.2	8.9	101	1388	7.4	11.6	104	1307	7.5	10.9	105
CBS WEDNESDAY NIGHT MOVIE	C 11522	3545	7.0	30.8	101	1048	7.1	9.1	103	1324	7.1	11.5	103	1173	6.7	10.2	98
CHEERS	N 16818	5226	10.3	31.1	102	1132	7.6	6.7	76	2184	11.7	13.0	116	1910	11.0	11.4	109
DALLAS	C 37510	11989	23.5	32.0	105	4033	27.2	10.8	122	4105	21.9	10.9	98	3851	22.1	10.3	99
DIFF'RENT STROKES	N 11258	3872	7.6	34.4	113	1383	9.3	12.3	139	1510	8.1	13.4	120	978	5.6	8.7	84
DOUBLE TROUBLE	N 12248	4129	8.1	33.7	111	1213	8.2	9.9	112	1625	8.7	13.3	119	1290	7.4	10.5	101
DUCK FACTORY	N 11100	3428	6.7	30.9	102	884	6.0	8.0	90	1330	7.1	12.0	107	1213	7.0	10.9	105
DUKES OF HAZZARD	C 12353	3981	7.8	32.2	106	1298	8.8	10.5	119	1430	7.6	11.6	104	1252	7.2	10.1	98
DYNASTY	A 33279	10481	20.6	31.5	104	3062	20.7	9.2	104	3882	20.7	11.7	104	3537	20.3	10.6	102
FACTS OF LIFE	N 13410	4545	8.9	33.9	112	1351	9.1	10.1	114	1976	10.5	14.7	132	1218	7.0	9.1	87
FALCON CREST	C 31093	9728	19.1	31.3	103	3221	21.7	10.4	117	3528	18.8	11.3	102	2979	17.1	9.6	92
FALL GUY	A 18649	5973	11.7	32.0	105	1658	11.2	8.9	101	2325	12.4	12.5	112	1990	11.4	10.7	103
FAMILY TIES	N 13101	4471	8.8	34.1	112	1393	9.4	10.6	120	1865	10.0	14.2	127	1214	7.0	9.3	89
FANTASY ISLAND	A 13069	4338	8.5	33.2	109	1371	9.3	10.5	119	1448	7.7	11.1	99	1520	8.7	11.6	112
FOULUPS, BLEEP & BLUNDERS	A 16588	5273	10.3	31.8	105	1515	10.2	9.1	103	1943	10.4	11.7	105	1816	10.4	10.9	105
FOUR SEASONS	C 9302	3163	6.2	34.0	112	992	6.7	10.7	121	1254	6.7	13.5	121	917	5.3	9.9	95
GIMME A BREAK	N 13955	4861	9.5	34.8	115	1719	11.6	12.3	139	1870	10.0	13.4	120	1271	7.3	9.1	88
HART TO HART	A 15735	4866	9.5	30.9	102	1582	10.7	10.1	114	1812	9.7	11.5	103	1472	8.5	9.4	90
HILL STREET BLUES	N 18257	5349	10.5	29.3	96	1342	9.1	7.4	83	2146	11.5	11.8	105	1861	10.7	10.2	98
HOTEL	A 24236	7694	15.1	31.7	104	2418	16.3	10.0	113	2741	14.6	11.3	101	2535	14.6	10.5	101
JEFFERSONS	C 17010	5715	11.2	33.6	111	1785	12.0	10.5	119	2226	11.9	13.1	117	1703	9.8	10.0	96
JENNIFER SLEPT HERE	N 9397	3170	6.2	33.7	111	1179	8.0	12.5	142	1131	6.0	12.0	108	860	4.9	9.2	88
KATE & ALLIE	C 16762	5125	10.1	30.6	101	1557	10.5	9.3	105	1980	10.6	11.8	106	1587	9.1	9.5	91
KNIGHT RIDER	N 13164	4256	8.4	32.3	106	1287	8.7	9.8	111	1541	8.2	11.7	105	1429	8.2	10.9	105
LOVE BOAT	A 20400	6365	12.5	31.2	103	2296	15.5	11.3	127	2127	11.4	10.4	93	1942	11.2	9.5	92
MAGNUM PI	C 22543	6959	13.7	30.9	102	2037	13.7	9.0	102	2540	13.6	11.3	101	2382	13.7	10.6	102
MAMA'S FAMILY	N 9852	3293	6.5	33.4	110	1136	7.7	11.5	131	1290	6.9	13.1	117	867	5.0	8.8	85
MASTER, THE	N 8082	2479	4.9	30.7	101	744	5.0	9.2	104	1079	5.8	13.4	120	655	3.8	8.1	78
MATT HOUSTON	A 12881	4077	8.0	31.7	104	1270	8.6	9.9	112	1524	8.1	11.8	106	1284	7.4	10.0	96
NBC MONDAY NIGHT MOVIE	N 23889	7365	14.5	30.8	101	2014	13.6	8.4	95	2742	14.6	11.5	103	2608	15.0	10.9	105
NBC NIGHTLY NEWS	N 11156	3794	7.4	34.0	112	1134	7.7	10.2	115	1457	7.8	13.1	117	1204	6.9	10.8	104
NBC NIGHTLY NEWS-SAT	N 7363	2371	4.7	32.2	106	833	5.6	11.3	128	828	4.4	11.2	101	711	4.1	9.7	93
NBC NIGHTLY NEWS-SUN	N 6214	1938	3.8	31.2	103	592	4.0	9.5	108	779	4.2	12.5	112	567	3.3	9.1	88
NBC SUNDAY NIGHT MOVIE	N 17590	5600	11.0	31.8	105	1534	10.4	8.7	99	2202	11.8	12.5	112	1864	10.7	10.6	102
NEWHART	C 16740	5318	10.4	31.8	105	1591	10.7	9.5	108	2059	11.0	12.3	110	1668	9.6	10.0	96
ONE DAY AT A TIME	C 11820	3838	7.5	32.5	107	1186	8.0	10.0	114	1490	8.0	12.6	113	1161	6.7	9.8	95
PEOPLE ARE FUNNY	N 9138	3026	5.9	33.1	109	1080	7.3	11.8	134	1129	6.0	12.4	111	816	4.7	8.9	86
REAL PEOPLE	N 15979	5339	10.5	33.4	110	1755	11.8	11.0	124	1989	10.6	12.4	111	1595	9.2	10.0	96
REMINGTON STEELE	N 14395	4119	8.1	28.6	94	1205	8.1	8.4	95	1468	7.8	10.2	91	1446	8.3	10.0	97
RIPLY'S BELIEVE IT - NOT	A 11362	3416	6.7	30.1	99	1161	7.8	10.2	116	1209	6.5	10.6	95	1046	6.0	9.2	89
RIPTIDE	N 13920	4480	8.8	32.2	106	1430	9.7	10.3	116	1597	8.5	11.5	103	1453	8.3	10.4	101
SCARECROW & MRS. KING	C 17571	5480	10.8	31.2	103	1789	12.1	10.2	115	1946	10.4	11.1	99	1746	10.0	9.9	96
SIMON & SIMON	C 20208	6401	12.6	31.7	104	1912	12.9	9.5	107	2346	12.5	11.6	104	2142	12.3	10.6	102
60 MINUTES	C 27668	8452	16.6	30.5	101	2675	18.1	9.7	109	3084	16.5	11.1	100	2693	15.5	9.7	94
ST. ELSEWHERE	N 13699	4300	8.4	31.4	103	1015	6.8	7.4	84	1815	9.7	13.2	119	1470	8.4	10.7	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	23296	100.0	29.4	100	6495	100.0	8.2	100	8865	100.0	11.2	100	7936	100.0	10.0	100
HOUSEHOLD HEADS	66405	19857	85.2	29.9	102	5433	83.6	8.2	100	7543	85.1	11.4	102	6881	86.7	10.4	103
18 - 24	13945	3629	15.6	26.0	89	975	15.0	7.0	85	1464	16.5	10.5	94	1190	15.0	8.5	85
25 - 34	19334	5555	23.8	28.7	98	1103	17.0	5.7	70	2221	25.1	11.5	103	2231	28.1	11.5	115
35 - 44	14196	4242	18.2	29.9	102	847	13.0	6.0	73	1528	17.2	10.8	96	1867	23.5	13.2	131
45 - 54	10896	3226	13.8	29.6	101	879	13.5	8.1	98	1274	14.4	11.7	105	1073	13.5	9.8	98
55 - 64	10378	3179	13.6	30.6	104	1064	16.4	10.3	125	1167	13.2	11.2	101	948	11.9	9.1	91
65 OR OLDER	10514	3465	14.9	33.0	112	1626	25.0	15.5	189	1212	13.7	11.5	103	627	7.9	6.0	60
18 - 34	33279	9185	39.4	27.6	94	2078	32.0	6.2	76	3685	41.6	11.1	99	3422	43.1	10.3	103
18 - 49	52904	15166	65.1	28.7	98	3324	51.2	6.3	77	5945	67.1	11.2	100	5897	74.3	11.1	111
25 - 54	44426	13024	55.9	29.3	100	2829	43.6	6.4	78	5023	56.7	11.3	101	5172	65.2	11.6	116
35 - 49	19625	5981	25.7	30.5	104	1246	19.2	6.3	77	2260	25.5	11.5	103	2475	31.2	12.6	126
50 OR OLDER	26359	8131	34.9	30.8	105	3172	48.8	12.0	147	2920	32.9	11.1	99	2040	25.7	7.7	77
GRADUATED COLLEGE	15982	3760	16.1	23.5	80	586	9.0	3.7	45	1477	16.7	9.2	83	1698	21.4	10.6	106
ATTENDED COLLEGE	13629	3540	15.2	26.0	88	813	12.5	6.0	73	1194	13.5	8.8	78	1533	19.3	11.2	112
GRADUATED HIGH SCHOOL	28591	9015	38.7	31.5	107	2286	35.2	8.0	98	3481	39.3	12.2	109	3248	40.9	11.4	113
DID NOT GRADUATE HIGH SCHOOL	21061	6982	30.0	33.2	113	2811	43.3	13.3	163	2713	30.6	12.9	115	1458	18.4	6.9	69
EMPLOYED FULL-TIME	52316	14768	63.4	28.2	96	3186	49.1	6.1	74	5751	64.9	11.0	98	5831	73.5	11.1	111
EMPLOYED PART-TIME	4113	984	4.2	23.9	81	274	4.2	6.7	81	397	4.5	9.7	86	312	3.9	7.6	76
NOT EMPLOYED	22834	7544	32.4	33.0	112	3035	46.7	13.3	162	2716	30.6	11.9	106	1793	22.6	7.9	78
PROFESSIONAL/MANAGER	15034	3528	15.1	23.5	80	600	9.2	4.0	49	1306	14.7	8.7	78	1622	20.4	10.8	108
TECH/CLERICAL/SALES	11255	3071	13.2	27.3	93	707	10.9	6.3	77	1124	12.7	10.0	89	1239	15.6	11.0	110
PRECISION/CRAFT	11607	3495	15.0	30.1	102	739	11.4	6.4	78	1459	16.5	10.2	112	1297	16.3	11.2	112
OTHER EMPLOYED	18534	5658	24.3	30.5	104	1414	21.8	7.6	93	2259	25.5	12.2	109	1985	25.0	10.7	107
SINGLE	19562	4711	20.2	24.1	82	1230	18.9	6.3	77	1807	20.4	9.2	83	1674	21.1	8.6	85
MARRIED	51896	16541	71.0	31.9	108	4667	71.9	9.0	110	6223	70.2	12.0	107	5651	71.2	10.9	109
DIVORCED/SEPARATED/WIDOWED	7804	2044	8.8	26.2	89	599	9.2	7.7	94	834	9.4	10.7	96	612	7.7	7.8	78
PARENTS	25372	7937	34.1	31.3	106	1582	24.4	6.2	76	3174	35.8	12.5	112	3181	40.1	12.5	125
WHITE	69658	20299	87.1	29.1	99	5329	82.0	7.7	93	7810	88.1	11.2	100	7160	90.2	10.3	103
BLACK	7909	2617	11.2	33.1	113	1063	16.4	13.4	164	935	10.5	11.8	106	619	7.8	7.8	78
OTHER	1696	380	1.6	22.4	76	1104	1.6	6.1	75	1119	1.3	7.0	63	157	2.0	9.3	92
NORTHEAST-CENSUS	17202	4931	21.2	28.7	98	1016	15.6	5.9	72	2071	23.4	12.0	108	1844	23.2	10.7	107
NORTH CENTRAL	20461	5690	24.4	27.8	95	1491	23.0	7.3	89	2217	25.0	10.8	97	1982	25.0	9.7	97
SOUTH	26695	8213	35.3	30.8	105	2976	45.8	11.1	136	2941	33.2	11.0	99	2296	28.9	8.6	86
WEST	14906	4462	19.2	29.9	102	1013	15.6	6.8	83	1636	18.5	11.0	98	1813	22.8	12.2	121
NORTHEAST-MKTG.	17962	4671	20.1	26.0	88	910	14.0	5.1	62	1989	22.4	11.1	99	1771	22.3	9.9	98
EAST CENTRAL	11741	3864	16.6	32.9	112	1078	16.6	9.2	112	1546	17.4	13.2	118	1240	15.6	10.6	105
WEST CENTRAL	13518	3727	16.0	27.6	94	922	14.2	6.8	83	1359	15.3	10.1	90	1446	18.2	10.7	107
SOUTH	23168	7374	31.7	31.8	108	2739	42.2	11.8	144	2586	29.2	11.2	100	2049	25.8	8.8	88
PACIFIC	12874	3661	15.7	28.4	97	846	13.0	6.6	80	1385	15.6	10.8	96	1430	18.0	11.1	111
COUNTY SIZE A	32596	8894	38.2	27.3	93	2146	33.0	6.6	80	3410	38.5	10.5	94	3338	42.1	10.2	102
COUNTY SIZE B	23814	7069	30.3	29.7	101	2014	31.0	8.5	103	2608	29.4	11.0	98	2448	30.8	10.3	103
COUNTY SIZE C	12663	4258	18.3	33.6	114	1202	18.5	9.5	116	1713	19.3	13.5	121	1343	16.9	10.6	106
COUNTY SIZE D	10190	3075	13.2	30.2	103	1133	17.4	11.1	136	1135	12.8	11.1	100	807	10.2	7.9	79
METRO CENTRAL CITY	23190	6722	28.9	29.0	99	1978	30.5	8.5	104	2489	28.1	10.7	96	2255	28.4	9.7	97
METRO SUBURBAN	36920	10579	45.4	28.7	97	2442	37.6	6.6	81	4188	47.2	11.3	101	3949	49.8	10.7	107
NON METRO	19152	5995	25.7	31.3	107	2076	32.0	10.8	132	2188	24.7	11.4	102	1732	21.8	9.0	90
TOP 5 ADI'S	18703	5001	21.5	26.7	91	1121	17.3	6.0	73	1996	22.5	10.7	95	1884	23.7	10.1	101
TOP 10 ADI'S	26158	6823	29.3	26.1	89	1602	24.7	6.1	75	2739	30.9	10.5	94	2482	31.3	9.5	95
TOP 20 ADI'S	36612	9857	42.3	26.9	92	2439	37.6	6.7	81	3796	42.8	10.4	93	3620	45.6	9.9	99
HSMD INC. \$50,000 OR MORE	9326	2100	9.0	22.5	77	3343	5.3	3.7	45	706	8.0	7.6	68	1052	13.3	11.3	113
\$40,000 OR MORE	18002	4291	18.4	23.8	81	768	11.8	4.3	52	1503	17.0	8.3	75	2020	25.5	11.2	112
\$30,000 OR MORE	31361	8173	35.1	26.1	89	1519	23.4	4.8	59	2869	32.4	9.1	82	3786	47.7	12.1	121
\$25,000 OR MORE	39858	10599	45.5	26.6	90	2138	32.9	5.4	65	3786	42.7	9.5	85	4676	58.9	11.7	117
\$20,000 - \$24,999	8664	2792	12.0	32.2	110	815	12.5	9.4	115	1211	13.7	14.0	125	766	9.7	8.8	88
\$15,000 - \$19,999	7964	2416	10.4	30.3	103	671	10.3	8.4	103	1085	12.2	13.6	122	661	8.3	8.3	83
\$10,000 - \$14,999	11093	3506	15.0	31.6	108	1229	18.9	11.1	135	1255	14.2	11.3	101	1022	12.9	9.2	92
UNDER \$10,000	11683	3984	17.1	34.1	116	1643	25.3	14.1	172	1529	17.2	13.1	117	812	10.2	7.0	69
HOUSEHOLD OF 1 PERSON	7453	1783	7.7	23.9	81	523	8.1	7.0	86	625	7.1	8.4	75	635	8.0	8.5	85
2 PEOPLE	24757	7665	32.9	31.0	105	2549	39.2	10.3	126	2881	32.5	11.6	104	2234	28.2	9.0	90
3 OR 4 PEOPLE	32682	9570	41.1	29.3	100	2422	37.3	7.4	90	3626	43.2	11.7	105	3322	41.9	10.2	102
5 OR MORE PEOPLE	14370	4279	18.4	29.8	101	1002	15.4	7.0	85	1532	17.3	10.7	95	1746	22.0	12.2	121
NO CHILD IN HSMD	46768	13248	56.9	28.3	96	4428	68.2	9.5	116	4788	54.0	10.2	92	4032	50.8	8.6	86
CHILD(REN) UNDER 2 YRS	4799	1621	7.0	33.8	115	3311	4.8	6.5	79	675	7.6	14.1	126	635	8.0	13.2	132
2 - 5 YEARS	11125	3606	15.5	32.4	110	704	10.8	6.3	77	1471	16.6	13.2	118	1432	18.0	12.9	129
6 - 11 YEARS	14193	4484	19.2	31.6	107	955	14.7	6.7	82	1604	18.1	11.3	101	1924	24.2	13.6	135
12 - 17 YEARS	17402	5344	22.9	30.7	104	1127	17.4	6.5	79	2088	23.6	12.0	107	2129	26.8	12.2	122
RESIDENCE OWNED	56398	16408	70.4	29.1	99	4642	71.5	8.2	100	5884	66.4	10.4	93	5883	74.1	10.4	104
VALUE: \$50,000 OR MORE	34811	9262	39.8	26.6	91	2112	32.5	6.1	74	3319	37.4	9.5	85	3831	48.3	11.0	110
VALUE: UNDER \$50,000	21587	7146	30.7	33.1	113	2530	39.0	11.7	143	2565	28.9	11.9	106	2052	25.9	9.5	95

PAIN RELIEVING RUBS & LIQUIDS (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(MALES)

			U.S. ADULT POPULATION BY MEDIA CONSUMPTION PATTERN																
			ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS				
			TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES			79263	23296	100.0	29.4	100	6495	100.0	8.2	100	8865	100.0	11.2	100	7936	100.0	10.0	100
MAGAZINES	QUINTILE 1	16033	4914	21.1	30.6	104	970	14.9	6.1	74	1926	21.7	12.0	107	2018	25.4	12.6	126	
	QUINTILE 2	15354	3989	17.1	26.0	88	1084	16.7	7.1	86	1602	18.1	10.4	93	1303	16.4	8.5	85	
	QUINTILE 3	15888	4707	20.2	29.6	101	1322	20.4	8.3	102	1868	21.1	11.8	105	1518	19.1	9.6	95	
	QUINTILE 4	17310	5392	23.1	31.1	106	1651	25.4	9.5	116	1782	20.1	10.3	92	1958	24.7	11.3	113	
	QUINTILE 5	14677	4294	18.4	29.3	100	1468	22.6	10.0	122	1686	19.0	11.5	103	1140	14.4	7.8	78	
NEWSPAPERS	QUINTILE 1	15277	4150	17.8	27.2	92	775	11.9	5.1	62	1534	17.3	10.0	90	1842	23.2	12.1	120	
	QUINTILE 2	22745	6708	28.8	29.5	100	1989	30.6	8.7	107	2391	27.0	10.5	94	2328	29.3	10.2	102	
	QUINTILE 3	10692	3112	13.4	29.1	99	842	13.0	7.9	96	1212	13.7	11.3	101	1059	13.3	9.9	99	
	QUINTILE 4	11646	3327	14.3	28.6	97	906	13.9	7.8	95	1367	15.4	11.7	105	1054	13.3	9.1	90	
	QUINTILE 5	18903	6000	25.8	31.7	108	1984	30.5	10.5	128	2361	26.6	12.5	112	1655	20.9	8.8	87	
OUTDOOR	QUINTILE 1	16620	4856	20.8	29.2	99	1054	16.2	6.3	77	1743	19.7	10.5	94	2059	25.9	12.4	124	
	QUINTILE 2	16377	4827	20.7	29.5	100	1148	17.7	7.0	86	1854	20.9	11.3	101	1825	23.0	11.1	111	
	QUINTILE 3	15995	4684	20.1	29.3	100	1427	22.0	8.9	109	1792	20.2	11.2	100	1465	18.5	9.2	91	
	QUINTILE 4	15592	4569	19.6	29.3	100	1418	21.8	9.1	111	1761	19.9	11.3	101	1390	17.5	8.9	89	
	QUINTILE 5	14679	4361	18.7	29.7	101	1449	22.3	9.9	120	1714	19.3	11.7	104	1197	15.1	8.2	81	
RADIO-DRIVE TIME	QUINTILE 1	15746	4957	21.3	31.5	107	1354	20.8	8.6	105	1975	22.3	12.5	112	1628	20.5	10.3	103	
	QUINTILE 2	15067	4352	18.7	28.9	98	1272	19.6	8.4	103	1651	18.6	11.0	98	1429	18.0	9.5	95	
	QUINTILE 3	15631	4590	19.7	29.4	100	1223	18.8	7.8	95	1676	18.9	10.7	96	1692	21.3	10.8	108	
	QUINTILE 4	16245	4920	21.1	30.3	103	1319	20.3	8.1	99	1858	21.0	11.4	102	1743	22.0	10.7	107	
	QUINTILE 5	16573	4477	19.2	27.0	92	1327	20.4	8.0	98	1706	19.2	10.3	92	1445	18.2	8.7	87	
RADIO-MID- DAY	TERCILE 1	21788	6790	29.1	31.2	106	1795	27.6	8.2	101	2792	31.5	12.8	115	2204	27.8	10.1	101	
	TERCILE 2	21151	5883	25.3	27.8	95	1986	30.6	9.4	115	2132	24.0	10.1	90	1765	22.2	8.3	83	
	TERCILE 3	36323	10623	45.6	29.2	100	2715	41.8	7.5	91	3941	44.5	10.8	97	3968	50.0	10.9	109	
RADIO-TOTAL	QUINTILE 1	15977	4810	20.6	30.1	102	1204	18.5	7.5	92	2064	23.3	12.9	116	1542	19.4	9.7	96	
	QUINTILE 2	15923	4957	21.3	31.1	106	1404	21.6	8.8	108	1857	20.9	11.7	104	1696	21.4	10.7	106	
	QUINTILE 3	14980	4005	17.2	26.7	91	1297	20.0	8.7	106	1196	13.5	8.0	71	1511	19.0	10.1	101	
	QUINTILE 4	17123	5193	22.3	30.3	103	1380	21.2	8.1	98	2095	23.6	12.2	109	1718	21.6	10.0	100	
	QUINTILE 5	15260	4332	18.6	28.4	97	1210	18.6	7.9	97	1652	18.6	10.8	97	1469	18.5	9.6	96	
TV-PRIME TIME	QUINTILE 1	15674	4846	20.8	30.9	105	1473	22.7	9.4	115	1921	21.7	12.3	110	1452	18.3	9.3	93	
	QUINTILE 2	15944	4695	20.2	29.4	100	1311	20.2	8.2	100	1553	17.5	9.7	87	1832	23.1	11.5	115	
	QUINTILE 3	16037	4671	20.1	29.1	99	1322	20.4	8.2	101	1660	18.7	10.4	93	1690	21.3	10.5	105	
	QUINTILE 4	15412	4739	20.3	30.7	105	1268	19.5	8.2	100	1870	21.1	12.1	108	1602	20.2	10.4	104	
	QUINTILE 5	16194	4345	18.7	26.8	91	1122	17.3	6.9	85	1861	21.0	11.5	103	1362	17.2	8.4	84	
TV-DAYTIME	TERCILE 1	19156	5851	25.1	30.5	104	2159	33.2	11.3	138	1988	22.4	10.4	93	1704	21.5	8.9	89	
	TERCILE 2	19343	5915	25.4	30.6	104	1444	22.2	7.5	91	2370	26.7	12.3	110	2101	26.5	10.9	108	
	TERCILE 3	40764	11530	49.5	28.3	96	2892	44.5	7.1	87	4506	50.8	11.1	99	4132	52.1	10.1	101	
TV-TOTAL	QUINTILE 1	15844	5046	21.7	31.8	108	1687	26.0	10.6	130	1972	22.2	12.4	111	1387	17.5	8.8	87	
	QUINTILE 2	15767	4642	19.9	29.4	100	1455	22.4	9.2	113	1601	18.1	10.2	91	1587	20.0	10.1	101	
	QUINTILE 3	15775	4422	19.0	28.0	95	1185	18.2	7.5	92	1591	17.9	10.1	90	1646	20.7	10.4	104	
	QUINTILE 4	15903	4591	19.7	28.9	98	1088	16.8	6.8	83	1691	19.1	10.6	95	1811	22.8	11.4	114	
	QUINTILE 5	15974	4596	19.7	28.8	98	1080	16.6	6.8	83	2011	22.7	12.6	113	1505	19.0	9.4	94	
MAGAZINES-NEWSPAPERS: DUAL			21225	6115	26.2	28.8	98	1389	21.4	6.5	80	2279	25.7	10.7	96	2448	30.8	11.5	115
MAGAZINE IMPERATIVE			17728	5364	23.0	30.3	103	1463	22.5	8.3	101	2279	25.7	12.9	115	1622	20.4	9.1	91
NEWSPAPER IMPERATIVE			22987	6585	28.3	28.6	97	1941	29.9	8.4	103	2269	25.6	9.9	88	2375	29.9	10.3	103
MAGAZINES-OUTDOOR: DUAL			16244	4446	19.1	27.4	93	783	12.1	4.8	59	1729	19.5	10.6	95	1935	24.4	11.9	119
MAGAZINE IMPERATIVE			24016	6880	29.5	28.6	97	2068	31.8	8.6	105	2787	31.4	11.6	104	2025	25.5	8.4	84
OUTDOOR IMPERATIVE			26020	7885	33.8	30.3	103	2208	34.0	8.5	104	2934	33.1	11.3	101	2744	34.6	10.5	105
MAGAZINES-RADIO: DUAL			16918	4959	21.3	29.3	100	1193	18.4	7.1	86	2006	22.6	11.9	106	1760	22.2	10.4	104
MAGAZINE IMPERATIVE			23456	6485	27.8	27.6	94	1557	24.0	6.6	81	2595	29.3	11.1	99	2334	29.4	10.0	99
RADIO IMPERATIVE			23900	7303	31.3	30.6	104	2339	36.0	9.8	119	2561	28.9	10.7	96	2403	30.3	10.1	100
MAGAZINES-TELEVISION: DUAL			15791	4939	21.2	31.3	106	1298	20.0	8.2	100	1989	22.4	12.6	113	1652	20.8	10.5	104
MAGAZINE IMPERATIVE			25476	6900	29.6	27.1	92	1478	22.8	5.8	71	2715	30.6	10.7	95	2708	34.1	10.6	106
TELEVISION IMPERATIVE			25744	7692	33.0	29.9	102	2716	41.8	10.6	129	2570	29.0	10.0	89	2406	30.3	9.3	93
NEWSPAPERS-OUTDOOR: DUAL			17628	5050	21.7	28.6	97	963	14.8	5.5	67	1757	19.8	10.0	89	2331	29.4	13.2	132
NEWSPAPER IMPERATIVE			26414	7660	32.9	29.0	99	2331	35.9	8.8	108	2810	31.7	10.6	95	2519	31.7	9.5	95
OUTDOOR IMPERATIVE			23059	6803	29.2	29.5	100	1924	29.6	8.3	102	2783	31.4	12.1	108	2097	26.4	9.1	91
NEWSPAPERS-RADIO: DUAL			17996	5009	21.5	27.8	95	1176	18.1	6.5	80	2024	22.8	11.2	101	1810	22.8	10.1	100
NEWSPAPER IMPERATIVE			26269	7513	32.3	28.6	97	2019	31.1	7.7	94	2525	28.5	9.6	86	2969	37.4	11.3	113
RADIO IMPERATIVE			21342	6641	28.5	31.1	106	2084	32.1	9.8	119	2579	29.1	12.1	108	1978	24.9	9.3	93
NEWSPAPERS-TELEVISION: DUAL			17359	5112	21.9	29.4	100	1637	25.2	9.4	115	1777	20.0	10.2	92	1699	21.4	9.8	98
NEWSPAPER IMPERATIVE			26889	7611	32.7	28.3	96	1619	24.9	6.0	73	2865	32.3	10.7	95	3126	39.4	11.6	116
TELEVISION IMPERATIVE			21698	6793	29.2	31.3	107	2180	33.6	10.0	123	2574	29.0	11.9	106	2039	25.7	9.4	94
OUTDOOR-RADIO: DUAL			16456	4869	20.9	29.6	101	1289	19.8	7.8	96	1798	20.3	10.9	98	1782	22.5	10.8	108
OUTDOOR IMPERATIVE			25870	7283	31.3	28.2													

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL MALES	79263	23296	100.0	29.4	100	6495	100.0	8.2	100	8865	100.0	11.2	100	7936	100.0	10.0	100
ATLANTIC MONTHLY	452	**46	0.2	10.2	35	**5	0.1	1.1	13	**22	0.2	4.9	44	**19	0.2	4.2	42
BARRON'S	1058	**233	1.0	22.0	75	**20	0.3	1.9	23	**73	0.8	6.9	62	**140	1.8	13.2	132
BETTER HOMES & GARDENS	4773	1537	6.6	32.2	110	370	5.7	7.8	95	554	6.2	11.6	104	613	7.7	12.8	128
BON APPETIT	1037	264	1.1	25.5	87	**41	0.6	4.0	48	**103	1.2	9.9	89	**119	1.5	11.5	115
BUSINESS WEEK	3193	880	3.8	27.6	94	**222	3.4	7.0	85	283	3.2	8.9	79	375	4.7	11.7	117
CAR AND DRIVER	2705	803	3.4	29.7	101	*195	3.0	7.2	88	307	3.5	11.3	101	302	3.8	11.2	112
CBS MAGAZINE NETWORK (GROSS)	5678	1498	6.4	26.4	90	366	5.6	6.4	79	627	7.1	11.0	99	505	6.4	8.9	89
CHANGING TIMES	1847	626	2.7	33.9	115	**94	1.4	5.1	62	*160	1.8	8.7	77	371	4.7	20.1	201
COLONIAL HOMES	492	*140	0.6	28.5	97	**41	0.6	8.3	102	**66	0.7	13.4	120	**34	0.4	6.9	69
CONDE NAST MAG. PKG. (GROSS)	2066	489	2.1	23.7	81	*111	1.7	5.4	66	*238	2.7	11.5	103	*140	1.8	6.8	68
CONSUMERS DIGEST	1719	523	2.2	30.4	104	*173	2.7	10.1	123	*182	2.1	10.6	95	*168	2.1	9.8	98
COSMOPOLITAN	1762	512	2.2	29.1	99	**129	2.0	7.3	89	*198	2.2	11.2	100	*185	2.3	10.5	105
COUNTRY LIVING	1110	329	1.4	29.6	101	**91	1.4	8.2	100	*106	1.2	9.5	85	*132	1.7	11.9	119
CUISINE	660	*200	0.9	30.3	103	**26	0.4	3.9	48	**79	0.9	12.0	107	**94	1.2	14.2	142
CYCLE WORLD	1924	526	2.3	27.3	93	**159	2.4	8.3	101	*175	2.0	9.1	81	*192	2.4	10.0	100
DCI:CREATIVE IDEAS FOR LIV	437	*156	0.7	35.7	121	**20	0.3	4.6	56	**90	1.0	20.6	184	**45	0.6	10.3	103
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	725	3.1	29.1	99	*176	2.7	7.1	86	257	2.9	10.3	92	291	3.7	11.7	117
DISCOVER	1279	351	1.5	27.4	93	**87	1.3	6.8	83	*145	1.6	11.3	101	*120	1.5	9.4	94
EBONY	2898	918	3.9	31.7	108	342	5.3	11.8	144	333	3.8	11.5	103	244	3.1	8.4	84
ESQUIRE	1384	402	1.7	29.0	99	**108	1.7	7.8	95	*129	1.5	9.3	83	*165	2.1	11.9	119
ESSENCE	850	343	1.5	40.4	137	**95	1.5	11.2	136	**105	1.2	12.4	110	**144	1.8	16.9	169
FAMILY CIRCLE	2430	691	3.0	28.4	97	**103	1.6	4.2	52	331	3.7	13.6	122	257	3.2	10.6	106
THE FAMILY HANDYMAN	2356	814	3.5	34.6	118	*163	2.5	6.9	84	339	3.8	14.4	129	311	3.9	13.2	132
FAMILY WEEKLY	11533	3700	15.9	32.1	109	1041	16.0	9.0	110	1306	14.7	11.3	101	1353	17.0	11.7	117
FIELD & STREAM	7444	2375	10.2	31.9	109	627	9.7	8.4	103	944	10.6	12.7	113	804	10.1	10.8	108
FOOD & WINE	416	**63	0.3	15.1	52	**8	0.1	1.9	23	**17	0.2	4.1	37	**38	0.5	9.1	91
FORBES	1865	504	2.2	27.0	92	**102	1.6	5.5	67	*163	1.8	8.7	78	*239	3.0	12.8	128
FORTUNE	1849	517	2.2	28.0	95	**90	1.4	4.9	59	*183	2.1	9.9	88	244	3.1	13.2	132
GENTLEMEN'S QUARTERLY	2284	670	2.9	29.3	100	*172	2.6	7.5	92	*228	2.6	10.0	89	*270	3.4	11.8	118
GLAMOUR	538	*114	0.5	21.2	72	**41	0.6	7.6	93	**42	0.5	7.8	70	**31	0.4	5.8	58
GOLF DIGEST	1649	563	2.4	34.1	116	*119	1.8	7.2	88	237	2.7	14.4	129	207	2.6	12.6	125
GOLF DIGEST/TENNIS (GROSS)	2294	714	3.1	31.1	106	*154	2.4	6.7	82	310	3.5	13.5	121	250	3.2	10.9	109
GOLF MAGAZINE	1577	417	1.8	26.4	90	**74	1.1	4.7	57	*213	2.4	13.5	121	*131	1.7	8.3	83
GOLF MAGAZINE/SKI (GROSS)	2487	625	2.7	25.1	86	*129	2.0	5.2	63	317	3.6	12.7	114	179	2.3	7.2	72
GOOD HOUSEKEEPING	2569	700	3.0	27.2	93	*177	2.7	6.9	84	266	3.0	10.4	93	257	3.2	10.0	100
HARPER'S BAZAAR	431	**98	0.4	22.7	77	**31	0.5	7.2	88	**33	0.4	7.7	68	**34	0.4	7.9	79
HEALTH	788	279	1.2	35.4	120	**51	0.8	6.5	79	**106	1.2	13.5	120	**122	1.5	15.5	155
HEARST MAG CORP. BUY (GROSS)	18781	5482	23.5	29.2	99	1425	21.9	7.6	93	2015	22.7	10.7	96	2042	25.7	10.9	109
HEARST MAN POWER (GROSS)	9169	2698	11.6	29.4	100	726	11.2	7.9	97	993	11.2	10.8	97	979	12.3	10.7	107
HEARST WOMAN POWER (GROSS)	5452	1608	6.9	29.5	100	426	6.6	7.8	95	619	7.0	11.4	102	564	7.1	10.3	103
HOUSE BEAUTIFUL	1020	302	1.3	29.6	101	**54	0.8	5.3	65	**73	0.8	7.2	64	*175	2.2	17.2	171
INC.	993	*279	1.2	28.1	96	**57	0.9	5.7	70	**47	0.5	4.7	42	*175	2.2	17.6	176
JET	2808	888	3.8	31.6	108	358	5.5	12.7	156	329	3.7	11.7	105	*201	2.5	7.2	71
LADIES' HOME JOURNAL	1868	523	2.2	28.0	95	*197	3.0	10.5	129	*183	2.1	9.8	88	*142	1.8	7.6	76
LHJ FAMILY GRP COMBO(GROSS)	3582	1084	4.7	30.3	103	303	4.7	8.5	103	401	4.5	11.2	100	380	4.8	10.6	106
LIFE	4817	1400	6.0	29.1	99	305	4.7	6.3	77	616	6.9	12.8	114	479	6.0	9.9	99
L.A. TIMES HOME MAGAZINE	1465	345	1.5	23.5	80	**56	0.9	3.8	47	*124	1.4	8.5	76	*165	2.1	11.3	112
MADMOISELLE	460	**70	0.3	15.2	52	**14	0.2	3.0	37	**33	0.4	7.2	64	*233	0.3	5.0	50
MC CALL'S	1764	435	1.9	24.7	84	*113	1.7	6.4	78	*182	2.1	10.3	92	*140	1.8	7.9	79
MC CALL'S/WRK MOTHER (GROSS)	2062	508	2.2	24.6	84	**128	2.0	6.2	76	*202	2.3	9.8	88	*177	2.2	8.6	86
MECHANIX ILLUSTRATED	3625	1051	4.5	29.0	99	*195	3.0	5.4	66	425	4.8	11.7	105	432	5.4	11.9	119
METROPOLITAN HOME	495	*122	0.5	24.6	84	*223	0.4	4.6	57	*252	0.6	10.5	94	*446	0.6	9.3	93
MONEY	3017	884	3.8	29.3	100	*195	3.0	6.5	79	280	3.2	9.3	83	408	5.1	13.5	135
MOTHER EARTH NEWS	1203	335	1.4	27.8	95	**47	0.7	3.9	48	*181	2.0	15.0	135	**107	1.3	8.9	89
MS.	*257	**66	0.3	25.7	87	**23	0.4	8.9	109	**7	0.1	2.7	24	**37	0.5	14.4	144
NATIONAL ENQUIRER	6921	2163	9.3	31.3	106	654	10.1	9.4	115	881	9.9	12.7	114	628	7.9	9.1	91
NATIONAL GEOGRAPHIC	11626	3204	13.8	27.6	94	635	9.8	5.5	67	1280	14.4	11.0	98	1290	16.3	11.1	111
NATIONAL SUNDAY MAGAZINE PKG	49424	14225	61.1	28.8	98	3611	55.6	7.3	89	5335	60.2	10.8	97	5279	66.5	10.7	107
NATURAL HISTORY	753	*181	0.8	24.0	82	**50	0.8	6.6	81	**58	0.7	7.7	69	**73	0.9	9.7	97
NEW WOMAN	*296	**78	0.3	26.4	90	**8	0.1	2.7	33	**28	0.3	9.5	85	**42	0.5	14.2	142
NEW YORK INCLUDING CUE	541	*124	0.5	22.9	78	**12	0.2	2.2	27	**43	0.5	7.9	71	**68	0.9	12.6	126
THE NEW YORKER	1078	302	1.3	28.0	95	**40	0.6	3.7	45	*119	1.3	11.0	99	*142	1.8	13.2	132
NEWSWEEK	9602	2581	11.1	26.9	91	608	9.4	6.3	77	984	11.1	10.2	92	989	12.5	10.3	103
THE N.Y. TIMES DAILY EDITION	1376	354	1.5	25.7	88	**62	1.0	4.5	55	*141	1.6	10.2	92	*152	1.9	11.0	110
THE N.Y. TIMES MAGAZINE	2110	563	2.4	26.7	91	*70	1.1	3.3	40	238	2.7	11.3	101	255	3.2	12.1	121
OMNI	1927	483	2.1	25.1	85	*117	1.8	6.1	74	*154	1.7	8.0	71	*213	2.7	11.1	110
ON CABLE	911	204	0.9	22.4	76	**45	0.7	4.9	60	*69	0.8	7.6	68	*90	1.1	9.9	99
1001 HOME IDEAS	927	283	1.2	30.5	104	*55	0.8	5.9	72	*112	1.3	12.1	108	*116	1.5	12.5	125
ORGANIC GARDENING	1430	409	1.8	28.6	97	*73	1.1	5.1	62	*167	1.9	11.7	104	*169	2.1	11.8	118
OUTDOOR LIFE	4064	1420	6.1	34.9	119	362	5.6	8.9	109	535	6.0	13.2	118	524	6.6	12.9	129
PARADE MAGAZINE	24538	7230	31.0	29.5	100	1649	25.4	6.7	82	2981	33.6	12.1	109	2600	32.8	10.6	106

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	23296	100.0	29.4	100	6495	100.0	8.2	100	8865	100.0	11.2	100	7936	100.0	10.0	100
PARENTS	1126	312	1.3	27.7	94	**23	0.4	2.0	25	*136	1.5	12.1	108	*153	1.9	13.6	136
PENTHOUSE	4157	1268	5.4	30.5	104	*219	3.4	5.3	64	610	6.9	14.7	131	439	5.5	10.6	105
PEOPLE	7591	2241	9.6	29.5	100	478	7.4	6.3	77	838	9.5	11.0	99	925	11.7	12.2	122
PLAYBOY	8379	2587	11.1	30.9	105	583	9.0	7.0	85	1027	11.6	12.3	110	977	12.3	11.7	116
POPULAR HOT RODDING	2110	815	3.5	38.6	131	*252	3.9	11.9	146	*234	2.6	11.1	99	*329	4.1	15.6	156
POPULAR MECHANICS	4850	1523	6.5	31.4	107	397	6.1	8.2	100	570	6.4	11.8	105	557	7.0	11.5	115
POPULAR SCIENCE	3397	877	3.8	25.8	88	*169	2.6	5.0	61	388	4.4	11.4	102	321	4.0	9.4	94
PREVENTION	1720	592	2.5	34.4	117	*117	1.8	6.8	83	212	2.4	12.3	110	263	3.3	15.3	153
PSYCHOLOGY TODAY	1344	289	1.2	21.5	73	*887	1.3	6.5	79	*995	1.1	7.1	63	**108	1.4	8.0	80
READER'S DIGEST	16016	4912	21.1	30.7	104	1346	20.7	8.4	103	1987	22.4	12.4	111	1579	19.9	9.9	98
REDBOOK	1121	396	1.7	35.3	120	**120	1.8	10.7	131	**155	1.7	13.8	124	**121	1.5	10.8	108
ROAD & TRACK	2161	574	2.5	26.6	90	*108	1.7	5.0	61	*299	3.4	13.8	124	*167	2.1	7.7	77
ROLLING STONE	1948	470	2.0	24.1	82	**111	1.7	5.7	70	*232	2.6	11.9	106	*127	1.6	6.5	65
RUNNER'S WORLD	899	*239	1.0	26.6	90	*330	0.5	3.3	41	*107	1.2	11.9	106	*102	1.3	11.3	113
SATURDAY EVENING POST	841	*221	0.9	26.3	89	*886	1.3	10.2	125	*558	0.7	6.9	62	**77	1.0	9.2	91
SCIENCE 84	841	*235	1.0	27.9	95	**49	0.8	5.8	71	**70	0.8	8.3	74	**117	1.5	13.9	139
SCIENCE DIGEST	1194	291	1.2	24.4	83	**80	1.2	6.7	82	**79	0.9	6.6	59	**132	1.7	11.1	110
SCIENTIFIC AMERICAN	1379	374	1.6	27.1	92	**61	0.9	4.4	54	*162	1.8	11.7	105	*151	1.9	10.9	109
SELF	436	**125	0.5	28.7	98	**19	0.3	4.4	53	**73	0.8	16.7	150	**33	0.4	7.6	76
SEVENTEEN	614	*211	0.9	34.4	117	**42	0.6	6.8	83	**63	0.7	10.3	92	**106	1.3	17.3	172
SKI	910	*208	0.9	22.9	78	**56	0.9	6.2	75	**104	1.2	11.4	102	**49	0.6	5.4	54
SMITHSONIAN	2937	748	3.2	25.5	87	*135	2.1	4.6	56	309	3.5	10.5	94	303	3.8	10.3	103
SOAP OPERA DIGEST	545	*135	0.6	24.8	84	*113	0.2	2.4	29	**68	0.8	12.5	112	**54	0.7	9.9	99
SOUTHERN LIVING	2054	569	2.4	27.7	94	*156	2.4	7.6	93	*167	1.9	8.1	73	*246	3.1	12.0	120
SPORT	2799	858	3.7	30.7	104	*277	4.3	9.9	121	326	3.7	11.6	104	*256	3.2	9.1	91
THE SPORTING NEWS	1938	589	2.5	30.4	103	**159	2.4	8.2	100	*227	2.6	11.7	105	*203	2.6	10.5	105
SPORTS AFIELD	3125	883	3.8	28.3	96	*249	3.8	8.0	97	344	3.9	11.0	98	290	3.7	9.3	93
SPORTS ILLUSTRATED	11159	3148	13.5	28.2	96	542	8.3	4.9	59	1339	15.1	12.0	107	1267	16.0	11.4	113
STAR	4095	1358	5.8	33.2	113	364	5.6	8.9	108	687	7.7	16.8	150	306	3.9	7.5	75
SUNDAY	25169	6873	29.5	27.3	93	1669	25.7	6.6	81	2607	29.4	10.4	93	2596	32.7	10.3	103
SUNSET	1294	335	1.4	25.9	88	**33	0.5	2.6	31	*148	1.7	11.4	102	**154	1.9	11.9	119
TV GUIDE	18508	5846	25.1	31.6	107	1583	24.4	8.6	104	2160	24.4	11.7	104	2103	26.5	11.4	113
TENNIS	645	*151	0.6	23.4	80	**35	0.5	5.4	66	**73	0.8	11.3	101	**43	0.5	6.7	67
TIME	12124	3266	14.0	26.9	92	760	11.7	6.3	76	1075	12.1	8.9	79	1432	18.0	11.8	118
TOWN & COUNTRY	493	*156	0.7	31.6	108	**24	0.4	4.9	59	*67	0.8	13.6	122	**65	0.8	13.2	132
TRAVEL & LEISURE	1122	324	1.4	28.9	98	**41	0.6	3.7	45	*143	1.6	12.7	114	*140	1.8	12.5	125
TRUE STORY	690	*246	1.1	35.7	121	*34	0.5	4.9	60	**113	1.3	16.4	146	**99	1.2	14.3	143
U.S. NEWS & WORLD REPORT	6571	1957	8.4	29.8	101	435	6.7	6.6	81	733	8.3	11.2	100	789	9.9	12.0	120
USA TODAY	3120	957	4.1	30.7	104	*144	2.2	4.6	56	437	4.9	14.0	125	377	4.8	12.1	121
US	1315	*309	1.3	23.5	80	**28	0.4	2.1	26	*95	1.1	7.2	65	*185	2.3	14.1	141
VOGUE	632	*180	0.8	28.5	97	**38	0.6	6.0	73	*90	1.0	14.2	127	**52	0.7	8.2	82
WALL STREET JOURNAL	4247	1157	5.0	27.2	93	*197	3.0	4.6	57	480	5.4	11.3	101	479	6.0	11.3	113
WEIGHT WATCHERS	398	*189	0.8	47.5	162	*448	0.7	12.1	147	**81	0.9	20.4	182	*660	0.8	15.1	151
WOMAN'S DAY	1139	324	1.4	28.4	97	*81	1.2	7.1	87	*123	1.4	10.8	97	*121	1.5	10.6	106
WORKING MOTHER	*298	*73	0.3	24.5	83	*15	0.2	5.0	81	*20	0.2	6.7	60	*37	0.5	12.4	124
WORKING WOMAN	327	*91	0.4	27.8	95	*5	0.1	1.5	19	*32	0.4	9.8	87	*54	0.7	16.5	165
WORLD TENNIS	397	**134	0.6	33.8	115	*28	0.4	7.1	86	**71	0.8	17.9	160	**36	0.5	9.1	91
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2745	11.8	28.5	97	710	10.9	7.4	90	915	10.3	9.5	85	1120	14.1	11.6	116
BLAIR INSERTS	43762	12254	52.6	28.0	95	2901	44.7	6.6	81	4711	53.1	10.8	96	4643	58.5	10.6	106
DAILY NEWSPAPERS																	
READ ANY	52459	14926	64.1	28.5	97	4013	61.8	7.6	93	5513	62.2	10.5	94	5400	68.0	10.3	103
READ ONE	41891	12154	52.2	29.0	99	3491	53.7	8.3	102	4456	50.3	10.6	95	4208	53.0	10.0	100
READ TWO OR MORE	10568	2772	11.9	26.2	89	523	8.1	4.9	60	1057	11.9	10.0	89	1192	15.0	11.3	113
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	14951	64.2	28.8	98	3753	57.8	7.2	88	5595	63.1	10.8	96	5603	70.6	10.8	108
READ ONE	44561	12923	55.5	29.0	99	3425	52.7	7.7	94	4841	54.6	10.9	97	4658	58.7	10.5	104
READ TWO OR MORE	7368	2028	8.7	27.5	94	328	5.1	4.5	54	754	8.5	10.2	91	945	11.9	12.8	128
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.16				25.70				27.32				33.90			
30 DAY REACH	71522	20787	89.2	29.1	99	5677	87.4	7.9	97	7894	89.0	11.0	99	7216	90.9	10.1	101
50 SHWG - 30 DAY AV FREQ	15.55	15.23				13.52				14.33				17.52			
30 DAY REACH	68168	19908	85.5	29.2	99	5403	83.2	7.9	97	7508	84.7	11.0	98	6997	88.2	10.3	103
25 SHWG - 30 DAY AV FREQ	8.43	8.21				7.46				7.70				9.30			
30 DAY REACH	62898	18457	79.2	29.3	100	4887	75.2	7.8	95	6981	78.7	11.1	99	6589	83.0	10.5	105
CABLE TV: HOME WIRED	31664	9487	40.7	30.0	102	2383	36.7	7.5	92	3578	40.4	11.3	101	3525	44.4	11.1	111
HOME NOT WIRED	47599	13810	59.3	29.0	99	4112	63.3	8.6	105	5286	59.6	11.1	99	4411	55.6	9.3	93
HAVE PAY CABLE	17139	4899	21.0	28.6	97	1038	16.0	6.1	74	1907	21.5	11.1	99	1954	24.6	11.4	114

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS				
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL MALES	79263	23296	100.0	29.4	100	6495	100.0	8.2	100	8865	100.0	11.2	100	7936	100.0	10.0	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47626	14154	60.8	29.7	101	3836	59.1	8.1	98	5402	60.9	11.3	101	4915	61.9	10.3	103	
10:00 AM - 3:00 PM	29926	8940	38.4	29.9	102	2565	39.5	8.6	105	3572	40.3	11.9	107	2803	35.3	9.4	94	
3:00 PM - 7:00 PM	37666	11139	47.8	29.6	101	2864	44.1	7.6	93	4327	48.8	11.5	103	3948	49.7	10.5	105	
7:00 PM - MIDNIGHT	18909	5561	23.9	29.4	100	1513	23.3	8.0	98	2149	24.2	11.4	102	1899	23.9	10.0	100	
MIDNIGHT - 6:00 AM	11822	3738	16.0	31.6	108	873	13.4	7.4	90	1509	17.0	12.8	114	1357	17.1	11.5	115	
6:00 AM - MIDNIGHT	63254	18717	80.3	29.6	101	5121	78.8	8.1	99	7101	80.1	11.2	100	6494	81.8	10.3	103	
ENTIRE DAY	64057	18942	81.3	29.6	101	5212	80.2	8.1	99	7187	81.1	11.2	100	6544	82.5	10.2	102	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16598	4998	21.5	30.1	102	1209	18.6	7.3	89	2119	23.9	12.8	114	1670	21.0	10.1	100	
ALL NEWS	3542	997	4.3	28.1	96	*151	2.3	4.3	52	490	5.5	13.8	124	356	4.5	10.1	100	
AOR/PROGRESSIVE	7465	1996	8.6	26.7	91	466	7.2	6.2	76	779	8.8	10.4	93	752	9.5	10.1	101	
BEAUTIFUL MUSIC	5061	1453	6.2	28.7	98	419	6.5	8.3	101	605	6.8	12.0	107	428	5.4	8.5	84	
BLACK	1914	717	3.1	37.5	127	349	5.4	18.2	223	*153	1.7	8.0	71	*215	2.7	11.2	112	
CLASSICAL	2304	592	2.5	25.7	87	*992	1.4	4.0	49	*222	2.5	9.6	86	279	3.5	12.1	121	
CMR/ROCK	10663	3109	13.3	29.2	99	837	12.9	7.8	96	1229	13.9	11.5	103	1042	13.1	9.8	98	
COUNTRY	13919	4532	19.5	32.6	111	1357	20.9	9.7	119	1750	19.7	12.6	112	1424	17.9	10.2	102	
GOLDEN OLDIES	2040	684	2.9	33.5	114	*221	3.4	10.8	132	*192	2.2	9.4	84	*271	3.4	13.3	133	
MOR/NOSTALGIA	5105	1563	6.7	30.6	104	425	6.5	8.3	102	519	5.9	10.2	91	619	7.8	12.1	121	
NEWS/TALK	4764	1310	5.6	27.5	94	287	4.4	6.0	74	516	5.8	10.8	97	507	6.4	10.6	106	
RELIGIOUS	2164	543	2.3	25.1	85	*198	3.0	9.1	112	*157	1.8	7.3	65	*187	2.4	8.6	86	
SOFT ROCK	623	*186	0.8	29.9	102	*73	1.1	11.7	143	*64	0.7	10.3	92	*49	0.6	7.9	79	
URBAN CONTEMPORARY	1331	395	1.7	29.7	101	*153	2.4	11.5	140	*144	1.6	10.8	97	*98	1.2	7.4	74	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3186	929	4.0	29.2	99	*281	4.3	8.8	108	300	3.4	9.4	84	348	4.4	10.9	109	
ABC DIRECTION	2724	787	3.4	28.9	98	*214	3.3	7.9	96	344	3.9	12.6	113	228	2.9	8.4	84	
ABC ENTERTAINMENT	5256	1484	6.4	28.2	96	455	7.0	8.7	106	517	5.8	9.8	88	512	6.5	9.7	97	
ABC FM	2263	662	2.8	29.3	100	*227	3.5	10.0	122	*242	2.7	10.7	96	*193	2.4	8.5	85	
ABC INFORMATION	5618	1734	7.4	30.9	105	514	7.9	9.1	112	606	6.8	10.8	96	614	7.7	10.9	109	
ABC ROCK	2857	683	2.9	23.9	81	*103	1.6	3.6	44	332	3.7	11.6	104	247	3.1	8.6	86	
CBS	5953	1686	7.2	28.3	96	456	7.0	7.7	93	629	7.1	10.6	94	600	7.6	10.1	101	
MUTUAL	4979	1431	6.1	28.7	98	342	5.3	6.9	84	656	7.4	13.2	118	433	5.5	8.7	87	
NBC	7279	2270	9.7	31.2	106	622	9.6	8.5	104	908	10.2	12.5	112	740	9.3	10.2	102	
RADIORADIO	2389	704	3.0	29.5	100	*231	3.6	9.7	118	253	2.9	10.6	95	*219	2.8	9.2	92	
RKO ONE	2583	889	3.8	34.4	117	*281	4.3	10.9	133	315	3.6	12.2	109	293	3.7	11.3	113	
RKO TWO	3674	1101	4.7	30.0	102	307	4.7	8.4	102	472	5.3	12.8	115	322	4.1	8.8	88	
THE SOURCE	3514	1084	4.7	30.8	105	367	5.7	10.4	127	450	5.1	12.8	114	268	3.4	7.6	76	
NON-WIRED : BLAIR	9864	2824	12.1	28.6	97	769	11.8	7.8	95	1146	12.9	11.6	104	909	11.5	9.2	92	
INTERNET	13522	4013	17.2	29.7	101	1182	18.2	8.7	107	1383	15.6	10.2	91	1449	18.3	10.7	107	
KATZ RADIO GROUP	19321	5640	24.2	29.2	99	1275	19.6	6.6	81	2326	26.2	12.0	108	2039	25.7	10.6	105	
SUPERNET	10739	3206	13.8	29.9	102	960	14.8	8.9	109	1326	15.0	12.3	110	921	11.6	8.6	86	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	5106	1620	7.0	31.7	108	564	8.7	11.0	135	543	6.1	10.6	95	514	6.5	10.1	101	
WKDAY 9:00 AM - 1:00 PM	5383	1622	7.0	30.1	103	613	9.4	11.4	139	540	6.1	10.0	90	469	5.9	8.7	87	
WKDAY 1:00 PM - 4:30 PM	6469	2011	8.6	31.1	106	698	10.7	10.8	132	736	8.3	11.4	102	577	7.3	8.9	89	
WKDAY 4:30 PM - 7:30 PM	19661	6057	26.0	30.8	105	1904	29.3	9.7	118	2246	25.3	11.4	102	1906	24.0	9.7	97	
WKDAY 7:30 PM - 8:00 PM	27579	8355	35.9	30.3	103	2571	39.6	9.3	114	3103	35.0	11.3	101	2680	33.8	9.7	97	
WKDAY 11:00 PM - 11:30 PM	22964	6981	30.0	30.4	103	2124	32.7	9.2	113	2717	30.6	11.8	106	2140	27.0	9.3	93	
WKDAY 11:30 PM - 1:00 AM	8158	2342	10.1	28.7	98	706	10.9	8.7	106	950	10.7	11.6	104	685	8.6	8.4	84	
M-SAT 8-11 PM+SUN 7-11 PM	30140	9063	38.9	30.1	102	2633	40.5	8.7	107	3343	37.7	11.1	99	3086	38.9	10.2	102	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	617	2.6	30.1	217	3.3	10.6	129	244	2.8	11.9	107	*156	2.0	7.6	76	
ANOTHER WORLD	N	1214	457	2.0	37.6	117	1.8	9.6	118	234	2.6	19.3	172	*106	1.3	8.7	87	
AS THE WORLD TURNS	C	1740	439	1.9	25.2	86	135	2.1	7.8	95	141	1.6	8.1	72	*163	2.1	9.4	94
CAPITOL	C	1016	270	1.2	26.6	90	*94	1.4	9.3	113	*89	1.0	8.8	78	*88	1.1	8.7	87
CBS MORN. NEWS 1	C	1203	353	1.5	29.3	100	*128	2.0	10.6	130	*100	1.1	8.3	74	*125	1.6	10.4	104
CBS MORN. NEWS 2	C	773	219	0.9	28.3	96	*100	1.5	12.9	158	*54	0.6	7.0	62	*65	0.8	8.4	84
DAYS OF OUR LIVES	N	1629	622	2.7	38.2	130	157	2.4	9.6	118	304	3.4	18.7	167	160	2.0	9.8	98
FACTS OF LIFE - DAYTIME	N	961	218	0.9	22.7	77	*58	0.9	6.0	74	*68	0.8	7.1	63	*92	1.2	9.6	96
FAMILY FEUD	A	1390	390	1.7	28.1	95	181	2.8	13.0	159	122	1.4	8.8	78	*87	1.1	6.3	63
GENERAL HOSPITAL	A	1463	435	1.9	29.7	101	208	3.2	14.2	174	155	1.7	10.6	95	*73	0.9	5.0	50
GOOD MORNING, AMERICA-730 A	A	1705	577	2.5	33.8	115	244	3.8	14.3	175	184	2.1	10.8	96	149	1.9	8.7	87
GOOD MORNING, AMERICA-830 A	A	889	257	1.1	28.9	98	104	1.6	11.7	143	*82	0.9	9.2	82	*71	0.9	8.0	80
GUIDING LIGHT	C	1754	485	2.1	27.7	94	*151	2.3	8.6	105	170	1.9	9.7	87	*164	2.1	9.4	93
ONE LIFE TO LIVE	A	1100	398	1.7	36.2	123	*165	2.5	15.0	183	139	1.6	12.6	113	*94	1.2	8.5	85
PRESS YOUR LUCK	C	1222	422	1.8	34.5	117	168	2.6	13.7	168	180	2.0	14.7	132	*74	0.9	6.1	60
PRICE IS RIGHT 1	C	2692	874	3.8	32.5	110	372	5.7	13.8	169	268	3.0	10.0	89	233	2.9	8.7	86
PRICE IS RIGHT 2	C	2764	974	4.2	35.2	120	420	6.5	15.2	185	293	3.3						

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	23296	100.0	29.4	100	6495	100.0	8.2	100	8865	100.0	11.2	100	7936	100.0	10.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	7585	32.6	31.2	106	2384	36.7	9.8	120	2868	32.4	11.8	105	2332	29.4	9.6	96
NETWORK AFFILIATES - LATE		17197	5291	22.7	30.8	105	1561	24.0	9.1	111	2122	23.9	12.3	110	1608	20.3	9.4	93
INDEPENDENTS - LATE		2887	809	3.5	28.0	95	164	2.5	5.7	69	313	3.5	10.8	97	333	4.2	11.5	115
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 11301	3546	15.2	31.4	107	1205	18.6	10.7	130	1259	14.2	11.1	100	1082	13.6	9.6	96
ABC MONDAY NIGHT MOVIE		A 4379	1322	5.7	30.2	103	368	5.7	8.4	103	476	5.4	10.9	97	478	6.0	10.9	109
ABC SUNDAY NIGHT MOVIE		A 9910	2888	12.4	29.1	99	948	14.6	9.6	117	1003	11.3	10.1	90	937	11.8	9.5	94
ABC WORLD NEWS TONIGHT		A 6212	1880	8.1	30.3	103	636	9.8	10.2	125	638	7.2	10.3	92	606	7.6	9.8	97
AFTERMASH		C 4575	1508	6.5	33.0	112	406	6.3	8.9	108	646	7.3	14.1	126	456	5.7	10.0	100
ALICE		C 6777	2096	9.0	30.9	105	597	9.2	8.8	108	834	9.4	12.3	110	665	8.4	9.8	98
AMERICAN PARADE		C 4868	1432	6.1	29.4	100	466	7.2	9.6	117	532	6.0	10.9	98	434	5.5	8.9	89
BENSON		A 7593	2389	10.3	31.5	107	720	11.1	9.5	116	828	9.3	10.9	98	841	10.6	11.1	111
BLUE THUNDER		A 6036	1881	8.1	31.2	106	606	9.3	10.0	123	692	7.8	11.5	103	583	7.3	9.7	96
CAGNEY & LACEY		C 7698	2279	9.8	29.6	101	621	9.6	8.1	98	971	11.0	12.6	113	687	8.7	8.9	89
CBS EVENING NEWS-DEAN		C 4066	1182	5.1	29.1	99	411	6.3	10.1	123	398	4.5	9.8	88	373	4.7	9.2	92
CBS EVENING NEWS-RATHER		C 8092	2332	10.0	28.8	98	672	10.3	8.3	101	894	10.1	11.0	99	766	9.7	9.5	95
CBS SAT. NEWS-SCHIEFFER		C 4795	1432	6.1	29.9	102	475	7.3	9.9	121	598	6.7	12.5	112	359	4.5	7.5	75
CBS SATURDAY NIGHT MOVIE		C 6034	1853	8.0	30.7	104	536	8.3	8.9	108	700	7.9	11.6	104	617	7.8	10.2	102
CBS WEDNESDAY NIGHT MOVIE		C 4993	1420	6.1	28.4	97	426	6.6	8.5	104	567	6.4	11.4	102	427	5.4	8.6	85
CHEERS		N 6976	2170	9.3	31.1	106	446	6.9	6.4	78	874	9.9	12.5	112	850	10.7	12.2	122
DALLAS		C 13575	4429	19.0	32.6	111	1659	25.5	12.2	149	1514	17.1	11.2	100	1256	15.8	9.3	92
DIFF'RENT STROKES		N 3684	1248	5.4	33.9	115	473	7.3	12.8	157	426	4.8	11.6	103	350	4.4	9.5	95
DOUBLE TROUBLE		N 4462	1485	6.4	33.3	113	470	7.2	10.5	129	533	6.0	11.9	107	481	6.1	10.8	108
DUCK FACTORY		N 4810	1487	6.4	30.9	105	341	5.3	7.1	87	604	6.8	12.6	112	543	6.8	11.3	113
DUKES OF HAZZARD		C 5951	1863	8.0	31.3	107	659	10.1	11.1	135	586	6.6	9.8	88	618	7.8	10.4	104
DYNASTY		A 11325	3533	15.2	31.2	106	1053	16.2	9.3	113	1333	15.0	11.8	105	1147	14.5	10.1	101
FACTS OF LIFE		N 4512	1518	6.5	33.6	114	445	6.9	9.9	120	691	7.8	15.3	137	382	4.8	8.5	85
FALCON CREST		C 9215	2920	12.5	31.7	108	1074	16.5	11.7	142	1085	12.2	11.8	105	762	9.6	8.3	83
FALL GUY		A 8604	2501	10.7	29.1	99	721	11.1	8.4	102	855	9.6	9.9	89	925	11.7	10.8	107
FAMILY TIES		N 4179	1410	6.1	33.7	115	376	5.8	9.0	110	598	6.7	14.3	128	435	5.5	10.4	104
FANTASY ISLAND		A 4781	1516	6.5	31.7	108	398	6.1	8.3	102	518	5.8	10.8	97	601	7.6	12.6	126
FOULUPS, BLEEPs & BLUNDERS		A 6697	2041	8.8	30.5	104	569	8.8	8.5	104	797	9.0	11.9	106	675	8.5	10.1	101
FOUR SEASONS		C 3873	1155	5.0	29.8	101	*338	5.2	8.7	107	452	5.1	11.7	104	364	4.6	9.4	94
GIMME A BREAK		N 4310	1485	6.4	34.5	117	474	7.3	11.0	134	596	6.7	13.8	124	415	5.2	9.6	96
HART TO HART		A 5751	1681	7.2	29.2	99	512	7.9	8.9	109	701	7.9	12.2	109	467	5.9	8.1	81
HILL STREET BLUES		N 8568	2447	10.5	28.6	97	588	9.1	6.9	84	994	11.2	11.6	104	865	10.9	10.1	101
HOTEL		A 8801	2570	11.0	29.2	99	778	12.0	8.8	108	1009	11.4	11.5	103	782	9.9	8.9	89
JEFFERSONS		C 6978	2197	9.4	31.5	107	622	9.6	8.9	109	817	9.2	11.7	105	757	9.5	10.8	108
JENNIFER SLEPT HERE		N 3021	974	4.2	32.2	110	368	5.7	12.2	149	291	3.3	9.6	86	316	4.0	10.5	104
KATE & ALLIE		C 6811	2000	8.6	29.4	100	525	8.1	7.7	94	815	9.2	12.0	107	660	8.3	9.7	97
KNIGHT RIDER		N 5256	1641	7.0	31.2	106	428	6.6	8.1	99	559	6.3	10.6	95	654	8.2	12.4	124
LOVE BOAT		A 7174	2160	9.3	30.1	102	724	11.1	10.1	123	698	7.9	9.7	87	739	9.3	10.3	103
MAGNUM PI		C 10438	3120	13.4	29.9	102	874	13.5	8.4	102	1061	12.0	10.2	91	1186	14.9	11.4	113
MAMA'S FAMILY		N 3488	995	4.3	28.5	97	*286	4.4	8.2	100	375	4.2	10.8	96	335	4.2	9.6	96
MASTER, THE		N 4127	1189	5.1	28.8	98	354	5.5	8.6	105	517	5.8	12.5	112	318	4.0	7.7	77
MATT HOUSTON		A 5978	1763	7.6	29.5	100	558	8.6	9.3	114	644	7.3	10.8	96	560	7.1	9.4	94
NBC MONDAY NIGHT MOVIE		N 10446	3195	13.7	30.6	104	818	12.6	7.8	96	1139	12.8	10.9	97	1239	15.6	11.9	118
NBC NIGHTLY NEWS		N 5571	1956	8.4	35.1	119	569	8.8	10.2	125	799	9.0	14.3	128	588	7.4	10.6	105
NBC NIGHTLY NEWS-SAT		N 3675	1213	5.2	33.0	112	431	6.6	11.7	143	472	5.3	12.8	115	310	3.9	8.4	84
NBC NIGHTLY NEWS-SUN		N 2905	918	3.9	31.6	108	313	4.8	10.8	131	400	4.5	13.8	123	206	2.6	7.1	71
NBC SUNDAY NIGHT MOVIE		N 8352	2503	10.7	30.0	102	577	8.9	6.9	84	951	10.7	11.4	102	974	12.3	11.7	116
NEWHART		C 6864	2096	9.0	30.5	104	557	8.6	8.1	99	875	9.9	12.7	114	664	8.4	9.7	97
ONE DAY AT A TIME		C 3866	1346	5.8	34.8	118	472	7.3	12.2	149	446	5.0	11.5	103	428	5.4	11.1	111
PEOPLE ARE FUNNY		N 3956	1144	4.9	28.9	98	375	5.8	9.5	116	405	4.6	10.2	92	364	4.6	9.2	92
REAL PEOPLE		N 6305	2094	9.0	33.2	113	636	9.8	10.1	123	838	9.5	13.3	119	620	7.8	9.8	98
REMINGTON STEELE		N 5884	1561	6.7	26.5	90	429	6.6	7.3	89	631	7.1	10.7	96	501	6.3	8.5	85
RIPLEY'S BELIEVE IT - NOT		A 5706	1526	6.6	26.7	91	404	6.2	7.1	86	580	6.5	10.2	91	542	6.8	9.5	95
RIPTIDE		N 6202	1826	7.8	29.4	100	639	9.8	10.3	126	570	6.4	9.2	82	617	7.8	9.9	99
SCARECROW & MRS. KING		C 6513	1848	7.9	28.4	97	463	7.1	7.1	87	700	7.9	10.7	96	686	8.6	10.5	105
SIMON & SIMON		C 8593	2535	10.9	29.5	100	646	9.9	7.5	92	931	10.5	10.8	97	958	12.1	11.1	111
60 MINUTES		C 13342	4017	17.2	30.1	102	1363	21.0	10.2	125	1409	15.9	10.6	94	1246	15.7	9.3	93
ST. ELSEWHERE		N 6029	1721	7.4	28.5	97	379	5.8	6.3	77	720	8.1	11.9	107	621	7.8	10.3	103
THREE'S COMPANY		A 8565	2656	11.4	31.0	106	682	10.5	8.0	97	1048	11.8	12.2	109	926	11.7	10.8	108
T.J. HOOKER																		

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	27666	100.0	31.3	100	8323	100.0	9.4	100	9870	100.0	11.2	100	9474	100.0	10.7	100
FEMALE HOMEMAkers	80986	25662	92.8	31.7	101	7736	92.9	9.6	102	9213	93.3	11.4	102	8713	92.0	10.8	100
EMPLOYED MOTHERS	18702	5780	20.9	30.9	99	967	11.6	5.2	55	2239	22.7	12.0	107	2574	27.2	13.8	129
18 - 24	14726	3731	13.5	25.3	81	925	11.1	6.3	67	1394	14.1	9.5	85	1413	14.9	9.6	90
25 - 34	20202	5635	20.4	27.9	89	895	10.8	4.4	47	2304	23.3	11.4	102	2436	25.7	12.1	113
35 - 44	14781	5246	19.0	35.5	113	1132	13.6	7.7	81	2143	21.7	14.5	130	1970	20.8	13.3	124
45 - 54	11449	3642	13.2	31.8	102	1143	13.7	10.0	106	1264	12.8	11.0	99	1235	13.0	10.8	101
55 - 64	11846	4092	14.8	34.5	110	1557	18.7	13.1	140	1314	13.3	11.1	99	1221	12.9	10.3	96
65 OR OLDER	15459	5322	19.2	34.4	110	2671	32.1	17.3	184	1450	14.7	9.4	84	1200	12.7	7.8	72
18 - 34	34928	9366	33.9	26.8	86	1820	21.9	5.2	55	3698	37.5	10.6	95	3848	40.6	11.0	103
18 - 49	55154	16426	59.4	29.8	95	3520	42.3	6.4	68	6441	65.3	11.7	105	6465	68.2	11.7	109
25 - 54	46433	14522	52.5	31.3	100	3170	38.1	6.8	73	5712	57.9	12.3	110	5641	59.5	12.1	113
35 - 49	20226	7060	25.5	34.9	112	1700	20.4	8.4	89	2744	27.8	13.6	122	2616	27.6	12.9	121
50 OR OLDER	33310	11241	40.6	33.7	108	4803	57.7	14.4	153	3428	34.7	10.3	92	3010	31.8	9.0	84
GRADUATED COLLEGE	12110	3157	11.4	26.1	83	749	9.0	6.2	66	1020	10.3	8.4	75	1388	14.7	11.5	107
ATTENDED COLLEGE	15309	4679	16.9	30.6	98	975	11.7	6.4	68	1767	17.9	11.5	103	1937	20.4	12.7	118
GRADUATED HIGH SCHOOL	36912	11463	41.4	31.1	99	2781	33.4	7.5	80	4265	43.2	11.6	104	4417	46.6	12.0	112
DID NOT GRADUATE HIGH SCHOOL	24134	8368	30.2	34.7	111	3819	45.9	15.8	168	2817	28.5	11.7	105	1733	18.3	7.2	67
EMPLOYED FULL-TIME	35457	10693	38.7	30.2	96	2153	25.9	6.1	65	4169	42.2	11.8	105	4371	46.1	12.3	115
EMPLOYED PART-TIME	8514	2605	9.4	30.6	98	*436	5.2	5.1	54	1030	10.4	12.1	108	1140	12.0	13.4	125
NOT EMPLOYED	44494	14369	51.9	32.3	103	5734	68.9	12.9	137	4671	47.3	10.5	94	3964	41.8	8.9	83
PROFESSIONAL/MANAGER	10811	2857	10.3	26.4	85	*507	6.1	4.7	50	1119	11.3	10.4	93	1231	13.0	11.4	106
TECH/CLERICAL/SALES	19640	5741	20.8	29.2	93	850	10.2	4.3	46	2276	23.1	11.6	104	2615	27.6	13.3	124
PRECISION/CRAFT	1023	*324	1.2	31.7	101	*56	0.7	5.5	58	*210	2.1	20.5	184	*559	0.6	5.8	54
OTHER EMPLOYED	12498	4376	15.8	35.0	112	1176	14.1	9.4	100	1593	16.1	12.7	114	1607	17.0	12.9	120
SINGLE	15995	4614	16.7	28.8	92	1314	15.8	8.2	87	1797	18.2	11.2	101	1502	15.9	9.4	88
MARRIED	51689	16179	58.5	31.3	100	4429	53.2	8.6	91	5668	57.4	11.0	98	6081	64.2	11.8	110
DIVORCED/SEPARATED/HIDOWED	20780	6874	24.8	33.1	106	2579	31.0	12.4	132	2404	24.4	11.6	104	1891	20.0	9.1	85
PARENTS	33922	10482	37.9	30.9	99	2392	28.7	7.1	75	3906	39.6	11.5	103	4184	44.2	12.3	115
WHITE	76422	23210	83.9	30.4	97	6584	79.1	8.6	92	8339	84.5	10.9	98	8287	87.5	10.8	101
BLACK	10066	3642	13.2	36.2	116	1452	17.4	14.4	153	1239	12.6	12.3	110	950	10.0	9.4	88
OTHER	1976	*815	2.9	41.2	132	*287	3.4	14.5	154	*299	2.9	14.7	132	*237	2.5	12.0	112
NORTHEAST-CENSUS	19803	6130	22.2	31.0	99	1588	19.1	8.0	85	2309	23.4	11.7	105	2234	23.6	11.3	105
NORTH CENTRAL	22181	6274	22.7	28.3	90	1942	23.3	8.8	93	1971	20.0	8.9	80	2360	24.9	10.6	99
SOUTH	30082	10309	37.3	34.3	110	3429	41.2	11.4	121	3902	39.5	13.0	116	2979	31.4	9.9	92
WEST	16398	4954	17.9	30.2	97	1364	16.4	8.3	88	1688	17.1	10.3	92	1902	20.1	11.6	108
NORTHEAST-MKTG.	20163	6097	22.0	30.2	97	1571	18.9	7.8	83	2350	23.8	11.7	104	2175	23.0	10.8	101
EAST CENTRAL	13054	3830	13.8	29.3	94	1191	14.3	9.1	97	1219	12.4	9.3	84	1420	15.0	10.9	102
WEST CENTRAL	14993	4354	15.7	29.0	93	1298	15.6	8.7	92	1398	14.2	9.3	84	1659	17.5	11.1	103
SOUTH	25785	9105	32.9	35.3	113	3084	37.1	12.0	127	3421	34.7	13.3	119	2599	27.4	10.1	94
PACIFIC	14470	4281	15.5	29.6	95	1179	14.2	8.1	87	1481	15.0	10.2	92	1621	17.1	11.2	105
COUNTY SIZE A	36705	10940	39.5	29.8	95	3016	36.2	8.2	87	3850	39.0	10.5	94	4074	43.0	11.1	104
COUNTY SIZE B	26819	9030	32.6	33.7	108	2661	32.0	9.9	105	3261	33.0	12.2	109	3108	32.8	11.6	108
COUNTY SIZE C	13597	4260	15.4	31.3	100	1313	15.8	9.7	103	1607	16.3	11.8	106	1339	14.1	9.8	92
COUNTY SIZE D	11344	3437	12.4	30.3	97	1333	16.0	11.8	125	1151	11.7	10.1	91	953	10.1	8.4	78
METRO CENTRAL CITY	26825	8306	30.0	31.0	99	2651	31.9	9.9	105	2830	28.7	10.5	95	2825	29.8	10.5	98
METRO SUBURBAN	39912	12584	45.5	31.5	101	3240	38.9	8.1	86	4855	49.2	12.2	109	4489	47.4	11.2	105
NON METRO	21728	6776	24.5	31.2	100	2432	29.2	11.2	119	2184	22.1	10.1	90	2161	22.8	9.9	93
TOP 5 ADI'S	20847	6136	22.2	29.4	94	1681	20.2	8.1	86	2350	23.8	11.3	101	2104	22.2	10.1	94
TOP 10 ADI'S	28719	8089	29.2	28.2	90	2250	27.0	7.8	83	3025	30.6	10.5	94	2814	29.7	9.8	91
TOP 20 ADI'S	40904	11910	43.0	29.1	93	3473	41.7	8.5	90	4270	43.3	10.4	94	4166	44.0	10.2	95
HSGLD INC. \$50,000 OR MORE	7931	2110	7.6	26.6	85	*303	3.6	3.8	41	*883	8.9	11.1	100	924	9.8	11.7	109
\$40,000 OR MORE	15233	4061	14.7	26.7	85	695	8.4	4.6	48	1664	16.9	10.9	98	1702	18.0	11.2	104
\$30,000 OR MORE	28333	7764	28.1	27.4	88	1695	20.4	6.0	64	2898	29.4	10.2	92	3171	33.5	11.2	105
\$25,000 OR MORE	36417	10314	37.3	28.3	91	2276	27.3	6.2	66	3786	38.4	10.4	93	4252	44.9	11.7	109
\$20,000 - \$24,999	9943	3029	10.9	30.5	97	*670	8.0	6.7	72	1192	12.1	12.0	107	1167	12.3	11.7	110
\$15,000 - \$19,999	9211	2887	10.4	31.3	100	838	10.1	9.1	97	1084	11.0	11.8	105	965	10.2	10.5	98
\$10,000 - \$14,999	13477	4703	17.0	34.9	112	1578	19.0	11.7	124	1594	16.1	11.8	106	1532	16.2	11.4	106
UNDER \$10,000	19418	6733	24.3	34.7	111	2961	35.6	15.2	162	2214	22.4	11.4	102	1559	16.5	8.0	75
HOUSEHOLD OF 1 PERSON	11987	3619	13.1	30.2	97	1363	16.4	11.4	121	1191	12.1	9.9	89	1065	11.2	8.9	83
2 PEOPLE	27046	8410	30.4	31.1	99	2911	35.0	10.8	114	2937	29.8	10.9	97	2563	27.1	9.5	88
3 OR 4 PEOPLE	34251	10787	39.0	31.5	101	2657	31.9	7.8	82	3920	39.7	11.4	103	4210	44.4	12.3	115
5 OR MORE PEOPLE	15180	4850	17.5	31.9	102	1391	16.7	9.2	97	1822	18.5	12.0	108	1637	17.3	10.8	101
NO CHILD IN HSHLD	49819	15808	57.1	31.7	101	5478	65.8	11.0	117	5370	54.4	10.8	97	4960	52.4	10.0	93
CHILD(REN) UNDER 2 YRS	6045	1473	5.3	24.4	78	*411	4.9	6.8	72	*472	4.8	7.8	70	*590	6.2	9.8	91
2 - 5 YEARS	15233	4426	16.0	29.1	93	947	11.4	6.2	66	1577	16.0	10.4	93	1901	20.1	12.5	117
6 - 11 YEARS	16260	5109	18.5	31.4	100	1140	13.7	7.0	75	2172	22.0	13.4	120	1797	19.0	11.1	103
12 - 17 YEARS	19173	6336	22.9	33.0	106	1781	21.4	9.3	99	2553	25.9	13.3	119	2001	21.1	10.4	97
RESIDENCE OWNED	61371	19905	71.9	32.4	104	5879	70.6	9.6	102	7106	72.0	11.6	104	6919	73.0	11.3	105
VALUE: \$50,000 OR MORE	35355	10330	37.3	29.2	93	2721	32.7	7.7	82	3868	39.2	10.9	98	3742	39.5	10.6	99
VALUE: UNDER \$50,000	26016	9574	34.6	36.8	118	3158	37.9	12.1	129	3239	32.8	12.5	112	3177	33.5	12.2	114

PAIN RELIEVING RUBS & LIQUIDS (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(FEMALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	27666	100.0	31.3	100	8323	100.0	9.4	100	9870	100.0	11.2	100	9474	100.0	10.7	100
MAGAZINES	QUINTILE 1	17988	5775	20.9	32.1	103	1247	15.0	6.9	74	2562	26.0	14.2	128	1966	20.8	10.9	102
	QUINTILE 2	19446	6385	23.1	32.8	105	1835	22.0	9.4	100	2310	23.4	11.9	106	2240	23.6	11.5	108
	QUINTILE 3	14626	4433	16.0	30.3	97	1170	14.1	8.0	85	1488	15.1	10.2	91	1776	18.7	12.1	113
	QUINTILE 4	16014	4991	18.0	31.2	100	1499	18.0	9.4	99	1670	16.9	10.4	93	1821	19.2	11.4	106
	QUINTILE 5	20389	6083	22.0	29.8	95	2571	30.9	12.6	134	1840	18.6	9.0	81	1672	17.6	8.2	77
NEWSPAPERS	QUINTILE 1	13830	4383	15.8	31.7	101	1092	13.1	7.9	84	1774	18.0	12.8	115	1516	16.0	11.0	102
	QUINTILE 2	26350	8477	30.6	32.2	103	2226	26.7	8.4	90	3117	31.6	11.8	106	3134	33.1	11.9	111
	QUINTILE 3	12415	4059	14.7	32.7	105	1302	15.6	10.5	111	1397	14.2	11.3	101	1360	14.4	11.0	102
	QUINTILE 4	21911	6316	22.8	28.8	92	1735	20.8	7.9	84	2255	22.8	10.3	92	2326	24.6	10.6	99
	QUINTILE 5	13960	4432	16.0	31.7	102	1967	23.6	14.1	150	1326	13.4	9.5	85	1138	12.0	8.2	76
OUTDOOR	QUINTILE 1	16810	4720	17.1	28.1	90	1018	12.2	6.1	64	1550	15.7	9.2	83	2152	22.7	12.8	120
	QUINTILE 2	17101	5325	19.2	31.1	100	1431	17.2	8.4	89	1944	19.7	11.4	102	1950	20.6	11.4	106
	QUINTILE 3	17579	5475	19.8	31.1	100	1620	19.5	9.2	98	2108	21.4	12.0	107	1748	18.5	9.9	93
	QUINTILE 4	18343	5972	21.6	32.6	104	2074	24.9	11.3	120	1900	19.3	10.4	93	1998	21.1	10.9	102
	QUINTILE 5	18631	6176	22.3	33.1	106	2180	26.2	11.7	124	2369	24.0	12.7	114	1628	17.2	8.7	82
RADIO-DRIVE TIME	QUINTILE 1	17390	5725	20.7	32.9	105	1668	20.0	9.6	102	2012	20.4	11.6	104	2045	21.6	11.8	110
	QUINTILE 2	16591	5214	18.8	31.4	100	1637	19.7	9.9	105	1792	18.2	10.8	97	1785	18.8	10.8	100
	QUINTILE 3	16910	5369	19.4	31.8	102	1529	18.4	9.0	96	2002	20.3	11.8	106	1839	19.4	10.9	102
	QUINTILE 4	18002	5168	18.7	28.7	92	1414	17.0	7.9	83	1831	18.6	10.2	91	1924	20.3	10.7	100
	QUINTILE 5	19572	6190	22.4	31.6	101	2075	24.9	10.6	113	2234	22.6	11.4	102	1882	19.9	9.6	90
RADIO-MID- DAY	TERCILE 1	23248	7741	28.0	33.3	106	2191	26.3	9.4	100	2842	28.8	12.2	110	2708	28.6	11.6	109
	TERCILE 2	23667	7417	26.8	31.3	100	2200	26.4	9.3	99	2436	24.7	10.3	92	2780	29.3	11.7	110
	TERCILE 3	41549	12509	45.2	30.1	96	3932	47.2	9.5	101	4591	46.5	11.0	99	3986	42.1	9.6	90
RADIO-TOTAL	QUINTILE 1	17786	6003	21.7	33.8	108	1914	23.0	10.8	114	2055	20.8	11.6	104	2035	21.5	11.4	107
	QUINTILE 2	17316	5726	20.7	33.1	106	1434	17.2	8.3	88	1995	20.2	11.5	103	2297	24.2	13.3	124
	QUINTILE 3	18428	5750	19.0	28.5	91	1414	17.0	7.7	82	2084	21.1	11.3	101	1753	18.5	9.5	89
	QUINTILE 4	17669	5324	19.2	30.1	96	1468	17.6	8.3	88	1984	20.1	11.2	101	1872	19.8	10.6	99
	QUINTILE 5	17265	5363	19.4	31.1	99	2094	25.2	12.1	129	1752	17.8	10.1	91	1518	16.0	8.8	82
TV-PRIME TIME	QUINTILE 1	17416	5953	21.5	34.2	109	2066	24.8	11.9	126	2294	23.2	13.2	118	1594	16.8	9.2	85
	QUINTILE 2	17413	5342	19.3	30.7	98	1416	17.0	8.1	86	1934	19.6	11.1	100	1993	21.0	11.4	107
	QUINTILE 3	17943	5455	19.7	30.4	97	1526	18.3	8.5	90	1924	19.5	10.7	96	2004	21.2	11.2	104
	QUINTILE 4	18442	5800	21.0	31.4	101	1656	19.9	9.0	95	2128	21.6	11.5	103	2016	21.3	10.9	102
	QUINTILE 5	17250	5116	18.5	29.7	95	1659	19.9	9.6	102	1590	16.1	9.2	83	1867	19.7	10.8	101
TV-DAYTIME	TERCILE 1	29966	10156	36.7	33.9	108	3598	43.2	12.0	128	3511	35.6	11.7	105	3046	32.2	10.2	95
	TERCILE 2	29480	8620	31.2	29.2	93	2408	28.9	8.2	87	3192	32.3	10.8	97	3020	31.9	10.2	96
	TERCILE 3	29018	8891	32.1	30.6	98	2316	27.8	8.0	85	3166	32.1	10.9	98	3408	36.0	11.7	110
TV-TOTAL	QUINTILE 1	17740	6025	21.8	34.0	109	2243	26.9	12.6	134	2181	22.1	12.3	110	1600	16.9	9.0	84
	QUINTILE 2	17674	5740	20.7	32.5	104	1923	23.1	10.9	116	2026	20.5	11.5	103	1790	18.9	10.1	95
	QUINTILE 3	17730	5540	20.0	31.2	100	1546	18.6	8.7	93	2009	20.4	11.3	102	1985	21.0	11.2	105
	QUINTILE 4	17563	5457	19.7	31.1	99	1266	15.2	7.2	77	1921	19.5	10.9	98	2270	24.0	12.9	121
	QUINTILE 5	17757	4905	17.7	27.6	88	1344	16.1	7.6	80	1732	17.5	9.8	87	1829	19.3	10.3	96
MAGAZINES-NEWSPAPERS: DUAL		23278	7643	27.6	32.8	105	1931	23.2	8.3	88	3252	32.9	14.0	125	2459	26.0	10.6	99
MAGAZINE IMPERATIVE		21634	6816	24.6	31.5	101	1793	21.5	8.3	88	2433	24.7	11.2	101	2590	27.3	12.0	112
NEWSPAPER IMPERATIVE		23455	7182	26.0	30.6	98	2084	25.0	8.9	94	2338	23.7	10.0	89	2760	29.1	11.8	110
MAGAZINES-OUTDOOR: DUAL		17482	5083	18.4	29.1	93	983	11.8	5.6	60	2094	21.2	12.0	107	2006	21.2	11.5	107
MAGAZINE IMPERATIVE		28830	9864	35.7	34.2	109	2863	34.4	9.9	106	3813	38.6	13.2	119	3188	33.6	11.1	103
OUTDOOR IMPERATIVE		26119	7563	27.3	29.0	93	2333	28.0	8.9	95	2390	24.2	9.2	82	2840	30.0	10.9	102
MAGAZINES-RADIO: DUAL		20162	6518	23.6	32.3	103	1668	20.0	8.3	88	2508	25.4	12.4	111	2341	24.7	11.6	108
MAGAZINE IMPERATIVE		26292	8270	29.9	31.5	101	2046	24.6	7.8	83	3318	33.6	12.6	113	2906	30.7	11.1	103
RADIO IMPERATIVE		25308	7977	28.8	31.5	101	2503	30.1	9.9	105	2568	26.0	10.1	91	2907	30.7	11.5	107
MAGAZINES-TELEVISION: DUAL		17312	5834	21.1	33.7	108	1726	20.7	10.0	106	2352	23.8	13.6	122	1756	18.5	10.1	95
MAGAZINE IMPERATIVE		29099	8765	31.7	30.1	96	1809	21.7	6.2	66	3439	34.8	11.8	106	3517	37.1	12.1	113
TELEVISION IMPERATIVE		27505	8680	31.4	31.6	101	3311	39.8	12.0	128	2688	27.2	9.8	88	2681	28.3	9.7	91
NEWSPAPERS-OUTDOOR: DUAL		18628	5838	21.1	31.3	100	1213	14.6	6.5	69	2116	21.4	11.4	102	2509	26.5	13.5	126
NEWSPAPER IMPERATIVE		29178	9482	35.0	33.2	106	2966	35.6	10.2	108	3734	37.8	12.8	115	2983	31.5	10.2	95
OUTDOOR IMPERATIVE		25260	7294	26.4	28.9	92	2190	26.3	8.7	92	2557	25.9	10.1	91	2547	26.9	10.1	94
NEWSPAPERS-RADIO: DUAL		19246	6319	22.8	32.8	105	1794	21.6	9.3	99	2326	23.6	12.1	108	2199	23.2	11.4	107
NEWSPAPER IMPERATIVE		28155	8704	31.5	30.9	99	2197	26.4	7.8	83	3343	33.9	11.9	106	3165	33.4	11.2	105
RADIO IMPERATIVE		25308	8125	29.4	32.1	103	2436	29.0	9.5	101	2807	28.4	11.1	99	2901	30.6	11.5	107
NEWSPAPERS-TELEVISION: DUAL		18615	6276	22.7	33.7	108	2003	24.1	10.8	114	2111	21.4	11.3	102	2162	22.8	11.6	108
NEWSPAPER IMPERATIVE		29207	8934	32.3	30.6	98	1945	23.4	6.7	71	3495	35.4	12.0	107	3495	36.9	12.0	112
TELEVISION IMPERATIVE		25472	8203	29.7	32.2	103	3078	37.0	12.1	128	2975	30.1	11.7	105	2150	22.7	8.4	79
OUTDOOR-RADIO: DUAL		17292	5414	19.6	31.3	100	1365	16.4	7.9	84	1880	19.0	10.9	97	2169	22.9	12.5	117
OUTDOOR IMPERATIVE		26915	7797															

	TOTAL U.S. '000	ALL USERS EVERY A WEEK OR MORE				HEAVY USERS EVERY A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	27666	100.0	31.3	100	8323	100.0	9.4	100	9870	100.0	11.2	100	9474	100.0	10.7	100
ATLANTIC MONTHLY	415	**128	0.5	30.8	99	**60	0.7	14.5	154	**39	0.4	9.4	84	**29	0.3	7.0	65
BARRON'S	522	**147	0.5	28.2	90	**15	0.2	2.9	31	**117	1.2	22.4	201	**25	0.2	2.9	27
BETTER HOMES & GARDENS	17429	5848	21.1	33.6	107	1549	18.6	8.9	94	2243	22.7	12.9	115	2057	21.7	11.8	110
BON APPETIT	2772	956	3.5	34.5	110	*302	3.6	10.9	116	*362	3.7	13.1	117	292	3.1	10.5	98
BUSINESS WEEK	1469	427	1.5	29.1	93	**74	0.9	5.0	54	*184	1.9	12.5	112	*169	1.9	11.5	107
CAR AND DRIVER	397	*203	0.7	51.1	164	**37	0.4	9.3	99	**64	0.6	16.1	144	**101	1.1	25.4	238
CBS MAGAZINE NETWORK (GROSS)	1633	**629	2.3	38.5	123	**108	1.3	6.6	70	*291	2.9	17.8	160	*230	2.4	14.1	132
CHANGING TIMES	1554	485	1.8	31.2	100	*161	1.9	10.4	110	*187	1.9	12.0	108	*137	1.4	8.8	82
COLONIAL HOMES	1304	327	1.2	25.1	80	*102	1.2	7.8	83	**105	1.1	8.1	72	**121	1.3	9.3	87
CONDE NAST MAG. PKG. (GROSS)	17858	5246	19.0	29.4	94	1053	12.7	5.9	63	2339	23.7	13.1	117	1854	19.6	10.4	97
CONSUMERS DIGEST	1406	557	2.0	39.6	127	**142	1.7	10.1	107	*233	2.4	16.6	149	*182	1.9	12.9	121
COSMOPOLITAN	8815	2930	10.6	33.2	106	643	7.7	7.3	78	1130	11.4	12.8	115	1157	12.2	13.1	123
COUNTRY LIVING	2636	906	3.3	34.4	110	*163	2.0	6.2	66	367	3.7	13.9	125	377	4.0	14.3	134
CUISINE	1554	559	2.0	36.0	115	**80	1.0	5.1	55	*204	2.1	13.1	118	*276	2.9	17.8	166
CYCLE WORLD	469	*155	0.6	33.0	106	**42	0.5	9.0	95	**44	0.4	9.4	84	**69	0.7	14.7	137
DCI:CREATIVE IDEAS FOR LIV	2631	993	3.6	37.7	121	*272	3.3	10.3	110	430	4.4	16.3	146	291	3.1	11.1	103
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	2409	8.7	34.1	109	572	6.9	8.1	86	1037	10.5	14.7	132	800	8.4	11.3	106
DISCOVER	998	361	1.3	36.2	116	**53	0.6	5.3	56	*168	1.7	16.8	151	**141	1.5	14.1	132
EBONY	4289	1545	5.6	36.0	115	558	6.7	13.0	138	567	5.7	13.2	118	420	4.4	9.8	91
ESQUIRE	1176	425	1.5	36.1	116	*166	2.0	14.1	150	*160	1.6	13.6	122	*100	1.1	8.5	79
ESSENCE	2392	902	3.3	37.7	121	296	3.6	12.4	132	333	3.4	13.9	125	273	2.9	11.4	107
FAMILY CIRCLE	17209	5590	20.2	32.5	104	1564	18.8	9.1	97	2175	22.0	12.6	113	1852	19.5	10.8	100
THE FAMILY HANDYMAN	1184	414	1.5	35.0	112	**124	1.5	10.5	111	*153	1.6	12.9	116	*137	1.4	11.6	108
FAMILY WEEKLY	12391	4081	14.8	32.9	105	1179	14.2	9.5	101	1573	15.9	12.7	114	1329	14.0	10.7	100
FIELD & STREAM	2438	818	3.0	33.6	107	*204	2.5	8.4	89	*319	3.2	13.1	117	295	3.1	12.1	113
FOOD & WINE	614	*186	0.7	30.3	97	**43	0.5	7.0	74	**94	1.0	15.3	137	**49	0.5	8.0	75
FOUR	813	*259	0.9	31.9	102	**48	0.6	5.9	63	**158	1.6	19.4	174	**53	0.6	6.5	61
FORTUNE	1083	*269	1.0	24.8	79	**51	0.6	4.7	50	**149	1.5	13.8	123	**69	0.7	6.4	59
GENTLEMEN'S QUARTERLY	1197	*273	1.0	22.8	73	**116	1.4	9.7	103	**104	1.1	8.7	78	**53	0.6	4.4	41
GLAMOUR	6625	2034	7.4	30.7	98	454	5.5	6.9	73	822	8.3	12.4	111	758	8.0	11.4	107
GOLF DIGEST	707	*197	0.7	27.9	89	**51	0.6	7.2	77	**125	1.3	17.7	158	**20	0.2	2.8	26
GOLF DIGEST/TENNIS (GROSS)	1316	347	1.3	26.4	84	**75	0.9	5.7	61	*192	1.9	14.6	131	**80	0.8	6.1	57
GOLF MAGAZINE	469	**144	0.5	30.7	98	**47	0.6	10.0	107	**78	0.8	16.6	149	**19	0.2	4.1	38
GOLF MAGAZINE/SKI (GROSS)	1060	295	1.1	27.8	89	**73	0.9	6.9	73	**134	1.4	12.6	113	**89	0.9	8.4	78
GOOD HOUSEKEEPING	17784	5788	20.9	32.5	104	1439	17.3	8.1	86	2473	25.1	13.9	125	1877	19.8	10.6	99
HARPER'S BAZAAR	2931	953	3.4	32.5	104	*158	1.9	5.4	57	416	4.2	14.2	127	380	4.0	13.0	121
HEALTH	2199	830	3.0	37.7	121	199	2.4	9.0	96	394	4.0	17.9	161	*237	2.5	10.8	101
HEARST MAG CORP. BUY (GROSS)	49148	16140	58.3	32.8	105	3725	44.8	7.6	81	6630	67.2	13.5	121	5785	61.1	11.8	110
HEARST MAN POWER (GROSS)	2113	741	2.7	35.1	112	*164	2.0	7.8	82	*300	3.0	14.2	127	277	2.9	13.1	122
HEARST WOMAN POWER (GROSS)	35062	11542	41.7	32.9	105	2701	32.5	7.7	82	4863	49.3	13.9	124	3977	42.0	11.3	106
HOUSE BEAUTIFUL	3865	1365	4.9	35.3	113	366	4.4	9.5	101	478	4.8	12.4	111	521	5.5	13.5	126
INC.	315	**135	0.5	42.9	137	**25	0.3	7.9	84	**67	0.7	21.3	191	**44	0.5	14.0	130
JET	3690	1321	4.8	35.8	114	478	5.7	13.0	138	478	4.8	13.0	116	365	3.9	9.9	92
LADIES' HOME JOURNAL	12930	4336	15.7	33.5	107	1035	12.4	8.0	85	1795	18.2	13.9	124	1506	15.9	11.6	109
LHJ FAMILY GRP COMBO(GROSS)	18161	6182	22.3	34.0	109	1431	17.2	7.9	84	2643	26.8	14.6	130	2108	22.3	11.6	108
LIFE	5065	1403	5.1	27.7	89	289	3.5	5.7	61	627	6.4	12.4	111	487	5.1	9.6	90
L.A. TIMES HOME MAGAZINE	1310	472	1.7	36.0	115	**53	0.6	4.0	43	**203	2.1	15.5	139	*216	2.3	16.5	154
MADAMEELLE	3759	1130	4.1	30.1	96	*191	2.3	5.1	54	529	5.4	14.1	126	410	4.3	10.9	102
MC CALL'S	14658	4738	17.1	32.3	103	1321	15.9	9.0	96	1870	18.9	12.6	114	1548	16.3	10.6	99
MC CALL'S/WRK MOTHER (GROSS)	15857	5139	18.6	32.4	104	1407	16.9	8.9	94	2023	20.5	12.8	114	1709	18.0	10.8	101
MECHANIX ILLUSTRATED	809	*269	1.0	33.3	106	**81	1.0	10.0	106	**130	1.3	16.1	144	**58	0.6	7.2	67
METROPOLITAN HOME	1009	314	1.1	31.1	100	**59	0.7	5.8	62	**96	1.0	9.5	85	**159	1.7	15.8	147
MONEY	1707	530	1.9	31.0	99	**104	1.2	6.1	65	*203	2.1	11.9	107	*223	2.4	13.1	122
MOTHER EARTH NEWS	1123	327	1.2	29.1	93	**128	1.5	11.4	121	**96	1.0	8.5	77	**103	1.1	9.2	86
MS.	932	265	1.0	28.4	91	**49	0.6	5.3	56	**88	0.9	9.4	85	**128	1.4	13.7	128
NATIONAL ENQUIRER	11971	4277	15.5	35.7	114	1311	15.8	11.0	116	1602	16.2	13.4	120	1364	14.4	11.4	106
NATIONAL GEOGRAPHIC	10503	3065	11.1	29.2	93	712	8.6	6.8	72	1149	11.6	10.9	98	1204	12.7	11.5	107
NATIONAL SUNDAY MAGAZINE PKG	54325	17180	62.1	31.6	101	4588	55.1	8.4	90	6423	65.1	11.8	106	6168	65.1	11.4	106
NATURAL HISTORY	626	*120	0.4	19.2	61	**37	0.4	5.9	63	**24	0.2	3.8	34	**58	0.6	9.3	87
NEW WOMAN	1992	551	2.0	27.7	88	**72	0.9	3.6	38	*167	1.7	8.4	75	*312	3.3	15.7	146
NEW YORK INCLUDING CUE	547	*121	0.4	22.1	71	**24	0.3	4.4	47	**68	0.7	12.4	111	**30	0.3	5.5	51
THE NEW YORKER	1380	381	1.4	27.6	88	**80	1.0	5.8	62	*137	1.4	9.9	89	*164	1.7	11.9	111
NEWSWEEK	6925	2082	7.5	30.1	96	463	5.6	6.7	71	768	7.8	11.1	99	851	9.0	12.3	115
THE N.Y. TIMES DAILY EDITION	1363	241	0.9	17.7	57	**56	0.7	4.1	44	**114	1.2	8.4	75	**71	0.7	5.2	49
THE N.Y. TIMES MAGAZINE	2333	517	1.9	22.2	71	*83	1.0	3.6	38	*257	2.6	11.0	99	*177	1.9	7.6	71
OWN	872	296	1.1	33.9	109	**41	0.5	4.7	50	**105	1.1	12.0	108	*150	1.6	17.2	161
ON CABLE	1298	483	1.7	37.2	119	**109	1.3	8.4	89	*212	2.1	16.3	146	*162	1.7	12.5	117
1001 HOME IDEAS	3032	1016	3.7	33.5	107	*197	2.4	6.5	69	455	4.6	15.0	135	365	3.9	12.0	112
ORGANIC GARDENING	1680	596	2.2	35.5	113	*160	1.9	9.5	101	*187	1.9	11.1	100	*249	2.6	14.8	138
OUTDOOR LIFE	940	307	1.1	32.0	102	**78	0.9	8.1	86	*169	1.7	17.6	158	**59	0.6	6.1	57
PARADE MAGAZINE	26755	8380	30.3	31.3	100	2233	26.8	8.3	89	3109	31.5	11.6	104	3038	32.1	11.4	106

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	27666	100.0	31.3	100	8323	100.0	9.4	100	9870	100.0	11.2	100	5474	100.0	10.7	100
PARENTS	4173	1001	3.6	24.0	77	*160	1.9	3.8	41	347	3.5	8.3	75	494	5.2	11.8	111
PENTHOUSE	973	*267	1.0	27.4	88	**56	0.7	5.8	61	**107	1.1	11.0	99	**105	1.1	10.8	101
PEOPLE	13479	4473	16.2	32.3	106	1027	12.3	7.6	81	1942	19.7	14.4	129	1504	15.9	11.2	104
PLAYBOY	2183	719	2.6	32.9	105	*123	1.5	5.6	60	334	3.4	15.3	137	*261	2.8	12.0	112
POPULAR HOT RODDING	388	**71	0.3	18.3	59	**27	0.3	7.0	74	**21	0.2	5.4	49	**23	0.2	5.9	55
POPULAR MECHANICS	1037	*349	1.3	33.7	108	**112	1.3	10.8	115	**136	1.4	13.1	118	**101	1.1	9.7	91
POPULAR SCIENCE	920	324	1.2	35.2	113	**25	0.3	2.7	29	**171	1.7	18.6	167	**129	1.4	14.0	131
PREVENTION	4071	1400	5.1	34.4	110	503	6.0	12.4	131	383	3.9	9.4	84	514	5.4	12.6	118
PSYCHOLOGY TODAY	1940	570	2.1	29.4	94	*88	1.1	4.5	48	*194	2.0	10.0	90	*288	3.0	14.8	139
READER'S DIGEST	24031	8006	28.9	33.3	107	2251	27.0	9.4	100	3092	31.3	12.9	115	2662	28.1	11.1	103
REDBOOK	8464	2823	10.2	33.4	107	619	7.4	7.3	78	1261	12.8	14.9	134	943	10.0	11.1	104
ROAD & TRACK	429	**165	0.6	38.5	123	**13	0.2	3.0	32	**85	0.9	19.8	178	**67	0.7	15.6	146
ROLLING STONE	1355	507	1.8	37.4	120	**81	1.0	6.0	64	*241	2.4	17.8	159	*185	2.0	13.7	127
RUNNER'S WORLD	329	**65	0.2	19.8	63	**9	0.1	2.7	29	**11	0.1	3.3	30	**45	0.5	13.7	128
SATURDAY EVENING POST	1268	472	1.7	37.2	119	*156	1.9	12.3	131	*125	1.3	9.9	88	*191	2.0	15.1	141
SCIENCE 84	702	*244	0.9	34.8	111	**72	0.9	10.3	109	**91	0.9	13.0	116	**81	0.9	11.5	108
SCIENCE DIGEST	553	*207	0.7	37.4	120	**19	0.2	3.4	37	**93	0.9	16.8	151	**95	1.0	17.2	160
SCIENTIFIC AMERICAN	615	*163	0.6	26.5	85	*16	0.2	2.6	28	**69	0.7	11.2	101	**78	0.8	12.7	118
SELF	2683	738	2.7	27.5	88	**97	1.2	3.6	38	342	3.5	12.7	114	*299	3.2	11.1	104
SEVENTEEN	3309	991	3.6	29.9	96	*313	3.8	9.5	101	430	4.4	13.0	116	*248	2.6	7.5	70
SKI	591	*152	0.5	25.7	82	**26	0.3	4.4	47	**56	0.6	9.5	85	**70	0.7	11.8	111
SMITHSONIAN	3039	651	2.4	21.4	68	*163	2.0	5.4	57	*215	2.2	7.1	63	273	2.9	9.0	84
SOAP OPERA DIGEST	3683	1411	5.1	38.3	123	493	5.9	13.4	142	466	4.7	12.7	113	452	4.8	12.3	115
SOUTHERN LIVING	4434	1417	5.1	32.0	102	300	3.6	6.8	72	608	6.2	13.7	123	509	5.4	11.5	107
SPOUR	701	*223	0.8	31.8	102	**82	1.0	11.7	124	**93	0.9	13.3	119	**49	0.5	7.0	65
THE SPORTING NEWS	518	**228	0.8	44.0	141	**96	1.2	18.5	197	**89	0.9	17.2	154	**44	0.5	8.5	79
SPORTS AFIELD	523	*184	0.7	35.2	112	**33	0.4	6.3	67	**71	0.7	13.6	122	**80	0.8	15.3	143
SPORTS ILLUSTRATED	3325	1119	4.0	33.7	108	*239	2.9	7.2	76	545	5.5	16.4	147	335	3.5	10.1	94
STAR	8567	3373	12.2	39.4	126	1055	12.7	12.3	131	1357	13.7	15.8	142	961	10.1	11.2	105
SUNDAY	27630	8364	30.2	30.3	97	2256	27.1	8.2	87	3003	30.4	10.9	97	3106	32.8	11.2	105
SUNSET	2219	639	2.3	28.8	92	**103	1.2	4.6	49	*167	1.7	7.5	67	369	3.9	16.6	155
TV GUIDE	24258	8149	29.5	33.6	107	2321	27.9	9.6	102	3123	31.6	12.9	115	2705	28.6	11.2	104
TENNIS	609	*150	0.5	24.6	79	**24	0.3	3.9	42	**67	0.7	11.0	99	**59	0.6	9.7	90
TIME	9929	3126	11.3	31.5	101	644	7.7	6.5	69	1332	13.5	13.4	120	1150	12.1	11.6	108
TOWN & COUNTRY	1062	269	1.0	25.3	81	**69	0.8	6.5	69	**81	0.8	7.6	68	**118	1.2	11.1	104
TRAVEL & LEISURE	1051	341	1.2	32.4	104	**79	0.9	7.5	80	**140	1.4	13.3	119	**122	1.3	11.6	108
TRUE STORY	3946	1433	5.2	36.3	116	533	6.4	13.5	144	442	4.5	11.2	100	458	4.8	11.6	108
U.S. NEWS & WORLD REPORT	3782	1135	4.1	30.0	96	233	2.8	6.2	65	460	4.7	12.2	109	441	4.7	11.7	109
USA TODAY	1874	686	2.5	36.6	117	*245	2.9	13.1	139	*238	2.4	12.7	114	*203	2.1	10.8	101
US	2213	838	3.0	37.9	121	**95	1.1	4.3	46	399	4.0	18.0	162	344	3.6	15.5	145
VOGUE	4792	1344	4.9	28.0	90	311	3.7	6.5	69	646	6.5	13.5	121	387	4.1	8.1	75
WALL STREET JOURNAL	2045	479	1.7	23.4	75	**113	1.4	5.5	59	*203	2.1	9.9	89	*163	1.7	8.0	74
WEIGHT WATCHERS	2364	792	2.9	33.5	107	*209	2.5	8.8	94	272	2.8	11.5	103	311	3.3	13.2	123
WOMAN'S DAY	15182	4836	17.5	31.9	102	1426	17.1	9.4	100	1764	17.9	11.6	104	1646	17.4	10.8	101
WORKING MOTHER	1198	401	1.4	33.5	107	**87	1.0	7.3	77	*153	1.6	12.8	114	*161	1.7	13.4	125
WORKING WOMAN	1523	539	1.9	35.4	113	*101	1.2	6.6	70	*165	1.7	10.8	97	*274	2.9	18.0	168
WORLD TENNIS	*183	**75	0.3	41.0	131	**26	0.3	14.2	151	**34	0.3	18.6	167	**14	0.1	7.7	71
ZIFF-DAVIS MAG NETWK (GROSS)	2776	914	3.3	32.9	105	*206	2.5	7.4	79	353	3.6	12.7	114	355	3.7	12.8	119
BLAIR INSERTS	47909	14977	54.1	31.3	100	3838	46.1	8.0	85	5651	57.3	11.8	106	5488	57.9	11.5	107
DAILY NEWSPAPERS																	
READ ANY	56731	17950	64.9	31.6	101	4992	60.0	8.8	94	6531	66.2	11.5	103	6428	67.8	11.3	106
READ ONE	47696	15211	55.0	31.9	102	4371	52.5	9.2	97	5405	54.8	11.3	102	5435	57.4	11.4	106
READ TWO OR MORE	9034	2738	9.9	30.3	97	621	7.5	6.9	73	1126	11.4	12.5	112	992	10.5	11.0	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	18207	65.8	31.5	101	4744	57.0	8.2	87	6925	70.2	12.0	108	6538	69.0	11.3	106
READ ONE	50513	16019	57.9	31.7	101	4117	49.5	8.2	87	6045	61.2	12.0	107	5857	61.8	11.6	108
READ TWO OR MORE	7219	2189	7.9	30.3	97	627	7.5	8.7	92	880	8.9	12.2	109	681	7.2	9.4	88
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	26.22				22.33				25.84				29.85			
30 DAY REACH	78184	24130	87.2	30.9	99	7172	86.2	9.2	98	8414	85.2	10.8	96	8544	90.2	10.9	102
50 SHWG - 30 DAY AV FREQ	14.80	13.82				11.85				13.65				15.61			
30 DAY REACH	74239	22944	82.9	30.9	99	6771	81.4	9.1	97	7970	80.7	10.7	96	8203	86.6	11.0	103
25 SHWG - 30 DAY AV FREQ	8.05	7.52				6.60				7.38				8.38			
30 DAY REACH	68254	21052	76.1	30.8	99	6083	73.1	8.9	95	7341	74.4	10.8	96	7629	80.5	11.2	104
CABLE TV: HOME WIRED	35215	12313	44.5	35.0	112	3107	37.3	8.8	94	4594	46.5	13.0	117	4612	48.7	13.1	122
HOME NOT WIRED	53250	15354	55.5	28.8	92	5215	62.7	9.8	104	5276	53.5	9.9	89	4863	51.3	9.1	85
HAVE PAY CABLE	17885	6393	23.1	35.7	114	1465	17.6	8.2	87	2464	25.0	13.8	123	2463	26.0	13.8	129

PAIN RELIEVING RUBS & LIQUIDS (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	27666	100.0	31.3	100	8323	100.0	9.4	100	9870	100.0	11.2	100	9474	100.0	10.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	15023	54.3	31.3	100	4098	49.2	8.5	91	5504	55.8	11.5	103	5422	57.2	11.3	105
10:00 AM - 3:00 PM	33674	10877	39.3	32.3	103	3162	38.0	9.4	100	3798	38.5	11.3	101	3917	41.3	11.6	109
3:00 PM - 7:00 PM	34431	10500	38.0	30.5	98	2878	34.6	8.4	89	3763	38.1	10.9	98	3859	40.7	11.2	105
7:00 PM - MIDNIGHT	17761	5624	20.3	31.7	101	1370	16.5	7.7	82	2128	21.6	12.0	101	2126	22.4	12.0	112
MIDNIGHT - 6:00 AM	10087	3340	12.1	33.1	106	892	10.7	8.8	94	1290	13.1	12.8	115	1158	12.2	11.5	107
6:00 AM - MIDNIGHT	64318	20094	72.6	31.2	100	5518	66.3	8.6	91	7342	74.4	11.4	102	7234	76.4	11.2	105
ENTIRE DAY	65181	20394	73.7	31.3	100	5607	67.4	8.6	91	7482	75.8	11.5	103	7305	77.1	11.2	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	5323	19.2	30.6	98	1257	15.1	7.2	77	1898	19.2	10.9	98	2169	22.9	12.5	116
ALL NEWS	2520	694	2.5	27.5	88	*155	1.9	6.2	65	*294	3.0	11.7	105	*245	2.6	9.7	91
AOR/PROGRESSIVE	4419	1303	4.7	29.5	94	259	3.1	5.9	62	600	6.1	13.6	122	444	4.7	10.0	94
BEAUTIFUL MUSIC	6119	1865	6.7	30.5	97	569	6.8	9.3	99	572	5.8	9.3	84	724	7.6	11.8	110
BLACK	2623	980	3.5	37.4	119	412	5.0	15.7	167	329	3.3	12.5	112	*239	2.5	9.1	85
CLASSICAL	1553	457	1.7	29.4	94	*142	1.7	9.1	97	*144	1.5	9.3	83	*171	1.8	11.0	103
CHR/ROCK	11282	3499	12.6	31.0	99	752	9.0	6.7	71	1320	13.4	11.7	105	1427	15.1	12.6	118
COUNTRY	13343	4434	16.0	33.2	106	1339	16.1	10.0	107	1682	17.0	12.6	113	1413	14.9	10.6	99
GOLDEN OLDIES	1299	470	1.7	36.2	116	*159	1.9	12.2	130	*145	1.5	11.2	100	*167	1.8	12.9	120
MOR/NOSTALGIA	5241	1568	5.7	29.9	96	411	4.9	7.8	83	608	6.2	11.6	104	550	5.8	10.5	98
NEWS/TALK	4165	1017	3.7	24.4	78	252	3.0	6.1	64	281	2.8	6.7	60	484	5.1	11.6	109
RELIGIOUS	3324	986	3.6	29.7	95	364	4.4	11.0	116	277	2.8	8.3	75	345	3.6	10.4	97
SOFT ROCK	609	*214	0.8	35.1	112	*28	0.3	4.6	49	*55	0.6	9.0	81	*131	1.4	21.5	201
URBAN CONTEMPORARY	1853	734	2.7	39.6	127	283	3.4	15.3	162	*234	2.4	12.6	113	*217	2.3	11.7	109
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1127	4.1	30.3	97	325	3.9	8.7	93	377	3.8	10.1	91	425	4.5	11.4	107
ABC DIRECTION	2488	795	2.9	32.0	102	342	4.1	13.7	146	231	2.3	9.3	83	222	2.3	8.9	83
ABC ENTERTAINMENT	5129	1450	5.2	28.3	90	464	5.6	9.0	96	493	5.0	9.6	86	493	5.2	9.6	90
ABC FM	2498	912	3.3	36.5	117	*289	3.5	11.6	123	*224	2.3	9.0	80	399	4.2	16.0	149
ABC INFORMATION	5721	1700	6.1	29.7	95	471	5.7	8.2	88	643	6.5	11.2	101	586	6.2	10.2	96
ABC ROCK	2021	640	2.3	31.7	101	*120	1.4	5.9	63	*279	2.8	13.8	124	*241	2.5	11.9	111
CBS	4756	1352	4.9	28.4	91	322	3.9	6.8	72	519	5.3	10.9	98	512	5.4	10.8	101
MUTUAL	5272	1839	6.6	34.9	112	471	5.7	8.9	95	724	7.3	13.7	123	644	6.8	12.2	114
NBC	4964	1379	5.0	27.8	89	314	3.8	6.3	67	450	4.6	9.1	81	615	6.5	12.4	116
RADIORADIO	2218	559	2.0	25.2	81	*150	1.8	6.8	72	*197	2.0	8.9	80	*212	2.2	9.6	89
RKO ONE	2565	784	2.8	30.6	98	*240	2.9	9.4	99	*321	3.3	12.5	112	*223	2.4	8.7	81
RKO TWO	3640	1054	3.8	29.0	93	309	3.7	8.5	90	361	3.7	9.9	89	384	4.1	10.5	99
THE SOURCE	2467	718	2.6	29.1	93	*150	1.8	6.1	65	*313	3.2	12.7	114	*255	2.7	10.3	97
NON-HIRED : BLAIR	9466	3065	11.1	32.4	104	800	9.6	8.5	90	1214	12.3	12.8	115	1051	11.1	11.1	104
INTERNET	13616	4457	16.1	32.7	105	1165	14.0	8.6	91	1422	14.4	10.4	94	1870	19.7	13.7	128
KATZ RADIO GROUP	16998	5039	18.2	29.6	95	1194	14.3	7.0	75	1932	19.6	11.4	102	1912	20.2	11.2	105
SUPERNET	11622	3609	13.0	31.1	99	981	11.8	8.4	90	1459	14.8	12.6	113	1170	12.3	10.1	94
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	3064	11.1	32.5	104	1040	12.5	11.0	117	1030	10.4	10.9	98	993	10.5	10.5	98
WKDAY 9:00 AM - 1:00 PM	13304	4599	16.6	34.6	111	1675	20.1	12.6	134	1603	16.2	12.0	108	1321	13.9	9.9	93
WKDAY 1:00 PM - 4:30 PM	17591	5955	21.5	33.9	108	2061	24.8	11.7	125	2141	21.7	12.2	105	1754	18.5	10.0	93
WKDAY 4:30 PM - 7:30 PM	24418	8027	29.0	32.9	105	2675	32.1	11.0	116	2903	29.4	11.9	107	2449	25.8	10.0	94
WKDAY 7:30 PM - 8:00 PM	34400	11185	40.4	32.5	104	3641	43.7	10.6	112	4003	40.6	11.6	104	3541	37.4	10.3	96
WKDAY 11:00 PM - 11:30 PM	26120	8539	30.9	32.7	105	2748	33.0	10.5	112	2987	30.3	11.4	102	2804	29.6	10.7	100
WKDAY 11:30 PM - 1:00 AM	8402	2869	10.4	34.1	109	889	10.7	10.6	112	982	9.9	11.7	105	998	10.5	11.9	111
M-SAT 8-11 PM+SUN 7-11 PM	36828	11793	42.6	32.0	102	3618	43.5	9.8	104	4344	44.0	11.8	106	3832	40.4	10.4	97
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	2459	8.9	34.1	109	869	10.4	12.0	128	801	8.1	11.1	99	789	8.3	10.9	102
ANOTHER WORLD	N 4924	1567	5.7	31.8	102	594	7.1	12.1	128	502	5.1	10.2	91	471	5.0	9.6	89
AS THE WORLD TURNS	C 5966	2104	7.6	35.3	113	719	8.6	12.1	128	820	8.3	13.7	123	564	6.0	9.5	88
CAPITOL	C 3672	1380	5.0	37.6	120	525	6.3	14.3	152	518	5.2	14.1	126	337	3.6	9.2	86
CBS MORN. NEWS 1	C 1590	565	2.0	35.5	114	198	2.4	12.5	132	200	2.0	12.6	113	167	1.8	10.5	98
CBS MORN. NEWS 2	C 1298	399	1.4	30.7	98	142	1.7	10.9	116	153	1.6	11.8	106	105	1.1	8.1	76
DAYS OF OUR LIVES	N 6389	2122	7.7	33.2	106	798	9.6	12.5	133	707	7.2	11.1	99	617	6.5	9.7	90
FACTS OF LIFE - DAYTIME	N 2526	888	3.2	35.2	112	327	3.9	12.9	138	286	2.9	11.3	101	274	2.9	10.8	101
FAMILY FEUD	A 3427	1085	3.9	31.7	101	422	5.1	12.3	131	372	3.8	10.9	97	291	3.1	8.5	79
GENERAL HOSPITAL	A 6870	2251	8.1	32.8	105	713	8.6	10.4	110	868	8.8	12.6	113	670	7.1	9.8	91
GOOD MORNING, AMERICA-730A	A 3767	1209	4.4	32.1	103	343	4.1	9.1	97	446	4.5	11.8	106	420	4.4	11.1	104
GOOD MORNING, AMERICA-830A	A 3076	963	3.5	31.3	100	218	2.6	7.1	75	348	3.5	11.3	101	396	4.2	12.9	120
GUIDING LIGHT	C 5789	2007	7.3	34.7	111	725	8.7	12.5	133	737	7.5	12.7	114	546	5.8	9.4	88
ONE LIFE TO LIVE	A 4918	1729	6.2	35.2	112	577	6.9	11.7	125	594	6.0	12.1	108	558	5.9	11.3	106
PRESS YOUR LUCK	C 2367	843	3.0	35.6	114	339	4.1	14.3	152	317	3.2	13.4	120	187	2.0	7.9	74
PRICE IS RIGHT 1	C 4727	1780	6.4	37.7	120	730	8.8	15.4	164	646	6.5	13.7	122	404	4.3		

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES		88464	27666	100.0	31.3	100	8323	100.0	9.4	100	9870	100.0	11.2	100	9474	100.0	10.7	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	9232	33.4	33.0	106	3260	39.2	11.7	124	3212	32.5	11.5	103	2760	29.1	9.9	92
NETWORK AFFILIATES - LATE		21966	7262	26.2	33.1	106	2330	28.0	10.6	113	2565	26.0	11.7	105	2367	25.0	10.8	101
INDEPENDENTS - LATE		2247	639	2.3	28.4	91	172	2.1	7.7	81	267	2.7	11.9	107	199	2.1	8.9	83
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 11524	4017	14.5	34.9	111	1298	15.6	11.3	120	1619	16.4	14.0	126	1100	11.6	9.5	89
ABC MONDAY NIGHT MOVIE		A 6879	2096	7.6	30.5	97	623	7.5	9.1	96	776	7.9	11.3	101	697	7.4	10.1	95
ABC SUNDAY NIGHT MOVIE		A 13690	4345	15.7	31.7	101	1275	15.3	9.3	99	1519	15.4	11.1	99	1551	16.4	11.3	106
ABC WORLD NEWS TONIGHT		A 6589	2219	8.0	33.7	108	817	9.8	12.4	132	779	7.9	11.8	106	623	6.6	9.5	88
AFTERMASH		C 6391	2368	8.6	37.1	118	856	10.3	13.4	142	929	9.4	14.5	130	583	6.2	9.1	85
ALICE		C 10273	3409	12.3	33.2	106	1078	13.0	10.5	112	1384	14.0	13.5	121	947	10.0	9.2	86
AMERICAN PARADE		C 7130	2119	7.7	29.7	95	585	7.0	8.2	87	845	8.6	11.9	106	689	7.3	9.7	90
BENSON		A 11665	3877	14.0	33.2	106	1183	14.2	10.1	108	1450	14.7	12.4	111	1244	13.1	10.7	100
BLUE THUNDER		A 5442	1830	6.6	33.6	108	555	6.7	10.2	108	728	7.4	13.4	120	548	5.8	10.1	94
CAGNEY & LACEY		C 10565	3398	12.3	32.2	103	1146	13.8	10.8	115	1201	12.2	11.4	102	1050	11.1	9.9	93
CBS EVENING NEWS-DEAN		C 3668	1193	4.3	32.5	104	347	4.2	9.5	101	515	5.2	14.0	126	331	3.5	9.0	84
CBS EVENING NEWS-RATHER		C 7561	2528	9.1	33.4	107	911	10.9	12.0	128	920	9.3	12.2	109	696	7.3	9.2	86
CBS SAT. NEWS-SCHIEFFER		C 3948	1297	4.7	32.9	105	497	6.0	12.6	134	475	4.8	12.0	108	325	3.4	8.2	77
CBS SATURDAY NIGHT MOVIE		C 5966	1914	6.9	32.1	103	536	6.4	9.0	95	688	7.0	11.5	103	690	7.3	11.6	108
CBS WEDNESDAY NIGHT MOVIE		C 6529	2125	7.7	32.5	104	622	7.5	9.5	101	757	7.7	11.6	104	746	7.9	11.4	107
CHEERS		N 9842	3056	11.0	31.1	99	686	8.2	7.0	74	1310	13.3	13.3	119	1060	11.2	10.8	101
DALLAS		C 23935	7560	27.3	31.6	101	2374	28.5	9.9	105	2591	26.3	10.8	97	2595	27.4	10.8	101
DIFF'RENT STROKES		N 7574	2623	9.5	34.6	111	911	10.9	12.0	128	1084	11.0	14.3	128	629	6.6	8.3	78
DOUBLE TROUBLE		N 7786	2644	9.6	34.0	109	743	8.9	9.5	101	1092	11.1	14.0	126	809	8.5	10.4	97
DUCK FACTORY		N 6290	1940	7.0	30.8	99	543	6.5	8.6	92	727	7.4	11.6	104	670	7.1	10.7	99
DUKES OF HAZZARD		C 6402	2118	7.7	33.1	106	639	7.7	10.0	106	844	8.6	13.2	118	634	6.7	9.9	92
DYNASTY		A 21955	6948	25.1	31.6	101	2009	24.1	9.2	97	2549	25.8	11.6	104	2391	25.2	10.9	102
FACTS OF LIFE		N 8898	3027	10.9	34.0	109	906	10.9	10.2	108	1285	13.0	14.4	129	836	8.8	9.4	88
FALCON CREST		C 21877	6807	24.6	31.1	99	2147	25.8	9.8	104	2443	24.8	11.2	100	2217	23.4	10.1	95
FALL GUY		A 10045	3472	12.5	34.6	111	937	11.3	9.3	99	1469	14.9	14.6	131	1066	11.3	10.6	99
FAMILY TIES		N 8922	3061	11.1	34.3	110	1016	12.2	11.4	121	1267	12.8	14.2	127	778	8.2	8.7	81
FANTASY ISLAND		A 8288	2822	10.2	34.0	109	973	11.7	11.7	125	930	9.4	11.2	101	919	9.7	11.1	104
FOULUPS,BLEEPES & BLUNDERS		A 8991	3233	11.7	32.7	105	945	11.4	9.6	102	1147	11.6	11.6	104	1141	12.0	11.5	108
FOUR SEASONS		C 5429	2008	7.3	37.0	118	653	7.8	12.0	128	802	8.1	14.8	132	553	5.8	10.2	95
GIMME A BREAK		N 9646	3376	12.2	35.0	112	1245	15.0	12.9	137	1274	12.9	13.2	118	856	9.0	8.9	83
HART TO HART		A 9983	3185	11.5	31.9	102	1070	12.9	10.7	114	1111	11.3	11.1	100	1005	10.6	10.1	94
HILL STREET BLUES		N 9688	2902	10.5	30.0	96	753	9.0	7.8	83	1152	11.7	11.9	107	996	10.5	10.3	96
HOTEL		A 15435	5125	18.5	33.2	106	1640	19.7	10.6	113	1732	17.5	11.2	101	1753	18.5	11.4	106
JEFFERSONS		C 10031	3518	12.7	35.1	112	1163	14.0	11.6	123	1409	14.3	14.0	126	946	10.0	9.4	88
JENNIFER SLEPT HERE		N 6376	2195	7.9	34.4	110	811	9.7	12.7	135	840	8.5	13.2	118	544	5.7	8.5	80
KATE & ALLIE		C 9951	3125	11.3	31.4	100	1032	12.4	10.4	110	1166	11.8	11.7	105	928	9.8	9.3	87
KNIGHT RIDER		N 7908	2614	9.4	33.1	106	859	10.3	10.9	115	981	9.9	12.4	111	775	8.2	9.8	92
LOVE BOAT		A 13226	4205	15.2	31.8	102	1572	18.9	11.9	126	1429	14.5	10.8	97	1203	12.7	9.1	85
MAGNUM PI		C 12105	3839	13.9	31.7	101	1163	14.0	9.6	102	1479	15.0	12.2	110	1196	12.6	9.9	92
MAMA'S FAMILY		N 6364	2298	8.3	36.1	115	850	10.2	13.4	142	916	9.3	14.4	129	533	5.6	8.4	78
MASTER, THE		N 3955	1290	4.7	32.6	104	390	4.7	9.9	105	562	5.7	14.2	127	338	3.6	8.5	80
MATT HOUSTON		A 6903	2314	8.4	33.5	107	711	8.5	10.3	109	879	8.9	12.7	114	724	7.6	10.5	98
NBC MONDAY NIGHT MOVIE		N 13443	4169	15.1	31.0	99	1196	14.4	8.9	95	1604	16.3	11.9	107	1369	14.5	10.2	95
NBC NIGHTLY NEWS		N 5585	1838	6.6	32.9	105	565	6.8	10.1	108	658	6.7	11.8	106	615	6.5	11.0	103
NBC NIGHTLY NEWS-SAT		N 3688	1158	4.2	31.4	100	401	4.8	10.9	116	356	3.6	9.7	87	401	4.2	10.9	102
NBC NIGHTLY NEWS-SUN		N 3310	1019	3.7	30.8	98	279	3.4	8.4	90	379	3.8	11.5	103	361	3.8	10.9	102
NBC SUNDAY NIGHT MOVIE		N 9238	3088	11.2	33.5	107	958	11.5	10.4	110	1251	12.7	13.5	121	890	9.4	9.6	90
NEWMART		C 9876	3222	11.6	32.6	104	1034	12.4	10.5	111	1184	12.0	12.0	107	1004	10.6	10.2	95
ONE DAY AT A TIME		C 7954	2492	9.0	31.3	100	714	8.6	9.0	95	1045	10.6	13.1	118	733	7.7	9.2	86
PEOPLE ARE FUNNY		N 5182	1862	6.8	36.3	116	706	8.5	13.6	145	724	7.3	14.0	125	453	4.8	8.7	82
REAL PEOPLE		N 9674	3245	11.7	33.5	107	1119	13.4	11.6	123	1151	11.7	11.9	107	975	10.3	10.1	94
REMINGTON STEELE		N 8511	2558	9.2	30.1	96	776	9.3	9.1	97	837	8.5	9.8	88	945	10.0	11.1	104
RIPLEY'S BELIEVE IT - NOT		A 5656	1890	6.8	33.4	107	757	9.1	13.4	142	629	6.4	11.1	100	504	5.3	8.9	83
RIPTIDE		N 7718	2654	9.6	34.4	110	790	9.5	10.2	109	1027	10.4	13.3	119	836	8.8	10.8	101
SCARECROW & MRS. KING		C 11058	3632	13.1	32.8	105	1326	15.9	12.0	127	1246	12.6	11.3	101	1060	11.2	9.6	90
SIMON & SIMON		C 11615	3866	14.0	33.3	106	1266	15.2	10.9	116	1415	14.3	12.2	109	1185	12.5	10.2	95
60 MINUTES		C 14326	4435	16.0	31.0	99	1312	15.8	9.2	97	1675	17.0	11.7	105	1447	15.3	10.1	94
ST. ELSEWHERE		N 7670	2579	9.3	33.6	108	636	7.6	8.3	88	1095	11.1	14.3	128	84			

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	11938	100.0	7.1	100	8160	100.0	4.9	100	33941	100.0	20.2	100				
MALES	79263	5551	46.5	7.0	98	3954	48.5	5.0	103	15602	46.0	19.7	97				
FEMALES	88464	6387	53.5	7.2	101	4206	51.5	4.8	98	18339	54.0	20.7	102				
18 - 24	28671	2199	18.4	7.7	108	1233	15.1	4.3	88	4767	14.0	16.6	97				
25 - 34	39536	2509	21.0	6.3	89	1599	19.6	4.0	83	8001	23.6	20.2	100				
35 - 44	28978	2263	19.0	7.8	110	1307	16.0	4.5	93	6348	18.7	21.9	100				
45 - 54	22345	1449	12.1	6.5	91	1180	14.5	5.3	109	4475	13.2	20.0	99				
55 - 64	22224	1559	13.1	7.0	99	1271	15.6	5.7	118	4856	14.3	21.9	108				
65 OR OLDER	25973	1958	16.4	7.5	106	1571	19.3	6.0	124	5495	16.2	21.2	105				
18 - 34	68207	4708	39.4	6.9	97	2832	34.7	4.2	85	12767	37.6	18.7	92				
18 - 49	108058	7722	64.7	7.1	100	4757	58.3	4.4	90	21442	63.2	19.8	98				
25 - 54	90859	6221	52.1	6.8	96	4085	50.1	4.5	92	18823	55.5	20.7	102				
35 - 49	39851	3014	25.2	7.6	106	1925	23.6	4.8	99	8674	25.6	21.8	108				
50 OR OLDER	59669	4216	35.3	7.1	99	3403	41.7	5.7	117	12499	36.8	20.9	104				
GRADUATED COLLEGE	28091	1387	11.6	4.9	69	1044	12.8	3.7	76	4780	14.1	17.0	84				
ATTENDED COLLEGE	28938	1981	16.6	6.8	96	1146	14.0	4.0	81	5695	16.8	19.7	97				
GRADUATED HIGH SCHOOL	65503	5009	42.0	7.6	107	2996	36.7	4.6	94	13914	41.0	21.2	105				
DID NOT GRADUATE HIGH SCHOOL	45195	3561	29.8	7.9	111	2974	36.4	6.6	135	9552	28.1	21.1	104				
EMPLOYED MALES	56429	3733	31.3	6.6	93	2476	30.3	4.4	90	10673	31.4	18.9	93				
EMPLOYED FEMALES	43971	3008	25.2	6.8	96	1998	24.5	4.5	93	8905	26.2	20.3	100				
EMPLOYED FULL-TIME	87773	5816	48.7	6.6	93	3930	48.2	4.5	92	17278	50.9	19.7	97				
EMPLOYED PART-TIME	12627	926	7.8	7.3	103	*545	6.7	4.3	89	2301	6.8	18.2	90				
NOT EMPLOYED	67327	5197	43.5	7.7	108	3686	45.2	5.5	113	14362	42.3	21.3	105				
PROFESSIONAL/MANAGER	25845	1318	11.0	5.1	72	955	11.7	3.7	76	4381	12.9	17.0	84				
TECH/CLERICAL/SALES	30895	1869	15.7	6.0	85	1266	15.5	4.1	84	5994	17.7	19.4	96				
PRECISION/CRAFT	12629	992	8.3	7.9	110	*551	6.8	4.4	90	2599	7.7	20.6	102				
OTHER EMPLOYED	31031	2562	21.5	8.3	116	1703	20.9	5.5	113	6605	19.5	21.3	105				
SINGLE	35557	2693	22.6	7.6	106	1693	20.7	4.8	98	5855	17.3	16.5	81				
MARRIED	103585	7125	59.7	6.9	97	5086	62.3	4.9	101	22354	65.9	21.6	107				
DIVORCED/SEPARATED/WIDOWED	28585	2120	17.8	7.4	104	1382	16.9	4.8	99	5732	16.9	20.1	99				
PARENTS	59295	4033	33.8	6.8	96	2673	32.8	4.5	93	12858	37.9	21.7	107				
WHITE	146081	9947	83.3	6.8	96	6657	81.6	4.6	94	29507	86.9	20.2	100				
BLACK	17974	1692	14.2	9.4	132	1315	16.1	7.3	150	3662	10.8	20.4	101				
OTHER	3672	**299	2.5	8.1	114	**188	2.3	5.1	105	*772	2.3	21.0	104				
NORTHEAST-CENSUS	37005	2397	20.1	6.5	91	2092	25.6	5.7	116	7402	21.8	20.0	99				
NORTH CENTRAL	42642	2698	22.6	6.3	89	1517	18.6	3.6	73	8511	25.1	20.0	99				
SOUTH	56777	4678	39.2	8.2	116	3329	40.8	5.9	121	11790	34.7	20.8	100				
WEST	31303	2165	18.1	6.9	97	1223	15.0	3.9	80	6237	18.4	19.9	98				
NORTHEAST-MKTG.	38125	2335	19.6	6.1	86	2014	24.7	5.3	109	6986	20.6	18.3	91				
EAST CENTRAL	24794	1876	15.7	7.6	106	1154	14.1	4.7	96	5262	15.5	21.2	105				
WEST CENTRAL	28511	1716	14.4	6.0	85	973	11.9	3.4	70	5874	17.3	20.6	102				
SOUTH	48953	4132	34.6	8.4	119	3044	37.3	6.2	128	10651	31.4	21.8	108				
PACIFIC	27344	1878	15.7	6.9	96	976	12.0	3.6	73	5168	15.2	18.9	93				
COUNTY SIZE A	69301	4275	35.8	6.2	87	3026	37.1	4.4	90	13254	39.1	19.1	95				
COUNTY SIZE B	50633	4008	33.6	7.9	111	2888	35.4	5.7	117	10648	31.4	21.0	104				
COUNTY SIZE C	26259	2137	17.9	8.1	114	1122	13.8	4.3	88	5733	16.9	21.8	108				
COUNTY SIZE D	21534	1518	12.7	7.0	99	1125	13.8	5.2	107	4306	12.7	20.0	99				
METRO CENTRAL CITY	50014	3350	28.1	6.7	94	2382	29.2	4.8	98	10282	30.3	20.6	102				
METRO SUBURBAN	76832	5460	45.7	7.1	100	3486	42.7	4.5	93	15353	45.2	20.0	99				
NON METRO	40881	3128	26.2	7.7	108	2293	28.1	5.6	115	8306	24.5	20.3	100				
TOP 5 ADI'S	39550	2225	18.6	5.6	79	1771	21.7	4.5	92	7471	22.0	18.9	93				
TOP 10 ADI'S	54877	3096	25.9	5.6	79	2397	29.4	4.4	90	9903	29.2	18.0	89				
TOP 20 ADI'S	77516	4742	39.7	6.1	86	3607	44.2	4.7	96	14544	42.9	18.8	93				
HSOLD INC. \$50,000 OR MORE	17257	827	6.9	4.8	67	*721	8.8	4.2	86	2779	8.2	16.1	80				
\$40,000 OR MORE	33235	1834	15.4	5.5	78	1382	16.9	4.2	85	5452	16.1	16.4	81				
\$30,000 OR MORE	59693	3677	30.8	6.2	87	2306	28.3	3.9	79	10772	31.7	18.0	89				
\$25,000 OR MORE	76275	4725	39.6	6.2	87	3062	37.5	4.0	83	14298	42.1	18.7	93				
\$20,000 - \$24,999	18607	1375	11.5	7.4	104	877	10.7	4.7	97	4171	12.3	22.4	111				
\$15,000 - \$19,999	17175	1260	10.6	7.3	103	831	10.2	4.8	99	3644	10.7	21.2	105				
\$10,000 - \$14,999	24569	1899	15.9	7.7	109	1194	14.6	4.9	100	5416	16.0	22.0	109				
UNDER \$10,000	31101	2678	22.4	8.6	121	2198	26.9	7.1	145	6412	18.9	20.6	102				
HOUSEHOLD OF 1 PERSON	19441	1257	10.5	6.5	91	853	10.5	4.4	90	3299	9.7	17.0	84				
2 PEOPLE	51803	3839	32.2	7.4	104	2652	32.5	5.1	105	10318	30.4	19.9	98				
3 OR 4 PEOPLE	66933	4865	40.8	7.3	102	3165	38.8	4.7	97	13915	41.0	20.8	103				
5 OR MORE PEOPLE	29550	1977	16.6	6.7	94	1490	18.3	5.0	104	6409	18.9	21.7	107				
NO CHILD IN HSOLD	96587	6948	58.2	7.2	101	4960	60.8	5.1	106	18665	55.0	19.3	95				
CHILD(REN) UNDER 2 YRS	10844	770	6.4	7.1	100	*457	5.6	4.2	87	2202	6.5	20.3	100				
2 - 5 YEARS	26358	1559	13.1	5.9	83	1007	12.3	3.8	79	5839	17.2	22.2	109				
6 - 11 YEARS	30453	1930	16.2	6.3	89	1480	18.1	4.9	100	6657	19.6	21.9	108				
12 - 17 YEARS	36575	2767	23.2	7.6	106	1783	21.9	4.9	100	7913	23.3	21.6	107				
RESIDENCE OWNED	117770	8254	69.1	7.0	98	5526	67.7	4.7	96	24307	71.6	20.6	102				
VALUE: \$50,000 OR MORE	70166	4257	35.7	6.1	85	3041	37.3	4.3	89	13367	39.4	19.1	94				
VALUE: UNDER \$50,000	47604	3997	33.5	8.4	118	2485	30.5	5.2	107	10940	32.2	23.0	114				

		TOTAL U.S. '000	LOTION				LIQUID				OINTMENT							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL ADULTS		167727	11938	100.0	7.1	100	8160	100.0	4.9	100	33941	100.0	20.2	100				
MAGAZINES	QUINTILE 1	34022	2422	20.3	7.1	100	1635	20.0	4.8	99	7327	21.6	21.5	106				
	QUINTILE 2	34800	2402	20.1	6.9	97	1487	18.2	4.3	88	7033	20.7	20.2	100				
	QUINTILE 3	30514	2085	17.5	6.8	96	1440	17.6	4.7	97	6249	18.4	20.5	101				
	QUINTILE 4	33324	2491	20.9	7.5	105	1837	22.5	5.5	113	5852	20.2	20.6	102				
	QUINTILE 5	35066	2538	21.3	7.2	102	1761	21.6	5.0	103	5480	19.1	18.5	91				
NEWSPAPERS	QUINTILE 1	29107	1733	14.5	6.0	84	1148	14.1	3.9	81	5910	17.4	20.3	100				
	QUINTILE 2	49095	3623	30.3	7.4	104	2424	29.7	4.9	101	10281	30.3	30.3	109				
	QUINTILE 3	23107	1440	12.1	6.2	88	1108	13.6	4.8	99	5090	15.0	22.0	109				
	QUINTILE 4	33556	2501	20.9	7.5	105	1599	19.6	4.8	98	6260	18.4	18.7	92				
	QUINTILE 5	32863	2642	22.1	8.0	113	1881	23.1	5.7	118	6399	18.9	19.5	96				
OUTDOOR	QUINTILE 1	33431	2111	17.7	6.3	89	1532	18.8	4.6	94	6548	19.3	19.6	97				
	QUINTILE 2	33478	2186	18.3	6.5	92	1597	19.6	4.8	98	7072	20.8	21.1	104				
	QUINTILE 3	33574	2382	20.0	7.1	100	1658	20.3	4.9	102	6943	20.5	20.7	102				
	QUINTILE 4	33935	2701	22.6	8.0	112	1500	18.4	4.4	91	6705	19.8	19.8	98				
	QUINTILE 5	33310	2559	21.4	7.7	108	1874	23.0	5.6	116	6673	19.7	20.0	99				
RADIO-DRIVE TIME	QUINTILE 1	33136	2818	23.6	8.5	119	1864	22.8	5.6	116	6927	20.4	20.9	103				
	QUINTILE 2	31658	2268	19.0	7.2	101	1548	19.0	4.9	101	6485	19.1	20.5	101				
	QUINTILE 3	32541	1974	16.5	6.1	85	1595	19.5	4.9	101	6924	20.4	21.3	105				
	QUINTILE 4	34247	2388	20.0	7.0	98	1440	17.6	4.2	86	6693	19.7	19.5	97				
	QUINTILE 5	36144	2489	20.8	6.9	97	1712	21.0	4.7	97	6911	20.4	19.1	94				
RADIO-MID- DAY	TERCILE 1	45037	3651	30.6	8.1	114	2399	29.4	5.3	109	9690	28.5	21.5	106				
	TERCILE 2	44819	3085	25.8	6.9	97	2177	26.7	4.9	100	9202	27.1	20.5	101				
	TERCILE 3	77872	5202	43.6	6.7	94	3585	43.9	4.6	95	15049	44.3	19.3	96				
RADIO-TOTAL	QUINTILE 1	33763	2869	24.0	8.5	119	1734	21.3	5.1	106	7228	21.3	21.4	106				
	QUINTILE 2	33240	2337	19.6	7.0	99	2133	26.1	6.4	132	7012	20.7	21.1	104				
	QUINTILE 3	33408	2162	18.1	6.5	91	1169	14.3	3.5	72	6527	19.2	19.5	97				
	QUINTILE 4	34792	2434	20.4	7.0	98	1617	19.8	4.6	96	6976	20.6	20.1	99				
	QUINTILE 5	32524	2136	17.9	6.6	92	1507	18.5	4.6	95	6198	18.3	19.1	94				
TV-PRIME TIME	QUINTILE 1	33090	2644	22.1	8.0	112	1799	22.0	5.4	112	7120	21.0	21.5	106				
	QUINTILE 2	33357	2340	19.6	7.0	99	1597	19.6	4.8	98	6554	19.3	19.6	97				
	QUINTILE 3	33980	2409	20.2	7.1	100	1570	19.2	4.6	95	6826	20.1	20.1	99				
	QUINTILE 4	33854	2225	18.6	6.6	92	1717	21.0	5.1	104	7204	21.2	21.3	105				
	QUINTILE 5	33444	2321	19.4	6.9	98	1478	18.1	4.4	91	6237	18.4	18.6	92				
TV-DAYTIME	TERCILE 1	49121	3868	32.4	7.9	111	2455	30.1	5.0	103	10800	31.8	22.0	109				
	TERCILE 2	48823	3333	27.9	6.8	96	2224	27.3	4.6	94	9669	28.5	19.8	98				
	TERCILE 3	69782	4738	39.7	6.8	95	3481	42.7	5.0	103	13472	39.7	19.3	95				
TV-TOTAL	QUINTILE 1	33584	2692	22.5	8.0	113	1723	21.1	5.1	105	7398	21.8	22.0	109				
	QUINTILE 2	33441	2537	21.3	7.6	107	1640	20.1	4.9	101	6696	19.7	20.0	99				
	QUINTILE 3	33505	2222	18.6	6.6	93	1753	21.5	5.2	108	6628	19.5	19.8	98				
	QUINTILE 4	33466	2379	19.9	7.1	100	1411	17.3	4.2	87	6906	20.3	20.6	102				
	QUINTILE 5	33731	2109	17.7	6.3	88	1635	20.0	4.8	100	6314	18.6	18.7	93				
MAGAZINES-NEWSPAPERS: DUAL		44503	3062	25.6	6.9	97	1879	23.0	4.2	87	9394	27.7	21.1	104				
MAGAZINE IMPERATIVE		39363	2922	24.5	7.4	104	2050	25.1	5.2	107	8291	24.4	21.1	104				
NEWSPAPER IMPERATIVE		46441	2992	25.1	6.4	91	2349	28.8	5.1	104	9488	28.0	20.4	101				
MAGAZINES-OUTDOOR: DUAL		33726	2091	17.5	6.2	87	1468	18.0	4.4	89	6669	19.6	19.8	98				
MAGAZINE IMPERATIVE		52846	4118	34.5	7.8	109	2365	29.0	4.5	92	11195	33.0	21.2	105				
OUTDOOR IMPERATIVE		52140	3545	29.7	6.8	96	2555	31.3	4.9	101	10431	30.7	20.0	99				
MAGAZINES-RADIO: DUAL		37081	2727	22.8	7.4	103	1820	22.3	4.9	101	7818	23.0	21.1	104				
MAGAZINE IMPERATIVE		49747	3226	27.0	6.5	91	2021	24.8	4.1	84	10176	30.0	20.5	101				
RADIO IMPERATIVE		49208	3757	31.5	7.6	107	2726	33.4	5.5	114	10004	29.5	20.3	100				
MAGAZINES-TELEVISION: DUAL		33103	2388	20.0	7.2	101	1541	18.9	4.7	96	7504	22.1	22.7	112				
MAGAZINE IMPERATIVE		54575	3545	29.7	6.5	91	2361	28.9	4.3	89	10704	31.5	19.6	97				
TELEVISION IMPERATIVE		53249	4142	34.7	7.8	109	2785	34.1	5.2	108	10367	30.5	19.5	96				
NEWSPAPERS-OUTDOOR: DUAL		36255	2119	17.8	5.8	82	1780	21.8	4.9	101	7692	22.7	21.2	105				
NEWSPAPER IMPERATIVE		55591	4188	35.1	7.5	106	2524	30.9	4.5	93	11629	34.3	20.9	103				
OUTDOOR IMPERATIVE		48319	3467	29.0	7.2	101	2223	27.2	4.6	95	9529	28.1	19.7	97				
NEWSPAPERS-RADIO: DUAL		37242	2597	21.8	7.0	98	1792	22.0	4.8	99	7737	22.8	20.8	103				
NEWSPAPER IMPERATIVE		54423	3466	29.0	6.4	89	2307	28.3	4.2	87	11230	33.1	20.6	102				
RADIO IMPERATIVE		46650	3726	31.2	8.0	112	2707	33.2	5.8	119	9598	28.3	20.6	102				
NEWSPAPERS-TELEVISION: DUAL		35974	2608	21.8	7.2	102	1663	20.4	4.6	95	7921	23.3	22.0	109				
NEWSPAPER IMPERATIVE		56095	3555	29.8	6.3	89	2509	30.7	4.5	92	11387	33.5	20.3	100				
TELEVISION IMPERATIVE		47170	3901	32.7	8.3	116	2577	31.6	5.5	112	9470	27.9	20.1	99				
OUTDOOR-RADIO: DUAL		33748	2400	20.1	7.1	100	1707	20.9	5.1	104	6945	20.5	20.6	102				
OUTDOOR IMPERATIVE		52785	3245	27.2	6.1	86	2311	28.3	4.4	90	10393	30.6	19.7	97				
RADIO IMPERATIVE		52882	4080	34.2	7.7	108	2855	35.0	5.4	111	11050	32.6	20.9	103				
OUTDOOR-TELEVISION: DUAL		32030	2131	17.9	6.7	93	1713	21.0	5.3	110	6735	19.8	21.0	104				
OUTDOOR IMPERATIVE		54626	3593	30.1	6.6	92	2353	28.8	4.3	89	10967	32.3	20.1	99				
TELEVISION IMPERATIVE		54874	4477	37.5	8.2	115	2785	34.1	5.1	104	11326	33.4	20.6	102				
RADIO-TELEVISION: DUAL		33386	2485	20.8	7.4	105	1792	22.0	5.4	110	7139	21.0	21.4	106				
RADIO IMPERATIVE		53810	3835	32.1	7.1	100	2799	34.3	5.2	107	10778	31.8	20.0	99				
TELEVISION IMPERATIVE		54023	3943	33.0	7.3	103	2451	30.0	4.5	93	10802	31.8	20.0	99				

	TOTAL U.S. '000	LOTION				LIQUID				OINTMENT							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	11938	100.0	7.1	100	8160	100.0	4.9	100	33941	100.0	20.2	100				
ATLANTIC MONTHLY	867	**71	0.6	8.2	115	**33	0.4	3.8	78	**96	0.3	11.1	55				
BARRON'S	1580	**28	0.2	1.8	25	**111	1.4	7.0	144	**270	0.8	17.1	84				
BETTER HOMES & GARDENS	22203	1832	15.3	8.3	116	1292	15.8	5.8	120	4920	14.5	22.2	110				
BON APPETIT	3810	230	1.9	6.0	85	*190	2.3	5.0	103	864	2.5	22.7	112				
BUSINESS WEEK	4663	*259	2.2	5.6	78	*247	3.0	5.3	109	830	2.4	17.8	88				
CAR AND DRIVER	3102	*221	1.9	7.1	100	*104	1.3	3.4	69	704	2.1	22.7	112				
CBS MAGAZINE NETWORK (GROSS)	7311	734	6.1	10.0	141	*242	3.0	3.3	68	1395	4.1	19.1	94				
CHANGING TIMES	3400	*216	1.8	6.4	89	*177	2.2	5.2	107	738	2.2	21.7	107				
COLONIAL HOMES	1796	**88	0.7	4.9	69	**72	0.9	4.0	82	289	0.9	16.1	80				
CONDE NAST MAG. PKG. (GROSS)	19924	1312	11.0	6.6	93	1195	14.6	6.0	123	3722	11.0	18.7	92				
CONSUMERS DIGEST	3125	*227	1.9	7.3	102	*134	1.6	4.3	88	732	2.2	23.4	116				
COSMOPOLITAN	10577	755	6.3	7.1	100	608	7.5	5.7	118	2234	6.6	21.1	104				
COUNTRY LIVING	3746	267	2.2	7.1	100	*227	2.8	6.1	125	816	2.4	21.8	108				
CUISINE	2214	**124	1.0	5.6	79	*113	1.4	5.1	105	569	1.7	25.7	127				
CYCLE WORLD	2394	**197	1.7	8.2	116	**87	1.1	3.6	75	443	1.3	18.5	91				
DCI:CREATIVE IDEAS FOR LIV	3068	*300	2.5	9.8	137	*228	2.8	7.4	153	671	2.0	21.9	108				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	750	6.3	7.8	110	588	7.2	6.2	126	1944	5.7	20.3	101				
DISCOVER	2277	*230	1.9	10.1	142	**91	1.1	4.0	82	522	1.5	22.9	113				
EBONY	7187	736	6.2	10.2	144	504	6.2	7.0	144	1448	4.3	20.1	100				
ESQUIRE	2560	*172	1.4	6.7	94	*157	1.9	6.1	126	571	1.7	22.3	110				
ESSENCE	3242	336	2.8	10.4	146	*238	2.9	7.3	151	812	2.4	25.0	124				
FAMILY CIRCLE	19639	1371	11.5	7.0	98	1040	12.7	5.3	109	4417	13.0	22.5	111				
THE FAMILY HANDYMAN	3540	335	2.8	9.5	133	*203	2.5	5.7	118	830	2.4	23.4	116				
FAMILY WEEKLY	23924	2025	17.0	8.5	119	1251	15.3	5.2	107	5224	15.4	21.8	108				
FIELD & STREAM	9883	815	6.8	8.2	116	499	6.1	5.0	104	2199	6.5	22.3	110				
FOOD & WINE	1030	**50	0.4	4.9	68	**77	0.9	7.5	154	*143	0.4	13.9	69				
FORBES	2679	*152	1.3	5.7	80	*211	2.6	7.9	162	473	1.4	17.7	87				
FORTUNE	2931	*136	1.1	4.6	65	*247	3.0	8.4	173	517	1.5	17.6	87				
GENTLEMEN'S QUARTERLY	3481	*284	2.4	8.2	115	**137	1.7	3.9	81	660	1.9	19.0	94				
GLAMOUR	7163	509	4.3	7.1	100	409	5.0	5.7	117	1453	4.3	20.3	100				
GOLF DIGEST	2355	*166	1.4	7.0	99	**90	1.1	3.8	79	599	1.8	25.4	126				
GOLF DIGEST/TENNIS (GROSS)	3610	*209	1.8	5.8	81	*135	1.7	3.7	77	800	2.4	22.2	110				
GOLF MAGAZINE	2046	**119	1.0	5.8	82	**104	1.3	5.1	104	422	1.2	20.6	102				
GOLF MAGAZINE/SKI (GROSS)	3547	*242	2.0	6.8	96	*125	1.5	3.5	72	668	2.0	18.8	93				
GOOD HOUSEKEEPING	20353	1570	13.2	7.7	108	1062	13.0	5.2	107	4322	12.7	21.2	105				
HARPER'S BAZAAR	3362	*267	2.2	7.9	112	*260	3.2	7.7	159	701	2.1	20.9	103				
HEALTH	2987	243	2.0	8.1	114	*276	3.4	9.2	190	705	2.1	23.6	117				
HEARST MAG CORP. BUY (GROSS)	67928	5100	42.7	7.5	105	3887	47.6	5.7	118	14178	41.8	20.9	103				
HEARST MAN POWER (GROSS)	11282	866	7.3	7.7	108	656	8.0	5.8	120	2324	6.8	20.6	102				
HEARST WOMAN POWER (GROSS)	40514	3124	26.2	7.7	108	2208	27.1	5.4	112	8599	25.3	21.2	105				
HOUSE BEAUTIFUL	4885	382	3.2	7.8	110	375	4.6	7.7	158	1001	2.9	20.5	101				
INC.	1308	**140	1.2	10.7	150	**69	0.8	5.3	108	*282	0.8	21.6	107				
JET	6498	596	5.0	9.2	129	517	6.3	8.0	164	1317	3.9	20.3	100				
LADIES' HOME JOURNAL	14797	1096	9.2	7.4	104	795	9.7	5.4	110	3318	9.8	22.4	111				
LHJ FAMILY GRP COMBO(GROSS)	21743	1653	13.8	7.6	107	1279	15.7	5.9	121	4916	14.5	22.6	112				
LIFE	9881	588	4.9	6.0	84	571	7.0	5.8	119	1804	5.3	18.3	90				
L.A. TIMES HOME MAGAZINE	2775	*271	2.3	9.8	137	**87	1.1	3.1	64	570	1.7	20.5	102				
MADMOISELLE	4219	*294	2.5	7.0	98	*270	3.3	6.4	132	784	2.3	18.6	92				
MC CALL'S	16422	1145	9.6	7.0	98	628	7.7	3.8	79	3600	10.6	21.9	106				
MC CALL'S/WRK MOTHER (GROSS)	17919	1235	10.3	6.9	97	705	8.6	3.9	81	3923	11.6	21.9	108				
MECHANIX ILLUSTRATED	4433	368	3.1	8.3	117	*215	2.6	4.8	100	866	2.6	19.5	97				
METROPOLITAN HOME	1504	**101	0.8	6.7	94	**77	0.9	5.1	105	312	0.9	20.7	103				
MONEY	4723	311	2.6	6.6	93	*180	2.2	3.8	78	1046	3.1	22.1	109				
MOTHER EARTH NEWS	2325	*197	1.7	8.5	119	**90	1.1	3.9	80	458	1.3	19.7	97				
MS.	1189	**104	0.9	8.7	123	**62	0.8	5.2	107	*200	0.6	16.8	83				
NATIONAL ENQUIRER	18892	1514	12.7	8.0	113	1083	13.3	5.7	118	4338	12.8	23.0	113				
NATIONAL GEOGRAPHIC	22129	1291	10.8	5.8	82	927	11.4	4.2	86	4480	13.2	20.2	100				
NATIONAL SUNDAY MAGAZINE PKG	103750	7121	59.6	6.9	96	4741	58.1	4.6	94	21442	63.2	20.7	102				
NATURAL HISTORY	1379	**72	0.6	5.2	73	**72	0.9	5.2	107	*189	0.6	13.7	68				
NEW WOMAN	2289	**119	1.0	5.2	73	**110	1.3	4.8	99	432	1.3	18.9	93				
NEW YORK INCLUDING CUE	1088	**39	0.3	3.6	50	**40	0.5	3.7	76	*172	0.5	15.8	78				
THE NEW YORKER	2459	*144	1.2	5.9	82	**106	1.3	4.3	89	486	1.4	19.8	98				
NEWSWEEK	16527	1012	8.5	6.1	86	682	8.4	4.1	85	3165	9.3	19.2	95				
THE N.Y. TIMES DAILY EDITION	2739	**66	0.6	2.4	34	*127	1.6	4.6	95	438	1.3	16.0	79				
THE N.Y. TIMES MAGAZINE	4443	*191	1.6	4.3	60	210	2.6	4.7	97	760	2.2	17.1	85				
OMNI	2799	*299	2.5	10.7	150	**86	1.1	3.1	63	521	1.5	18.6	92				
ON CABLE	2209	*124	1.0	5.6	79	**92	1.1	4.2	86	527	1.6	23.9	118				
1001 HOME IDEAS	3959	315	2.6	8.0	112	*208	2.5	5.3	108	894	2.6	22.6	112				
ORGANIC GARDENING	3111	*212	1.8	6.8	96	*240	2.9	7.7	159	674	2.0	21.7	107				
OUTDOOR LIFE	5024	407	3.4	8.1	114	313	3.8	6.2	128	1173	3.5	23.3	115				
PARADE MAGAZINE	51292	3185	26.7	6.2	87	2378	29.1	4.6	95	10732	31.6	20.9	103				

PAIN RELIEVING RUBS & LIQUIDS (NON-PRESCRIPTION) - TYPES USED
(ADULTS)

	TOTAL U.S. '000	LOTION				LIQUID				OINTMENT							
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	11938	100.0	7.1	100	8160	100.0	4.9	100	33941	100.0	20.2	100				
PARENTS	5298	*255	2.1	4.8	68	*125	1.5	2.4	48	960	2.8	18.1	90				
PENTHOUSE	5129	*481	4.0	9.4	132	*178	2.2	3.5	71	1009	3.0	19.7	97				
PEOPLE	21070	1534	12.8	7.3	102	981	12.0	4.7	96	4542	13.4	21.6	107				
PLAYBOY	10562	876	7.3	8.3	117	536	6.6	5.1	104	2186	6.4	20.7	102				
POPULAR HOT RODDING	2498	*333	2.8	13.3	187	*162	2.0	6.5	133	537	1.6	21.5	106				
POPULAR MECHANICS	5887	439	3.7	7.5	105	326	4.0	5.5	114	1363	4.0	23.2	114				
POPULAR SCIENCE	4317	314	2.6	7.3	102	*204	2.5	4.7	97	797	2.3	18.5	91				
PREVENTION	5792	458	3.8	7.9	111	264	3.2	4.6	94	1347	4.0	23.3	115				
PSYCHOLOGY TODAY	3284	*223	1.9	6.8	95	*143	1.8	4.4	90	559	1.6	17.0	84				
READER'S DIGEST	40046	2742	23.0	6.8	96	1895	23.2	4.7	97	8924	26.3	22.3	110				
REDBOOK	9584	800	6.7	8.3	117	538	6.6	5.6	115	2044	6.0	21.3	105				
ROAD & TRACK	2590	*246	2.1	9.5	133	*82	1.0	3.2	65	531	1.6	20.5	101				
ROLLING STONE	3302	*304	2.5	9.2	129	*150	1.8	4.5	93	766	2.3	23.2	115				
RUNNER'S WORLD	1229	**88	0.7	7.2	101	**41	0.5	3.3	69	*201	0.6	16.4	81				
SATURDAY EVENING POST	2110	*111	0.9	5.3	74	**114	1.4	5.4	111	507	1.5	24.0	119				
SCIENCE 84	1543	*196	1.6	12.7	178	**56	0.7	3.6	75	270	0.8	17.5	86				
SCIENCE DIGEST	1747	**138	1.2	7.9	111	**74	0.9	4.2	87	320	0.9	18.3	91				
SCIENTIFIC AMERICAN	1994	**138	1.2	6.9	97	**68	0.8	3.4	70	353	1.0	17.7	87				
SELF	3119	*213	1.8	6.8	96	*192	2.4	6.2	127	539	1.6	17.3	85				
SEVENTEEN	3923	*240	2.0	6.1	86	*194	2.4	4.9	102	915	2.7	23.3	115				
SKI	1501	**123	1.0	8.2	115	**22	0.3	1.5	30	245	0.7	16.3	81				
SMITHSONIAN	5976	285	2.4	4.8	67	270	3.3	4.5	93	930	2.7	15.6	77				
SOAP OPERA DIGEST	4228	340	2.8	8.0	113	*253	3.1	6.0	123	983	2.9	23.2	115				
SOUTHERN LIVING	6488	450	3.8	6.9	97	*360	4.4	5.5	114	1273	3.8	19.6	97				
SPORT	3500	369	3.1	10.5	148	*312	3.8	8.9	183	721	2.1	20.6	102				
THE SPORTING NEWS	2456	*220	1.8	9.0	126	**114	1.4	4.6	95	483	1.4	19.7	97				
SPORTS AFIELD	3648	290	2.4	7.9	112	*256	3.1	7.0	144	641	1.9	17.6	87				
SPORTS ILLUSTRATED	14484	1048	8.8	7.2	102	569	7.0	3.9	81	3057	9.0	21.1	104				
STAR	12661	1061	8.9	8.4	118	592	7.3	4.7	96	3329	9.8	26.3	130				
SUNDAY	52799	3178	26.6	6.0	85	2361	28.9	4.5	92	10475	30.9	19.8	98				
SUNSET	3513	*141	1.2	4.0	56	**125	1.5	3.6	73	712	2.1	20.3	100				
TV GUIDE	42766	3088	25.9	7.2	101	2323	28.5	5.4	112	9493	28.0	22.2	110				
TENNIS	1254	**43	0.4	3.4	48	**45	0.6	3.6	74	*200	0.6	15.9	79				
TIME	22054	1256	10.5	5.7	80	914	11.2	4.1	85	4397	13.0	19.9	99				
TOWN & COUNTRY	1555	*39	0.3	2.5	35	*71	0.9	4.6	94	314	0.9	20.2	100				
TRAVEL & LEISURE	2173	*87	0.7	4.0	56	**118	1.4	5.4	112	490	1.4	22.5	111				
TRUE STORY	4636	425	3.6	9.2	129	*244	3.0	5.3	108	1028	3.0	22.2	110				
U.S. NEWS & WORLD REPORT	10353	708	5.9	6.8	96	402	4.9	3.9	80	2073	6.1	20.0	99				
USA TODAY	4994	426	3.6	8.5	120	*186	2.3	3.7	77	1120	3.3	22.4	111				
US	3528	*168	1.4	4.8	67	*165	2.0	4.7	96	840	2.5	23.8	118				
VOGUE	5424	296	2.5	5.5	77	*324	4.0	6.0	123	946	2.8	17.4	86				
WALL STREET JOURNAL	6292	266	2.2	4.2	59	276	3.4	4.4	90	1121	3.3	17.8	88				
WEIGHT WATCHERS	2762	*129	1.1	4.7	66	**120	1.5	4.3	89	781	2.3	28.3	140				
WOMAN'S DAY	16320	1294	10.8	7.9	111	670	8.2	4.1	84	3525	10.4	21.6	107				
WORKING MOTHER	1496	*91	0.8	6.1	85	*76	0.9	5.1	104	323	1.0	21.6	107				
WORKING WOMAN	1851	**181	1.5	9.8	137	**104	1.3	5.6	115	376	1.1	20.3	100				
WORLD TENNIS	580	**56	0.5	9.7	136	*26	0.3	4.5	92	*165	0.5	28.4	141				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	931	7.8	7.5	105	438	5.4	3.5	73	2537	7.5	20.4	101				
BLAIR INSERTS	91671	6017	50.4	6.6	92	4127	50.6	4.5	93	18696	55.1	20.4	101				
DAILY NEWSPAPERS																	
READ ANY	109190	7487	62.7	6.9	96	5092	62.4	4.7	96	22399	66.0	20.5	101				
READ ONE	89587	6484	54.3	7.2	102	4301	52.7	4.8	99	18531	54.6	20.7	102				
READ TWO OR MORE	19602	1003	8.4	5.1	72	791	9.7	4.0	83	3868	11.4	19.7	98				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	7490	62.7	6.8	96	5004	61.3	4.6	94	22775	67.1	20.8	103				
READ ONE	95074	6507	54.5	6.8	96	4453	54.6	4.7	96	19899	58.6	20.9	103				
READ TWO OR MORE	14588	983	8.2	6.7	95	550	6.7	3.8	77	2876	8.5	19.7	97				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	25.91				27.89				28.11							
30 DAY REACH	149706	10631	89.1	7.1	100	7031	86.2	4.7	97	30010	88.4	20.0	99				
50 SHWG - 30 DAY AV FREQ	15.16	13.71				14.48				14.78							
30 DAY REACH	142406	10053	84.2	7.1	99	6791	83.2	4.8	98	28560	84.1	20.1	99				
25 SHWG - 30 DAY AV FREQ	8.23	7.53				7.92				7.90							
30 DAY REACH	131152	9072	76.0	6.9	97	6172	75.6	4.7	97	26736	78.8	20.4	101				
CABLE TV: HOME WIRED	66879	5342	44.7	8.0	112	3216	39.4	4.8	99	14659	43.2	21.9	108				
HOME NOT WIRED	100848	6596	55.3	6.5	92	4944	60.6	4.9	101	19281	56.8	19.1	94				
HAVE PAY CABLE	35024	2826	23.7	8.1	113	1666	20.4	4.8	98	7657	22.6	21.9	108				

	TOTAL U.S. '000	A '000	LOTION B % DOWN	C ACROSS %	D INDX	A '000	LIQUID B % DOWN	C ACROSS %	D INDX	A '000	OINTMENT B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	11938	100.0	7.1	100	8160	100.0	4.9	100	33941	100.0	20.2	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	6748	56.5	7.1	99	4706	57.7	4.9	101	19595	57.7	20.5	101				
10:00 AM - 3:00 PM	63599	4824	40.4	7.6	107	3179	39.0	5.0	103	13381	39.4	21.0	104				
3:00 PM - 7:00 PM	72097	5164	43.3	7.2	101	3424	42.0	4.7	98	14511	42.8	20.1	99				
7:00 PM - MIDNIGHT	36670	2579	21.6	7.0	99	1885	23.1	5.1	106	7619	22.4	20.8	103				
MIDNIGHT - 6:00 AM	21908	1683	14.1	7.7	108	1084	13.3	4.9	102	4779	14.1	21.8	102				
6:00 AM - MIDNIGHT	127571	9182	76.9	7.2	101	6135	75.2	4.8	99	26184	77.1	20.5	101				
ENTIRE DAY	129239	9344	78.3	7.2	102	6230	76.3	4.8	99	26529	78.2	20.5	101				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2231	18.7	6.6	92	1522	18.7	4.5	92	7183	21.2	21.1	104				
ALL NEWS	6062	336	2.8	5.5	78	232	2.8	3.8	79	1200	3.5	19.8	98				
AOR/PROGRESSIVE	11884	616	5.2	5.2	73	492	6.0	4.1	85	2427	7.2	20.4	101				
BEAUTIFUL MUSIC	11180	782	6.6	7.0	98	498	6.1	4.5	92	2286	6.7	20.4	101				
BLACK	4538	452	3.8	10.0	140	429	5.3	9.5	194	1023	3.0	22.5	111				
CLASSICAL	3857	*194	1.6	5.0	71	*132	1.6	3.4	70	742	2.2	19.2	95				
CHR/ROCK	21946	1715	14.4	7.8	110	1100	13.5	5.0	103	4547	13.4	20.7	102				
COUNTRY	27262	2126	17.8	7.8	110	1428	17.5	5.2	108	5961	17.6	21.9	108				
GOLDEN OLDIES	3339	*270	2.3	8.1	114	*220	2.7	6.6	135	681	2.0	20.4	101				
MOR/NOSTALGIA	10346	928	7.8	9.0	126	471	5.8	4.6	94	2064	6.1	19.9	99				
NEWS/TALK	8929	474	4.0	5.3	75	386	4.7	4.3	89	1554	4.6	17.4	86				
RELIGIOUS	5488	*314	2.6	5.7	80	*180	2.2	3.3	67	1032	3.0	18.8	93				
SOFT ROCK	1232	*87	0.7	7.1	99	*124	1.5	10.1	207	*242	0.7	19.6	97				
URBAN CONTEMPORARY	3184	274	2.3	8.6	121	*251	3.1	7.9	162	720	2.1	22.6	112				
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	515	4.3	7.5	105	485	5.9	7.0	144	1312	3.9	19.0	94				
ABC DIRECTION	5212	331	2.8	6.4	89	229	2.8	4.4	90	1094	3.2	21.0	104				
ABC ENTERTAINMENT	10385	651	5.5	6.3	88	610	7.5	5.9	121	1840	5.4	17.7	88				
ABC FM	4762	318	2.7	6.7	94	*276	3.4	5.8	119	1059	3.1	22.2	110				
ABC INFORMATION	11339	774	6.5	6.8	96	536	6.6	4.7	97	2367	7.0	20.9	103				
ABC ROCK	4878	*248	2.1	5.1	71	*222	2.7	4.6	94	978	2.9	20.0	99				
CBS	10709	689	5.8	6.4	90	451	5.5	4.2	87	2005	5.9	18.7	93				
MUTUAL	10251	909	7.6	8.9	125	464	5.7	4.5	93	2113	6.2	20.6	102				
NBC	12243	817	6.8	6.7	94	547	6.7	4.5	92	2530	7.5	20.7	102				
RADIORADIO	4606	275	2.3	6.0	84	*266	3.3	5.8	119	848	2.5	18.4	91				
RKO ONE	5148	547	4.6	10.6	149	*242	3.0	4.7	97	1092	3.2	21.2	105				
RKO TWO	7313	652	5.5	8.9	125	393	4.8	5.4	110	1380	4.1	18.9	93				
THE SOURCE	5981	281	2.4	4.7	66	291	3.6	4.9	100	1299	3.8	21.7	107				
NON-HIRED: BLAIR	19329	1263	10.6	6.5	92	975	11.9	5.0	104	4075	12.0	21.1	104				
INTERNET	27139	1930	16.2	7.1	100	1581	19.4	5.8	120	5511	16.2	20.3	100				
KATZ RADIO GROUP	36319	2603	21.8	7.2	101	1690	20.7	4.7	96	7132	21.0	19.6	97				
SUPERNET	22361	1588	13.3	7.1	100	936	11.5	4.2	86	4853	14.3	21.7	107				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1130	9.5	7.8	109	774	9.5	5.3	109	3035	8.9	20.9	103				
WKDAY 9:00 AM - 1:00 PM	18688	1459	12.2	7.8	110	937	11.5	5.0	103	4172	12.3	22.3	110				
WKDAY 1:00 PM - 4:30 PM	24061	1914	16.0	8.0	112	1229	15.1	5.1	105	5321	15.7	22.1	109				
WKDAY 4:30 PM - 7:30 PM	44079	3483	29.2	7.9	111	2219	27.2	5.0	103	9239	27.2	21.0	104				
WKDAY 7:30 PM - 8:00 PM	61979	4793	40.1	7.7	109	3212	39.4	5.2	107	12663	37.3	20.4	101				
WKDAY 11:00 PM - 11:30 PM	49084	3700	31.0	7.5	106	2747	33.7	5.6	115	10399	30.6	21.2	105				
WKDAY 11:30 PM - 1:00 AM	16560	1218	10.2	7.4	103	853	10.5	5.2	106	3573	10.5	21.6	107				
M-SAT 8-11 PM+SUN 7-11 PM	66967	4939	41.4	7.4	104	3367	41.3	5.0	103	13853	40.8	20.7	102				
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	751	6.3	8.1	114	492	6.0	5.3	109	1977	5.8	21.3	105				
ANOTHER WORLD	N 6138	432	3.6	7.0	99	406	5.0	6.6	136	1304	3.8	21.2	105				
AS THE WORLD TURNS	C 7707	571	4.8	7.4	104	293	3.6	3.8	78	1786	5.3	23.2	115				
CAPITOL	C 4688	337	2.8	7.2	101	209	2.6	4.5	92	1168	3.4	24.9	123				
CBS MORN. NEWS 1	C 2792	197	1.7	7.1	99	160	2.0	5.7	118	623	1.8	22.3	110				
CBS MORN. NEWS 2	C 2071	146	1.2	7.0	99	*93	1.1	4.5	92	401	1.2	19.4	96				
DAYS OF OUR LIVES	N 8018	526	4.4	6.6	92	431	5.3	5.4	110	1929	5.7	24.1	119				
FACTS OF LIFE - DAYTIME	N 3487	263	2.2	7.5	106	144	1.8	4.1	85	708	2.1	20.3	100				
FAMILY FEUD	A 4817	352	2.9	7.3	103	192	2.4	4.0	82	1035	3.0	21.5	106				
GENERAL HOSPITAL	A 8333	662	5.5	7.9	112	486	6.0	5.8	120	1798	5.3	21.6	107				
GOOD MORNING, AMERICA-730 A	A 5472	506	4.2	9.2	130	294	3.6	5.4	110	1134	3.3	20.7	102				
GOOD MORNING, AMERICA-830 A	A 3965	326	2.7	8.2	116	166	2.0	4.2	86	813	2.4	20.5	101				
GUIDING LIGHT	C 7542	581	4.9	7.7	108	297	3.6	3.9	81	1697	5.0	22.5	111				
ONE LIFE TO LIVE	A 6018	517	4.3	8.6	121	330	4.0	5.5	113	1433	4.2	23.8	118				
PRESS YOUR LUCK	C 3589	268	2.2	7.5	105	187	2.3	5.2	107	916	2.7	25.5	126				
PRICE IS RIGHT 1	C 7418	586	4.9	7.9	111	344	4.2	4.6	95	1740	5.1	23.5	116				
PRICE IS RIGHT 2	C 8276	682	5.7	8.2	116	413	5.1	5.0	103	1935	5.7	23.4	116				
RYAN'S HOPE	A 4358	304	2.5	7.0	98	277	3.4	6.4	131	990	2.9	22.7	112				
SALE OF THE CENTURY	N 3749	391	3.3	10.4	147	161	2.0	4.3	88	856	2.5	22.8	113				
SEARCH FOR TOMORROW	N 2884	279	2.3	9.7	136	*125	1.5	4.3	89	608	1.8	21.1	104				
TODAY SHOW 1	N 4869	300	2.5	6.2	87	237	2.9	4.9	100	962	2.8	19.8	98				
TODAY SHOW 2	N 4135	276	2.3	6.7	94	168	2.1	4.1	84	779	2.3	18.8	93				
\$25,000 PYRAMID	C 4361	418	3.5	9.6	135	271	3.3	6.2	128	1093	3.2	25.1	124				
WHEEL OF FORTUNE	N 6187	674	5.6	10.9	153	344	4.2	5.6	114	1459	4.3	23.6	117				
YOUNG AND THE RESTLESS	C 8186	655	5.5	8.0	112	339	4.2	4.1	85	1905	5.6	23.3	115				
WEEKEND DAYTIME NTKW PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	393	3.3	8.3	117	243	3.0	5.1	106	1028	3.0	21.7	107				
NBA PLAYOFF GAME -1 C	5127	401	3.4	7.8	110	222	2.7	4.3	89	1044	3.1	20.4	101				
NBC MAJOR LEAGUE PRE-GAME N	3945	289	2.4	7.3	103	365	4.5	9.3	190	837	2.5	21.2	105				
SPORTSWORLD - SUN N	3370	196	1.6	5.8	82	*144	1.8	4.3	88	853	2.5	25.3	125				
SUNDAY MORNING C	4200	242	2.0	5.8	81	*249	3.1	5.9	122	767	2.3	18.3	90				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION, RELATIVELY UNSTABLE BECAUSE OF SAMPLE-BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS																		
		167727	11938	100.0	7.1	100	8160	100.0	4.9	100	33941	100.0	20.2	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	4288	35.9	8.2	115	2835	34.7	5.4	111	10818	31.9	20.7	102				
NETWORK AFFILIATES - LATE		39164	3060	25.6	7.8	110	2175	26.7	5.6	114	8438	24.9	21.5	106				
INDEPENDENTS - LATE		5133	316	2.6	6.2	86	220	2.7	4.3	88	976	2.9	19.0	94				
TV EVENING NEWS 6 PM - 2 AM																		
A TEAM		22825	1838	15.4	8.1	113	1220	15.0	5.3	110	4980	14.7	21.8	108				
ABC MONDAY NIGHT MOVIE		11258	877	7.3	7.8	109	636	7.8	5.6	116	2163	6.4	19.2	95				
ABC SUNDAY NIGHT MOVIE		23600	1770	14.8	7.5	105	1232	15.1	5.2	107	4705	13.9	19.9	99				
ABC WORLD NEWS TONIGHT		12801	1189	10.0	9.3	130	577	7.1	4.5	93	2666	7.9	20.8	103				
AFTERMASH		10966	779	6.5	7.1	100	467	5.7	4.3	88	2704	8.0	24.7	122				
ALICE		17050	1325	11.1	7.8	109	854	10.5	5.0	103	3676	10.8	21.6	107				
AMERICAN PARADE		11998	894	7.5	7.5	105	614	7.5	5.1	105	2314	6.8	19.3	95				
BENSON		19258	1423	11.9	7.4	104	977	12.0	5.1	104	4069	12.0	21.1	104				
BLUE THUNDER		11478	976	8.2	8.5	119	509	6.2	4.4	91	2427	7.2	21.1	104				
CAGNEY & LACEY		18263	1354	11.3	7.4	104	753	9.2	4.1	85	3969	11.7	21.7	107				
CBS EVENING NEWS-DEAN		7733	607	5.1	7.8	110	295	3.6	3.8	78	1556	4.6	20.1	99				
CBS EVENING NEWS-RATHER		15653	1082	9.1	6.9	97	786	9.6	5.0	103	3315	9.8	21.2	105				
CBS SAT. NEWS-SCHIEFFER		8744	642	5.4	7.3	103	389	4.8	4.4	91	1720	5.1	19.7	97				
CBS SATURDAY NIGHT MOVIE		12000	956	8.0	8.0	112	652	8.0	5.4	112	2371	7.0	19.8	98				
CBS WEDNESDAY NIGHT MOVIE		11522	859	7.2	7.5	105	487	6.0	4.2	87	2308	6.8	20.0	99				
CHEERS		16818	1226	10.3	7.3	102	659	8.1	3.9	81	3675	10.8	21.9	108				
DALLAS		37510	2858	23.9	7.6	107	2235	27.4	6.0	122	8098	23.9	21.6	107				
DIFF'RENT STROKES		11258	928	7.8	8.2	116	521	6.4	4.6	95	2584	7.6	23.0	113				
DOUBLE TROUBLE		12248	996	8.3	8.1	114	670	8.2	5.5	112	2772	8.2	22.6	112				
DUCK FACTORY		11100	932	7.8	8.4	118	495	6.1	4.5	92	2260	6.7	20.4	101				
DUKES OF HAZZARD		12353	1120	9.4	9.1	127	674	8.3	5.5	112	2610	7.7	21.1	104				
DYNASTY		33279	2646	22.2	8.0	112	1832	22.5	5.5	113	6942	20.5	20.9	103				
FACTS OF LIFE		13410	1024	8.6	7.6	107	577	7.1	4.3	88	3125	9.2	23.3	115				
FALCON CREST		31093	2469	20.7	7.9	112	1687	20.7	5.4	112	6467	19.1	20.8	103				
FALL GUY		18649	1512	12.7	8.1	114	1062	13.0	5.7	117	3884	11.4	20.8	103				
FAMILY TIES		13101	1108	9.3	8.5	119	616	7.5	4.7	97	2999	8.8	22.9	113				
FANTASY ISLAND		13069	1082	9.1	8.3	116	711	8.7	5.4	112	2825	8.3	21.6	107				
FOULUPS, BLEEPERS & BLUNDERS A		16588	1176	9.9	7.1	100	733	9.0	4.4	91	3614	10.6	21.8	108				
FOUR SEASONS		9302	637	5.3	6.8	96	418	5.1	4.5	92	2199	6.5	23.6	117				
GIMME A BREAK		13955	1157	9.7	8.3	116	776	9.5	5.6	114	3138	9.2	22.5	111				
HART TO HART		15735	1189	10.0	7.6	106	731	9.0	4.6	95	3141	9.3	20.0	99				
HILL STREET BLUES		18257	1280	10.7	7.0	99	1019	12.5	5.6	115	3512	10.3	19.2	95				
HOTEL		24236	1806	15.1	7.5	105	1555	19.1	6.4	132	5032	14.8	20.8	103				
JEFFERSONS		17010	1323	11.1	7.8	109	819	10.0	4.8	99	3798	11.2	22.3	110				
JENNIFER SLEPT HERE		9397	741	6.2	7.9	111	431	5.3	4.6	94	2057	6.1	21.9	108				
KATE & ALLIE		16762	1227	10.3	7.3	103	644	7.9	3.8	79	3508	10.3	20.9	103				
KNIGHT RIDER		13164	1045	8.8	7.9	112	621	7.6	4.7	97	2929	8.6	22.3	110				
LOVE BOAT		20400	1647	13.8	8.1	113	922	11.3	4.5	93	4146	12.2	20.3	100				
MAGNUM PI		22543	1804	15.1	8.0	112	1133	13.9	5.0	103	4491	13.2	19.9	98				
MAMA'S FAMILY		9852	732	6.1	7.4	104	548	6.7	5.6	114	2271	6.7	23.1	114				
MASTER, THE		8082	597	5.0	7.4	104	362	4.4	4.5	92	1737	5.1	21.5	106				
MATT HOUSTON		12881	928	7.8	7.2	101	704	8.6	5.5	112	2687	7.9	20.9	103				
NBC MONDAY NIGHT MOVIE		23889	1743	14.6	7.3	103	1193	14.6	5.0	103	4997	14.7	20.9	103				
NBC NIGHTLY NEWS		11156	947	7.9	8.5	119	632	7.7	5.7	116	2390	7.0	21.4	106				
NBC NIGHTLY NEWS-SAT		7363	488	4.1	6.6	93	446	5.5	6.1	125	1600	4.7	21.7	107				
NBC NIGHTLY NEWS-SUN		6214	470	3.9	7.6	106	368	4.5	5.9	122	1278	3.8	20.6	102				
NBC SUNDAY NIGHT MOVIE		17590	1415	11.9	8.0	113	965	11.8	5.5	113	3813	11.2	21.7	107				
NEWMART		16740	1353	11.3	8.1	114	691	8.5	4.1	85	3623	10.7	21.6	107				
ONE DAY AT A TIME		11820	998	8.4	8.4	119	565	6.9	4.8	98	2541	7.5	21.5	106				
PEOPLE ARE FUNNY		9138	730	6.1	8.0	112	544	6.7	6.0	122	2003	5.9	21.9	108				
REAL PEOPLE		15979	1131	9.5	7.1	99	696	8.5	4.4	90	3660	10.8	22.9	113				
REMINGTON STEELE		14395	991	8.3	6.9	97	530	6.5	3.7	76	2796	8.2	19.4	96				
RIPLEY'S BELIEVE IT - NOT A		11362	869	7.3	7.6	107	557	6.8	4.9	101	2293	6.8	20.2	100				
RIPTIDE		13920	1128	9.4	8.1	114	672	8.2	4.8	99	2989	8.8	21.5	106				
SCARECROW & MRS. KING		17571	1439	12.1	8.2	115	826	10.1	4.7	97	3515	10.4	20.0	99				
SIMON & SIMON		20208	1656	13.9	8.2	115	744	9.1	3.7	76	4144	12.2	20.5	101				
60 MINUTES		27668	2011	16.8	7.3	102	1322	16.2	4.8	98	5638	16.6	20.4	101				
ST. ELSEWHERE		13699	958	8.0	7.0	98	756	9.3	5.5	113	2962	8.7	21.6	107				
THREE'S COMPANY		20632	1581	13.2	7.7	108	975	11.9	4.7	97	4266	12.6	20.7	102				
T.J. HOOKER		17136	1370	11.5	8.0	112	943	11.6	5.5	113	3738	11.0	21.8	108				
TONIGHT SHOW		4963	395	3.3	8.0	112	204	2.5	4.1	84	1060	3.1	21.4	106				
TRAPPER JOHN, M.D.		16332	1277	10.7	7.8	110	830	10.2	5.1	104	3320	9.8	20.3	100				
TV BLOOPERS & PRAC. JOKES		18881	1291	10.8	6.8	96	776	9.5	4.1	84	4211	12.4	22.3	110				
20/20		18315	1358	11.4	7.4	104	916	11.2	5.0	103	3889	11.5	21.2	105				
WEBSTER		18722	1412	11.8	7.5	106	962	11.8	5.1	106	4081	12.0	21.8	108				
WORLD NEWS - SUN		5327	515	4.3	9.7	136	314	3.8	5.9	121	1188	3.5	22.3	110				
YELLOW ROSE		8370	641	5.4	7.7	108	589	7.2	7.0	145	1860	5.5	22.2	110				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859																

	TOTAL U.S. '000	ARTHRITIC PAIN				BACKACHES				PAIN FROM SPORTS/EXERCISE				SORE MUSCLE PAIN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL ADULTS	167727	14404	100.0	8.6	100	17781	100.0	10.6	100	13115	100.0	7.8	100	29592	100.0	17.6	100
MALES	79263	5792	40.2	7.3	85	8278	46.6	10.4	99	7320	55.8	9.2	118	13431	45.4	16.9	96
FEMALES	88464	8612	59.8	9.7	113	9503	53.4	10.7	101	5795	44.2	6.6	84	16161	54.6	18.3	104
18 - 24	28671	885	6.1	3.1	36	2787	15.7	9.7	92	3172	24.2	11.1	141	4159	14.1	14.5	82
25 - 34	39536	1023	7.1	2.6	30	4305	24.2	10.9	103	4175	31.8	10.6	135	7220	24.4	18.3	104
35 - 44	28978	1644	11.4	5.7	66	3398	19.1	11.7	111	3062	23.3	10.6	111	6032	20.4	20.8	118
45 - 54	22345	2244	15.6	10.0	117	2331	13.1	10.4	98	1060	8.1	4.7	61	4202	14.2	18.8	107
55 - 64	22224	3340	23.2	15.0	175	2482	14.0	11.2	105	966	7.4	4.3	56	4042	13.7	18.2	103
65 OR OLDER	25973	5268	36.6	20.3	236	2479	13.9	9.5	90	681	5.2	2.6	34	3937	13.3	15.2	86
18 - 34	68207	1908	13.2	2.8	33	7092	39.9	10.4	98	7346	56.0	10.8	138	11379	38.5	16.7	95
18 - 49	108058	4549	31.6	4.2	49	11801	66.4	10.9	103	11034	84.1	10.2	131	19688	66.5	18.2	103
25 - 54	90859	4911	34.1	5.4	63	10034	56.4	11.0	104	8297	63.3	9.1	117	17455	59.0	19.2	109
35 - 49	39851	2642	18.3	6.6	77	4709	26.5	11.8	111	3687	28.1	9.3	118	8309	28.1	20.9	118
50 OR OLDER	59669	9855	68.4	16.5	192	5980	33.6	10.0	95	2082	15.9	3.5	45	9904	33.5	16.6	94
GRADUATED COLLEGE	28091	1173	8.1	4.2	49	1998	11.2	7.1	67	2710	20.7	9.6	123	3981	13.5	14.2	80
ATTENDED COLLEGE	28938	1647	11.4	5.7	66	2857	16.1	9.9	93	2900	22.1	10.0	128	5043	17.0	17.4	99
GRADUATED HIGH SCHOOL	65503	5118	35.5	7.8	91	7391	41.6	11.3	106	5294	40.4	8.1	103	12488	42.2	19.1	108
DID NOT GRADUATE HIGH SCHOOL	45195	6467	44.9	14.3	167	5534	31.1	12.2	116	2211	16.9	4.9	63	8080	27.3	17.9	101
EMPLOYED MALES	56429	2702	18.8	4.8	56	5845	32.9	10.4	98	5537	42.2	9.8	125	9494	32.1	16.8	95
EMPLOYED FEMALES	43971	2482	17.2	5.6	66	4602	25.9	10.5	99	3600	27.4	8.2	105	8853	29.9	20.1	114
EMPLOYED FULL-TIME	87773	4480	31.1	5.1	59	9144	51.4	10.4	98	8221	62.7	9.4	120	16146	54.6	18.4	104
EMPLOYED PART-TIME	12627	705	4.9	5.6	65	1302	7.3	10.3	97	916	7.0	7.3	93	2202	7.4	17.4	99
NOT EMPLOYED	67327	9219	64.0	13.7	159	7335	41.3	10.9	103	3978	30.3	5.9	76	11244	38.0	16.7	95
PROFESSIONAL/MANAGER	25845	917	6.4	3.5	41	2234	12.6	8.6	82	2487	19.0	9.6	123	3753	12.7	14.5	82
TECH/CLERICAL/SALES	30895	1410	9.8	4.6	53	2623	14.8	8.5	80	2725	20.8	8.8	113	5622	19.0	18.2	103
PRECISION/CRAFT	12629	696	4.8	5.5	64	1640	9.2	13.0	122	1148	8.8	9.1	116	2436	8.2	19.3	109
OTHER EMPLOYED	31031	2163	15.0	7.0	81	3950	22.2	12.7	120	2777	21.2	8.9	114	6536	22.1	21.1	119
SINGLE	35557	1340	9.3	3.8	44	3150	17.7	8.9	84	3774	28.8	10.6	136	5492	18.6	15.4	88
MARRIED	103585	9431	65.5	9.1	106	11568	65.1	11.2	105	7765	59.2	7.5	96	19006	64.2	18.3	104
DIVORCED/SEPARATED/WIDOWED	28585	3633	25.2	12.7	148	3063	17.2	10.7	101	1577	12.0	5.5	71	5094	17.2	17.8	101
PARENTS	59295	2725	18.9	4.6	54	7136	40.1	12.0	114	5675	43.3	9.6	122	12021	40.6	20.3	115
WHITE	146081	12129	84.2	8.3	97	15113	85.0	10.3	98	11411	87.0	7.8	100	25131	84.9	17.2	98
BLACK	17974	1934	13.4	10.8	125	2331	13.1	13.0	122	1382	10.5	7.7	98	3791	12.8	21.1	120
OTHER	3672	**341	2.4	9.3	108	**337	1.9	9.2	87	**323	2.5	8.8	112	*670	2.3	18.2	103
NORTHEAST-CENSUS	37005	2582	17.9	7.0	81	3918	22.0	10.6	100	2956	22.5	8.0	102	6308	21.3	17.0	97
NORTH CENTRAL	42642	3880	26.9	9.1	106	4276	24.0	10.0	95	2829	21.6	6.6	85	7069	23.9	16.6	94
SOUTH	56777	5918	41.1	10.4	121	6436	36.2	11.3	107	4306	32.8	7.6	97	10537	35.6	18.6	105
WEST	31303	2023	14.0	6.5	75	3151	17.7	10.1	95	3024	23.1	9.7	124	5678	19.2	18.1	103
NORTHEAST-MKTG.	38125	2484	17.2	6.5	76	3969	22.3	10.4	98	2896	22.1	7.6	97	5959	20.1	15.6	89
EAST CENTRAL	24794	2222	15.4	9.0	104	2600	14.6	10.5	99	1894	14.4	7.6	95	4695	15.9	18.9	107
WEST CENTRAL	28511	2587	18.0	9.1	106	2775	15.6	9.7	92	1973	15.0	6.9	89	4750	16.1	16.7	94
SOUTH	48953	5454	37.9	11.1	130	5741	32.3	11.7	111	3851	29.4	7.9	101	9540	32.2	19.5	110
PACIFIC	27344	1658	11.5	6.1	71	2696	15.2	9.9	93	2502	19.1	9.2	117	4648	15.7	17.0	96
COUNTY SIZE A	69301	4620	32.1	6.7	78	7422	41.7	10.7	101	5566	42.4	8.0	103	11387	38.5	16.4	93
COUNTY SIZE B	50633	4476	31.1	8.8	103	5540	31.2	10.9	103	4298	32.8	8.5	109	9481	32.0	18.7	106
COUNTY SIZE C	26259	2516	17.5	9.6	112	2460	13.8	9.4	88	1966	15.0	7.5	96	4981	16.8	19.0	108
COUNTY SIZE D	21534	2792	19.4	13.0	151	2359	13.3	11.0	103	1286	9.8	6.0	76	3743	12.6	17.4	99
METRO CENTRAL CITY	50014	3839	26.7	7.7	89	5204	29.3	10.4	98	4223	32.2	8.4	108	8940	30.2	17.9	101
METRO SUBURBAN	76832	5898	40.9	7.7	89	8362	47.0	10.9	103	6150	46.9	8.0	102	13161	44.5	17.1	97
NON METRO	40881	4668	32.4	11.4	133	4215	23.7	10.3	97	2743	20.9	6.7	86	7492	25.3	18.3	104
TOP 5 ADI'S	39550	2661	18.5	6.7	78	4241	23.9	10.7	101	3056	23.3	7.7	99	6367	21.5	16.1	91
TOP 10 ADI'S	54877	3607	25.0	6.6	77	5570	31.3	10.1	96	4203	32.0	7.7	98	8432	28.5	15.4	87
TOP 20 ADI'S	77516	5518	38.3	7.1	83	7978	44.9	10.3	97	5919	45.1	7.6	98	12398	41.9	16.0	91
HSGLD INC. \$50,000 OR MORE	17257	652	4.5	3.8	44	1169	6.6	6.8	64	1625	12.4	9.4	120	2279	7.7	13.2	75
\$40,000 OR MORE	33235	1323	9.2	4.0	46	2571	14.5	7.7	73	3063	23.4	9.2	118	4777	16.1	14.4	81
\$30,000 OR MORE	59693	2693	18.7	4.5	53	5246	29.5	8.8	83	5585	42.6	9.4	120	9657	32.6	16.2	92
\$25,000 OR MORE	76275	3999	27.8	5.2	61	7194	40.5	9.4	89	6828	52.1	9.0	114	12758	43.1	16.7	95
\$20,000 - \$24,999	18607	1335	9.3	7.2	84	2026	11.4	10.9	103	1612	12.3	8.7	111	3599	12.2	19.3	110
\$15,000 - \$19,999	17175	1435	10.0	8.4	97	1927	10.8	11.2	106	1320	10.1	7.7	98	3392	11.5	19.7	112
\$10,000 - \$14,999	24569	2861	19.9	11.6	136	3002	16.9	12.2	115	1566	11.9	6.4	82	4198	14.2	17.1	97
UNDER \$10,000	31101	4774	33.1	15.3	179	3632	20.4	11.7	110	1789	13.6	5.8	74	5646	19.1	18.2	103
HOUSEHOLD OF 1 PERSON	19441	2301	16.0	11.8	138	1614	9.1	8.3	78	906	6.9	4.7	60	3012	10.2	15.5	88
2 PEOPLE	51803	6325	43.9	12.2	142	5157	29.0	10.0	94	3400	25.9	6.6	84	8105	27.4	15.	

			TOTAL U.S. '000	ARTHRITIC PAIN				BACKACHES				PAIN FROM SPORTS/EXERCISE				SORE MUSCLE PAIN			
				A	B	C		D	A	B	C		D	A	B	C		D	
						ACROSS	INDX				ACROSS	INDX				ACROSS	INDX		
																			'000
TOTAL ADULTS			167727	14404	100.0	8.6	100	17781	100.0	10.6	100	13115	100.0	7.8	100	29592	100.0	17.6	100
MAGAZINES	QUINTILE 1		34022	2040	14.2	6.0	70	3794	21.3	11.2	105	3313	25.3	9.7	125	6412	21.7	18.8	107
	QUINTILE 2		34800	3057	21.2	8.8	102	3720	20.9	10.7	101	2791	21.3	8.0	103	5938	20.1	17.1	97
	QUINTILE 3		30514	2286	15.9	7.5	87	3149	17.7	10.3	97	2378	18.1	7.8	100	5459	18.4	17.9	101
	QUINTILE 4		33324	3390	23.5	10.2	118	3432	19.3	10.3	97	2717	20.7	8.2	104	6142	20.8	18.4	104
	QUINTILE 5		35066	3631	25.2	10.4	121	3686	20.7	10.5	99	1917	14.6	5.5	70	5641	19.1	16.1	91
NEWSPAPERS	QUINTILE 1		29107	2082	14.5	7.2	83	2803	15.8	9.6	91	2129	16.2	7.3	94	4892	16.5	16.8	95
	QUINTILE 2		49095	4494	31.2	9.2	107	5091	28.6	10.4	98	3887	29.6	7.9	101	9010	30.4	18.4	104
	QUINTILE 3		23107	1919	13.3	8.3	97	2603	14.6	11.3	106	1947	14.8	8.4	108	4267	14.4	18.5	105
	QUINTILE 4		33556	2318	16.1	6.9	80	3265	18.4	9.7	92	2577	19.6	7.7	98	5452	18.4	16.2	92
	QUINTILE 5		32863	3591	24.9	10.9	127	4019	22.6	12.2	115	2576	19.6	7.8	100	5972	20.2	18.2	103
OUTDOOR	QUINTILE 1		33431	1853	12.9	5.5	65	3518	19.8	10.5	99	3137	23.9	9.4	120	5706	19.3	17.1	97
	QUINTILE 2		33478	2283	15.8	6.8	79	3454	19.4	10.3	97	2926	22.3	8.7	112	6169	20.8	18.4	104
	QUINTILE 3		33574	3070	21.3	9.1	106	3633	20.4	10.8	102	2977	22.7	8.9	113	5682	19.2	16.9	96
	QUINTILE 4		33935	3298	22.9	9.7	113	3523	19.8	10.4	98	2225	17.0	6.6	84	6230	21.1	18.4	104
	QUINTILE 5		33310	3901	27.1	11.7	136	3653	20.5	11.0	103	1850	14.1	5.6	71	5806	19.6	17.4	99
RADIO-DRIVE TIME	QUINTILE 1		33136	2581	17.9	7.8	91	3804	21.4	11.5	108	3033	23.1	9.2	117	6412	21.7	19.4	110
	QUINTILE 2		31658	2499	17.3	7.9	92	3476	19.5	11.0	104	2601	19.8	8.2	105	5601	18.9	17.7	100
	QUINTILE 3		32541	2570	17.8	7.9	92	3571	20.1	11.0	104	2837	21.6	8.7	111	5932	20.0	18.2	103
	QUINTILE 4		34247	2815	19.5	8.2	96	3696	20.8	10.8	102	2496	19.0	7.3	93	5930	20.0	17.3	98
	QUINTILE 5		36144	3939	27.3	10.9	127	3235	18.2	9.0	84	2149	16.4	5.9	76	5717	19.3	15.8	90
RADIO-MID- DAY	TERCILE 1		45037	3501	24.3	7.8	91	5049	28.4	11.2	106	4076	31.1	9.1	116	8653	29.2	19.2	109
	TERCILE 2		44819	3885	27.0	8.7	101	4877	27.4	10.9	103	3129	23.9	7.0	89	8006	27.1	17.9	101
	TERCILE 3		77872	7018	48.7	9.0	105	7855	44.2	10.1	95	5911	45.1	7.6	97	12934	43.7	16.6	94
RADIO-TOTAL	QUINTILE 1		33763	2606	18.1	7.7	90	3805	21.4	11.3	106	3014	23.0	8.9	114	6603	22.3	19.6	111
	QUINTILE 2		33240	2279	15.8	6.9	80	3908	22.0	11.8	111	2786	21.2	8.4	107	6440	21.8	19.4	110
	QUINTILE 3		33408	2608	18.1	7.8	91	3147	17.7	9.4	89	2588	19.7	7.7	99	5467	18.5	16.4	93
	QUINTILE 4		33492	3033	21.1	8.7	102	3986	22.4	11.5	108	2823	21.5	8.1	104	6103	20.6	17.5	99
	QUINTILE 5		32524	3879	26.9	11.9	139	2933	16.5	9.0	85	1905	14.5	5.9	75	4980	16.8	15.3	87
TV-PRIME TIME	QUINTILE 1		33090	3779	26.2	11.4	133	4059	22.8	12.3	116	2420	18.5	7.3	94	6173	20.9	18.7	106
	QUINTILE 2		33357	2979	20.7	8.9	104	3284	18.5	9.8	93	2498	19.0	7.5	96	5615	19.0	16.8	95
	QUINTILE 3		33980	2483	17.2	7.3	85	3433	19.3	10.1	95	3007	22.9	8.8	113	5874	19.8	17.3	98
	QUINTILE 4		33854	2720	18.9	8.0	94	3638	20.5	10.7	101	2818	21.5	8.3	106	6314	21.3	18.7	106
	QUINTILE 5		33444	2443	17.0	7.3	85	3367	18.9	10.1	95	2372	18.1	7.1	91	5616	19.0	16.8	95
TV-DAYTIME	TERCILE 1		49121	5824	40.4	11.9	138	5620	31.6	11.4	108	3360	25.6	6.8	87	8655	29.2	17.6	100
	TERCILE 2		48823	3784	26.3	7.8	90	5055	28.4	10.4	98	3370	25.7	6.9	88	8633	29.2	17.7	100
	TERCILE 3		69782	4796	33.3	6.9	80	7106	40.0	10.2	96	6386	48.7	9.2	117	12305	41.6	17.6	100
TV-TOTAL	QUINTILE 1		33584	3986	27.7	11.9	138	4089	23.0	12.2	115	2493	19.0	7.4	95	5933	20.0	17.7	100
	QUINTILE 2		33441	3656	25.4	10.9	127	3506	19.7	10.5	99	2365	18.0	7.1	90	6020	20.3	18.0	102
	QUINTILE 3		33505	2672	18.6	8.0	93	3305	18.6	9.9	93	2491	19.0	7.4	95	5586	18.9	16.7	94
	QUINTILE 4		33466	1992	13.8	6.0	69	3198	18.0	9.6	90	3007	22.9	9.0	115	6153	20.8	18.4	104
	QUINTILE 5		33731	2098	14.6	6.2	72	3683	20.7	10.9	103	2760	21.0	8.2	105	5900	19.9	17.5	99
MAGAZINES-NEWSPAPERS: DUAL		44503	3442	23.9	7.7	90	4818	27.1	10.8	102	3847	29.3	8.6	111	7842	26.5	17.6	100	
	MAGAZINE IMPERATIVE		39363	2773	19.3	7.0	82	4483	25.2	11.4	107	3616	27.6	9.2	117	7308	24.7	18.6	105
	NEWSPAPER IMPERATIVE		46441	4346	30.2	9.4	109	4386	24.7	9.4	89	3163	24.1	6.8	87	8270	27.9	17.8	101
MAGAZINES-OUTDOOR: DUAL		33726	1734	12.0	5.1	60	3335	18.8	9.9	93	3323	25.3	9.9	126	5555	18.8	16.5	93	
	MAGAZINE IMPERATIVE		52846	4871	33.8	9.2	107	5984	33.7	11.3	107	3974	30.3	7.5	96	9765	33.0	18.5	105
	OUTDOOR IMPERATIVE		52140	4200	29.2	8.1	94	5402	30.4	10.4	98	4252	32.4	8.2	104	9137	30.9	17.5	99
MAGAZINES-RADIO: DUAL		37081	2501	17.4	6.7	79	4051	22.8	10.9	103	3238	24.7	8.7	112	6827	23.1	18.4	104	
	MAGAZINE IMPERATIVE		49747	4064	28.2	8.2	95	5198	29.2	10.4	99	4173	31.8	8.4	107	8412	28.4	16.9	96
	RADIO IMPERATIVE		49208	4010	27.8	8.1	95	5281	29.7	10.7	101	3826	29.2	7.8	99	9203	31.1	18.7	106
MAGAZINES-TELEVISION: DUAL		33103	3110	21.6	9.4	109	3720	20.9	11.2	106	2992	22.8	9.0	116	6407	21.7	19.4	110	
	MAGAZINE IMPERATIVE		54575	2919	20.3	5.3	62	5614	31.6	10.3	97	4665	35.6	8.5	109	9320	31.5	17.1	97
	TELEVISION IMPERATIVE		53249	6254	43.4	11.7	137	5510	31.0	10.3	98	3322	25.3	6.2	80	8803	29.7	16.5	94
NEWSPAPERS-OUTDOOR: DUAL		36255	2403	16.7	6.6	77	3989	22.4	11.0	104	3196	24.4	8.8	113	6539	22.1	18.0	102	
	NEWSPAPER IMPERATIVE		55591	5493	38.1	9.9	115	5567	31.3	10.0	94	3827	29.2	6.9	88	9978	33.7	17.9	102
	OUTDOOR IMPERATIVE		48319	3441	23.9	7.1	83	5064	28.5	10.5	99	4371	33.3	9.0	116	8204	27.7	17.0	96
NEWSPAPERS-RADIO: DUAL		37242	2658	18.5	7.1	83	3789	21.3	10.2	96	3089	23.6	8.3	106	6766	22.9	18.2	103	
	NEWSPAPER IMPERATIVE		54423	5078	35.3	9.3	109	5358	30.1	9.8	93	4050	30.9	7.4	95	9383	31.7	17.2	98
	RADIO IMPERATIVE		46650	3565	24.8	7.6	89	5508	31.0	11.8	111	4023	30.7	8.6	110	8936	30.2	19.2	109
NEWSPAPERS-TELEVISION: DUAL		35974	3887	27.0	10.8	126	3734	21.0	10.4	98	2565	19.6	7.1	91	6553	22.1	18.2	103	
	NEWSPAPER IMPERATIVE		56095	3633	25.2	6.5	75	5741	32.3	10.2	97	4732	36.1	8.4	108	9927	33.5	17.7	100
	TELEVISION IMPERATIVE		47170	5193	36.1	11.0	128	5470	30.8	11.6	109	3470	26.5	7.4	94	8224	27.8	17.4	99
OUTDOOR-RADIO: DUAL		33748	2123	14.7	6.3	73	3575	20.1											

	TOTAL U.S. '000	ARTHRITIC PAIN				BACKACHES				PAIN FROM SPORTS/EXERCISE				SORE MUSCLE PAIN			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	14404	100.0	8.6	100	17781	100.0	10.6	100	13115	100.0	7.8	100	29592	100.0	17.6	100
ATLANTIC MONTHLY	867	**14	0.1	1.6	19	**29	0.2	3.3	32	**63	0.5	7.3	93	**118	0.4	13.6	77
BARRON'S	1580	**37	0.3	2.3	27	**124	0.7	7.8	74	**120	0.9	7.6	97	*164	0.6	10.4	59
BETTER HOMES & GARDENS	22203	2002	13.9	9.0	105	2406	13.5	10.8	102	1722	13.1	7.8	99	4454	15.1	20.1	114
BON APPETIT	3810	331	2.3	8.7	101	502	2.8	13.2	124	304	2.3	8.0	102	771	2.6	20.2	115
BUSINESS WEEK	4663	*239	1.7	5.1	60	383	2.2	8.2	77	587	4.5	12.6	161	591	2.0	12.7	72
CAR AND DRIVER	3102	**134	0.9	4.3	50	352	2.0	11.3	107	448	3.4	14.4	185	537	1.8	17.3	98
CBS MAGAZINE NETWORK (GROSS)	7311	*234	1.6	3.2	37	718	4.0	9.8	93	832	6.3	11.4	146	1331	4.5	18.2	103
CHANGING TIMES	3400	220	1.5	6.5	75	414	2.3	12.2	115	371	2.8	10.9	140	512	1.7	15.1	85
COLONIAL HOMES	1796	*100	0.7	5.6	65	*203	1.1	11.3	107	*186	1.4	10.4	132	252	0.9	14.0	80
CONDE NAST MAG. PKG. (GROSS)	19924	866	6.0	4.3	51	2346	13.2	11.8	111	1704	13.0	8.6	109	3545	12.0	17.8	101
CONSUMERS DIGEST	3125	362	2.5	11.6	135	268	1.5	8.6	81	270	2.1	8.6	110	629	2.1	20.1	114
COSMOPOLITAN	10577	574	4.0	5.4	63	1314	7.4	12.4	117	969	7.4	9.2	117	1962	6.6	18.5	105
COUNTRY LIVING	3746	316	2.2	8.4	98	390	2.2	10.4	98	383	2.9	10.2	131	601	2.0	16.0	91
CUISINE	2214	*144	1.0	6.5	76	*231	1.3	10.4	98	*199	1.5	9.0	115	471	1.6	21.3	121
CYCLE WORLD	2394	**118	0.8	4.9	57	*246	1.4	10.3	97	*183	1.4	7.6	98	430	1.5	18.0	102
DCI:CREATIVE IDEAS FOR LIV	3068	513	3.6	16.7	195	410	2.3	13.4	126	*284	2.2	9.3	118	592	2.0	19.3	109
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1159	8.0	12.1	141	953	5.4	10.0	94	835	6.4	8.7	112	1626	5.5	17.0	96
DISCOVER	2277	*150	1.0	6.6	77	*250	1.4	11.0	104	330	2.5	14.5	185	389	1.3	17.1	97
EBONY	7187	615	4.3	8.6	100	852	4.8	11.9	112	620	4.7	8.6	110	1610	5.4	22.4	127
ESQUIRE	2560	*229	1.6	8.9	104	339	1.9	13.2	125	229	1.7	8.9	114	380	1.3	14.8	84
ESSENCE	3242	257	1.8	7.9	92	421	2.4	13.0	122	285	2.2	8.8	112	821	2.8	25.3	144
FAMILY CIRCLE	19639	1952	13.6	9.9	116	2342	13.2	11.9	112	1378	10.5	7.0	90	3646	12.3	18.6	105
THE FAMILY HANDYMAN	3540	354	2.5	10.0	116	489	2.8	13.8	130	321	2.4	9.1	116	743	2.5	21.0	119
FAMILY WEEKLY	23924	2363	16.4	9.9	115	2752	15.5	11.5	109	1935	14.8	8.1	103	4571	15.4	19.1	108
FIELD & STREAM	9883	752	5.2	7.6	89	1351	7.6	13.7	129	935	7.1	9.5	121	1915	6.5	19.4	110
FOOD & WINE	1030	**61	0.4	5.9	69	**32	0.2	3.1	29	**78	0.6	7.6	97	*138	0.5	13.4	76
FORBES	2679	**122	0.8	4.6	53	*193	1.1	7.2	68	355	2.7	13.3	169	395	1.3	14.7	84
FORTUNE	2931	**96	0.7	3.3	38	283	1.6	9.7	91	333	2.5	11.4	145	472	1.6	16.1	91
GENTLEMEN'S QUARTERLY	3481	**85	0.6	2.4	28	*348	2.0	10.0	94	495	3.8	14.2	182	592	2.0	17.0	96
GLAMOUR	7163	312	2.2	4.4	51	863	4.9	12.0	114	605	4.6	8.4	108	1392	4.7	19.4	110
GOLF DIGEST	2355	*117	0.8	5.0	58	271	1.5	11.5	109	301	2.3	12.8	163	468	1.6	19.9	113
GOLF DIGEST/TENNIS (GROSS)	3610	*141	1.0	3.9	45	379	2.1	10.5	99	434	3.3	12.0	154	629	2.1	17.4	99
GOLF MAGAZINE	2046	**95	0.7	4.6	54	*232	1.3	11.3	107	*223	1.7	10.9	139	367	1.2	17.9	102
GOLF MAGAZINE/SKI (GROSS)	3547	*149	1.0	4.2	49	333	1.9	9.4	89	431	3.3	12.2	155	509	1.7	14.4	81
GOOD HOUSEKEEPING	20353	1791	12.4	8.8	102	2211	12.4	10.9	102	1336	10.2	6.6	84	3858	13.0	19.0	107
HARPER'S BAZAAR	3362	*145	1.0	4.3	50	363	2.0	10.8	102	*238	1.8	7.1	91	676	2.3	20.1	114
HEALTH	2987	240	1.7	8.0	94	451	2.5	15.1	142	*233	1.8	7.8	100	512	1.7	17.1	97
HEARST MAG CORP. BUY (GROSS)	67928	4884	33.9	7.2	84	7688	43.2	11.3	107	5812	44.3	8.6	109	12490	42.2	18.4	104
HEARST MAN POWER (GROSS)	11282	711	4.9	6.3	73	1259	7.1	11.2	105	1513	8.8	10.2	131	2121	7.2	18.8	107
HEARST WOMAN POWER (GROSS)	40514	3113	21.6	7.7	89	4801	27.0	11.9	112	3184	24.3	7.9	101	7658	25.9	18.9	107
HOUSE BEAUTIFUL	4885	390	2.7	8.0	93	452	2.5	9.3	87	428	3.3	8.8	112	847	2.9	17.3	98
INC.	1308	**53	0.4	4.1	47	*100	0.6	7.6	72	*163	1.2	12.5	159	*213	0.7	16.3	92
JET	6498	491	3.4	7.6	88	839	4.7	12.9	122	625	4.8	9.6	123	1437	4.9	22.1	125
LADIES' HOME JOURNAL	14797	1290	9.0	8.7	102	1660	9.3	11.2	106	1253	9.6	8.5	108	2909	9.8	19.7	111
LHJ FAMILY GRP COMBO(GROSS)	21743	1785	12.4	8.2	96	2565	14.4	11.8	111	1948	14.9	9.0	115	4160	14.1	19.1	108
LIFE	9881	625	4.3	6.3	74	1054	5.9	10.7	101	857	6.5	8.7	111	1575	5.3	15.9	90
L.A. TIMES HOME MAGAZINE	2775	*126	0.9	4.5	53	*238	1.3	8.6	81	273	2.1	9.8	126	598	2.0	21.5	122
MADMOISELLE	4219	*169	1.2	4.0	47	490	2.8	11.6	110	299	2.3	7.1	91	785	2.7	18.6	105
MC CALL'S	16422	1477	10.3	9.0	105	1877	10.6	11.4	108	1136	8.7	6.9	88	3132	10.6	19.1	108
MC CALL'S/WRK MOTHER (GROSS)	17919	1542	10.7	8.6	100	2071	11.6	11.6	109	1304	9.9	7.3	93	3422	11.6	19.1	108
MECHANIX ILLUSTRATED	4433	314	2.2	7.1	82	562	3.2	12.7	120	277	2.1	6.2	80	848	2.9	19.1	108
METROPOLITAN HOME	1504	**72	0.5	4.8	56	*130	0.7	8.6	82	*107	0.8	7.1	91	261	0.9	17.4	98
MONEY	4723	268	1.9	5.7	66	443	2.5	9.4	88	606	4.6	12.8	164	792	2.7	16.8	95
MOTHER EARTH NEWS	2325	*134	0.9	5.8	67	316	1.8	13.6	128	*180	1.4	7.7	99	416	1.4	17.9	101
MS.	1189	**45	0.3	3.8	44	**95	0.5	8.0	75	**94	0.7	7.9	101	*195	0.7	16.4	93
NATIONAL ENQUIRER	18892	1884	13.1	10.0	116	2360	13.3	12.5	118	1315	10.0	7.0	89	3936	13.3	20.8	118
NATIONAL GEOGRAPHIC	22129	1592	11.1	7.2	84	1905	10.7	8.6	81	1941	14.8	8.8	112	3777	12.8	17.1	97
NATIONAL SUNDAY MAGAZINE PKG	103750	8374	58.1	8.1	94	10708	60.2	10.3	97	8268	63.0	8.0	102	18396	62.2	17.7	100
NATURAL HISTORY	1379	*57	0.4	4.1	48	*103	0.6	7.5	70	*85	0.6	6.2	79	*188	0.6	13.6	77
NEM WOMAN	2289	*92	0.6	4.0	47	*215	1.2	9.4	89	*175	1.3	7.6	98	450	1.5	19.7	111
NEW YORK INCLUDING CUE	1088	**32	0.2	2.9	34	*119	0.7	10.9	103	**64	0.5	5.9	75	*119	0.4	10.9	62
THE NEW YORKER	2459	*132	0.9	5.4	63	*201	1.1	8.2	77	*207	1.6	8.4	108	450	1.5	18.3	104
NEWSWEEK	16527	1069	7.4	6.5	75	1564	8.8	9.5	89	1554	11.8	9.4	120	2633	8.9	15.9	90
THE N.Y. TIMES DAILY EDITION	2739	*105	0.7	3.8	45	*220	1.2	8.0	76	224	1.7	8.2	105	355	1.2	13.0	73
THE N.Y. TIMES MAGAZINE	4443	184	1.3	4.1	48	380	2.1	8.6	81	315	2.4	7.1	91	717	2.4	16.1	91
OMNI	2799	**108	0.7	3.9	45	*278	1.6	9.9	94	420	3.2	15.0	192	530	1.8	18.9	107
ON CABLE	2209	*144	1.0	6.5	76	*218	1.2	9.9	93	*229	1.7	10.4	133	391	1.3	17.7	100
1001 HOME IDEAS	3959	255	1.8	6.4	75	454	2.6	11.5	108	462	3.5	11.7	149	739	2.5	18.7	106
ORGANIC GARDENING	3111	322	2.2	10.4	121	337	1.9	10.8	102	*230	1.8	7.4	95	702	2.4	22.6	128
OUTDOOR LIFE	5024	392	2.7	7.8	91	733	4.1	14.6	138	531	4.0	10.6	135	1046	3.5	20.8	118
PARADE MAGAZINE	51292	3921	27.2	7.6	89	5606	31.5	10.9	103	3949	30.1	7.7	98	9067	30.6	17.7	100

	TOTAL U.S. '000	ARTHRITIC PAIN				BACKACHES				PAIN FROM SPORTS/EXERCISE				SORE MUSCLE PAIN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	14404	100.0	8.6	100	17781	100.0	10.6	100	13115	100.0	7.8	100	29592	100.0	17.6	100
PARENTS	5298	*201	1.4	3.8	44	548	3.1	10.3	98	420	3.2	7.9	101	862	2.9	16.3	92
PENTHOUSE	5129	*203	1.4	4.0	46	516	2.9	10.1	95	534	4.1	10.4	133	1011	3.4	19.7	112
PEOPLE	21070	1387	9.6	6.6	77	2366	13.3	11.2	106	2190	16.7	10.4	133	3910	13.2	18.6	105
PLAYBOY	10562	574	4.0	5.4	63	1257	7.1	11.9	112	1137	8.7	10.8	138	1954	6.6	18.5	105
POPULAR HOT RODDING	2498	*97	0.7	3.9	45	352	2.0	14.1	133	*336	2.6	13.5	172	530	1.8	21.2	120
POPULAR MECHANICS	5887	455	3.2	7.7	90	633	3.6	10.8	101	564	4.3	9.6	123	1221	4.1	20.7	118
POPULAR SCIENCE	4317	*278	1.9	6.4	75	341	1.9	7.9	75	438	3.3	10.1	130	820	2.8	19.0	108
PREVENTION	5792	745	5.2	12.9	150	596	3.4	10.3	97	371	2.8	6.4	82	1109	3.7	19.1	109
PSYCHOLOGY TODAY	3284	*115	0.8	3.5	41	318	1.8	9.7	91	332	2.5	10.1	129	497	1.7	15.1	86
READER'S DIGEST	40046	4150	28.8	10.4	121	4300	24.2	10.7	101	2928	22.3	7.3	94	7362	24.9	18.4	104
REDBOOK	9584	749	5.2	7.8	91	1276	7.2	13.3	126	880	6.7	9.2	117	1838	6.2	19.2	109
ROAD & TRACK	2590	*443	0.3	1.7	19	*263	1.5	10.2	96	378	2.9	14.6	187	437	1.5	16.9	96
ROLLING STONE	3302	*131	0.9	4.0	46	382	2.1	11.6	109	462	3.5	14.0	179	630	2.1	19.1	108
RUNNER'S WORLD	1229	*248	0.3	3.9	45	*38	0.2	3.1	29	*215	1.6	17.5	224	*154	0.5	12.5	71
SATURDAY EVENING POST	2110	*409	1.5	9.9	115	226	1.3	10.7	101	*138	1.1	6.5	84	432	1.5	20.5	116
SCIENCE 84	1543	*30	0.2	1.9	23	*156	0.9	10.1	95	*179	1.4	11.6	148	338	1.1	21.9	124
SCIENCE DIGEST	1747	*55	0.4	3.1	37	*148	0.8	8.5	80	*208	1.6	11.9	152	257	0.9	14.7	83
SCIENTIFIC AMERICAN	1994	*32	0.2	1.6	19	*216	1.2	10.8	102	339	2.6	17.0	217	277	0.9	13.9	79
SELF	3119	*117	0.8	3.8	44	368	2.1	11.8	111	244	1.9	7.8	100	506	1.7	16.2	92
SEVENTEEN	3923	*300	2.1	7.6	89	460	2.6	11.7	111	413	3.1	10.5	135	738	2.5	18.8	107
SKI	1501	*54	0.4	3.6	42	*101	0.6	6.7	63	*208	1.6	13.9	177	*143	0.5	9.5	54
SMITHSONIAN	5976	254	1.8	4.3	49	418	2.4	7.0	66	506	3.9	8.5	108	790	2.7	13.2	75
SOAP OPERA DIGEST	4228	272	1.9	6.4	75	580	3.3	13.7	129	252	1.9	6.0	76	955	3.2	22.6	128
SOUTHERN LIVING	6488	647	4.5	10.0	116	543	3.1	8.4	79	551	4.2	8.5	109	1034	3.5	15.9	90
SPORT	3500	*194	1.3	5.5	65	471	2.6	13.5	127	578	4.4	16.5	211	545	1.8	15.6	88
THE SPORTING NEWS	2456	*160	1.1	6.5	76	*378	2.1	15.4	145	325	2.5	13.2	169	377	1.3	15.4	87
SPORTS AFIELD	3648	*201	1.4	5.5	64	478	2.7	13.1	124	381	2.9	10.4	134	643	2.2	17.6	100
SPORTS ILLUSTRATED	14484	595	4.1	4.1	48	1573	8.8	10.9	102	1878	14.3	13.0	166	2344	7.9	16.2	92
STAR	12661	1404	9.7	11.1	129	1905	10.7	15.0	142	868	6.6	6.9	88	2702	9.1	21.3	121
SUNDAY	52799	3886	27.0	7.4	86	5079	28.6	9.6	91	4255	32.4	8.1	103	8796	29.7	16.7	94
SUNSET	3513	*244	1.7	6.9	81	332	1.9	9.5	89	*282	2.2	8.0	103	591	2.0	16.8	95
TV GUIDE	42766	3554	24.7	8.3	97	5131	28.9	12.0	113	3480	26.5	8.1	104	8545	28.9	20.0	113
TENNIS	1254	*25	0.2	2.0	23	*107	0.6	8.5	80	*133	1.0	10.6	136	*160	0.5	12.8	72
TIME	22054	1151	8.0	5.2	61	2191	12.3	9.9	94	2446	18.7	11.1	142	3648	12.3	16.5	94
TOWN & COUNTRY	1555	*82	0.6	5.3	61	*157	0.9	10.1	95	*147	1.1	9.5	121	*222	0.8	14.3	81
TRAVEL & LEISURE	2173	*140	1.0	6.4	75	*187	1.1	8.6	81	*245	1.9	11.3	144	378	1.3	17.4	99
TRUE STORY	4636	486	3.4	10.5	122	593	3.3	12.8	121	*251	1.9	5.4	69	965	3.3	20.8	118
U.S. NEWS & WORLD REPORT	10353	846	5.9	8.2	95	1031	5.8	10.0	94	901	6.9	8.7	111	1715	5.8	16.6	94
USA TODAY	4994	311	2.2	6.2	73	560	3.1	11.2	106	585	4.5	11.7	150	928	3.1	18.6	105
US	3528	*89	0.6	2.5	29	382	2.1	10.8	102	249	1.9	7.1	90	693	2.3	19.6	111
VOGUE	5424	269	1.9	5.0	58	625	3.5	11.5	109	556	4.2	10.3	131	862	2.9	15.9	90
WALL STREET JOURNAL	6292	270	1.9	4.3	50	495	2.8	7.9	74	636	4.8	10.1	129	840	2.8	13.4	76
WEIGHT WATCHERS	2762	*198	1.4	7.2	83	357	2.0	12.9	122	262	2.0	9.5	121	628	2.1	22.7	129
WOMAN'S DAY	16320	1663	11.5	10.2	119	1744	9.8	10.7	101	991	7.6	6.1	78	3054	10.3	18.7	106
WORKING MOTHER	1496	*65	0.5	4.3	51	*194	1.1	13.0	122	*168	1.3	11.2	144	290	1.0	19.4	110
WORKING WOMAN	1851	*100	0.7	5.4	63	*212	1.2	11.5	108	*291	2.2	15.7	201	359	1.2	19.4	110
WORLD TENNIS	580	*14	0.1	2.4	28	*70	0.4	12.1	114	*105	0.8	18.1	232	*144	0.5	24.8	141
ZIFF-DAVIS MAG NETWK (GROSS)	12412	637	4.4	5.1	60	1187	6.7	9.6	90	1414	10.8	11.4	146	2119	7.2	17.1	97
BLAIR INSERTS	91671	6877	47.7	7.5	87	9419	53.0	10.3	97	7325	55.9	8.0	102	16265	55.0	17.7	101
DAILY NEWSPAPERS																	
READ ANY	109190	9081	63.0	8.3	97	11095	62.4	10.2	96	8334	63.5	7.6	98	19165	64.8	17.6	99
READ ONE	89587	7680	53.3	8.6	100	9332	52.5	10.4	98	7028	53.6	7.8	100	16027	54.2	17.9	101
READ TWO OR MORE	19602	1401	9.7	7.1	83	1763	9.9	9.0	85	1307	10.0	6.7	85	3138	10.6	16.0	91
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	8805	61.1	8.0	93	11315	63.6	10.3	97	8833	67.4	8.1	103	19559	66.1	17.8	101
READ ONE	95074	7847	54.5	8.3	96	9823	55.2	10.3	97	7827	59.7	8.2	105	17122	57.9	18.0	102
READ TWO OR MORE	14588	958	6.7	6.6	76	1493	8.4	10.2	97	1007	7.7	6.9	88	2437	8.2	16.7	95
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	22.12				28.44				31.44				27.96			
30 DAY REACH	149706	12079	83.9	8.1	94	15671	88.1	10.5	99	12115	92.4	8.1	103	26326	89.0	17.6	100
50 SHWG - 30 DAY AV FREQ	15.16	11.68				14.92				16.34				14.71			
30 DAY REACH	142406	11451	79.5	8.0	94	14985	84.3	10.5	99	11648	88.8	8.2	105	25076	84.7	17.6	100
25 SHWG - 30 DAY AV FREQ	8.23	6.51				8.10				8.65				7.88			
30 DAY REACH	131152	10274	71.3	7.8	91	13798	77.6	10.5	99	11008	83.9	8.4	107	23361	78.9	17.8	101
CABLE TV: HOME WIRED	66879	5563	38.6	8.3	97	6677	37.6	10.0	94	6041	46.1	9.0	116	12819	43.3	19.2	109
HOME NOT WIRED	100848	8841	61.4	8.8	102	11104	62.4	11.0	104	7075	53.9	7.0	90	16774	56.7	16.6	94
HAVE PAY CABLE	35024	2373	16.5	6.8	79	3530	19.9	10.1	95	3707	28.3	10.6	135	6887	23.3	19.7	111

	TOTAL U.S. '000	ARTHRITIC PAIN				BACKACHES				PAIN FROM SPORTS/EXERCISE				SORE MUSCLE PAIN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	14404	100.0	8.6	100	17781	100.0	10.6	100	13115	100.0	7.8	100	29592	100.0	17.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	7381	51.2	7.7	90	10373	58.3	10.8	102	8244	62.9	8.6	110	17416	58.9	18.2	103
10:00 AM - 3:00 PM	63599	5167	35.9	8.1	95	6982	39.3	11.0	104	5183	39.5	8.1	104	11901	40.2	18.7	106
3:00 PM - 7:00 PM	72097	4986	34.6	6.9	81	7702	43.3	10.7	101	6340	48.3	8.8	112	13082	44.2	18.1	103
7:00 PM - MIDNIGHT	36670	2434	16.9	6.6	77	4051	22.8	11.0	104	3306	25.2	9.0	115	6816	23.0	18.6	105
MIDNIGHT - 6:00 AM	21908	1610	11.2	7.3	86	2529	14.2	11.5	109	1952	14.9	8.9	114	4259	14.4	19.4	110
6:00 AM - MIDNIGHT	127571	9745	67.7	7.6	89	13821	77.7	10.8	102	10741	81.9	8.4	108	23262	78.6	18.2	103
ENTIRE DAY	129239	9865	68.5	7.6	89	14005	78.8	10.8	102	10872	82.9	8.4	108	23616	79.8	18.3	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2538	17.6	7.5	87	3538	19.9	10.4	98	3083	23.5	9.1	116	6424	21.7	18.9	107
ALL NEWS	6062	433	3.0	7.1	83	479	2.7	7.9	75	440	3.4	7.3	93	923	3.1	15.2	86
AOR/PROGRESSIVE	11884	484	3.4	4.1	47	1202	6.8	10.1	95	1316	10.0	11.1	142	1913	6.5	16.1	91
BEAUTIFUL MUSIC	11180	1055	7.3	9.4	110	1044	5.9	9.3	88	829	6.3	7.4	95	1918	6.5	17.2	97
BLACK	4538	463	3.2	10.2	119	805	4.5	17.7	167	566	4.3	12.5	160	1035	3.5	22.8	129
CLASSICAL	3857	*255	1.8	6.6	77	305	1.7	7.9	75	302	2.3	7.8	100	577	1.9	15.0	85
CHR/ROCK	21946	1064	7.4	4.8	56	2484	14.0	11.3	107	2494	19.0	11.4	145	3923	13.3	17.9	101
COUNTRY	27262	2651	18.4	9.7	113	3158	17.8	11.6	109	2194	16.7	8.0	103	5406	18.3	19.8	112
GOLDEN OLDIES	3339	*217	1.5	6.5	76	329	1.9	9.9	93	380	2.9	11.4	146	733	2.5	22.0	124
MOR/NTALGIA	10346	821	5.7	7.9	92	1209	6.8	11.7	110	906	6.9	8.8	112	1888	6.4	18.2	103
NEWS/TALK	8929	569	4.0	6.4	74	860	4.8	9.6	91	627	4.8	7.0	90	1296	4.4	14.5	82
RELIGIOUS	5488	551	3.8	10.0	117	434	2.4	7.9	75	*303	2.3	5.5	71	888	3.0	16.2	92
SOFT ROCK	1232	*443	0.3	3.5	41	*177	1.0	14.4	136	**140	1.1	11.4	145	*262	0.9	21.3	121
URBAN CONTEMPORARY	3184	*200	1.4	6.3	73	499	2.8	15.7	148	317	2.4	10.0	127	637	2.2	20.0	113
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	363	2.5	5.3	61	687	3.9	9.9	94	747	5.7	10.8	138	1240	4.2	17.9	102
ABC DIRECTION	5212	530	3.7	10.2	118	623	3.5	12.0	113	400	3.0	7.7	98	919	3.1	17.6	100
ABC ENTERTAINMENT	10385	821	5.7	7.9	92	1060	6.0	10.2	96	713	5.4	6.9	88	1824	6.2	17.6	100
ABC FM	4762	*278	1.9	5.8	68	501	2.8	10.5	99	500	3.8	10.5	134	1010	3.4	21.2	120
ABC INFORMATION	11339	930	6.5	8.2	96	1253	7.0	11.1	104	1044	8.0	9.2	118	2066	7.0	18.2	103
ABC ROCK	4878	*193	1.3	4.0	46	512	2.9	10.5	99	500	3.8	10.3	131	822	2.8	16.9	96
CBS	10709	921	6.4	8.6	100	965	5.4	9.0	85	597	4.6	5.6	71	1751	5.9	16.4	93
MUTUAL	10251	852	5.9	8.3	97	1072	6.0	10.5	99	744	5.7	7.3	93	1970	6.7	19.2	109
NBC	12243	1152	8.0	9.4	110	1174	6.6	9.6	90	939	7.2	7.7	98	2225	7.5	18.2	103
RADIORADIO	4606	*192	1.3	4.2	49	551	3.1	12.0	113	410	3.1	8.9	114	727	2.5	15.8	89
RKO ONE	5148	*244	1.7	4.7	55	708	4.0	13.8	130	590	4.5	11.5	147	1028	3.5	20.0	113
RKO TWO	7313	531	3.7	7.3	85	824	4.6	11.3	106	577	4.4	7.9	101	1345	4.5	18.4	104
THE SOURCE	5981	*355	2.5	5.9	69	626	3.5	10.5	99	595	4.5	9.9	127	1143	3.9	19.1	108
NON-WIRED : BLAIR	19329	1441	10.0	7.5	87	2070	11.6	10.7	101	1873	14.3	9.7	124	3450	11.7	17.8	101
INTERNET	27139	1768	12.3	6.5	76	3076	17.3	11.3	107	2630	20.1	9.7	124	4890	16.5	18.0	102
KATZ RADIO GROUP	36319	2479	17.2	6.8	79	3400	19.1	9.4	88	3119	23.8	8.6	110	6478	21.9	17.8	101
SUPERNET	22361	1665	11.6	7.4	87	2685	15.1	12.0	113	1909	14.6	8.5	109	4216	14.2	18.9	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1671	11.6	11.5	134	1633	9.2	11.2	106	1107	8.4	7.6	97	2568	8.7	17.7	100
WKDAY 9:00 AM - 1:00 PM	18688	2310	16.0	12.4	144	2212	12.4	11.8	112	1201	9.2	6.4	82	3334	11.3	17.8	101
WKDAY 1:00 PM - 4:30 PM	24061	2920	20.3	12.1	141	2856	16.1	11.9	112	1597	12.2	6.6	85	4303	14.5	17.9	101
WKDAY 4:30 PM - 7:30 PM	44079	4791	33.3	10.9	127	4899	27.6	11.1	105	3285	25.0	7.5	95	7703	26.0	17.5	99
WKDAY 7:30 PM - 8:00 PM	61979	6448	44.8	10.4	121	6783	38.1	10.9	103	4400	33.5	7.1	91	10838	36.6	17.5	99
WKDAY 11:00 PM - 11:30 PM	49084	4872	33.8	9.9	116	5269	29.6	10.7	101	3707	28.3	7.6	97	8822	29.8	18.0	102
WKDAY 11:30 PM - 1:00 AM	16560	1464	10.2	8.8	103	1786	10.0	10.8	102	1409	10.7	8.5	109	3027	10.2	18.3	104
M-SAT 8-11 PM+SUN 7-11 PM	66967	6365	44.2	9.5	111	7298	41.0	10.9	103	5128	39.1	7.7	98	11988	40.5	17.9	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	847	5.9	9.1	106	1241	7.0	13.4	126	676	5.2	7.3	93	1942	6.6	21.0	119
ANOTHER WORLD	A 6138	795	5.5	13.0	151	634	3.6	10.3	97	384	2.9	6.3	80	1052	3.6	17.1	97
AS THE WORLD TURNS	C 7707	1149	8.0	14.9	174	802	4.5	10.4	98	371	2.8	4.8	62	1244	4.2	16.1	91
CAPITOL	C 4688	687	4.8	14.7	171	629	3.5	13.4	127	253	1.9	5.4	69	881	3.0	18.8	107
CBS MORN. NEWS 1	C 2792	350	2.4	12.5	146	366	2.1	13.1	124	236	1.8	8.5	108	462	1.6	16.5	94
CBS MORN. NEWS 2	C 2071	238	1.7	11.5	134	237	1.3	11.4	108	140	1.1	6.8	86	315	1.1	15.2	86
DAYS OF OUR LIVES	N 8018	1175	8.2	14.7	171	883	5.0	11.0	104	591	4.5	7.4	94	1404	4.7	17.5	99
FACTS OF LIFE - DAYTIME	N 3487	315	2.2	9.0	105	323	1.8	9.3	87	224	1.7	6.4	82	636	2.1	18.2	103
FAMILY FEUD	A 4817	579	4.0	12.0	140	566	3.2	11.8	111	216	1.6	4.5	57	816	2.8	16.9	96
GENERAL HOSPITAL	A 8333	857	5.9	10.3	120	1128	6.3	13.5	128	520	4.0	6.2	80	1579	5.3	18.9	107
GOOD MORNING, AMERICA-730 A	A 5472	593	4.1	10.8	126	580	3.3	10.6	100	378	2.9	6.9	88	1020	3.4	18.6	106
GOOD MORNING, AMERICA-830 A	A 3965	370	2.6	9.3	109	395	2.2	10.0	94	226	1.7	5.7	73	699	2.4	17.6	100
GUIDING LIGHT	C 7542	1066	7.4	14.1	165	847	4.8	11.2	106	345	2.6	4.6	59	1272	4.3	16.9	96
ONE LIFE TO LIVE	A 6018	727	5.0	12.1	141	880	4.9	14.6	138	466	3.6	7.7	99	1204	4.1	20.0	113
PRESS YOUR LUCK	C 3589	541	3.8	15.1	176	537	3.0	15.0	141	254	1.9	7.1	91	658	2.2	18.3	104
PRICE IS RIGHT 1	C 7418	1095	7.6	14.8	172	948	5.3	12.8	121	490	3.7	6.6	84	1253	4.2	16.9	96
PRICE IS RIGHT 2	C 8276	1261	8.8	15.2	177	105											

	TOTAL U.S. '000	ARTHRITIC PAIN				BACKACHES				PAIN FROM SPORTS/EXERCISE				SORE MUSCLE PAIN			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	14404	100.0	8.6	100	17781	100.0	10.6	100	13115	100.0	7.8	100	29592	100.0	17.6	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	6110	42.4	11.7	136	5648	31.8	10.8	102	3657	27.9	7.0	89	9081	30.7	17.4	98
NETWORK AFFILIATES - LATE	39164	4066	28.2	10.4	121	4135	23.3	10.6	100	2920	22.3	7.5	95	7188	24.3	18.4	104
INDEPENDENTS - LATE	5133	322	2.2	6.3	73	560	3.1	10.9	103	372	2.8	7.2	93	862	2.9	16.8	95
TV EVENING NTKK 6 PM - 2 AM																	
A TEAM	N 22825	2497	17.3	10.9	127	2746	15.4	12.0	113	1795	13.7	7.9	101	4293	14.5	18.8	107
ABC MONDAY NIGHT MOVIE	A 11258	1092	7.6	9.7	113	1144	6.4	10.2	96	758	5.8	6.7	86	2028	6.9	18.0	102
ABC SUNDAY NIGHT MOVIE	A 23600	2021	14.0	8.6	100	2524	14.2	10.7	101	1800	13.7	7.6	98	4229	14.3	17.9	102
ABC WORLD NEWS TONIGHT	A 12801	1397	9.7	10.9	127	1390	7.8	10.9	102	907	6.9	7.1	91	2244	7.6	17.5	99
AFTERMASH	C 10966	1337	9.3	12.2	142	1268	7.1	11.6	109	915	7.0	8.3	107	2029	6.9	18.5	105
ALICE	C 17050	1839	12.8	10.8	126	1976	11.1	11.6	109	1198	9.1	7.0	90	3042	10.3	17.8	101
AMERICAN PARADE	C 11998	1341	9.3	11.2	130	981	5.5	8.2	77	677	5.2	5.6	72	1978	6.7	16.5	93
BENSON	A 19258	1896	13.2	9.8	115	2174	12.2	11.3	106	1340	10.2	7.0	89	3428	11.6	17.8	101
BLUE THUNDER	A 11478	1151	8.0	10.0	117	1388	7.8	12.1	114	830	6.3	7.2	92	2231	7.5	19.4	110
CAGNEY & LACEY	C 18263	1925	13.4	10.5	123	1973	11.1	10.8	102	1541	11.7	8.4	108	3192	10.8	17.5	99
CBS EVENING NEWS-DEAN	C 7733	924	6.4	11.9	139	715	4.0	9.2	87	531	4.0	6.9	88	1122	3.8	14.5	82
CBS EVENING NEWS-RATHER	C 15653	1809	12.6	11.6	135	1542	8.7	9.9	93	1181	9.0	7.5	96	2656	9.0	17.0	96
CBS SAT. NEWS-SCHIEFFER	C 8744	1102	7.7	12.6	147	989	5.6	11.3	107	630	4.8	7.2	92	1233	4.2	14.1	80
CBS SATURDAY NIGHT MOVIE	C 12000	1136	7.9	9.5	110	1410	7.9	11.8	111	1022	7.8	8.5	109	2099	7.1	17.5	99
CBS WEDNESDAY NIGHT MOVIE	C 11522	1234	8.6	10.7	125	1084	6.1	9.4	89	807	6.2	7.0	90	1965	6.6	17.1	97
CHEERS	M 16818	1287	8.9	7.7	89	2007	11.3	11.9	113	1479	11.3	8.8	112	2987	10.1	17.8	101
DALLAS	C 37510	3979	27.6	10.6	124	4342	24.4	11.6	109	2639	20.1	7.0	90	6631	22.4	17.7	100
DIFF'RENT STROKES	M 11258	1421	9.9	12.6	147	1325	7.5	11.8	111	870	6.6	7.7	99	2144	7.2	19.0	108
DOUBLE TROUBLE	M 12248	1325	9.2	10.8	126	1512	8.5	12.3	116	1023	7.8	8.4	107	2267	7.7	18.5	105
DUCK FACTORY	M 11100	856	5.9	7.7	90	1336	7.5	12.0	114	1073	8.2	9.7	124	2070	7.0	18.6	106
DUKES OF HAZZARD	C 12353	1539	10.7	12.5	145	1423	8.0	11.5	109	974	7.4	7.9	101	2199	7.4	17.8	101
DYNASTY	A 33279	2940	20.4	8.8	103	3666	20.6	11.0	104	2574	19.6	7.7	99	6405	21.6	19.2	109
FACTS OF LIFE	N 13410	1588	11.0	11.8	138	1694	9.5	12.6	119	911	6.9	6.8	87	2432	8.2	18.1	103
FALCON CREST	C 31093	3175	22.0	10.2	119	3413	19.2	11.0	104	2050	15.6	6.6	84	5470	18.5	17.6	100
FALL GUY	A 18649	1667	11.6	8.9	104	2107	11.8	11.3	107	1408	10.7	7.6	97	3590	12.1	19.3	109
FAMILY TIES	N 13101	1466	10.2	11.2	130	1794	10.1	13.7	129	986	7.5	7.5	96	2508	8.5	19.1	109
FANTASY ISLAND	A 13069	1359	9.4	10.4	121	1552	8.7	11.9	112	926	7.1	7.1	91	2572	8.7	19.7	112
FOULUPS, BLEEPS & BLUNDERS	A 16588	1422	9.9	8.6	100	1816	10.2	10.9	103	1312	10.0	7.9	101	2979	10.1	18.0	102
FOUR SEASONS	C 9302	1041	7.2	11.2	130	1064	6.0	11.4	108	749	5.7	8.1	103	1703	5.8	18.3	104
GIMME A BREAK	N 13955	1814	12.6	13.0	151	1899	10.7	13.6	128	892	6.8	6.4	82	2555	8.6	18.3	104
HART TO HART	A 15735	1550	10.8	9.9	115	1703	9.6	10.8	102	1033	7.9	6.6	84	2756	9.3	17.5	99
HILL STREET BLUES	N 18257	1357	9.4	7.4	87	1933	10.9	10.6	100	1564	11.9	8.6	110	3261	11.0	17.9	101
HOTEL	A 24236	2351	16.3	9.7	113	2612	14.7	10.8	102	1734	13.2	7.2	92	4401	14.9	18.2	103
JEFFERSONS	C 17010	1964	13.6	11.5	134	1978	11.1	11.6	110	1273	9.7	7.5	96	3212	10.9	18.9	107
JENNIFER SLEPT HERE	M 9397	1077	7.5	11.5	133	994	5.6	10.6	100	675	5.1	7.2	92	1843	6.2	19.6	111
KATE & ALLIE	C 16762	1720	11.9	10.3	119	1746	9.8	10.4	98	1335	10.2	8.0	102	2784	9.4	16.6	94
KNIGHT RIDER	M 13164	1376	9.6	10.5	122	1526	8.6	11.6	109	920	7.0	7.0	89	2453	8.3	18.6	106
LOVE BOAT	A 20400	2420	16.8	11.9	138	2130	12.0	10.4	98	1219	9.3	6.0	76	3474	11.7	17.0	97
MAGNUM PI	C 22543	2285	15.9	10.1	118	2286	12.9	10.1	96	1840	14.0	8.2	104	3946	13.3	17.5	99
MAMA'S FAMILY	N 9852	1152	8.0	11.7	136	1054	5.9	10.7	101	654	5.0	6.6	85	1975	6.7	20.0	114
MASTER, THE	N 8082	856	5.9	10.6	123	888	5.0	11.0	104	453	3.5	5.6	72	1448	4.9	17.9	102
MATT HOUSTON	A 12881	1220	8.5	9.5	110	1472	8.3	11.4	108	962	7.3	7.5	96	2338	7.9	18.2	103
NBC MONDAY NIGHT MOVIE	N 23889	1722	12.0	7.2	84	2693	15.1	11.3	106	2097	16.0	8.8	112	4445	15.0	18.6	105
NBC NIGHTLY NEWS	N 11156	1469	10.2	13.2	153	1178	6.6	10.6	100	818	6.2	7.3	94	1948	6.6	17.5	99
NBC NIGHTLY NEWS-SAT	N 7363	1010	7.0	13.7	160	797	4.5	10.8	102	520	4.0	7.1	90	1379	4.7	18.7	106
NBC NIGHTLY NEWS-SUN	N 6214	761	5.3	12.2	143	562	3.2	9.0	85	409	3.1	6.6	84	1087	3.7	17.5	99
NBC SUNDAY NIGHT MOVIE	N 17590	1434	10.0	8.2	95	1958	11.0	11.1	105	1686	12.9	9.6	123	3451	11.7	19.6	111
NEWHART	C 16740	1711	11.9	10.2	119	1933	10.9	11.5	109	1375	10.5	8.2	105	3028	10.2	18.1	103
ONE DAY AT A TIME	C 11820	1259	8.7	10.7	124	1316	7.4	11.1	105	973	7.4	8.2	105	2243	7.6	19.0	108
PEOPLE ARE FUNNY	N 9138	1082	7.5	11.8	138	919	5.2	10.1	95	616	4.7	6.7	86	1882	6.4	20.6	117
REAL PEOPLE	N 15979	1962	13.6	12.3	143	1695	9.5	10.6	100	956	7.3	6.0	77	2768	9.4	17.3	98
REMINGTON STEELE	N 14395	1195	8.3	8.3	97	1474	8.3	10.2	97	1110	8.5	7.7	99	2538	8.6	17.6	100
RIPLEY'S BELIEVE IT - NOT	A 11362	1061	7.4	9.3	109	1116	6.3	9.8	93	796	6.1	7.0	90	1913	6.5	16.8	95
RIPTIDE	N 13920	1383	9.6	9.9	116	1545	8.7	11.1	105	1188	9.1	8.5	109	2690	9.1	19.3	110
SCARECROW & MRS. KING	C 17571	2124	14.7	12.1	141	1875	10.5	10.7	101	1334	10.2	7.6	97	2858	9.7	16.3	92
SIMON & SIMON	C 20208	2091	14.5	10.3	120	2341	13.2	11.6	109	1528	11.7	7.6	97	3547	12.0	17.6	99
60 MINUTES	C 27668	3116	21.6	11.3	131	2745	15.4	9.9	94	1859	14.2	6.7	86	4549	15.4	16.4	93
ST. ELSEWHERE	N 13699	1060	7.4	7.7	90	1580	8.9	11.5	109	1063	8.1	7.8	99	2598	8.8	19.0	107
THREE'S COMPANY	A 20632	1927	13.4	9.3	109	2285	12.9	11.1	104	1531	11.7	7.4	95				

ATHLETE'S FOOT REMEDIES (NON-PRESCRIPTION)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-12

		'000	%	UNWEIGHTED					
5A. DO YOU YOURSELF USE THEM?									
	YES	26283	15.7			2942			
	NO	141444	84.3			16168			
		ALL		SOLE		PRIMARY		SECONDARY	
		'000	%	'000	%	'000	%	'000	%
IF YOU DO									
5B. WHAT FORMS DO YOU USE?									
OINTMENT		9042	5.4	5663	3.4	2528	1.5	851	.5
POWDER		14169	8.4	10414	6.2	2535	1.5	1219	.7
OTHER		5952	3.5	4276	2.5	933	.6	743	.4
DO NOT KNOW		1583	.9						
									1009
									1583
									634
									184
5C. WHICH BRANDS DO YOU USE?									
AFTATE		1598	1.0	732	.4	480	.3	387	.2
ABSORBINE JR.		3768	2.2	1948	1.2	1335	.8	484	.3
DESENE		10298	6.1	6822	4.1	2753	1.6	723	.4
DR. SCHOLL		5291	3.2	3133	1.9	1611	1.0	548	.3
FOOT GUARD		1061	.6	348	.2	480	.3	234	.1
									96
FOOT GUARD ANTI-FUNGAL		613	.4	209	.1	281	.2	123	.1
JOHNSON & JOHNSON		1727	1.0	872	.5	737	.4	117	.1
NP 27		1394	.8	580	.3	608	.4	205	.1
QUINSANA PLUS POWDER		955	.6	507	.3	313	.2	135	.1
TINACTIN		3908	2.3	2225	1.3	1032	.6	651	.4
									438
OTHER BRANDS		3086	1.8	1924	1.1	605	.4	557	.3
DO NOT KNOW		560	.3						
									326
									63
		'000	%	UNWEIGHTED					
5D. ABOUT HOW OFTEN DID YOU USE									
ATHLETE'S FOOT REMEDIES									
IN THE LAST 6 MONTHS?									
ONCE A DAY OR MORE OFTEN	H	2660	1.6	304					
2 OR 3 TIMES A WEEK	H	4221	2.5	406					
ONCE A WEEK	H	2021	1.2	263					
2 OR 3 TIMES A MONTH	M	3444	2.1	399					
ONCE A MONTH	M	2658	1.6	299					
ONCE EVERY 2 MONTHS	M	1654	1.0	192					
ONCE EVERY 3 MONTHS									
OR LESS OFTEN	L	5299	3.2	593					
NEVER IN LAST 6 MONTHS	L	4325	2.6	486					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	26283	100.0	15.7	100	8901	100.0	5.3	100	7757	100.0	4.6	100	9624	100.0	5.7	100
MALES	79263	16978	64.6	21.4	137	6140	69.0	7.7	146	5223	67.3	6.6	142	5616	58.4	7.1	123
FEMALES	88464	9305	35.4	10.5	67	2762	31.0	3.1	59	2534	32.7	2.9	62	4009	41.7	4.5	79
18 - 24	28671	3642	13.9	12.7	81	1457	16.4	5.1	96	945	12.2	3.3	71	1241	12.9	4.3	75
25 - 34	39536	6063	23.1	15.3	98	2021	22.7	5.1	96	1658	21.4	4.2	91	2384	24.8	6.0	105
35 - 44	28978	5211	19.8	18.0	115	1730	19.4	6.0	112	1648	21.2	5.7	123	1833	19.0	6.3	110
45 - 54	22345	4276	16.3	19.1	122	1528	17.2	6.8	129	1150	14.8	5.1	111	1599	16.6	7.2	125
55 - 64	22224	4003	15.2	18.0	115	1265	14.2	5.7	107	1253	16.2	5.6	122	1486	15.4	6.7	117
65 OR OLDER	25973	3088	11.7	11.9	76	902	10.1	3.5	65	1103	14.2	4.2	92	1082	11.2	4.2	73
18 - 34	68207	9705	36.9	14.2	91	3478	39.1	5.1	96	2603	33.6	3.8	83	3624	37.7	5.3	93
18 - 49	108058	17046	64.9	15.8	101	6086	68.4	5.6	106	4785	61.7	4.4	96	6175	64.2	5.7	100
25 - 54	90859	15550	59.2	17.1	109	5278	59.3	5.8	109	4456	57.4	4.9	106	5816	60.4	6.4	112
35 - 49	39851	7341	27.9	18.4	118	2609	29.3	6.5	123	2182	28.1	5.5	118	2550	26.5	6.4	112
50 OR OLDER	59669	9237	35.1	15.5	99	2815	31.6	4.7	89	2972	38.3	5.0	108	3450	35.8	5.8	101
GRADUATED COLLEGE	28091	5252	20.0	18.7	119	1454	16.3	5.2	98	1705	22.0	6.1	131	2094	21.8	7.5	130
ATTENDED COLLEGE	28938	4600	17.5	15.9	101	1091	12.3	3.8	71	1329	17.1	4.6	99	2181	22.7	7.5	131
GRADUATED HIGH SCHOOL	65503	10208	38.8	15.6	99	3797	42.7	5.8	109	2921	37.7	4.5	96	3490	36.3	5.3	93
DID NOT GRADUATE HIGH SCHOOL	45195	6222	23.7	13.8	88	2561	28.8	5.7	107	1802	23.2	4.0	86	1859	19.3	4.1	72
EMPLOYED MALES	56429	12549	47.7	22.2	142	4560	51.2	8.1	152	3864	49.8	6.8	148	4125	42.9	7.3	127
EMPLOYED FEMALES	43971	4946	18.8	11.2	72	1255	14.1	2.9	54	1129	14.6	2.6	56	2562	26.6	5.8	102
EMPLOYED FULL-TIME	87773	15983	60.8	18.2	116	5388	60.5	6.1	116	4655	60.0	5.3	115	5939	61.7	6.8	118
EMPLOYED PART-TIME	12627	1512	5.8	12.0	76	*427	4.8	3.4	64	*337	4.3	2.7	58	748	7.8	5.9	103
NOT EMPLOYED	67327	8788	33.4	13.1	83	3087	34.7	4.6	86	2765	35.6	4.1	89	2937	30.5	4.4	76
PROFESSIONAL/MANAGER	25845	4695	17.9	18.2	116	1310	14.7	5.1	96	1588	20.5	6.1	133	1796	18.7	6.9	121
TECH/CLERICAL/SALES	30895	4806	18.3	15.6	99	1362	15.3	4.4	83	1204	15.5	3.9	84	2241	23.3	7.3	126
PRECISION/CRAFT	12629	2707	10.3	21.4	137	1173	13.2	9.3	175	646	8.3	5.1	111	887	9.2	7.0	122
OTHER EMPLOYED	31031	5287	20.1	17.0	109	1970	22.1	6.3	120	1554	20.0	5.0	108	1764	18.3	5.7	99
SINGLE	35557	5192	19.8	14.6	93	1952	21.9	5.5	103	1404	18.1	3.9	85	1836	19.1	5.2	90
MARRIED	103585	17425	66.3	16.8	107	5741	64.5	5.5	104	5302	68.4	5.1	111	6382	66.3	6.2	107
DIVORCED/SEPARATED/WIDOWED	28585	3666	13.9	12.8	82	1209	13.6	4.2	80	1050	13.5	3.7	79	1407	14.6	4.9	86
PARENTS	59295	9362	35.6	15.8	101	3280	36.8	5.5	104	2686	34.6	4.5	98	3396	35.3	5.7	100
WHITE	146081	22968	87.4	15.7	100	7256	81.5	5.0	94	7046	90.8	4.8	104	8666	90.0	5.9	103
BLACK	17974	2805	10.7	15.6	100	1481	16.6	8.2	155	626	8.1	3.5	75	698	7.3	3.9	68
OTHER	3672	*509	1.9	13.9	88	*164	1.8	4.5	84	*85	1.1	2.3	50	*260	2.7	7.1	123
NORTHEAST-CENSUS	37005	5567	21.2	15.0	96	1976	22.2	5.3	101	1563	20.1	4.2	91	2028	21.1	5.5	96
NORTH CENTRAL	42642	6282	23.9	14.7	94	1979	22.2	4.6	87	1989	25.6	4.7	101	2314	24.0	5.4	95
SOUTH	56777	8798	33.5	15.5	99	3072	34.5	5.4	102	2590	33.4	4.6	99	3136	32.6	5.5	96
WEST	31303	5637	21.4	18.0	115	1875	21.1	6.0	113	1615	20.8	5.2	112	2147	22.3	6.9	120
NORTHEAST-MKTG.	38125	5600	21.3	14.7	94	1899	21.3	5.0	94	1578	20.3	4.1	89	2123	22.1	5.6	97
EAST CENTRAL	24794	3692	14.0	14.9	95	1394	15.7	5.6	106	885	11.4	3.6	77	1414	14.7	5.7	99
WEST CENTRAL	28511	4207	16.0	14.8	94	1211	13.6	4.2	80	1485	19.1	5.2	113	1512	15.7	5.3	92
SOUTH	48953	7909	30.1	16.2	103	2758	31.0	5.6	106	2434	31.4	5.0	108	2717	28.2	5.6	97
PACIFIC	27344	4874	18.5	17.8	114	1640	18.4	6.0	113	1376	17.7	5.0	109	1859	19.3	6.8	118
COUNTY SIZE A	69301	11204	42.6	16.2	103	4004	45.0	5.8	109	3112	40.1	4.5	97	4088	42.5	5.9	103
COUNTY SIZE B	50633	7860	29.9	15.5	99	2651	29.8	5.2	99	2404	31.0	4.7	103	2805	29.1	5.5	97
COUNTY SIZE C	26259	4351	16.6	16.6	106	1313	14.8	5.0	94	1302	16.8	5.0	107	1736	18.0	6.6	115
COUNTY SIZE D	21534	2868	10.9	13.3	85	933	10.5	4.3	82	940	12.1	4.4	94	996	10.3	4.6	81
METRO CENTRAL CITY	50014	8278	31.5	16.6	106	3028	34.0	6.1	114	2226	28.7	4.5	96	3024	31.4	6.0	105
METRO SUBURBAN	76832	12141	46.2	15.8	101	3847	43.2	5.0	94	3814	49.2	5.0	107	4480	46.6	5.8	102
NON METRO	40881	5863	22.3	14.3	92	2026	22.8	5.0	93	1717	22.1	4.2	91	2120	22.0	5.2	90
TOP 5 ADI'S	39550	6429	24.5	16.3	104	2464	27.7	6.2	117	1855	23.9	4.7	101	2110	21.9	5.3	93
TOP 10 ADI'S	54877	8454	32.2	15.4	98	3102	34.9	5.7	107	2367	30.5	4.3	93	2985	31.0	5.4	95
TOP 20 ADI'S	77516	12133	46.2	15.7	100	4213	47.3	5.4	102	3597	46.4	4.6	100	4323	44.9	5.6	97
HSGLD INC. \$50,000 OR MORE	17257	3020	11.5	17.5	112	672	7.5	3.9	73	1008	13.0	5.8	126	1340	13.9	7.8	135
\$40,000 OR MORE	33235	5647	21.5	17.0	108	1537	17.3	4.6	87	1762	22.7	5.3	115	2348	24.4	7.1	123
\$30,000 OR MORE	59693	10285	39.1	17.2	110	2829	31.8	4.7	89	3170	40.9	5.3	115	4286	44.5	7.2	125
\$25,000 OR MORE	76275	13130	50.0	17.2	110	3698	41.5	4.8	91	3843	49.5	5.0	109	5589	58.1	7.3	128
\$20,000 - \$24,999	18607	2809	10.7	15.1	96	1194	13.4	6.4	121	727	9.4	3.9	84	888	9.2	4.8	83
\$15,000 - \$19,999	17175	2445	9.3	14.2	91	769	8.6	4.5	84	835	10.8	4.9	105	840	8.7	4.9	85
\$10,000 - \$14,999	24569	3939	15.0	16.0	102	1728	19.4	7.0	133	1230	15.9	5.0	108	981	10.2	4.0	70
UNDER \$10,000	31101	3960	15.1	12.7	81	1512	17.0	4.9	92	1122	14.5	3.6	78	1326	13.8	4.3	74
HOUSEHOLD OF 1 PERSON	19441	2395	9.0	12.1	77	773	8.7	4.0	75	787	10.1	4.0	88	795	8.3	4.1	71
2 PEOPLE	51803	8375	31.9	16.2	103	2517	28.3	4.9	92	2721	35.1	5.3	114	3136	32.6	6.1	106
3 OR 4 PEOPLE	66933	11048	42.0	16.5	105	4042	45.4	6.0	114	3204	41.3	4.8	104	3802	39.5	5.7	99
5 OR MORE PEOPLE	29550	4505	17.1	15.2	97	1569	17.6	5.3	100	1045	13.5	3.5	76	1891	19.6	6.4	112
NO CHILD IN HSHLD	96587	15295	58.2	15.8	101	5054	56.8	5.2	99	4657	60.0	4.8	104	5584	58.0	5.8	101
CHILD(REN) UNDER 2 YRS	10844	1460	5.6	13.5	86	*577	6.5	5.3	100	*372	4.8	3.4	74	*511	5.3	4.7	82
2 - 5 YEARS	26358	3672	14.0	13.9	89	1329	14.9	5.0	95	1020	13.1	3.9	84	1323	13.7	5.0	87
6 - 11 YEARS	30453	4618	17.6	15.2	97	1637	18.4	5.4	101	1216	15.7	4.0	86	1765	18.3	5.8	101
12 - 17 YEARS	36575	6088	23.2	16.6	106	2133	24.0	5.8	110	1778	22.9	4.9	105	2177	22.6	6.0	104
RESIDENCE OWNED	117770	19066	72.5	16.2	103	5743	64.5	4.9	92	5931	76.5	5.0	109	7392	76.8	6.3	109
VALUE: \$50,000 OR MORE	70166	11334	43.1	16.2	103	3140	35.3	4.5	84	3503	45.2	5.0	108	4692	48.8	6.7	117
VALUE: UNDER \$50,000	47604	7732	29.4	16.2	104	2604	29.3	5.5	103	2428	31.3	5.1	110	2700	28.1	5.7	99

ATHLETE'S FOOT REMEDIES (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(ADULTS)

		ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	26283	100.0	15.7	100	8901	100.0	5.3	100	7757	100.0	4.6	100	9624	100.0	5.7	100
MAGAZINES	QUINTILE 1	34022	5859	22.3	17.2	110	1587	17.8	4.7	88	1782	23.0	5.2	113	2490	25.9	7.3	128
	QUINTILE 2	34800	5657	21.5	16.3	104	1841	20.7	5.3	100	1609	20.7	4.6	100	2207	22.9	6.3	111
	QUINTILE 3	30514	4455	17.0	14.6	93	1722	19.3	5.6	106	1384	17.8	4.5	98	1349	14.0	4.4	77
	QUINTILE 4	33324	5478	20.8	16.4	105	2009	22.6	6.0	114	1598	20.6	4.8	104	1871	19.4	5.6	98
	QUINTILE 5	35066	4834	18.4	13.8	88	1743	19.6	5.0	94	1384	17.8	3.9	85	1707	17.7	4.9	85
NEWSPAPERS	QUINTILE 1	29107	5005	19.0	17.2	110	1553	17.4	5.3	101	1621	20.9	5.6	120	1831	19.0	6.3	110
	QUINTILE 2	49095	7804	29.7	15.9	101	2591	29.1	5.3	99	2277	29.4	4.6	100	2935	30.5	6.0	104
	QUINTILE 3	23107	3674	14.0	15.9	101	1150	12.9	5.0	94	1051	13.5	4.5	98	1473	15.3	6.4	111
	QUINTILE 4	33556	4398	16.7	13.1	84	1311	14.7	3.9	74	1432	18.5	4.3	92	1654	17.2	4.9	86
	QUINTILE 5	32863	5402	20.6	16.4	105	2295	25.8	7.0	132	1376	17.7	4.2	91	1731	18.0	5.3	92
OUTDOOR	QUINTILE 1	33431	5493	20.9	16.4	105	1631	18.3	4.9	92	1854	23.9	5.5	120	2009	20.9	6.0	105
	QUINTILE 2	33478	5248	20.0	15.7	100	1795	20.2	5.4	101	1517	19.6	4.5	98	1936	20.1	5.8	101
	QUINTILE 3	33574	5350	20.4	15.9	102	2120	23.8	6.3	119	1347	17.4	4.0	87	1884	19.6	5.6	98
	QUINTILE 4	33935	5115	19.5	15.1	96	1733	19.5	5.1	96	1321	17.0	3.9	84	2061	21.4	6.1	106
	QUINTILE 5	33310	5077	19.3	15.2	97	1623	18.2	4.9	92	1719	22.2	5.2	112	1735	18.0	5.2	91
RADIO-DRIVE TIME	QUINTILE 1	33136	5516	21.0	16.6	106	1878	21.1	5.7	107	1593	20.5	4.8	104	2045	21.2	6.2	108
	QUINTILE 2	31658	5244	20.0	16.6	106	1821	20.5	5.8	108	1553	20.0	4.9	106	1871	19.4	5.9	103
	QUINTILE 3	32541	4965	18.9	15.3	97	1597	17.9	4.9	92	1359	17.5	4.2	90	2008	20.9	6.2	108
	QUINTILE 4	34247	5490	20.9	16.0	102	1984	22.3	5.8	109	1664	21.5	4.9	105	1842	19.1	5.4	94
	QUINTILE 5	36144	5068	19.3	14.0	89	1622	18.2	4.5	85	1588	20.5	4.4	95	1858	19.3	5.1	90
RADIO-MID- DAY	TERCILE 1	45037	7805	29.7	17.3	111	2907	32.7	6.5	122	2082	26.8	4.6	100	2816	29.3	6.3	109
	TERCILE 2	44819	6712	25.5	15.0	96	2446	27.5	5.5	103	1880	24.2	4.2	91	2387	24.8	5.3	93
	TERCILE 3	77872	11765	44.8	15.1	96	3549	39.9	4.6	86	3795	48.9	4.9	105	4421	45.9	5.7	99
RADIO-TOTAL	QUINTILE 1	33763	5629	21.4	16.7	106	2087	23.4	6.2	116	1531	19.7	4.5	98	2011	20.9	6.0	104
	QUINTILE 2	33240	5393	20.5	16.2	104	1821	20.5	5.5	103	1533	19.8	4.6	100	2039	21.2	6.1	107
	QUINTILE 3	33408	5389	20.5	16.1	103	1869	21.0	5.6	105	1709	22.0	5.1	111	1812	18.8	5.4	95
	QUINTILE 4	34792	5056	19.2	14.5	93	1601	18.0	4.6	87	1441	18.6	4.1	90	2015	20.9	5.8	101
	QUINTILE 5	32524	4815	18.3	14.8	94	1523	17.1	4.7	88	1543	19.9	4.7	103	1749	18.2	5.4	94
TV-PRIME TIME	QUINTILE 1	33090	4856	18.5	14.7	94	1840	20.7	5.6	105	1404	18.1	4.2	92	1612	16.7	4.9	85
	QUINTILE 2	33357	5685	21.6	17.0	109	1977	22.2	5.9	112	1665	21.5	5.0	108	2044	21.2	6.1	107
	QUINTILE 3	33980	5568	21.2	16.4	105	1719	19.3	5.1	95	1715	22.1	5.0	109	2134	22.2	6.3	109
	QUINTILE 4	33854	5350	20.4	15.8	101	1810	20.3	5.3	101	1425	18.4	4.2	91	2114	22.0	6.2	109
	QUINTILE 5	33444	4824	18.4	14.4	92	1556	17.5	4.7	88	1547	19.9	4.6	100	1721	17.9	5.1	90
TV-DAYTIME	TERCILE 1	49121	7055	26.8	14.4	92	2788	31.3	5.7	107	2006	25.9	4.1	88	2260	23.5	4.6	80
	TERCILE 2	48823	6998	26.6	14.3	91	2231	25.1	4.6	86	2042	26.3	4.2	90	2724	28.3	5.6	97
	TERCILE 3	69782	12230	46.5	17.5	112	3882	43.6	5.6	105	3709	47.8	5.3	115	4640	48.2	6.6	116
TV-TOTAL	QUINTILE 1	33584	5122	19.5	15.3	97	1997	22.4	5.9	112	1589	20.5	4.7	102	1537	16.0	4.6	80
	QUINTILE 2	33441	5244	20.0	15.7	100	1980	22.2	5.9	112	1482	19.1	4.4	96	1782	18.5	5.3	93
	QUINTILE 3	33505	5145	19.6	15.4	98	1476	16.6	4.4	83	1487	19.2	4.4	96	2181	22.7	6.5	113
	QUINTILE 4	33466	5757	21.9	17.2	110	1897	21.3	5.7	107	1698	21.9	5.1	110	2162	22.5	6.5	113
	QUINTILE 5	33731	5014	19.1	14.9	95	1552	17.4	4.6	87	1500	19.3	4.4	96	1962	20.4	5.8	101
MAGAZINES-NEWSPAPERS: DUAL		44503	7632	29.0	17.1	109	2255	25.3	5.1	95	2375	30.6	5.3	115	3002	31.2	6.7	118
MAGAZINE IMPERATIVE		39363	5937	22.6	15.1	96	1895	21.3	4.8	91	1645	21.2	4.2	90	2397	24.9	6.1	106
NEWSPAPER IMPERATIVE		46441	7182	27.3	15.5	99	2534	28.5	5.5	103	2171	28.0	4.7	101	2477	25.7	5.3	93
MAGAZINES-OUTDOOR: DUAL		33726	5491	20.9	16.3	104	1715	19.3	5.1	96	1772	22.8	5.3	114	2005	20.8	5.9	104
MAGAZINE IMPERATIVE		52846	8588	32.7	16.3	104	2866	32.2	5.4	102	2367	30.5	4.5	97	3355	34.9	6.3	111
OUTDOOR IMPERATIVE		52140	7905	30.1	15.2	97	2915	32.7	5.6	105	2379	30.7	4.6	99	2612	27.1	5.0	87
MAGAZINES-RADIO: DUAL		37081	6234	23.7	16.8	107	2026	22.8	5.5	103	1714	22.1	4.6	100	2494	25.9	6.7	117
MAGAZINE IMPERATIVE		49747	7796	29.7	15.7	100	2343	26.3	4.7	89	2496	32.2	5.0	108	2957	30.7	5.9	104
RADIO IMPERATIVE		49208	7825	29.8	15.9	101	3080	34.6	6.3	118	2238	28.9	4.5	98	2507	26.0	5.1	89
MAGAZINES-TELEVISION: DUAL		33103	5052	19.2	15.3	97	1692	19.0	5.1	96	1542	19.9	4.7	101	1818	18.9	5.5	96
MAGAZINE IMPERATIVE		54575	8957	34.1	16.4	105	2627	29.5	4.8	91	2619	33.8	4.8	104	3711	38.6	6.8	119
TELEVISION IMPERATIVE		53249	8098	30.8	15.2	97	3262	36.6	6.1	115	2339	30.2	4.4	95	2498	26.0	4.7	82
NEWSPAPERS-OUTDOOR: DUAL		36255	5879	22.4	16.2	103	1699	19.1	4.7	88	1867	24.1	5.1	111	2313	24.0	6.4	111
NEWSPAPER IMPERATIVE		55591	9054	34.4	16.3	104	3094	34.8	5.6	105	2629	33.9	4.7	102	3331	34.6	6.0	104
OUTDOOR IMPERATIVE		48319	7345	27.9	15.2	97	2745	30.8	5.7	107	2074	26.7	4.3	93	2526	26.2	5.2	91
NEWSPAPERS-RADIO: DUAL		37242	6078	23.1	16.3	104	2188	24.6	5.9	111	1884	24.3	5.1	109	2006	20.8	5.4	94
NEWSPAPER IMPERATIVE		54423	8864	33.7	16.3	104	2607	29.3	4.8	90	2700	34.8	5.0	107	3557	37.0	6.5	114
RADIO IMPERATIVE		46650	7665	29.2	16.4	105	2855	32.1	6.1	115	2011	25.9	4.3	93	2799	29.1	6.0	105
NEWSPAPERS-TELEVISION: DUAL		35974	6131	23.3	17.0	109	2192	24.6	6.1	115	1826	23.5	5.1	110	2112	21.9	5.9	102
NEWSPAPER IMPERATIVE		56095	8981	34.2	16.0	102	2624	29.5	4.7	88	2695	34.7	4.8	104	3662	38.1	6.5	114
TELEVISION IMPERATIVE		47170	6761	25.7	14.3	91	2485	27.9	5.3	99	2025	26.1	4.3	93	2252	23.4	4.8	83
OUTDOOR-RADIO: DUAL		33748	5429	20.7	16.1	103	1781	20.0	5.3	99	1570	20.2	4.7	101	2078	21.6	6.2	107
OUTDOOR IMPERATIVE		52785	8269	31.5	15.7	100	2699	30.3	5.1	96	2605	33.6	4.9	107	2964	30.8	5.6	98
RADIO IMPERATIVE		52																

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	26283	100.0	15.7	100	8901	100.0	5.3	100	7757	100.0	4.6	100	9624	100.0	5.7	100
ATLANTIC MONTHLY	867	*129	0.5	14.9	95	**15	0.2	1.7	33	**61	0.8	7.0	152	**53	0.6	6.1	107
BARRON'S	1580	397	1.5	25.1	160	**140	1.6	8.9	167	**134	1.7	8.5	183	**124	1.3	7.8	137
BETTER HOMES & GARDENS	22203	3042	11.6	13.7	87	749	8.4	3.4	64	850	11.0	3.8	83	1444	15.0	6.5	113
BON APPETIT	3810	585	2.2	15.4	98	*137	1.5	3.6	68	*188	2.4	4.9	107	*261	2.7	6.9	119
BUSINESS WEEK	4663	986	3.8	21.1	135	260	2.9	5.6	105	301	3.9	6.5	140	425	4.4	9.1	159
CAR AND DRIVER	3102	551	2.1	17.8	113	*169	1.9	5.4	103	*164	2.1	5.3	114	*218	2.3	7.0	122
CBS MAGAZINE NETWORK (GROSS)	7311	1509	5.7	20.6	132	527	5.9	7.2	136	405	5.2	5.5	120	578	6.0	7.9	138
CHANGING TIMES	3400	535	2.0	15.7	100	*136	1.5	4.0	75	*179	2.3	5.3	114	*220	2.3	6.5	113
COLONIAL HOMES	1796	214	0.8	11.9	76	**58	0.7	3.2	61	**27	0.3	1.5	33	*130	1.4	7.2	126
CONDE NAST MAG. PKG. (GROSS)	19924	2164	8.2	10.9	69	525	5.9	2.6	50	607	7.8	3.0	66	1032	10.7	5.2	90
CONSUMERS DIGEST	3125	541	2.1	17.3	110	*203	2.3	6.5	122	*116	1.5	3.7	80	*222	2.3	7.1	124
COSMOPOLITAN	10577	1382	5.3	13.1	83	412	4.6	3.9	73	239	3.1	2.3	49	731	7.6	6.9	120
COUNTRY LIVING	3746	413	1.6	11.0	70	**147	1.7	3.9	74	**102	1.3	2.7	59	*164	1.7	4.4	76
CUISINE	2214	251	1.0	11.3	72	**65	0.7	2.9	55	**87	1.1	3.9	85	**99	1.0	4.5	78
CYCLE WORLD	2394	479	1.8	20.0	128	*198	2.2	8.3	156	*128	1.7	5.3	116	**154	1.6	6.4	112
DCI:CREATIVE IDEAS FOR LIV	3068	462	1.8	15.1	96	*169	1.9	5.5	104	**82	1.1	2.7	58	*211	2.2	6.9	120
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1454	5.5	15.2	97	429	4.8	4.5	85	450	5.8	4.7	102	575	6.0	6.0	105
DISCOVER	2277	480	1.8	21.1	135	*116	1.3	5.1	96	*147	1.9	6.5	140	*218	2.3	9.6	167
EBONY	7187	1209	4.6	16.8	107	610	6.9	8.5	160	288	3.7	4.0	87	311	3.2	4.3	75
ESQUIRE	2560	453	1.7	17.7	113	*134	1.5	5.2	99	*131	1.7	5.1	111	*188	2.0	7.3	128
ESSENCE	3242	520	2.0	16.0	102	*203	2.3	6.3	118	*147	1.9	4.5	98	*170	1.8	5.2	91
FAMILY CIRCLE	19639	2354	9.0	12.0	76	759	8.5	3.9	73	667	8.6	3.4	73	928	9.6	4.7	82
THE FAMILY HANDYMAN	3540	640	2.4	18.1	115	*219	2.5	6.2	117	*217	2.8	6.1	133	*205	2.1	5.8	101
FAMILY WEEKLY	23924	3791	14.4	15.8	101	1168	13.1	4.9	92	1226	15.8	5.1	111	1397	14.5	5.8	102
FIELD & STREAM	9883	1789	6.8	18.1	116	644	7.2	6.5	123	580	7.5	5.9	127	564	5.9	5.7	99
FOOD & WINE	1030	*116	0.4	11.3	72	**37	0.4	3.6	68	**49	0.6	4.8	103	**31	0.3	3.0	52
FORBES	2679	607	2.3	22.7	145	*179	2.0	6.7	126	257	3.3	9.6	207	*171	1.8	6.4	111
FORTUNE	2931	589	2.2	20.1	128	*138	1.6	4.7	89	*230	3.0	7.8	170	*221	2.3	7.5	131
GENTLEMEN'S QUARTERLY	3481	620	2.4	17.8	114	*259	2.9	7.4	140	**169	2.2	4.9	105	*192	2.0	5.5	96
GLAMOUR	7163	764	2.9	10.7	68	*195	2.2	2.7	51	*204	2.6	2.8	62	365	3.8	5.1	89
GOLF DIGEST	2355	474	1.8	20.1	128	*181	2.0	7.7	145	*120	1.5	5.1	110	*173	1.8	7.3	128
GOLF DIGEST/TENNIS (GROSS)	3610	733	2.8	20.3	130	267	3.0	7.4	139	*210	2.7	5.8	126	257	2.7	7.1	124
GOLF MAGAZINE	2046	369	1.4	18.0	115	*120	1.3	5.9	111	*140	1.8	6.8	148	*109	1.1	5.3	93
GOLF MAGAZINE/SKI (GROSS)	3547	578	2.2	16.3	104	*187	2.1	5.3	99	*176	2.3	5.0	107	215	2.2	6.1	106
GOOD HOUSEKEEPING	20353	2367	9.0	11.6	74	747	8.4	3.7	69	612	7.9	3.0	65	1008	10.5	5.0	86
HARPER'S BAZAAR	3362	448	1.7	13.3	85	**104	1.2	3.1	58	**148	1.9	4.4	95	*196	2.0	5.8	102
HEALTH	2987	563	2.1	18.8	120	*183	2.1	6.1	115	*202	2.6	6.8	146	*178	1.8	6.0	104
HEARST MAG CORP. BUY (GROSS)	67928	9240	35.2	13.6	87	2727	30.6	4.0	76	2448	31.6	3.6	78	4065	42.2	6.0	104
HEARST MAN POWER (GROSS)	11282	2267	8.6	20.1	128	769	8.6	6.8	128	673	8.7	6.0	129	825	8.6	7.3	127
HEARST WOMAN POWER (GROSS)	40514	4854	18.5	12.0	76	1387	15.6	3.4	65	1177	15.2	2.9	63	2290	23.8	5.7	99
HOUSE BEAUTIFUL	4885	618	2.4	12.7	81	*153	1.7	3.1	59	*182	2.3	3.7	81	283	2.9	5.8	101
INC.	1308	*316	1.2	24.2	154	**112	1.3	8.6	161	**108	1.4	8.3	179	**97	1.0	7.4	129
JET	6498	1158	4.4	17.8	114	604	6.8	9.3	175	286	3.7	4.4	95	267	2.8	4.1	72
LADIES' HOME JOURNAL	14797	1650	6.3	11.2	71	438	4.9	3.0	56	444	5.7	3.0	65	768	8.0	5.2	90
LHJ FAMILY GRP COMBO(GROSS)	21743	2763	10.5	12.7	81	789	8.9	3.6	68	808	10.4	3.7	80	1166	12.1	5.4	93
LIFE	9881	1554	5.9	15.7	100	489	5.5	4.9	93	384	5.0	3.9	84	680	7.1	6.9	120
L.A. TIMES HOME MAGAZINE	2775	515	2.0	18.6	118	170	1.9	6.1	115	*166	2.1	6.0	129	*179	1.9	6.5	112
MADAMOISELLE	4219	410	1.6	9.7	62	**115	1.3	2.7	51	*97	1.3	2.3	50	*198	2.1	4.7	82
MC CALL'S	16422	1911	7.3	11.6	74	469	5.3	2.9	54	596	7.7	3.6	78	846	8.8	5.2	90
MC CALL'S/WRK MOTHER (GROSS)	17919	2065	7.9	11.5	74	523	5.9	2.9	55	615	7.9	3.4	74	927	9.6	5.2	90
MECHANIX ILLUSTRATED	4433	875	3.3	19.7	126	266	3.0	6.0	113	272	3.5	6.1	133	337	3.5	7.6	132
METROPOLITAN HOME	1504	210	0.8	14.0	89	**81	0.9	5.4	101	**21	0.3	1.4	30	**109	1.1	7.2	126
MONEY	4723	906	3.4	19.2	122	204	2.3	4.3	81	359	4.6	7.6	164	343	3.6	7.3	127
MOTHER EARTH NEWS	2325	405	1.5	17.4	111	**106	1.2	4.6	86	*157	2.0	6.8	146	*142	1.5	6.1	106
MS.	1189	*167	0.6	14.0	90	**23	0.3	1.9	36	*564	0.8	5.4	116	**81	0.8	6.8	119
NATIONAL ENQUIRER	18892	2436	9.3	12.9	82	877	9.9	4.6	87	747	9.6	4.0	85	812	8.4	4.3	75
NATIONAL GEOGRAPHIC	22129	3946	15.0	17.8	114	1029	11.6	4.7	88	1236	15.9	5.6	121	1681	17.5	7.6	132
NATIONAL SUNDAY MAGAZINE PKG	103750	16533	62.9	15.9	102	5256	59.0	5.1	95	4947	63.8	4.8	103	6330	65.8	6.1	106
NATURAL HISTORY	1379	233	0.9	16.9	108	**63	0.7	4.6	86	*552	0.7	3.8	82	**118	1.2	8.6	149
NEW WOMAN	2289	340	1.3	14.9	95	**66	0.7	2.9	54	*661	0.8	2.7	58	*213	2.2	9.3	162
NEW YORK INCLUDING CUE	1088	*219	0.8	20.1	128	**104	1.2	9.6	180	**49	0.6	4.5	97	**65	0.7	6.0	104
THE NEW YORKER	2459	461	1.8	18.7	120	*131	1.5	5.3	100	*107	1.4	4.4	94	*223	2.3	9.1	158
NEWSWEEK	16527	3093	11.8	18.7	119	836	9.4	5.1	95	1005	13.0	6.1	131	1252	13.0	7.6	132
THE N.Y. TIMES DAILY EDITION	2739	516	2.0	18.8	120	*131	1.5	4.8	90	240	3.1	8.8	189	*145	1.5	5.3	92
THE N.Y. TIMES MAGAZINE	4443	835	3.2	18.8	120	199	2.2	4.5	84	321	4.1	7.2	156	316	3.3	7.1	124
OMNI	2799	513	2.0	18.3	117	**98	1.1	3.5	66	*178	2.3	6.4	138	*237	2.5	8.5	148
ON CABLE	2209	423	1.6	19.1	122	*166	1.9	7.5	142	*153	2.0	6.9	150	*104	1.1	4.7	82
1001 HOME IDEAS	3959	550	2.1	13.9	89	*169	1.9	4.3	80	*161	2.1	4.1	88	*220	2.3	5.6	97
ORGANIC GARDENING	3111	553	2.1	17.8	113	*158	1.8	5.1	96	*136	1.8	4.4	95	*258	2.7	8.3	145
OUTDOOR LIFE	5024	1058	4.0	21.1	134	419	4.7	8.3	157	*303	3.9	6.0	130	336	3.5	6.7	117
PARADE MAGAZINE	51292	8412	32.0	16.4	105	2758	31.0	5.4	101	2385	30.7	4.6	101	3270	34.0	6.4	111

ATHLETE'S FOOT REMEDIES (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	26283	100.0	15.7	100	8901	100.0	5.3	100	7757	100.0	4.6	100	9624	100.0	5.7	100
PARENTS	5298	660	2.5	12.5	79	*205	2.3	3.9	73	*234	3.0	4.4	96	*221	2.3	4.2	73
PENTHOUSE	5129	993	3.8	19.4	124	311	3.5	6.1	114	286	3.7	5.6	121	397	4.1	7.7	135
PEOPLE	21070	3263	12.4	15.5	99	977	11.0	4.6	87	1019	13.1	4.8	105	1268	13.2	6.0	105
PLAYBOY	10562	2028	7.7	19.2	123	766	8.6	7.3	137	465	6.0	4.4	95	797	8.3	7.5	132
POPULAR HOT RODDING	2498	516	2.0	20.7	132	**194	2.1	7.4	139	**175	2.3	7.0	151	*158	1.6	6.3	110
POPULAR MECHANICS	5887	1339	5.1	22.7	145	424	4.8	7.2	136	430	5.5	7.3	158	486	5.0	8.3	144
POPULAR SCIENCE	4317	971	3.7	22.5	144	*254	2.9	5.9	111	271	3.5	6.3	136	446	4.6	10.3	180
PREVENTION	5792	861	3.3	14.9	95	*245	2.8	4.2	80	290	3.7	5.0	108	325	3.4	5.6	98
PSYCHOLOGY TODAY	3284	541	2.1	16.5	105	**86	1.0	2.6	49	*203	2.6	6.2	134	*253	2.6	7.7	134
READER'S DIGEST	40046	6743	25.7	16.8	107	2065	23.2	5.2	97	2170	28.0	5.4	117	2509	26.1	6.3	109
REDBOOK	9584	1105	4.2	11.5	74	*228	2.6	2.4	45	326	4.2	3.4	74	551	5.7	5.7	100
ROAD & TRACK	2590	557	2.1	21.5	137	*184	2.1	7.1	134	**161	2.1	6.2	134	*211	2.2	8.1	142
ROLLING STONE	3302	745	2.8	22.6	144	*171	1.9	5.2	98	*198	2.6	6.0	130	*376	3.9	11.4	198
RUNNER'S WORLD	1229	*371	1.4	30.2	193	**129	1.4	10.5	198	**65	0.8	5.3	114	**177	1.8	14.4	251
SATURDAY EVENING POST	2110	304	1.2	14.4	92	*124	1.4	5.9	111	**71	0.9	3.4	73	*109	1.1	5.2	90
SCIENCE 84	1543	262	1.0	17.0	108	**71	0.8	4.6	87	*555	0.7	3.6	77	*136	1.4	8.8	154
SCIENCE DIGEST	1747	287	1.1	16.4	105	**116	1.3	6.6	125	*558	0.7	3.3	72	*113	1.2	6.5	113
SCIENTIFIC AMERICAN	1994	388	1.5	19.5	124	**108	1.2	5.4	102	*108	1.4	5.4	117	*172	1.8	8.6	150
SELF	3119	384	1.5	12.3	79	**87	1.0	2.8	53	*109	1.4	3.5	76	*188	2.0	6.0	105
SEVENTEEN	3923	543	2.1	13.8	88	**150	1.7	3.8	72	*158	2.0	4.0	87	*235	2.4	6.0	104
SKI	1501	*209	0.8	13.9	89	**67	0.8	4.5	84	*36	0.5	2.4	52	*106	1.1	7.1	123
SMITHSONIAN	5976	1214	4.6	20.3	130	254	2.9	4.3	80	461	5.9	7.7	167	499	5.2	8.4	146
SOAP OPERA DIGEST	4228	561	2.1	13.3	85	*191	2.1	4.5	85	*150	1.9	3.5	77	*220	2.3	5.2	91
SOUTHERN LIVING	6488	992	3.8	15.3	98	*260	2.9	4.0	76	368	4.7	5.7	123	363	3.8	5.6	98
SPORT	3500	782	3.0	22.3	143	313	3.5	8.9	169	*188	2.4	5.4	116	*281	2.9	8.0	140
THE SPORTING NEWS	2456	438	1.7	17.8	114	*141	1.6	5.7	108	*146	1.9	5.9	129	*151	1.6	6.1	107
SPORTS AFIELD	3648	641	2.4	17.6	112	*229	2.6	6.3	118	*186	2.4	5.1	110	*227	2.4	6.2	108
SPORTS ILLUSTRATED	14484	2816	10.7	19.4	124	941	10.6	6.5	122	784	10.1	5.4	117	1092	11.3	7.5	131
STAR	12661	1624	6.2	12.8	82	584	6.6	4.6	87	458	5.9	3.6	78	583	6.1	4.6	80
SUNDAY	52799	8512	32.4	16.1	103	2601	29.2	4.9	93	2659	34.3	5.0	109	3252	33.8	6.2	107
SUNSET	3513	707	2.7	20.1	128	*191	2.1	5.4	102	*250	3.2	7.1	154	*267	2.8	7.6	132
TV GUIDE	42766	6709	25.5	15.7	100	2309	25.9	5.4	102	1906	24.6	4.5	96	2493	25.9	5.8	102
TENNIS	1254	*259	1.0	20.7	132	**86	1.0	6.9	129	*90	1.2	7.2	155	*83	0.9	6.6	115
TIME	22054	3853	14.7	17.5	111	1248	14.0	5.7	107	1181	15.2	5.4	116	1424	14.8	6.5	113
TOWN & COUNTRY	1555	*284	1.1	18.3	117	**73	0.8	4.7	88	*84	1.1	5.4	117	*127	1.3	8.2	142
TRAVEL & LEISURE	2173	408	1.6	18.8	120	*184	2.1	8.5	160	*129	1.7	5.9	128	*95	1.0	4.4	76
TRUE STORY	4636	632	2.4	13.6	87	*194	2.2	4.2	79	*203	2.6	4.4	95	*235	2.4	5.1	88
U.S. NEWS & WORLD REPORT	10353	1970	7.5	19.0	121	510	5.7	4.9	93	681	8.8	6.6	142	780	8.1	7.5	131
USA TODAY	4994	829	3.2	16.6	106	255	2.9	5.1	96	252	3.2	5.0	109	322	3.3	6.4	112
US	3528	548	2.1	15.5	99	*135	1.5	3.8	72	*166	2.1	4.7	102	*247	2.6	7.0	122
VOGUE	5424	606	2.3	11.2	71	**128	1.4	2.4	44	*196	2.5	3.6	78	*282	2.9	5.2	91
HALL STREET JOURNAL	6292	1376	5.2	21.9	140	384	4.3	6.1	115	377	4.9	6.0	130	615	6.4	9.8	170
WEIGHT WATCHERS	2762	332	1.3	12.0	77	**125	1.4	4.5	85	*101	1.3	3.7	79	*106	1.1	3.8	67
WOMAN'S DAY	16320	1675	6.4	10.3	65	493	5.5	3.0	57	435	5.6	2.7	58	747	7.8	4.6	80
WORKING MOTHER	1496	*155	0.6	10.4	66	*55	0.6	3.7	69	*19	0.2	1.3	27	*81	0.8	5.4	94
WORKING WOMAN	1851	279	1.1	15.1	96	*53	0.6	2.9	54	*73	0.9	3.9	85	*152	1.6	8.2	143
WORLD TENNIS	580	*179	0.7	30.9	197	**49	0.6	8.4	159	*39	0.5	6.7	145	*92	1.0	15.9	276
ZIFF-DAVIS MAG WETMK (GROSS)	12412	2547	9.7	20.5	131	836	9.4	6.7	127	837	10.8	6.7	146	874	9.1	7.0	123
BLAIR INSERTS	91671	14778	56.2	16.1	103	4674	52.5	5.1	96	4398	56.7	4.8	104	5707	59.3	6.2	108
DAILY NEWSPAPERS																	
READ ANY	109190	17791	67.7	16.3	104	5726	64.3	5.2	99	5396	69.6	4.9	107	6669	69.3	6.1	106
READ ONE	89587	14240	54.2	15.9	101	4640	52.1	5.2	98	4115	53.0	4.6	99	5485	57.0	6.1	107
READ TWO OR MORE	19602	3551	13.5	18.1	116	1086	12.2	5.5	104	1281	16.5	6.5	141	1184	12.3	6.0	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	17261	65.7	15.7	100	5486	61.6	5.0	94	5179	66.8	4.7	102	6596	68.5	6.0	105
READ ONE	95074	14692	55.9	15.5	99	4736	53.2	5.0	94	4288	55.3	4.5	98	5668	58.9	6.0	104
READ TWO OR MORE	14588	2569	9.8	17.6	112	751	8.4	5.1	97	891	11.5	6.1	132	928	9.6	6.4	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.74				28.10				29.08				29.08			
30 DAY REACH	149706	23750	90.4	15.9	101	8129	91.3	5.4	102	6948	89.6	4.6	100	8673	90.1	5.8	101
50 SHWG - 30 DAY AV FREQ	15.16	15.19				14.68				15.65				15.31			
30 DAY REACH	142406	22490	85.6	15.8	101	7767	87.3	5.5	103	6495	83.7	4.6	99	8229	85.5	5.8	101
25 SHWG - 30 DAY AV FREQ	8.23	8.25				8.03				8.56				8.21			
30 DAY REACH	131152	20703	78.8	15.8	101	7105	79.8	5.4	102	5906	76.1	4.5	97	7692	79.9	5.9	102
CABLE TV: HOME WIRED	66879	10680	40.6	16.0	102	3477	39.1	5.2	98	3059	39.4	4.6	99	4144	43.1	6.2	108
HOME NOT WIRED	100848	15602	59.4	15.5	99	5424	60.9	5.4	101	4698	60.6	4.7	101	5480	56.9	5.4	95
HAVE PAY CABLE	35024	5548	21.1	15.8	101	1863	20.9	5.3	100	1519	19.6	4.3	94	2167	22.5	6.2	108

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		ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS				
		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	26283	100.0	15.7	100	8901	100.0	5.3	100	7757	100.0	4.6	100	9624	100.0	5.7	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	8040	30.6	15.4	98	2590	29.1	5.0	93	2396	30.9	4.6	99	3054	31.7	5.8	102
NETWORK AFFILIATES - LATE		39164	5896	22.4	15.1	96	1978	22.2	5.1	95	1815	23.4	4.6	100	2102	21.8	5.4	94
INDEPENDENTS - LATE		5133	906	3.4	17.7	113	319	3.6	6.2	117	313	4.0	6.1	132	275	2.9	5.4	93
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3538	13.5	15.5	99	1171	13.2	5.1	97	955	12.3	4.2	90	1411	14.7	6.2	108
ABC MONDAY NIGHT MOVIE	A	11258	1497	5.7	13.3	85	506	5.7	4.5	85	475	6.1	4.2	91	516	5.4	4.6	88
ABC SUNDAY NIGHT MOVIE	A	23600	3407	13.0	14.4	92	1106	12.4	4.7	88	1009	13.0	4.3	92	1291	13.4	5.5	99
ABC WORLD NEWS TONIGHT	A	12801	1875	7.1	14.6	93	671	7.5	5.2	99	497	6.4	3.9	84	707	7.3	5.5	96
AFTERMASH	C	10966	1686	6.4	15.4	98	565	6.3	5.2	97	507	6.5	4.6	100	614	6.4	5.6	98
ALICE	C	17050	2407	9.2	14.1	90	709	8.0	4.2	78	717	9.2	4.2	91	981	10.2	5.8	100
AMERICAN PARADE	C	11998	1874	7.1	15.6	100	646	7.3	5.4	101	604	7.8	5.0	109	624	6.5	5.2	91
BENSON	A	19258	2877	10.9	14.9	95	912	10.2	4.7	89	920	11.9	4.8	103	1045	10.9	5.4	95
BLUE THUNDER	A	11478	2047	7.8	17.8	114	716	8.0	6.2	118	617	8.0	5.4	116	714	7.4	6.2	108
CAGNEY & LACEY	C	18263	2654	10.1	14.5	93	887	10.0	4.9	92	826	10.6	4.5	98	940	9.8	5.1	90
CBS EVENING NEWS-DEAN	C	7733	1206	4.6	15.6	100	432	4.9	5.6	105	425	5.5	5.5	119	349	3.6	4.5	79
CBS EVENING NEWS-RATHER	C	15653	2709	10.3	17.3	110	867	9.7	5.5	104	908	11.7	5.8	125	933	9.7	6.0	104
CBS SAT. NEWS-SCHIEFFER	C	8744	1321	5.0	15.1	96	440	4.9	5.0	95	496	6.4	5.7	123	384	4.0	4.4	77
CBS SATURDAY NIGHT MOVIE	C	12000	2086	7.9	17.4	111	748	8.4	6.2	117	607	7.8	5.1	109	731	7.6	6.1	106
CBS WEDNESDAY NIGHT MOVIE	C	11522	1726	6.6	15.0	96	539	6.1	4.7	88	532	6.9	4.6	100	655	6.8	5.7	99
CHEERS	N	16818	2704	10.3	16.1	103	766	8.6	4.6	86	754	9.7	4.5	97	1185	12.3	7.0	123
DALLAS	C	37510	5199	19.8	13.9	88	1578	17.7	4.2	79	1503	19.4	4.0	87	2118	22.0	5.6	98
DIFF'RENT STROKES	N	11258	1648	6.3	14.6	93	579	6.5	5.1	97	408	5.3	3.6	78	661	6.9	5.9	102
DOUBLE TROUBLE	N	12248	1706	6.5	13.9	89	654	7.3	5.3	101	464	6.0	3.8	82	588	6.1	4.8	84
DUCK FACTORY	N	11100	1984	7.5	17.9	114	649	7.3	5.8	110	555	7.2	5.0	108	779	8.1	7.0	122
DUKES OF HAZZARD	C	12353	2035	7.7	16.5	105	748	8.4	6.1	114	547	7.1	4.4	96	739	7.7	6.0	104
DYNASTY	A	33279	4674	17.8	14.0	90	1612	18.1	4.8	91	1291	16.6	3.9	84	1771	18.4	5.3	93
FACTS OF LIFE	N	13410	1847	7.0	13.8	88	715	8.0	5.3	100	451	5.8	3.4	73	681	7.1	5.1	89
FALCON CREST	C	31093	4108	15.6	13.2	84	1256	14.1	4.0	76	1150	14.8	3.7	80	1703	17.7	5.5	95
FALL GUY	A	18649	2824	10.7	15.1	97	850	9.5	4.6	86	942	12.1	5.1	109	1033	10.7	5.5	97
FAMILY TIES	N	13101	1980	7.5	15.1	96	650	7.3	5.0	93	550	7.1	4.2	91	781	8.1	6.0	104
FANTASY ISLAND	A	13069	2023	7.7	15.5	99	769	8.6	5.9	111	477	6.1	3.6	79	777	8.1	5.9	104
FOULUPS,BLEEPS & BLUNDERS	A	16588	2413	9.2	14.5	93	804	9.0	4.8	91	828	10.7	5.0	108	781	8.1	4.7	82
FOUR SEASONS	C	9302	1539	5.9	16.5	106	508	5.7	5.5	103	438	5.6	4.7	102	593	6.2	6.4	111
GIMME A BREAK	N	13955	1894	7.2	13.6	87	656	7.4	4.7	89	492	6.3	3.5	76	747	7.8	5.4	93
HART TO HART	A	15735	2299	8.7	14.6	93	874	9.8	5.6	105	695	9.0	4.4	96	730	7.6	4.6	81
HILL STREET BLUES	N	18257	2660	10.1	14.6	93	744	8.4	4.1	77	930	12.0	5.1	110	987	10.3	5.4	94
MOTEL	A	24236	3384	12.9	14.0	89	1032	11.6	4.3	80	1017	13.1	4.2	91	1335	13.9	5.5	96
JEFFERSONS	C	17010	2605	9.9	15.3	98	794	8.9	4.7	88	786	10.1	4.6	100	1025	10.7	6.0	105
JENNIFER SLEPT HERE	N	9397	1362	5.2	14.5	92	531	6.0	5.7	106	360	4.6	3.8	83	471	4.9	5.0	87
KATE & ALLIE	C	16762	2472	9.4	14.7	94	763	8.6	4.6	86	681	8.8	4.1	88	1028	10.7	6.1	107
KNIGHT RIDER	N	13164	1804	6.9	13.7	87	620	7.0	4.7	89	531	6.8	4.0	87	653	6.8	5.0	86
LOVE BOAT	A	20400	2810	10.7	13.8	88	973	10.9	4.8	90	732	9.4	3.6	78	1104	11.5	5.4	94
MAGNUM PI	C	22543	3396	12.9	15.1	96	1126	12.7	5.0	94	1003	12.9	4.4	96	1267	13.2	5.6	98
MAMA'S FAMILY	N	9852	1486	5.7	15.1	96	570	6.4	5.8	109	324	4.2	3.3	71	593	6.2	6.0	105
MASTER, THE	N	8082	1318	5.0	16.3	104	465	5.2	5.8	108	357	4.6	4.4	96	496	5.2	6.1	107
MATT HOUSTON	A	12881	2111	8.0	16.4	105	750	8.4	5.8	110	572	7.4	4.4	96	790	8.2	6.1	107
NBC MONDAY NIGHT MOVIE	N	23889	3790	14.4	15.9	101	1313	14.8	5.5	104	1093	14.1	4.6	99	1384	14.4	5.8	101
NBC NIGHTLY NEWS	N	11156	1826	6.9	16.4	104	546	6.1	4.9	92	488	6.3	4.4	95	791	8.2	7.1	124
NBC NIGHTLY NEWS-SAT	N	7363	1190	4.5	16.2	103	377	4.2	5.1	96	363	4.7	4.9	107	451	4.7	6.1	107
NBC NIGHTLY NEWS-SUN	N	6214	930	3.5	15.0	96	271	3.0	4.4	82	258	3.3	4.2	90	401	4.2	6.5	112
NBC SUNDAY NIGHT MOVIE	N	17590	3104	11.8	17.6	113	954	10.7	5.4	102	803	10.4	4.6	99	1347	14.0	7.7	133
NEWHART	C	16740	2714	10.3	16.2	103	860	9.7	5.1	97	726	9.4	4.3	94	1129	11.7	6.7	118
ONE DAY AT A TIME	C	11820	1694	6.4	14.3	91	712	8.0	6.0	114	394	5.1	3.3	72	589	6.1	5.0	87
PEOPLE ARE FUNNY	N	9138	1462	5.6	16.0	102	554	6.2	6.1	114	397	5.1	4.3	94	510	5.3	5.6	97
REAL PEOPLE	N	15979	2410	9.2	15.1	96	772	8.7	4.8	91	645	8.3	4.0	87	993	10.3	6.2	108
REMINGTON STEELE	N	14395	1923	7.3	13.4	85	613	6.9	4.3	80	506	6.5	3.5	76	805	8.4	5.6	97
RIPLY'S BELIEVE IT - NOT	A	11362	1722	6.6	15.2	97	632	7.1	5.6	105	462	6.0	4.1	88	627	6.5	5.5	96
RIPTIDE	N	13920	1866	7.1	13.4	86	685	7.7	4.9	93	485	6.3	3.5	75	697	7.2	5.0	87
SCARECROW & MRS. KING	C	15771	2655	10.1	15.1	96	893	10.0	5.1	96	802	10.3	4.6	99	960	10.0	5.5	95
SIMON & SIMON	C	20208	3025	11.5	15.0	96	1012	11.4	5.0	94	918	11.8	4.5	98	1095	11.4	5.4	94
60 MINUTES	C	27668	4617	17.6	16.7	106	1450	16.3	5.2	99	1519	19.6	5.5	119	1648	17.1	6.0	104
ST. ELSEWHERE	N	13699	2091	8.0	15.3	97	582	6.5	4.2	80	682	8.8	5.0	108	828	8.6	6.0	105
THREE'S COMPANY	A	20632	3229	12.3	15.7	100	1060	11.9	5.1	97	1043	13.4	5.1	109	1126	11.7	5.5	95
T.J. HOOKER	A	17136	2681	10.2	15.6	100	1008	11.3	5.9	111	668	8.6	3.9	84	1005	10.4	5.9	102
TONIGHT SHOW	N	4963	788	3.0	15.9	101	230	2.6	4.6	87	266	3.4	5.4	116	292	3.0	5.9	103
TRAPPER JOHN, M.D.	C	16332	2171	8.3	13.3	85	659	7.4	4.0	76	659	8.5	4.0	87	853	8.9	5.2	91
TV BLOOPERS & PRAC. JOKES	N	18881	3070	11.7	16.3	104	1041	11.7	5.5	104	910	11.7	4.8	104	1119	11.6	5.9	103
20/20	A	18315	2994	11.4	16.3	104	1075	12.1	5.9	111	850	11.0	4.6	100	1069	11.1	5.8	102
WEBSTER	A	18722	2647	10.1	14.1	90	890	10.0	4.8	90	787	10.1	4.2	91	970	10.1	5.2	90
WORLD NEWS - SUN	A	5327	815	3.1	15.3	98	241	2.7	4.5	85	*232	3.0	4.4	94	342	3.6	6.4	112
YELLOW ROSE	N	8370	1251	4.8	14.9	95	432	4.9	5.2	97	315	4.1	3.8	81	504	5.2	6.0	105
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	5108	19.4	19.8	126	1705	19.2	6.6	124	1787	23.0	6.9	149	1616	16.8	6.2	109
BASKETBALL - COLLEGE GAMES		14468	3051	11.6	21.1	135	993	11.2	6.9	129	1049	13.5	7.3	157	1009	10.5	7.0	122
BASKETBALL - PRO GAMES		12124	2431	9.2	20.1	128	817	9.2	6.7	127	1015	13.1	8.4	181	599	6.2	4.9	86
BOWLING		9412	1721	6.5	18.3	117	*485	5.4	5.2	97	774	10.0	8.2	178	*462	4.8	4.9	86
BOXING		15409	3264	12.4	21.2	135	1080</											

ATHLETE'S FOOT REMEDIES (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	16978	100.0	21.4	100	6140	100.0	7.7	100	5223	100.0	6.6	100	5616	100.0	7.1	100
HOUSEHOLD HEADS	66405	14567	85.8	21.9	102	5098	83.0	7.7	99	4565	87.4	6.9	104	4904	87.3	7.4	104
18 - 24	13945	2320	13.7	16.6	78	983	16.0	7.0	91	677	13.0	4.9	74	661	11.8	4.7	67
25 - 34	19334	4346	25.6	22.5	105	1554	25.3	8.0	104	1312	25.1	6.8	103	1481	26.4	7.7	108
35 - 44	14196	3232	19.0	22.8	106	1093	17.8	7.7	99	1069	20.5	7.5	114	1070	19.1	7.5	106
45 - 54	10896	2813	16.6	25.8	121	1173	19.1	10.8	139	703	13.5	6.5	98	937	16.7	8.6	121
55 - 64	10378	2445	14.4	23.6	110	848	13.8	8.2	105	782	15.0	7.5	114	815	14.5	7.9	111
65 OR OLDER	10514	1821	10.7	17.3	81	488	7.9	4.6	60	680	13.0	6.5	98	653	11.6	6.2	88
18 - 34	33279	6666	39.3	20.0	94	2537	41.3	7.6	98	1988	38.1	6.0	91	2141	38.1	6.4	91
18 - 49	52904	11369	67.0	21.5	100	4310	70.2	8.1	105	3405	65.2	6.4	98	3654	65.1	6.9	97
25 - 54	44426	10392	61.2	23.4	109	3820	62.2	8.6	111	3084	59.0	6.9	105	3488	62.1	7.9	111
35 - 49	19625	4703	27.7	24.0	112	1773	28.9	9.0	117	1416	27.1	7.2	109	1513	26.9	7.7	109
50 OR OLDER	26359	5609	33.0	21.3	99	1830	29.8	6.9	90	1818	34.8	6.9	105	1961	34.9	7.4	105
GRADUATED COLLEGE	15982	3858	22.7	24.1	113	1205	19.6	7.5	97	1284	24.6	8.0	122	1369	24.4	8.6	121
ATTENDED COLLEGE	13629	2895	17.1	21.2	99	796	13.0	5.8	75	866	16.6	6.4	96	1232	21.9	9.0	128
GRADUATED HIGH SCHOOL	28591	6274	37.0	21.9	102	2468	40.2	8.6	111	1961	37.5	6.9	104	1845	32.9	6.5	91
DID NOT GRADUATE HIGH SCHOOL	21061	3951	23.3	18.8	88	1670	27.2	7.9	102	1112	21.3	5.3	80	1169	20.8	5.6	78
EMPLOYED FULL-TIME	52316	11900	70.1	22.7	106	4297	70.0	8.2	106	3699	70.8	7.1	107	3904	69.5	7.5	105
EMPLOYED PART-TIME	4113	649	3.8	15.8	74	**263	4.3	6.4	83	**164	3.1	4.0	61	**221	3.9	5.4	76
NOT EMPLOYED	22834	4429	26.1	19.4	91	1580	25.7	6.9	89	1359	26.0	6.0	90	1490	26.5	6.5	92
PROFESSIONAL/MANAGER	15034	3552	20.9	23.6	110	1108	18.0	7.4	95	1254	24.0	8.3	127	1191	21.2	7.9	112
TECH/CLERICAL/SALES	11255	2771	16.3	24.6	115	937	15.3	8.3	107	809	15.5	7.2	109	1025	18.3	9.1	129
PRECISION/CRAFT	11607	2552	15.0	22.0	103	1112	18.1	9.6	124	639	12.2	5.5	84	801	14.3	6.9	97
OTHER EMPLOYED	18534	3674	21.6	19.8	93	1402	22.8	7.6	98	1162	22.2	6.3	95	1110	19.8	6.0	85
SINGLE	19562	3656	21.5	18.7	87	1442	23.5	7.4	95	1103	21.1	5.6	86	1112	19.8	5.7	80
MARRIED	51896	11631	68.5	22.4	105	4085	66.5	7.9	102	3617	69.3	7.0	106	3930	70.0	7.6	107
DIVORCED/SEPARATED/WIDOWED	7804	1690	10.0	21.7	101	613	10.0	7.9	101	503	9.6	6.4	98	574	10.2	7.4	104
PARENTS	25372	5866	34.6	23.1	108	2144	34.9	8.5	109	1783	34.1	7.0	107	1939	34.5	7.6	108
WHITE	69658	15043	88.6	21.6	101	5144	83.8	7.4	95	4822	92.3	6.9	105	5077	90.4	7.3	103
BLACK	7909	1577	9.3	19.9	93	861	14.0	10.9	141	*352	6.7	4.5	68	*364	6.5	4.6	65
OTHER	1696	*358	2.1	21.1	99	**134	2.2	7.9	102	**49	0.9	2.9	48	**175	3.1	10.3	146
NORTHEAST-CENSUS	17202	3424	20.2	19.9	93	1395	22.7	8.1	105	968	18.5	5.6	85	1060	18.9	6.2	87
NORTH CENTRAL	20461	4246	25.0	20.8	97	1390	22.6	6.8	88	1403	26.9	6.9	104	1452	25.9	7.1	100
SOUTH	26695	5475	32.2	20.5	96	2104	34.3	7.9	102	1727	33.1	6.5	98	1644	29.3	6.2	87
WEST	14906	3834	22.6	25.7	120	1251	20.4	8.4	108	1124	21.5	7.5	114	1459	26.0	9.8	138
NORTHEAST-MKTG.	17962	3456	20.4	19.2	90	1371	22.3	7.6	99	999	19.1	5.6	84	1087	19.4	6.1	85
EAST CENTRAL	11741	2561	15.1	21.8	102	1074	17.5	9.1	118	594	11.4	5.1	77	893	15.9	7.6	107
WEST CENTRAL	13518	2723	16.0	20.1	94	765	12.5	5.7	73	1040	19.9	7.7	117	918	16.3	6.8	96
SOUTH	23168	4958	29.2	21.4	100	1853	30.2	8.0	103	1650	31.6	7.1	108	1455	25.9	6.3	89
PACIFIC	12874	3281	19.3	25.5	119	1078	17.6	8.4	108	940	18.0	7.3	111	1264	22.5	9.8	139
COUNTY SIZE A	32596	7342	43.2	22.5	105	2769	45.1	8.5	110	2077	39.8	6.4	97	2495	44.4	7.7	108
COUNTY SIZE B	23814	5004	29.5	21.0	98	1852	30.2	7.8	100	1592	30.5	6.7	101	1561	27.8	6.6	93
COUNTY SIZE C	12663	2876	16.9	22.7	106	923	15.0	7.3	94	911	17.4	7.2	109	1042	18.6	8.2	116
COUNTY SIZE D	10190	1756	10.3	17.2	80	*596	9.7	5.8	76	*642	12.3	6.3	96	*518	9.2	5.1	72
METRO CENTRAL CITY	23190	5216	30.7	22.5	105	2009	32.7	8.7	112	1435	27.5	6.2	94	1772	31.6	7.6	108
METRO SUBURBAN	36920	8048	47.4	21.8	102	2740	44.6	7.4	96	2608	49.9	7.1	107	2700	48.1	7.3	103
NON METRO	19152	3714	21.9	19.4	91	1391	22.7	7.3	94	1180	22.6	6.2	94	1144	20.4	6.0	84
TOP 5 ADI'S	18703	4085	24.1	21.8	102	1666	27.1	8.9	115	1118	21.4	6.0	91	1301	23.2	7.0	98
TOP 10 ADI'S	26158	5499	32.4	21.0	98	2154	35.1	8.2	106	1506	28.8	5.8	87	1838	32.7	7.0	99
TOP 20 ADI'S	36612	7986	47.0	21.8	102	2943	47.9	8.0	104	2439	46.7	6.7	101	2604	46.4	7.1	100
HSHLD INC. \$50,000 OR MORE	9326	2257	13.3	24.2	113	604	9.8	6.5	84	843	16.1	9.0	137	810	14.4	8.7	123
\$40,000 OR MORE	18002	4079	24.0	22.7	106	1287	21.0	7.1	92	1363	26.1	7.6	115	1428	25.4	7.9	112
\$30,000 OR MORE	31361	7128	42.0	22.7	106	2179	35.5	6.9	90	2302	44.1	7.3	111	2647	47.1	8.4	119
\$25,000 OR MORE	39858	9103	53.6	22.8	107	2865	46.7	7.2	93	2782	53.3	7.0	106	3456	61.5	8.7	122
\$20,000 - \$24,999	8664	1922	11.3	22.2	104	904	14.7	10.4	135	509	9.7	5.9	89	509	9.1	5.9	83
\$15,000 - \$19,999	7964	1371	8.1	17.2	80	445	7.2	5.6	72	*537	10.3	6.7	102	*389	6.9	4.9	69
\$10,000 - \$14,999	11093	2429	14.3	21.9	102	1077	17.5	9.7	125	785	15.0	7.1	107	567	10.1	5.1	72
UNDER \$10,000	11683	2153	12.7	18.4	86	849	13.8	7.3	94	610	11.7	5.2	79	694	12.4	5.9	84
HOUSEHOLD OF 1 PERSON	7453	1465	8.6	19.7	92	487	7.9	6.5	84	522	10.0	7.0	106	457	8.1	6.1	87
2 PEOPLE	24757	5207	30.7	21.0	98	1770	28.8	7.1	92	1694	32.4	6.8	104	1743	31.0	7.0	99
3 OR 4 PEOPLE	32682	7477	44.0	22.9	107	2871	46.8	8.8	113	2294	43.9	7.0	107	2313	41.2	7.1	100
5 OR MORE PEOPLE	14370	2828	16.7	19.7	92	1011	16.5	7.0	91	713	13.7	5.0	75	1104	19.7	7.7	108
NO CHILD IN HSHLD	46768	10066	59.3	21.5	100	3641	59.3	7.8	101	3081	59.0	6.6	100	3344	59.5	7.2	101
CHILD(REN) UNDER 2 YRS	4799	968	5.7	20.2	94	*363	5.9	7.6	98	*301	5.8	6.3	95	*304	5.4	6.3	89
2 - 5 YEARS	11125	2215	13.0	19.9	93	781	12.7	7.0	91	674	12.9	6.1	92	760	13.5	6.8	96
6 - 11 YEARS	14193	2916	17.2	20.5	96	1069	17.4	7.5	97	847	16.2	6.0	91	1000	17.8	7.0	99
12 - 17 YEARS	17402	3796	22.4	21.8	102	1342	21.9	7.7	100	1229	23.5	7.1	107	1225	21.8	7.0	99
RESIDENCE OWNED	56398	12497	73.6	22.2	103	4150	67.6	7.4	95	3996	76.5	7.1	108	4351	77.5	7.7	109
VALUE: \$50,000 OR MORE	34811	7754	45.7	22.3	104	2396	39.0	6.9	89	2346	44.9	6.7	102	3012	53.6	8.7	122
VALUE: UNDER \$50,000	21587	4742	27.9	22.0	103	1754	28.6	8.1	105	1650	31.6	7.6	116	1339	23.8	6.2	88

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES		79263	16978	100.0	21.4	100	6140	100.0	7.7	100	5223	100.0	6.6	100	5616	100.0	7.1	100
MAGAZINES	QUINTILE 1	16033	3757	22.1	23.4	109	1116	18.2	7.0	90	1172	22.4	7.3	111	1469	26.2	9.2	129
	QUINTILE 2	15354	3267	19.2	21.3	99	1141	18.6	7.4	96	948	18.2	6.2	94	1178	21.0	7.7	108
	QUINTILE 3	15888	2984	17.6	18.8	88	1193	19.4	7.5	97	1000	19.1	6.3	96	791	14.1	5.0	70
	QUINTILE 4	17310	3928	23.1	22.7	106	1496	24.4	8.6	112	1195	22.9	6.9	105	1238	22.0	7.2	101
	QUINTILE 5	14677	3042	17.9	20.7	97	1194	19.4	8.1	105	908	17.4	6.2	94	940	16.7	6.4	90
NEWSPAPERS	QUINTILE 1	15277	3450	20.3	22.6	105	1178	19.2	7.7	100	1072	20.5	7.0	106	1200	21.4	7.9	111
	QUINTILE 2	22745	4948	29.1	21.8	102	1569	25.6	6.9	89	1692	32.4	7.4	113	1687	30.0	7.4	105
	QUINTILE 3	10692	2345	13.8	21.9	102	817	13.3	7.6	99	690	13.2	6.5	98	838	14.9	7.8	111
	QUINTILE 4	11646	2264	13.3	19.4	91	782	12.7	6.7	87	723	13.8	6.2	94	759	13.5	6.5	92
	QUINTILE 5	18903	3971	23.4	21.0	98	1794	29.2	9.5	123	1046	20.0	5.5	84	1130	20.1	6.0	84
OUTDOOR	QUINTILE 1	16620	3661	21.6	22.0	103	1163	18.9	7.0	90	1233	23.6	7.4	113	1264	22.5	7.6	107
	QUINTILE 2	16377	3614	21.3	22.1	103	1376	22.4	8.4	108	997	19.1	6.1	92	1241	22.1	7.6	107
	QUINTILE 3	15995	3577	21.1	22.4	104	1529	24.9	9.6	123	947	18.1	5.9	90	1101	19.6	6.9	97
	QUINTILE 4	15592	3153	18.6	20.2	94	1095	17.8	7.0	91	891	17.1	5.7	87	1167	20.8	7.5	106
	QUINTILE 5	14679	2973	17.5	20.3	95	976	15.9	6.6	86	1154	22.1	7.9	119	843	15.0	5.7	81
RADIO-DRIVE TIME	QUINTILE 1	15746	3335	19.6	21.2	99	1213	19.8	7.7	99	928	17.8	5.9	89	1195	21.3	7.6	107
	QUINTILE 2	15067	3394	20.0	22.5	105	1177	19.2	7.8	101	1136	21.7	7.5	114	1081	19.2	7.2	101
	QUINTILE 3	15631	3235	19.1	20.7	97	1133	18.5	7.2	94	905	17.3	5.8	88	1197	21.3	7.7	108
	QUINTILE 4	16245	3604	21.2	22.2	104	1458	23.7	9.0	116	1197	22.9	7.4	112	949	16.9	5.8	82
	QUINTILE 5	16573	3410	20.1	20.6	96	1160	18.9	7.0	90	1057	20.2	6.4	97	1194	21.3	7.2	102
RADIO-MID- DAY	TERCILE 1	21788	4765	28.1	21.9	102	1899	30.9	8.7	113	1390	26.6	6.4	97	1476	26.3	6.8	96
	TERCILE 2	21151	4058	23.9	19.2	90	1719	28.0	8.1	105	1060	20.3	5.0	76	1279	22.8	6.0	85
	TERCILE 3	36323	8154	48.0	22.4	105	2522	41.1	6.9	90	2773	53.1	7.6	116	2860	50.9	7.9	111
RADIO-TOTAL	QUINTILE 1	15977	3406	20.1	21.3	100	1374	22.4	8.6	111	946	18.1	5.9	90	1086	19.3	6.8	96
	QUINTILE 2	15923	3396	20.0	21.3	100	1253	20.4	7.9	102	1025	19.6	6.4	98	1117	19.9	7.0	99
	QUINTILE 3	14980	3441	20.3	23.0	107	1220	19.9	8.1	105	1163	22.3	7.8	118	1059	18.9	7.1	100
	QUINTILE 4	17123	3408	20.1	19.9	93	1160	18.9	6.8	87	1006	19.3	5.9	89	1242	22.1	7.3	102
	QUINTILE 5	15260	3327	19.6	21.8	102	1133	18.5	7.4	96	1083	20.7	7.1	108	1112	19.8	7.3	103
TV-PRIME TIME	QUINTILE 1	15674	3058	18.0	19.5	91	1211	19.7	7.7	100	940	18.0	6.0	91	907	16.2	5.8	82
	QUINTILE 2	15944	3659	21.6	22.9	107	1418	23.1	8.9	115	1089	20.9	6.8	104	1151	20.5	7.2	102
	QUINTILE 3	16037	3792	22.3	23.6	110	1211	19.7	7.6	97	1110	21.3	6.9	105	1471	26.2	9.2	129
	QUINTILE 4	15412	3345	19.7	21.7	101	1210	19.7	7.9	101	979	18.7	5.4	96	1157	20.6	7.5	106
	QUINTILE 5	16194	3124	18.4	19.3	90	1090	17.8	6.7	87	1104	21.1	6.8	103	930	16.6	5.7	81
TV-DAYTIME	TERCILE 1	19156	4232	24.9	22.1	103	1837	29.9	9.6	124	1186	22.7	6.2	94	1209	21.5	6.3	89
	TERCILE 2	19343	3820	22.5	19.7	92	1237	20.1	6.4	83	1243	23.8	5.4	98	1340	23.9	6.9	98
	TERCILE 3	40764	8927	52.6	21.9	102	3066	49.9	7.5	97	2795	53.5	6.9	104	3067	54.6	7.5	106
TV-TOTAL	QUINTILE 1	15844	3350	19.7	21.1	99	1343	21.9	8.5	109	1079	20.7	6.8	103	928	16.5	5.9	83
	QUINTILE 2	15767	3405	20.1	21.6	101	1347	21.9	8.5	110	975	18.7	6.2	94	1083	19.3	6.9	97
	QUINTILE 3	15775	3349	19.7	21.2	99	1103	18.0	7.0	90	1001	19.2	6.3	96	1246	22.2	7.9	111
	QUINTILE 4	15903	3649	21.5	22.9	107	1329	21.6	8.4	108	1127	21.6	7.1	108	1193	21.2	7.5	106
	QUINTILE 5	15974	3225	19.0	20.2	94	1017	16.6	6.4	82	1041	19.9	6.5	99	1167	20.8	7.3	103
MAGAZINES-NEWSPAPERS: DUAL		21225	4688	27.6	22.1	103	1440	23.5	6.8	88	1457	27.9	6.9	104	1791	31.9	8.4	119
MAGAZINE IMPERATIVE		17728	3602	21.2	20.3	95	1293	21.1	7.3	94	1063	20.4	6.0	91	1247	22.2	7.0	99
NEWSPAPER IMPERATIVE		22987	5018	29.6	21.8	102	1723	28.1	7.5	97	1755	33.6	7.6	116	1539	27.4	6.7	94
MAGAZINES-OUTDOOR: DUAL		16244	3602	21.2	22.2	104	1189	19.4	7.3	94	1103	21.1	6.8	103	1310	23.3	8.1	114
MAGAZINE IMPERATIVE		24016	5065	29.8	21.1	98	1815	29.6	7.6	98	1524	29.2	6.3	96	1726	30.7	7.2	101
OUTDOOR IMPERATIVE		26020	5602	33.0	21.5	101	2250	36.6	8.6	112	1727	33.1	6.6	101	1624	28.9	6.2	88
MAGAZINES-RADIO: DUAL		16918	3584	21.1	21.2	99	1223	19.9	7.2	93	1050	20.1	6.2	94	1312	23.4	7.8	109
MAGAZINE IMPERATIVE		23456	5164	30.4	22.0	103	1669	27.2	7.1	92	1692	32.4	7.2	109	1802	32.1	7.7	108
RADIO IMPERATIVE		23900	5220	30.7	21.8	102	2211	36.0	9.3	119	1568	30.0	6.6	100	1441	25.7	6.0	85
MAGAZINES-TELEVISION: DUAL		15791	3374	19.9	21.4	100	1173	19.1	7.4	96	1070	20.5	6.8	103	1130	20.1	7.2	101
MAGAZINE IMPERATIVE		25476	5401	31.8	21.2	99	1775	28.9	7.0	90	1637	31.3	6.4	98	1989	35.4	7.8	110
TELEVISION IMPERATIVE		25744	5463	32.2	21.2	99	2288	37.3	8.9	115	1648	31.6	6.4	97	1527	27.2	5.9	84
NEWSPAPERS-OUTDOOR: DUAL		17628	3886	22.9	22.0	103	1194	19.4	6.8	87	1291	24.7	7.3	111	1402	25.0	8.0	112
NEWSPAPER IMPERATIVE		26414	5871	34.6	22.2	104	1995	32.5	7.6	98	1887	36.1	7.1	108	1989	35.4	7.5	106
OUTDOOR IMPERATIVE		23059	4910	28.9	21.3	99	2082	33.9	9.0	117	1302	24.9	5.6	86	1526	27.2	6.6	93
NEWSPAPERS-RADIO: DUAL		17996	3766	22.2	20.9	98	1387	22.6	7.7	99	1236	23.7	6.9	104	1144	20.4	6.4	90
NEWSPAPER IMPERATIVE		26269	6016	35.4	22.9	107	1799	29.3	6.8	88	2002	38.3	7.6	116	2215	39.4	8.4	119
RADIO IMPERATIVE		21342	4736	27.9	22.2	104	1993	32.5	9.3	121	1300	24.9	6.1	92	1443	25.7	6.8	95
NEWSPAPERS-TELEVISION: DUAL		17359	4093	24.1	23.6	110	1453	23.7	8.4	108	1382	26.5	8.0	121	1258	22.4	7.2	102
NEWSPAPER IMPERATIVE		26889	5817	34.3	21.6	101	1830	29.8	6.8	88	1808	34.6	6.7	102	2179	38.8	8.1	114
TELEVISION IMPERATIVE		21698	4445	26.2	20.5	96	1809	29.5	8.3	108	1285	24.6	5.9	90	1351	24.1	6.2	88
OUTDOOR-RADIO: DUAL		16456	3611	21.3	21.9	102	1329	21.6	8.1	104	990	19.0	6.0	91	1293	23.0	7.9	111
OUTDOOR IMPERATIVE		25870	5766	34.0	22.3	104	2020	32.9	7.8	101	1828	35.0	7.1	107	1918	34.2	7.4	105
RADIO IMPERATIVE		23943	5185	30.5</														

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	16978	100.0	21.4	100	6140	100.0	7.7	100	5223	100.0	6.6	100	5616	100.0	7.1	100
ATLANTIC MONTHLY	452	**66	0.4	14.6	68	**6	0.1	1.3	17	**32	0.6	7.1	107	**28	0.5	6.2	87
BARRON'S	1058	**324	1.9	30.6	143	**109	1.8	10.3	133	**112	2.1	10.6	161	**102	1.8	9.6	136
BETTER HOMES & GARDENS	4773	1109	6.5	23.2	108	255	4.2	5.3	69	348	6.7	7.3	111	506	9.0	10.6	150
BOM APPETIT	1037	260	1.5	25.1	117	**74	1.2	7.1	92	**82	1.6	7.9	120	**103	1.8	9.9	140
BUSINESS WEEK	3193	756	4.5	23.7	111	**223	3.6	7.0	90	**263	5.0	8.2	125	270	4.8	8.5	119
CAR AND DRIVER	2705	491	2.9	18.2	85	**164	2.7	6.1	78	*147	2.8	5.4	82	*180	3.2	6.7	94
CBS MAGAZINE NETWORK (GROSS)	5678	1271	7.5	22.4	105	449	7.3	7.9	102	363	7.0	6.4	97	459	8.2	8.1	114
CHANGING TIMES	1847	379	2.2	20.5	96	**86	1.4	4.7	60	*141	2.7	7.6	116	**152	2.7	8.2	116
COLONIAL HOMES	492	**88	0.5	17.9	84	**20	0.3	4.1	52	**3	0.1	0.6	9	**65	1.2	13.2	186
CONDE NAST MAG. PKG. (GROSS)	2066	304	1.8	14.7	69	**88	1.4	4.3	55	**91	1.7	4.4	67	**124	2.2	6.0	85
CONSUMERS DIGEST	1719	366	2.2	21.3	99	*154	2.5	9.0	116	**40	0.8	2.3	35	*172	3.1	10.0	141
COSMOPOLITAN	1762	342	2.0	19.4	91	**91	1.5	5.2	67	**43	0.8	2.4	37	*208	3.7	11.8	167
COUNTRY LIVING	1110	*144	0.8	13.0	61	**46	0.7	4.1	53	**29	0.6	2.6	40	**69	1.2	6.2	88
CUISINE	660	*120	0.7	18.2	85	**37	0.6	5.6	72	**26	0.5	3.9	60	**57	1.0	8.6	122
CYCLE WORLD	1924	410	2.4	21.3	99	*182	3.0	9.5	122	**107	2.0	5.6	84	**121	2.2	6.3	89
DCI:CREATIVE IDEAS FOR LIV	437	*103	0.6	23.6	110	**37	0.6	8.5	109	**25	0.5	5.7	87	**41	0.7	9.4	132
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	562	3.3	22.6	105	*156	2.5	6.3	81	*203	3.9	8.1	124	*204	3.6	8.2	116
DISCOVER	1279	309	1.8	24.2	113	**95	1.5	7.4	96	**82	1.6	6.4	97	*131	2.3	10.2	145
EBONY	2898	603	3.6	20.8	97	285	4.6	9.8	127	*137	2.6	4.7	72	*181	3.2	6.2	88
ESQUIRE	1384	287	1.7	20.7	97	**78	1.3	5.6	73	**58	1.1	4.2	64	*152	2.7	11.0	155
ESSENCE	850	*181	1.1	21.3	99	**63	1.0	7.4	96	**57	1.1	6.7	102	**62	1.1	7.3	103
FAMILY CIRCLE	2430	519	3.1	21.4	100	*199	3.2	8.2	106	*130	2.5	5.3	81	*190	3.4	7.8	110
THE FAMILY HANDYMAN	2356	490	2.9	20.8	97	*159	2.6	6.7	87	*197	3.8	8.4	127	*134	2.4	5.7	80
FAMILY WEEKLY	11533	2629	15.5	22.8	106	862	14.0	7.5	96	858	16.4	7.4	113	909	16.2	7.9	111
FIELD & STREAM	7444	1521	9.0	20.4	95	559	9.1	7.5	97	510	9.8	6.9	104	452	8.0	6.1	86
FOOD & WINE	416	*80	0.5	19.2	90	**21	0.3	5.0	65	**35	0.7	8.4	128	**24	0.4	5.8	81
FORBES	1865	500	2.9	26.8	125	*146	2.4	7.8	101	*238	4.6	12.8	194	*116	2.1	6.2	88
FORTUNE	1849	473	2.8	25.6	119	*99	1.6	5.4	69	*210	4.0	11.4	172	*164	2.9	8.9	125
GENTLEMEN'S QUARTERLY	2284	454	2.7	19.9	93	*203	3.3	8.9	115	**141	2.7	6.2	94	*110	2.0	4.8	68
GLAMOUR	538	**92	0.5	17.1	80	**29	0.5	5.4	70	**18	0.3	3.3	51	**45	0.8	8.4	118
GOLF DIGEST	1649	415	2.4	25.2	117	*140	2.3	8.5	110	*106	2.0	6.4	98	*169	3.0	10.2	145
GOLF DIGEST/TENNIS (GROSS)	2294	547	3.2	23.8	111	*175	2.9	7.6	98	*169	3.2	7.4	112	*203	3.6	8.8	125
GOLF MAGAZINE	1577	323	1.9	20.5	96	**102	1.7	6.5	83	*121	2.3	7.7	116	*100	1.8	6.3	89
GOLF MAGAZINE/SKI (GROSS)	2487	462	2.7	18.6	87	*144	2.3	5.8	75	*144	2.8	5.8	88	*174	3.1	7.0	99
GOOD HOUSEKEEPING	2569	529	3.1	20.6	96	*191	3.1	7.4	96	*131	2.5	5.1	77	207	3.7	8.1	114
HARPER'S BAZAAR	431	**107	0.6	24.8	116	**40	0.7	9.3	120	**17	0.3	3.9	60	**51	0.9	11.8	167
HEALTH	788	275	1.6	34.9	163	**112	1.8	14.2	183	**75	1.4	9.5	144	**88	1.6	11.2	158
HEARST MAG CORP. BUY (GROSS)	18781	3861	22.7	20.6	96	1256	20.5	6.7	86	1053	20.2	5.6	85	1552	27.6	8.3	117
HEARST MAN POWER (GROSS)	9169	1985	11.7	21.6	101	715	11.6	7.8	101	610	11.7	6.7	101	660	11.8	7.2	102
HEARST WOMAN POWER (GROSS)	5452	1103	6.5	20.2	94	337	5.5	6.2	80	255	4.9	4.7	71	510	9.1	9.4	132
HOUSE BEAUTIFUL	1020	*229	1.3	22.5	105	**36	0.6	3.5	46	**68	1.3	6.7	101	**125	2.2	12.3	173
INC.	993	*289	1.7	29.1	136	**101	1.6	10.2	131	**96	1.8	9.7	147	**93	1.7	9.4	132
JET	2808	591	3.5	21.0	98	335	5.5	11.9	154	*150	2.9	5.3	81	*106	1.9	3.8	53
LADIES' HOME JOURNAL	1868	394	2.3	21.1	98	*117	1.9	6.3	81	**81	1.6	4.3	66	*196	3.5	10.5	148
LHJ FAMILY GRP COMBO(GROSS)	3582	928	5.5	25.9	121	324	5.3	9.0	117	*238	4.6	6.6	101	366	6.5	10.2	144
LIFE	4817	993	5.8	20.6	96	307	5.0	6.4	82	*261	5.0	5.4	82	425	7.6	8.8	125
L.A. TIMES HOME MAGAZINE	1465	382	2.2	26.1	122	*155	2.5	10.6	137	*93	1.8	6.3	96	*134	2.4	9.1	129
MADAMOISELLE	460	**35	0.2	7.6	36	*166	0.3	3.5	45	**7	0.1	1.5	23	*112	0.2	2.6	37
MC CALL'S	1764	436	2.6	24.7	115	*127	2.1	7.2	93	*161	3.1	9.1	139	*148	2.6	8.4	118
MC CALL'S/WRK MOTHER (GROSS)	2062	466	2.7	22.6	106	*143	2.3	6.9	90	*168	3.2	8.1	124	*155	2.8	7.5	106
MECHANIX ILLUSTRATED	3625	711	4.2	19.6	92	*216	3.5	6.0	77	*229	4.4	6.3	96	*266	4.7	7.3	104
METROPOLITAN HOME	495	**102	0.6	20.6	96	**31	0.5	6.3	81	**18	0.3	3.6	55	**53	0.9	10.7	151
MONEY	3017	721	4.2	23.9	112	*177	2.9	5.9	76	271	5.2	9.0	136	273	4.9	9.0	128
MOTHER EARTH NEWS	1203	288	1.7	23.9	112	**53	0.9	4.4	57	**18	2.6	11.5	174	*96	1.7	8.0	113
MS.	*257	**58	0.3	22.6	105	**0	0.0	0.0	0	**20	0.4	7.8	118	**38	0.7	14.8	209
NATIONAL ENQUIRER	6921	1248	7.4	18.0	84	429	7.0	6.2	80	461	8.8	6.7	101	358	6.4	5.2	73
NATIONAL GEOGRAPHIC	11626	2737	16.1	23.5	110	742	12.1	6.4	82	966	18.5	8.3	126	1029	18.3	8.9	125
NATIONAL SUNDAY MAGAZINE PKG	49424	10590	62.4	21.4	100	3496	56.9	7.1	91	3337	63.9	6.8	102	3757	66.9	7.6	107
NATURAL HISTORY	753	*141	0.8	18.7	87	**38	0.6	5.0	65	**38	0.7	5.0	77	**64	1.1	8.5	120
NEW WOMAN	*296	**51	0.3	17.2	80	**19	0.3	6.4	83	**5	0.1	1.7	26	**27	0.5	9.1	129
NEW YORK INCLUDING CUE	541	*121	0.7	22.4	104	**51	0.8	9.4	122	**36	0.7	6.7	101	**35	0.6	6.5	91
THE NEW YORKER	1078	241	1.4	22.4	104	**59	1.0	5.5	71	**80	1.5	7.4	113	*103	1.8	9.6	135
NEWSWEEK	9602	2180	12.8	22.7	106	591	9.6	6.2	79	708	13.6	7.4	112	882	15.7	9.2	130
THE N.Y. TIMES DAILY EDITION	1376	367	2.2	26.7	125	*95	1.5	6.9	89	*183	3.5	13.3	202	*89	1.6	6.5	91
THE N.Y. TIMES MAGAZINE	2110	496	2.9	23.5	110	*159	2.6	7.5	97	206	3.9	9.8	148	*131	2.3	6.2	88
OMNI	1927	446	2.6	23.1	108	**95	1.5	4.9	64	*156	3.0	8.1	123	*195	3.5	10.1	143
ON CABLE	911	203	1.2	22.3	104	**91	1.5	10.0	129	**57	1.1	6.3	95	**55	1.0	6.0	85
1001 HOME IDEAS	927	*259	1.5	27.9	130	**95	1.5	10.2	132	**82	1.6	8.8	134	**82	1.5	8.8	125
ORGANIC GARDENING	1430	262	1.5	18.3	86	**69	1.1	4.8	62	**18	1.3	4.8	72	*125	2.2	8.7	123
OUTDOOR LIFE	4064	925	5.4	22.8	106	358	5.8	8.8	114	*264	5.1	6.5	99	*303	5.4	7.5	105
PARADE MAGAZINE	24538	5110	30.1	22.8	97	1694	27.6	6.9	89	1552	29.7	6.3	96	1864	33.2	7.6	107

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	16978	100.0	21.4	100	6140	100.0	7.7	100	5223	100.0	6.6	100	5616	100.0	7.1	100
PARENTS	1126	280	1.6	24.9	116	**66	1.1	5.9	76	**98	1.9	8.7	132	**115	2.0	10.2	144
PENTHOUSE	4157	816	4.8	19.6	92	220	3.6	5.3	68	*261	5.0	6.3	95	336	6.0	8.1	114
PEOPLE	7591	1667	9.8	22.0	103	541	8.8	7.1	92	595	11.4	7.8	119	531	9.5	7.0	99
PLAYBOY	8379	1816	10.7	21.7	101	696	11.3	8.3	107	421	8.1	5.0	76	699	12.4	8.3	118
POPULAR HOT RODDING	2110	485	2.9	23.0	107	**178	2.9	8.4	109	**166	3.2	7.9	119	**141	2.5	6.7	94
POPULAR MECHANICS	4850	1164	6.9	24.0	112	387	6.3	8.0	103	385	7.4	7.9	120	392	7.0	8.1	114
POPULAR SCIENCE	3397	821	4.8	24.2	113	*200	3.3	5.9	76	*217	4.2	6.4	97	404	7.2	11.9	168
PREVENTION	1720	399	2.4	23.2	108	**124	2.0	7.2	93	*118	2.3	6.9	104	*157	2.8	9.1	129
PSYCHOLOGY TODAY	1344	*311	1.8	23.1	108	**59	1.0	4.4	57	*122	2.3	9.1	138	**130	2.3	9.7	137
READER'S DIGEST	16016	3772	22.2	23.6	110	1299	21.2	8.1	105	1165	22.3	7.3	110	1308	23.3	8.2	115
REDBOOK	1121	*231	1.4	20.6	96	**55	0.9	4.9	63	*82	1.6	7.3	111	**95	1.7	8.5	120
ROAD & TRACK	2161	502	3.0	23.2	108	*159	2.6	7.4	95	*157	3.0	7.3	110	*186	3.3	8.6	121
ROLLING STONE	1948	450	2.7	23.1	108	**135	2.2	6.9	89	*164	3.1	8.4	128	*151	2.7	7.8	109
RUNNER'S WORLD	899	*347	2.0	38.6	180	**117	1.9	13.0	168	*65	1.2	7.2	110	**165	2.9	18.4	259
SATURDAY EVENING POST	841	*153	0.9	18.2	85	**56	0.9	6.7	86	*55	1.1	6.5	99	*42	0.7	5.0	70
SCIENCE 84	841	*159	0.9	18.9	88	**50	0.8	5.9	77	*46	0.9	5.5	83	**64	1.1	7.6	107
SCIENCE DIGEST	1194	*225	1.3	18.8	88	**99	1.6	8.3	107	*43	0.8	3.6	55	**84	1.5	7.0	99
SCIENTIFIC AMERICAN	1379	316	1.9	22.9	107	*89	1.4	6.5	83	*99	1.9	7.2	109	*128	2.3	9.3	131
SELF	436	*82	0.5	18.8	88	**28	0.5	6.4	83	*46	0.9	10.6	160	**8	0.1	1.8	26
SEVENTEEN	614	**103	0.6	16.8	78	**33	0.5	5.4	69	*22	0.4	3.6	54	**48	0.9	7.8	110
SKI	910	*139	0.8	15.3	71	**41	0.7	4.5	58	*23	0.4	2.5	38	*75	1.3	8.2	116
SMITHSONIAN	2937	770	4.5	26.2	122	*170	2.8	5.8	75	313	6.0	10.7	162	287	5.1	9.8	138
SOAP OPERA DIGEST	545	*87	0.5	16.0	75	*8	0.1	1.5	19	*29	0.6	5.3	81	**50	0.9	9.2	129
SOUTHERN LIVING	2054	459	2.7	22.3	104	*119	1.9	5.8	75	*178	3.4	8.7	132	*162	2.9	7.9	111
SOUTH	2799	698	4.1	24.9	116	*272	4.4	9.7	125	*175	3.4	6.3	95	*251	4.5	9.0	127
THE SPORTING NEWS	1938	328	1.9	16.9	79	*113	1.8	5.8	75	*120	2.3	6.2	94	*96	1.7	5.0	70
SPORTS AFIELD	3125	596	3.5	19.1	89	*229	3.7	7.3	95	*182	3.5	5.8	88	*185	3.3	5.9	84
SPORTS ILLUSTRATED	11159	2398	14.1	21.5	100	838	13.6	7.5	97	726	13.9	6.5	99	834	14.9	7.5	105
STAR	4095	724	4.3	17.7	83	248	4.0	6.1	78	*209	4.0	5.1	77	*267	4.8	6.5	92
SUNDAY	25169	5522	32.5	21.9	102	1713	27.9	6.8	88	1772	33.9	7.0	107	2036	36.3	8.1	114
SUNSET	1294	444	2.6	34.3	160	*129	2.1	10.0	129	*159	3.0	12.3	186	*156	2.8	12.1	170
TV GUIDE	18508	4067	24.0	22.0	103	1506	24.5	8.1	105	1136	21.7	6.1	93	1425	25.4	7.7	109
TENNIS	6-5	*132	0.8	20.5	96	*36	0.6	5.6	72	*63	1.2	9.8	148	*34	0.6	5.3	74
TIME	12124	2738	16.1	22.6	105	1005	16.4	8.3	107	859	16.4	7.1	108	874	15.6	7.2	102
TOWN & COUNTRY	493	*89	0.5	18.1	84	*29	0.5	5.9	76	*29	0.6	5.9	89	*32	0.6	6.5	92
TRAVEL & LEISURE	1122	307	1.8	27.4	128	*153	2.5	13.6	176	*101	1.9	9.0	137	*52	0.9	4.6	65
TRUE STORY	690	*106	0.6	15.4	72	*21	0.3	3.0	39	*46	0.9	6.7	101	*39	0.7	5.7	80
U.S. NEWS & WORLD REPORT	6571	1467	8.6	22.3	104	397	6.5	6.0	78	530	10.1	8.1	122	540	9.6	8.2	116
USA TODAY	3120	624	3.7	20.0	93	*221	3.6	7.1	91	*180	3.4	5.8	88	223	4.0	7.1	101
US	1315	*241	1.4	18.3	86	*89	1.4	6.8	87	*85	1.6	6.5	98	*67	1.2	5.1	72
VOGUE	632	*95	0.6	15.0	70	*16	0.3	2.5	33	*20	0.4	3.2	48	*59	1.1	9.3	132
WALL STREET JOURNAL	4247	1056	6.2	24.9	116	299	4.9	7.0	91	332	6.4	7.8	119	424	7.5	10.0	141
WEIGHT WATCHERS	398	*110	0.6	27.6	129	*43	0.7	10.8	139	*53	1.0	13.3	202	*15	0.3	3.8	53
WOMAN'S DAY	1139	*215	1.3	18.9	88	*56	0.9	4.9	63	*43	0.8	3.8	57	*115	2.0	10.1	143
WORKING MOTHER	*298	*30	0.2	10.1	47	*16	0.3	5.4	69	*7	0.1	2.3	36	*7	0.1	2.3	33
WORKING WOMAN	327	*70	0.4	21.4	100	*14	0.2	4.3	55	*20	0.4	6.1	93	*36	0.6	11.0	155
WORLD TENNIS	397	*134	0.8	33.8	158	*29	0.5	7.3	94	*39	0.7	9.8	149	*66	1.2	16.6	235
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2210	13.0	22.9	107	739	12.0	7.7	99	751	14.4	7.8	118	720	12.8	7.5	105
BLAIR INSERTS	43762	9417	55.5	21.5	100	3103	50.5	7.1	92	3004	57.5	6.9	104	3310	58.9	7.6	107
DAILY NEWSPAPERS																	
READ ANY	52459	11618	68.4	22.1	103	3880	63.2	7.4	95	3715	71.1	7.1	107	4024	71.7	7.7	108
READ ONE	41891	9155	53.9	21.9	102	3062	49.9	7.3	94	2855	54.7	6.8	103	3238	57.7	7.7	109
READ TWO OR MORE	10568	2463	14.5	23.3	109	818	13.3	7.7	100	860	16.5	8.1	123	785	14.0	7.4	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	11008	64.8	21.2	99	3658	59.6	7.0	91	3525	67.5	6.8	103	3825	68.1	7.4	104
READ ONE	44561	9259	54.5	20.8	97	3064	49.9	6.9	89	2948	56.4	6.6	100	3247	57.8	7.3	103
READ TWO OR MORE	7368	1749	10.3	23.7	111	594	9.7	8.1	104	577	11.0	7.8	119	578	10.3	7.8	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.56				29.00				27.81				31.77			
30 DAY REACH	71522	15468	91.1	21.6	101	5654	92.1	7.9	102	4676	89.5	6.5	99	5139	91.5	7.2	101
50 SHWG - 30 DAY AV FREQ	15.55	15.50				15.04				14.97				16.48			
30 DAY REACH	68168	14734	86.8	21.6	101	5435	88.5	8.0	103	4347	83.2	6.4	97	4953	88.2	7.3	103
25 SHWG - 30 DAY AV FREQ	8.43	8.41				8.19				8.18				8.84			
30 DAY REACH	62898	13602	80.1	21.6	101	5010	81.6	8.0	103	3975	76.1	6.3	96	4617	82.2	7.3	104
CABLE TV: HOME WIRED	31664	6975	41.1	22.0	103	2469	40.2	7.8	101	2003	38.3	6.3	96	2502	44.6	7.9	112
HOME NOT WIRED	47599	10003	58.9	21.0	98	3670	59.8	7.7	100	3220	61.7	6.8	103	3113	55.4	6.5	92
HAVE PAY CABLE	17139	3740	22.0	21.8	102	1367	22.3	8.0	103	1052	20.1	6.1	93	1321	23.5	7.7	109

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		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	16978	100.0	21.4	100	6140	100.0	7.7	100	5223	100.0	6.6	100	5616	100.0	7.1	100
WKDAY LOCAL EVENING TV NEWS																		
	NETWORK AFFILIATES - EARLY	24321	5121	30.2	21.1	98	1677	27.3	6.9	89	1622	31.1	6.7	101	1822	32.4	7.5	106
	NETWORK AFFILIATES - LATE	17197	3609	21.3	21.0	98	1230	20.0	7.2	92	1168	22.4	6.8	103	1210	21.5	7.0	99
	INDEPENDENTS - LATE	2887	639	3.8	22.1	103	232	3.8	8.0	104	213	4.1	7.4	112	194	3.5	6.7	95
TV EVENING NTWK 6 PM - 2 AM																		
	A TEAM	11301	2441	14.4	21.6	101	871	14.2	7.7	99	687	13.2	6.1	92	884	15.7	7.8	110
	ABC MONDAY NIGHT MOVIE	A 4379	866	5.1	19.8	92	292	4.8	6.7	86	278	5.3	6.3	96	296	5.3	6.8	99
	ABC SUNDAY NIGHT MOVIE	A 9910	2159	12.7	21.8	102	765	12.5	7.7	100	678	13.0	6.8	104	715	12.7	7.2	102
	ABC WORLD NEWS TONIGHT	A 6212	1224	7.2	19.7	92	431	7.0	6.9	90	360	6.9	5.8	88	432	7.7	7.0	98
	AFTERMASH	C 4575	917	5.4	20.0	94	*306	5.0	6.7	86	358	6.9	7.8	119	*253	4.5	5.5	78
	ALICE	C 6777	1324	7.8	19.5	91	435	7.1	6.4	83	451	8.6	6.7	101	439	7.8	6.5	91
	AMERICAN PARADE	C 4868	1119	6.6	23.0	107	376	6.1	7.7	100	391	7.5	8.0	122	352	6.3	7.2	102
	BENSON	A 7593	1636	9.6	21.5	101	528	8.6	7.0	90	548	10.5	7.2	110	560	10.0	7.4	104
	BLUE THUNDER	A 6036	1344	7.9	22.3	104	453	7.4	7.5	97	477	9.1	7.9	120	414	7.4	6.9	97
	CAGNEY & LACEY	C 7698	1514	8.9	19.7	92	619	10.1	8.0	104	490	9.4	6.4	97	405	7.2	5.3	74
	CBS EVENING NEWS-DEAN	C 4066	897	5.3	22.1	103	351	5.7	8.6	111	305	5.8	7.5	114	240	4.3	5.9	83
	CBS EVENING NEWS-RATHER	C 8092	1818	10.7	22.5	105	607	9.9	7.5	97	673	12.9	8.3	126	538	9.6	6.6	94
	CBS SAT. NEWS-SCHIEFFER	C 4795	968	5.7	20.2	94	345	5.6	7.2	93	357	6.8	7.4	113	266	4.7	5.5	78
	CBS SATURDAY NIGHT MOVIE	C 6034	1412	8.3	23.4	109	500	8.1	8.3	107	459	8.8	7.6	115	453	8.1	7.5	106
	CBS WEDNESDAY NIGHT MOVIE	C 4993	1102	6.5	22.1	103	349	5.7	7.0	90	371	7.1	7.4	113	382	6.8	7.7	108
	CHEERS	N 6976	1643	9.7	23.6	110	527	8.6	7.6	98	503	9.6	7.2	109	613	10.9	8.8	124
	DALLAS	C 13575	2798	16.5	20.6	96	900	14.7	6.6	86	983	18.8	7.2	110	915	16.3	6.7	95
	DIFF'RENT STROKES	N 3684	821	4.8	22.3	104	314	5.1	8.5	110	*214	4.1	5.8	88	293	5.2	8.0	112
	DOUBLE TROUBLE	N 4462	1100	6.5	24.7	115	462	7.5	10.4	134	310	5.9	6.9	105	328	5.8	7.4	104
	DUCK FACTORY	N 4810	1232	7.3	25.6	120	468	7.6	9.7	126	385	7.4	8.0	121	379	6.7	7.9	111
	DUKES OF HAZZARD	C 5951	1335	7.9	22.4	105	496	8.1	8.3	108	363	7.0	6.1	93	476	8.5	8.0	113
	DYNASTY	A 11325	2395	14.1	21.1	99	822	13.4	7.3	94	716	13.7	6.3	96	856	15.2	7.6	107
	FACTS OF LIFE	N 4512	1022	6.0	22.7	106	415	6.8	9.2	119	246	4.7	5.5	83	361	6.4	8.0	113
	FALCON CREST	C 9215	1827	10.8	19.8	93	583	9.5	6.3	82	628	12.0	6.8	103	615	11.0	6.7	94
	FALL GUY	A 8604	1767	10.4	20.5	96	521	8.5	6.1	78	664	12.7	7.7	117	581	10.3	6.8	95
	FAMILY TIES	N 4179	914	5.4	21.9	102	321	5.2	7.7	99	290	5.6	6.9	105	*303	5.4	7.3	102
	FANTASY ISLAND	A 4781	1045	6.2	21.9	102	412	6.7	8.6	111	228	4.4	4.8	72	405	7.2	8.5	120
	FOULUPS, BLEEPs & BLUNDERS	A 6697	1442	8.5	21.5	101	502	8.2	7.5	97	478	9.2	7.1	108	462	8.2	6.9	97
	FOUR SEASONS	C 3873	809	4.8	20.9	98	*280	4.6	7.2	93	*304	5.8	7.8	119	*225	4.0	5.8	82
	GIMME A BREAK	N 4310	768	4.5	17.8	83	281	4.6	6.5	84	*244	4.7	5.7	86	*242	4.3	5.6	79
	HART TO HART	A 5751	1250	7.4	21.7	101	509	8.3	8.9	114	360	6.9	6.3	95	381	6.8	6.6	94
	HILL STREET BLUES	N 8568	1707	10.1	19.9	93	494	8.0	5.8	74	634	12.1	7.4	112	579	10.3	6.8	95
	HOTEL	A 8801	1741	10.3	19.8	92	568	9.3	6.5	83	510	9.8	5.8	88	664	11.8	7.5	106
	JEFFERSONS	C 6978	1496	8.8	21.4	100	491	8.0	7.0	91	483	9.2	6.9	105	522	9.3	7.5	106
	JENNIFER SLEPT HERE	N 3021	686	4.0	22.7	106	*316	5.1	10.5	135	*183	3.5	6.1	92	*187	3.3	6.2	87
	KATE & ALLIE	C 6811	1564	9.2	23.0	107	497	8.1	7.3	94	481	9.2	7.1	107	586	10.4	8.6	121
	KNIGHT RIDER	N 5256	1040	6.1	19.8	92	365	5.9	6.9	90	333	6.4	6.3	96	342	6.1	6.5	92
	LOVE BOAT	A 7174	1381	8.1	19.3	90	553	9.0	7.7	100	371	7.1	5.2	78	457	8.1	6.4	90
	MAGNUM PI	C 10438	2221	13.1	21.3	99	737	12.0	7.1	91	702	13.4	6.7	102	782	13.9	7.5	106
	MAMA'S FAMILY	N 3488	790	4.7	22.6	106	327	5.3	9.4	121	211	4.0	6.0	92	252	4.5	7.2	102
	MASTER, THE	N 4127	898	5.3	21.8	102	318	5.2	7.7	99	292	5.6	7.1	107	289	5.1	7.0	99
	MATT HOUSTON	A 5978	1260	7.4	21.1	98	467	7.6	7.8	101	389	7.4	6.5	99	404	7.2	6.8	95
	NBC MONDAY NIGHT MOVIE	N 10446	2364	13.9	22.6	106	868	14.1	8.3	107	715	13.7	6.8	104	780	13.9	7.5	105
	NBC NIGHTLY NEWS	N 5571	1243	7.3	22.3	104	401	6.5	7.2	93	357	6.8	6.4	97	485	8.6	8.7	123
	NBC NIGHTLY NEWS-SAT	N 3675	767	4.5	20.9	97	254	4.1	6.9	89	*259	5.0	7.0	107	254	4.5	6.9	98
	NBC NIGHTLY NEWS-SUN	N 2905	622	3.7	21.4	100	*191	3.1	6.6	85	*201	3.8	6.9	105	230	4.1	7.9	112
	NBC SUNDAY NIGHT MOVIE	N 8352	1848	10.9	22.1	103	584	9.5	7.0	90	528	10.1	6.3	96	736	13.1	8.8	124
	NEWHART	C 6864	1638	9.6	23.9	111	602	9.8	8.8	113	470	9.0	6.8	104	566	10.1	8.2	116
	ONE DAY AT A TIME	C 3866	894	5.3	23.1	108	417	6.8	10.8	139	*235	4.5	6.1	92	242	4.3	6.3	88
	PEOPLE ARE FUNNY	N 3956	953	5.6	24.1	112	395	6.4	10.0	129	283	5.4	7.2	109	275	4.9	7.0	98
	REAL PEOPLE	N 6305	1371	8.1	21.7	102	469	7.6	7.4	96	355	6.8	5.6	85	548	9.8	8.7	123
	REMINGTON STEELE	N 5884	1186	7.0	20.2	94	401	6.5	6.8	88	320	6.1	5.4	83	465	8.3	7.9	112
	RIPLEY'S BELIEVE IT - NOT	A 5706	1156	6.8	20.3	95	463	7.5	8.1	105	331	6.3	5.8	86	362	6.4	6.3	90
	RIP TIDE	N 6202	1208	7.1	19.5	91	422	6.9	6.8	88	383	7.3	6.2	94	404	7.2	6.5	92
	SCARECROW & MRS. KING	C 6513	1390	8.2	21.3	100	492	8.0	7.6	98	430	8.2	6.6	100	468	8.3	7.2	101
	SIMON & SIMON	C 8593	1637	9.6	19.1	89	579	9.4	6.7	87	519	9.9	6.0	92	539	9.6	6.3	89
	60 MINUTES	C 13342	3172	18.7	23.8	111	1061	17.3	8.0	103	1095	21.0	8.2	125	1016	18.1	7.6	107
	ST. ELSEWHERE	N 6029	1303	7.7	21.6	101	374	6.1	6.2	80	444	8.5	7.4	112	485	8.6	8.0	114
	THREE'S COMPANY	A 8565	1808	10.6	21.1	99	605	9.9	7.1	91	634	12.1	7.4	112	569	10.1	6.6	94
	T.J. HOOKER	A 7400	1557	9.2	21.0	98	585	9.5	7.9	102	449	8.6	6.1	92	523			

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	9305	100.0	10.5	100	2762	100.0	3.1	100	2534	100.0	2.9	100	4009	100.0	4.5	100
FEMALE HOMEOWNERS	80986	8595	92.4	10.6	101	2528	91.5	3.1	100	2394	94.5	3.0	103	3673	91.6	4.5	100
EMPLOYED MOTHERS	18702	1931	20.8	10.3	98	*547	19.8	2.9	94	*442	17.4	2.4	83	941	23.5	5.0	111
18 - 24	14726	1322	14.2	9.0	85	*474	17.2	3.2	103	**268	10.6	1.8	64	*580	14.5	3.9	87
25 - 34	20202	1717	18.5	8.5	81	*467	16.9	2.3	74	*347	13.7	1.7	60	903	22.5	4.5	99
35 - 44	14781	1979	21.3	13.4	127	*637	23.1	4.3	138	*579	22.8	3.9	137	763	19.0	5.2	114
45 - 54	11449	1463	15.7	12.8	121	*354	12.8	3.1	99	*447	17.6	3.9	136	662	16.5	5.8	128
55 - 64	11846	1558	16.7	13.2	125	*417	15.1	3.5	113	*471	18.6	4.0	139	671	16.7	5.7	125
65 OR OLDER	15459	1266	13.6	8.2	78	*413	15.0	2.7	86	*423	16.7	2.7	96	*430	10.7	2.8	61
18 - 34	34928	3039	32.7	8.7	83	941	34.1	2.7	86	615	24.3	1.8	61	1483	37.0	4.2	94
18 - 49	55154	5677	61.0	10.3	98	1776	64.3	3.2	103	1381	54.5	2.5	87	2520	62.9	4.6	101
25 - 54	46433	5158	55.4	11.1	106	1458	52.8	3.1	101	1372	54.1	3.0	103	2328	58.1	5.0	111
35 - 49	20226	2638	28.4	13.0	124	835	30.2	4.1	132	766	30.2	3.8	132	1037	25.9	5.1	113
50 OR OLDER	33310	3628	39.0	10.9	104	986	35.7	3.0	95	1154	45.5	3.5	121	1488	37.1	4.5	99
GRADUATED COLLEGE	12110	1395	15.0	11.5	110	**248	9.0	2.0	66	*421	16.6	3.5	121	725	18.1	6.0	132
ATTENDED COLLEGE	15309	1705	18.3	11.1	106	*295	10.7	1.9	62	*462	18.2	3.0	105	948	23.6	6.2	137
GRADUATED HIGH SCHOOL	36912	3934	42.3	10.7	101	1328	48.1	3.6	115	961	37.9	2.6	91	1645	41.0	4.5	98
DID NOT GRADUATE HIGH SCHOOL	24134	2271	24.4	9.4	89	891	32.3	3.7	118	690	27.2	2.9	100	*690	17.2	2.9	63
EMPLOYED FULL-TIME	35457	4082	43.9	11.5	109	1092	39.5	3.1	99	956	37.7	2.7	94	2035	50.8	5.7	127
EMPLOYED PART-TIME	8514	863	9.3	10.1	96	**163	5.9	1.9	61	**173	6.8	2.0	71	*527	13.1	6.2	137
NOT EMPLOYED	44494	4359	46.8	9.8	93	1507	54.6	3.4	108	1405	55.4	3.2	110	1447	36.1	3.3	72
PROFESSIONAL/MANAGER	10811	1142	12.3	10.6	100	**202	7.3	1.9	60	**335	13.2	3.1	108	*606	15.1	5.6	124
TECH/CLERICAL/SALES	19640	2035	21.9	10.4	99	*424	15.4	2.2	69	*395	15.6	2.0	70	1216	30.3	6.2	137
PRECISION/CRAFT	1023	**155	1.7	15.2	144	**61	2.2	6.0	191	*7	0.3	0.7	24	*886	2.1	8.4	186
OTHER EMPLOYED	12498	1614	17.3	12.9	123	*568	20.6	4.5	146	*392	15.5	3.1	109	654	16.3	5.2	115
SINGLE	15995	1535	16.5	9.6	91	*510	18.5	3.2	102	*302	11.9	1.9	66	*724	18.1	4.5	100
MARRIED	51689	5794	62.3	11.2	107	1657	60.0	3.2	103	1685	66.5	3.3	114	2452	61.2	4.7	105
DIVORCED/SEPARATED/WIDOWED	20780	1976	21.2	9.5	90	595	21.5	2.9	92	548	21.6	2.6	92	833	20.8	4.0	88
PARENTS	33922	3496	37.6	10.3	98	1136	41.1	3.3	107	904	35.7	2.7	93	1457	36.3	4.3	95
WHITE	76422	7926	85.2	10.4	99	2112	76.5	2.8	89	2224	87.8	2.9	102	3590	89.5	4.7	104
BLACK	10066	1228	13.2	12.2	116	620	22.4	6.2	197	*274	10.8	2.7	95	*334	8.3	3.3	73
OTHER	1976	**151	1.6	7.6	73	**30	1.1	1.5	49	**36	1.4	1.8	64	**86	2.1	4.4	96
NORTHEAST-CENSUS	19803	2143	23.0	10.8	103	581	21.0	2.9	94	*595	23.5	3.0	105	968	24.1	4.9	108
NORTH CENTRAL	22181	2036	21.9	9.2	87	589	21.3	2.7	85	586	23.1	2.6	92	861	21.5	3.9	86
SOUTH	30082	3323	35.7	11.0	105	968	35.0	3.2	103	863	34.1	2.9	100	1492	37.2	5.0	109
WEST	16398	1803	19.4	11.0	105	*625	22.6	3.8	122	*490	19.3	3.0	104	688	17.2	4.2	93
NORTHEAST-MKTG.	20163	2144	23.0	10.6	101	529	19.2	2.6	84	*579	22.8	2.9	100	1037	25.9	5.1	113
EAST CENTRAL	13054	1132	12.2	8.7	82	*320	11.6	2.5	79	*291	11.5	2.2	78	521	13.0	4.0	88
WEST CENTRAL	14993	1484	15.9	9.9	94	*446	16.1	3.0	95	*445	17.6	3.0	104	594	14.8	4.0	87
SOUTH	25785	2952	31.7	11.4	109	906	32.8	3.5	113	783	30.9	3.0	106	1262	31.5	4.9	108
PACIFIC	14470	1593	17.1	11.0	105	*562	20.3	3.9	124	*436	17.2	3.0	105	*595	14.8	4.1	91
COUNTY SIZE A	36705	3862	41.5	10.5	100	1235	44.7	3.4	108	1034	40.8	2.8	98	1593	39.7	4.3	96
COUNTY SIZE B	26819	2855	30.7	10.6	101	800	29.0	3.0	96	812	32.0	3.0	106	1244	31.0	4.6	102
COUNTY SIZE C	13597	1475	15.9	10.8	103	*390	14.1	2.9	92	*391	15.4	2.9	100	694	17.3	5.1	113
COUNTY SIZE D	11344	1112	12.0	9.8	93	*337	12.2	3.0	95	*297	11.7	2.6	91	*478	11.9	4.2	93
METRO CENTRAL CITY	26825	3062	32.9	11.4	109	1019	36.9	3.8	122	791	31.2	2.9	103	1252	31.2	4.7	103
METRO SUBURBAN	39912	4094	44.0	10.3	98	1107	40.1	2.8	89	1207	47.6	3.0	106	1780	44.4	4.5	98
NON METRO	21728	2149	23.1	9.9	94	*636	23.0	2.9	94	*537	21.2	2.5	86	976	24.3	4.5	99
TOP 5 ADI'S	20847	2344	25.2	11.2	107	797	28.9	3.8	122	738	29.1	3.5	124	809	20.2	3.9	86
TOP 10 ADI'S	28719	2956	31.8	10.3	98	948	34.3	3.3	106	861	34.0	3.0	105	1146	28.6	4.0	88
TOP 20 ADI'S	40904	4147	44.6	10.1	96	1270	46.0	3.1	99	1158	45.7	2.8	99	1719	42.9	4.2	93
HSHLD INC. \$50,000 OR MORE	7931	763	8.2	9.6	91	**68	2.5	0.9	27	**165	6.5	2.1	73	*530	13.2	6.7	147
\$40,000 OR MORE	15233	1568	16.9	10.3	98	**250	9.1	1.6	53	*398	15.7	2.6	91	920	22.9	6.0	133
\$30,000 OR MORE	28333	3157	33.9	11.1	106	650	23.5	2.3	73	868	34.3	3.1	107	1639	40.9	5.8	128
\$25,000 OR MORE	36417	4027	43.3	11.1	105	834	30.2	2.3	73	1061	41.9	2.9	102	2133	53.2	5.9	129
\$20,000 - \$24,999	9943	887	9.5	8.9	85	**291	10.5	2.9	94	**217	8.6	2.2	76	*379	9.5	3.8	84
\$15,000 - \$19,999	9211	1074	11.5	11.7	111	**325	11.8	3.5	113	**299	11.8	3.2	113	*451	11.2	4.9	108
\$10,000 - \$14,999	13477	1510	16.2	11.2	107	650	23.5	4.8	154	*446	17.6	3.3	116	*414	10.3	3.1	68
UNDER \$10,000	19418	1807	19.4	9.3	88	663	24.0	3.4	109	512	20.2	2.6	92	632	15.8	3.3	72
HOUSEHOLD OF 1 PERSON	11987	890	9.6	7.4	71	286	10.4	2.4	76	*266	10.5	2.2	77	339	8.5	2.8	62
2 PEOPLE	27046	3168	34.0	11.7	111	747	27.0	2.8	88	1027	40.5	3.8	133	1394	34.8	5.2	114
3 OR 4 PEOPLE	34251	3571	38.4	10.4	99	1172	42.4	3.4	110	910	35.9	2.7	93	1489	37.1	4.3	96
5 OR MORE PEOPLE	15180	1677	18.0	11.0	105	*558	20.2	3.7	118	*332	13.1	2.2	76	*787	19.6	5.2	114
NO CHILD IN HSHLD	49819	5229	56.2	10.5	100	1413	51.2	2.8	91	1576	62.2	3.2	110	2240	55.9	4.5	99
CHILD(REN) UNDER 2 YRS	6045	*493	5.3	8.2	78	**215	7.8	3.6	114	**71	2.8	1.2	41	**207	5.2	3.4	76
2 - 5 YEARS	15233	1458	15.7	9.6	91	*549	19.9	3.6	115	*346	13.7	2.3	79	*563	14.0	3.7	82
6 - 11 YEARS	16260	1702	18.3	10.5	100	568	20.6	3.5	112	*369	14.6	2.3	79	765	19.1	4.7	104
12 - 17 YEARS	19173	2292	24.6	12.0	114	791	28.6	4.1	132	*550	21.7	2.9	100	952	23.7	5.0	110
RESIDENCE OWNED	61371	6570	70.6	10.7	102	1594	57.7	2.6	83	1936	76.4	3.2	110	3041	75.9	5.0	109
VALUE: \$50,000 OR MORE	35355	3580	38.5	10.1	96	744	26.9	2.1	67	1157	45.7	3.3	114	1679	41.9	4.7	105
VALUE: UNDER \$50,000	26016	2990	32.1	11.5	109	850	30.8	3.3	105	778	30.7	3.0	104	1361	33.9	5.2	115

ATHLETE'S FOOT REMEDIES (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(FEMALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES		88464	9305	100.0	10.5	100	2762	100.0	3.1	100	2534	100.0	2.9	100	4009	100.0	4.5	100
MAGAZINES	QUINTILE 1	17988	2102	22.6	11.7	111	*471	17.1	2.6	84	*610	24.1	3.4	118	1022	25.5	5.7	125
	QUINTILE 2	19446	2390	25.7	12.3	117	700	25.3	3.6	115	662	26.1	3.4	119	1029	25.7	5.3	117
	QUINTILE 3	14626	1471	15.8	10.1	96	*529	19.2	3.6	116	*383	15.1	2.6	91	*559	13.9	3.8	84
	QUINTILE 4	16014	1550	16.7	9.7	92	514	18.6	3.2	103	*404	15.9	2.5	88	633	15.8	4.0	87
	QUINTILE 5	20389	1791	19.2	8.8	84	549	19.9	2.7	86	*476	18.8	2.3	82	767	19.1	3.8	83
NEWSPAPERS	QUINTILE 1	13830	1555	16.7	11.2	107	*375	13.6	2.7	87	*549	21.7	4.0	139	631	15.7	4.6	101
	QUINTILE 2	26350	2855	30.7	10.8	103	1023	37.0	3.9	124	585	23.1	2.2	78	1248	31.1	4.7	105
	QUINTILE 3	12415	1329	14.3	10.7	102	*333	12.1	2.7	86	*361	14.2	2.9	102	634	15.8	5.1	113
	QUINTILE 4	21911	2134	22.9	9.7	93	*530	19.2	2.4	77	710	28.0	3.2	113	895	22.3	4.1	90
	QUINTILE 5	13960	1432	15.4	10.3	98	*501	18.1	3.6	115	*330	13.0	2.4	83	*601	15.0	4.3	95
OUTDOOR	QUINTILE 1	16810	1832	19.7	10.9	104	*467	16.9	2.8	89	621	24.5	3.7	129	744	18.6	4.4	98
	QUINTILE 2	17101	1634	17.6	9.6	91	*419	15.2	2.5	78	*520	20.5	3.0	106	695	17.3	4.1	90
	QUINTILE 3	17579	1774	19.1	10.1	96	*591	21.4	3.4	108	*399	15.7	2.3	79	783	19.5	4.5	98
	QUINTILE 4	18343	1962	21.1	10.7	102	*638	23.1	3.5	111	*430	17.0	2.3	82	895	22.3	4.9	108
	QUINTILE 5	18631	2104	22.6	11.3	107	647	23.4	3.5	111	*565	22.3	3.0	106	892	22.2	4.8	106
RADIO-DRIVE TIME	QUINTILE 1	17390	2180	23.4	12.5	119	665	24.1	3.8	122	664	26.2	3.8	133	851	21.2	4.9	108
	QUINTILE 2	16591	1850	19.9	11.2	106	644	23.3	3.9	124	*417	16.5	2.5	88	789	19.7	4.8	105
	QUINTILE 3	16910	1730	18.6	10.2	97	*464	16.8	2.7	88	*454	17.9	2.7	94	811	20.2	4.8	106
	QUINTILE 4	18002	1887	20.3	10.5	100	*526	19.0	2.9	94	*467	18.4	2.6	91	894	22.3	5.0	110
	QUINTILE 5	19572	1658	17.8	8.5	81	463	16.8	2.4	76	*532	21.0	2.7	95	664	16.6	3.4	75
RADIO-MID- DAY	TERCILE 1	23248	3040	32.7	13.1	124	1008	36.5	4.3	139	692	27.3	3.0	104	1340	33.4	5.8	127
	TERCILE 2	23667	2654	28.5	11.2	107	727	26.3	3.1	98	820	32.4	3.5	121	1107	27.6	4.7	103
	TERCILE 3	41549	3611	38.8	8.7	83	1027	37.2	2.5	79	1022	40.3	2.5	86	1561	38.9	3.8	83
RADIO-TOTAL	QUINTILE 1	17786	2223	23.9	12.5	119	713	25.8	4.0	128	585	23.1	3.3	115	925	23.1	5.2	115
	QUINTILE 2	17316	1998	21.5	11.5	110	*568	20.6	3.3	105	*508	20.0	2.9	102	922	23.0	5.3	117
	QUINTILE 3	18428	1949	20.9	10.6	101	650	23.5	3.5	113	*546	21.5	3.0	103	753	18.8	4.1	90
	QUINTILE 4	17669	1648	17.7	9.3	89	*441	16.0	2.5	80	*435	17.2	2.5	86	773	19.3	4.4	97
	QUINTILE 5	17265	1488	16.0	8.6	82	*391	14.2	2.3	73	*460	18.2	2.7	93	637	15.9	3.7	81
TV-PRIME TIME	QUINTILE 1	17416	1798	19.3	10.3	98	629	22.8	3.6	116	*464	18.3	2.7	93	706	17.6	4.1	89
	QUINTILE 2	17413	2026	21.8	11.6	111	*558	20.2	3.2	103	576	22.7	3.3	115	892	22.2	5.1	113
	QUINTILE 3	17943	1776	19.1	9.9	94	*508	18.4	2.8	91	*606	23.9	3.4	118	662	16.5	3.7	81
	QUINTILE 4	18442	2005	21.5	10.9	103	*601	21.8	3.3	104	*446	17.6	2.4	84	958	23.9	5.2	115
	QUINTILE 5	17250	1700	18.3	9.9	94	*466	16.9	2.7	87	*443	17.5	2.6	90	791	19.7	4.6	101
TV-DAYTIME	TERCILE 1	29966	2823	30.3	9.4	90	951	34.4	3.2	102	821	32.4	2.7	96	1052	26.2	3.5	77
	TERCILE 2	29480	3178	34.2	10.8	102	995	36.0	3.4	108	799	31.5	2.7	95	1384	34.5	4.7	104
	TERCILE 3	29018	3304	35.5	11.4	108	816	29.5	2.8	90	914	36.1	3.1	110	1573	39.2	5.4	120
TV-TOTAL	QUINTILE 1	17740	1773	19.1	10.0	95	653	23.6	3.7	118	*510	20.1	2.9	100	609	15.2	3.4	76
	QUINTILE 2	17674	1840	19.8	10.4	99	633	22.9	3.6	115	*507	20.0	2.9	100	700	17.5	4.0	87
	QUINTILE 3	17730	1796	19.3	10.1	96	*373	13.5	2.1	67	*487	19.2	2.7	96	936	23.3	5.3	116
	QUINTILE 4	17563	2108	22.7	12.0	114	*568	20.6	3.2	104	*571	22.5	3.3	114	970	24.2	5.5	122
	QUINTILE 5	17757	1789	19.2	10.1	96	*534	19.3	3.0	96	*460	18.2	2.6	90	795	19.8	4.5	99
MAGAZINES-NEWSPAPERS: DUAL		23278	2943	31.6	12.6	120	815	29.5	3.5	112	918	36.2	3.9	138	1210	30.2	5.2	115
MAGAZINE IMPERATIVE		21634	2335	25.1	10.8	103	*602	21.8	2.8	89	*582	23.0	2.7	94	1150	28.7	5.3	117
NEWSPAPER IMPERATIVE		23455	2165	23.3	9.2	88	811	29.4	3.5	111	*416	16.4	1.8	62	938	23.4	4.0	88
MAGAZINES-OUTDOOR: DUAL	QUINTILE 1	17482	1889	20.3	10.8	103	525	19.0	3.0	96	668	26.4	3.8	133	696	17.4	4.0	88
	MAGAZINE IMPERATIVE	28830	3523	37.9	12.2	116	1051	38.1	3.6	117	843	33.3	2.9	102	1629	40.6	5.7	125
	OUTDOOR IMPERATIVE	26119	2304	24.8	8.8	84	665	24.1	2.5	82	652	25.7	2.5	87	987	24.6	3.8	83
MAGAZINES-RADIO: DUAL	QUINTILE 1	20162	2649	28.5	13.1	125	803	29.1	4.0	128	665	26.2	3.3	115	1182	29.5	5.9	129
	MAGAZINE IMPERATIVE	26292	2632	28.3	10.0	95	674	24.4	2.6	82	803	31.7	3.1	107	1155	28.8	4.4	97
	RADIO IMPERATIVE	25308	2605	28.0	10.3	98	869	31.5	3.4	110	670	26.4	2.6	92	1066	26.6	4.2	93
MAGAZINES-TELEVISION: DUAL	QUINTILE 1	17312	1678	18.0	9.7	92	*519	18.8	3.0	96	*472	18.6	2.7	95	688	17.2	4.0	88
	MAGAZINE IMPERATIVE	29099	3556	38.2	12.2	116	852	30.8	2.9	94	981	38.7	3.4	118	1723	43.0	5.9	131
	TELEVISION IMPERATIVE	27505	2635	28.3	9.6	91	973	35.2	3.5	113	690	27.2	2.5	88	971	24.2	3.5	78
NEWSPAPERS-OUTDOOR: DUAL	QUINTILE 1	18628	1993	21.4	10.7	102	505	18.3	2.7	87	*576	22.7	3.1	108	912	22.7	4.9	108
	NEWSPAPER IMPERATIVE	29178	3183	34.2	10.9	104	1099	39.8	3.8	121	742	29.3	2.5	89	1343	33.5	4.6	102
	OUTDOOR IMPERATIVE	25260	2435	26.2	9.6	92	664	24.0	2.6	84	772	30.5	3.1	107	1000	24.9	4.0	87
NEWSPAPERS-RADIO: DUAL	QUINTILE 1	19246	2312	24.8	12.0	114	801	29.0	4.2	133	648	25.6	3.4	118	862	21.5	4.5	99
	NEWSPAPER IMPERATIVE	28155	2848	30.6	10.1	96	808	29.3	2.9	92	697	27.5	2.5	86	1342	33.5	4.8	105
	RADIO IMPERATIVE	25308	2928	31.5	11.6	110	862	31.2	3.4	109	711	28.1	2.8	98	1356	33.8	5.4	118
NEWSPAPERS-TELEVISION: DUAL	QUINTILE 1	18615	2038	21.9	10.9	104	740	26.8	4.0	127	*445	17.6	2.4	83	854	21.3	4.6	101
	NEWSPAPER IMPERATIVE	29207	3164	34.0	10.8	103	793	28.7	2.7	87	887	35.0	3.0	106	1484	37.0	5.1	112
	TELEVISION IMPERATIVE	25472	2316	24.9	9.1	86	675	24.4	2.6	85	740	29.2	2.9	101	900	22.4	3.5	78
OUTDOOR-RADIO: DUAL	QUINTILE 1	17292	1818	19.5	10.5	100	*452	16.4	2.6	84	*581	22.9	3.4	117	785	19.6	4.5	100
	OUTDOOR IMPERATIVE	26915	2502	26.9	9.3	88	680	24.6	2.5	81	777	30.7	2.9	101	1046	26.1	3.9	86
	RADIO IMPERATIVE	28938	3544	38.1	12.2	116	1236	44.8	4.3	137	778	30.7	2.7	94	1530	38.2	5.3	117
OUTDOOR-TELEVISION: DUAL	QUINTILE 1	16112	1498	16.1	9.3	88	*407	14.7	2.5	81	*424	16.7	2.6	92	667	16.6	4.1	91</

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	9305	100.0	10.5	100	2762	100.0	3.1	100	2534	100.0	2.9	100	4009	100.0	4.5	100
ATLANTIC MONTHLY	415	**62	0.7	14.9	142	**8	0.3	1.9	62	**29	1.1	7.0	244	**25	0.6	6.0	133
BARRON'S	522	**73	0.8	14.0	133	**30	1.1	5.7	184	**21	0.8	4.0	140	**21	0.5	4.0	89
BETTER HOMES & GARDENS	17429	1933	20.8	11.1	105	493	17.8	2.8	91	502	19.8	2.9	101	938	23.4	5.4	119
BON APPETIT	2772	325	3.5	11.7	111	**63	2.3	2.3	73	**105	4.1	3.8	132	**158	3.9	5.7	126
BUSINESS WEEK	1469	**230	2.5	15.7	149	**36	1.3	2.5	78	**38	1.5	2.4	90	**155	3.9	10.6	233
CAR AND DRIVER	397	**61	0.7	15.4	146	**5	0.2	1.3	40	**17	0.7	4.3	149	**38	0.9	9.6	211
CBS MAGAZINE NETWORK (GROSS)	1633	**238	2.6	14.6	139	**78	2.8	4.8	153	**41	1.6	2.5	88	**119	3.0	7.3	161
CHANGING TIMES	1554	*157	1.7	10.1	96	**50	1.8	3.2	103	**39	1.5	2.5	88	**68	1.7	4.4	97
COLONIAL HOMES	1304	*126	1.4	9.7	92	**38	1.4	2.9	93	**24	0.9	1.8	64	**65	1.6	5.0	110
CONDE NAST MAG. PKG. (GROSS)	17858	1860	20.0	10.4	99	437	15.8	2.4	78	516	20.4	2.9	101	908	22.6	5.1	112
CONSUMERS DIGEST	1406	*175	1.9	12.4	118	**49	1.8	3.5	112	**76	3.0	5.4	189	**50	1.2	3.6	78
COSMOPOLITAN	8815	1039	11.2	11.8	112	**321	11.6	3.6	117	**196	7.7	2.2	78	522	13.0	5.9	131
COUNTRY LIVING	2636	269	2.9	10.2	97	**102	3.7	3.9	124	**73	2.9	2.8	97	**95	2.4	3.6	80
CUISINE	1554	*130	1.4	8.4	80	**28	1.0	1.8	58	**60	2.4	3.9	135	**42	1.0	2.7	60
CYCLE WORLD	469	**68	0.7	14.5	138	**16	0.6	3.4	109	**20	0.8	4.3	149	**33	0.8	7.0	155
DCI:CREATIVE IDEAS FOR LIV	2631	359	3.9	13.6	130	**131	4.7	5.0	159	**58	2.3	2.2	77	*170	4.2	6.5	143
DCI:CREAT IDEAS/SO.LIV(GROSS)	7065	891	9.6	12.6	120	**273	9.9	3.9	124	*248	9.8	3.5	123	371	9.3	5.3	116
DISCOVER	998	*172	1.8	17.2	164	**21	0.8	2.1	67	**64	2.5	6.4	224	**86	2.1	8.6	190
EBONY	4289	606	6.5	14.1	134	325	11.8	7.6	243	*151	6.0	3.5	123	*130	3.2	3.0	67
ESQUIRE	1176	*166	1.8	14.1	134	**56	2.0	4.8	153	**74	2.9	6.3	220	**37	0.9	3.1	69
ESSENCE	2392	339	3.6	14.2	135	**140	5.1	5.9	187	**90	3.6	3.8	131	**108	2.7	4.5	100
FAMILY CIRCLE	17209	1835	19.7	10.7	101	560	20.3	3.3	104	537	21.2	3.1	109	739	18.4	4.3	95
THE FAMILY HANDYMAN	1184	*150	1.6	12.7	120	**60	2.2	5.1	162	**19	0.7	1.6	56	**71	1.8	6.0	132
FAMILY WEEKLY	12391	1163	12.5	9.4	89	307	11.1	2.5	79	368	14.5	3.0	104	489	12.2	3.9	87
FIELD & STREAM	2438	*268	2.9	11.0	105	**85	3.1	3.5	112	**70	2.8	2.9	100	**112	2.8	4.6	101
FOOD & WINE	614	**37	0.4	6.0	57	**16	0.6	2.6	83	**14	0.6	2.3	80	**7	0.2	1.1	25
FORBES	813	**107	1.1	13.2	125	**33	1.2	4.1	130	**19	0.7	2.3	82	**55	1.4	6.8	149
FORTUNE	1083	**116	1.2	10.7	102	**39	1.4	3.6	115	**20	0.8	1.8	64	**57	1.4	5.3	116
GENTLEMEN'S QUARTERLY	1197	**166	1.8	13.9	132	**56	2.0	4.7	150	**28	1.1	2.3	82	**82	2.0	6.9	151
GLAMOUR	6625	672	7.2	10.1	96	*166	6.0	2.5	80	**186	7.3	2.8	98	320	8.0	4.8	107
GOLF DIGEST	707	**59	0.6	8.3	79	**42	1.5	5.9	190	**13	0.5	1.8	64	**4	0.1	0.6	12
GOLF DIGEST/TENNIS (GROSS)	1316	*186	2.0	14.1	134	**92	3.3	7.0	224	**41	1.6	3.1	109	**54	1.3	4.1	91
GOLF MAGAZINE	469	**47	0.5	10.0	95	**18	0.7	3.8	123	**20	0.8	4.3	149	**9	0.2	1.9	42
GOLF MAGAZINE/SKI (GROSS)	1060	**116	1.2	10.9	104	**43	1.6	4.1	130	**32	1.3	3.0	105	**41	1.0	3.9	85
GOOD HOUSEKEEPING	17784	1838	19.8	10.3	98	556	20.1	3.1	100	481	19.0	2.7	94	800	20.0	4.5	99
HARPER'S BAZAAR	2931	*341	3.7	11.6	111	**64	2.3	2.2	70	**131	5.2	4.5	156	**146	3.6	5.0	110
HEALTH	2199	*288	3.1	13.1	125	**70	2.5	3.2	102	**127	5.0	5.8	202	**91	2.3	4.1	91
HEARST MAG CORP. BUY (GROSS)	49148	5379	57.8	10.9	104	1471	53.3	3.0	96	1395	55.1	2.8	99	2513	62.7	5.1	113
HEARST MAN POWER (GROSS)	2113	282	3.0	13.3	127	**54	2.0	2.6	82	**63	2.5	3.0	104	*165	4.1	7.8	172
HEARST WOMAN POWER (GROSS)	35062	3751	40.3	10.7	102	1050	38.0	3.0	96	922	36.4	2.6	92	1779	44.4	5.1	112
HOUSE BEAUTIFUL	3865	389	4.2	10.1	96	**117	4.2	3.0	97	**114	4.5	2.9	103	*158	3.9	4.1	90
INC.	315	**27	0.3	8.6	81	**11	0.4	3.5	112	**12	0.5	3.8	133	**4	0.1	1.3	28
JET	3690	567	6.1	15.4	146	*269	9.7	7.3	233	*137	5.4	3.7	130	*161	4.0	4.4	96
LADIES' HOME JOURNAL	12930	1256	13.5	9.7	92	321	11.6	2.5	80	364	14.4	2.8	98	572	14.3	4.4	98
LHJ FAMILY GRP COMBO(GROSS)	18161	1835	19.7	10.1	96	465	16.8	2.6	82	569	22.5	3.1	109	801	20.0	4.4	97
LIFE	5065	560	6.0	11.1	105	*182	6.6	3.6	115	**124	4.9	2.4	85	*255	6.4	5.0	111
L.A. TIMES HOME MAGAZINE	1310	**134	1.4	10.2	97	**15	0.5	1.1	37	**73	2.9	5.6	195	**45	1.1	3.4	76
MADMOISELLE	3759	375	4.0	10.0	95	**99	3.6	2.6	84	**90	3.6	2.4	84	*185	4.6	4.9	109
MC CALL'S	14658	1474	15.8	10.1	96	342	12.4	2.3	75	435	17.2	3.0	104	698	17.4	4.8	105
MC CALL'S/WRK MOTHER (GROSS)	15857	1599	17.2	10.1	96	381	13.8	2.4	77	447	17.6	2.8	98	772	19.3	4.9	107
MECHANIX ILLUSTRATED	809	*164	1.8	20.3	193	**51	1.8	6.3	202	**43	1.7	5.3	186	**70	1.7	8.7	191
METROPOLITAN HOME	1009	*109	1.2	10.8	103	**50	1.8	5.0	159	**3	0.1	0.3	10	**56	1.4	5.6	122
MONEY	1707	*186	2.0	10.9	104	**27	1.0	1.6	51	**88	3.5	5.2	180	**70	1.7	4.1	90
MOTHER EARTH NEWS	1123	**117	1.3	10.4	99	**53	1.9	4.7	151	**19	0.7	1.7	59	**46	1.1	4.1	90
MS.	932	**109	1.2	11.7	111	**23	0.8	2.5	79	**43	1.7	4.6	161	**43	1.1	4.6	102
NATIONAL ENQUIRER	11971	1188	12.8	9.9	94	447	16.2	3.7	120	*286	11.3	2.4	83	454	11.3	3.8	84
NATIONAL GEOGRAPHIC	10503	1209	13.0	11.5	109	*287	10.4	2.7	88	270	10.7	2.6	90	652	16.3	6.2	137
NATIONAL SUNDAY MAGAZINE PKG	54325	5943	63.9	10.9	104	1760	63.7	3.2	104	1610	63.5	3.0	103	2573	64.2	4.7	105
NATURAL HISTORY	626	**92	1.0	14.7	140	**25	0.9	4.0	128	*14	0.6	2.2	78	**54	1.3	8.6	190
NEW WOMAN	1992	*289	3.1	14.5	138	**46	1.7	2.3	74	*56	2.2	2.8	98	**187	4.7	9.4	207
NEW YORK INCLUDING CUE	547	**98	1.1	17.9	170	**53	1.9	9.7	310	**14	0.6	2.6	89	**31	0.8	5.7	125
THE NEW YORKER	1380	*219	2.4	15.9	151	**72	2.6	5.2	167	**27	1.1	2.0	68	**121	3.0	8.8	193
NEWSWEEK	6925	913	9.8	13.2	125	*246	8.9	3.6	114	*297	11.7	4.3	150	370	9.2	5.3	118
THE N.Y. TIMES DAILY EDITION	1363	*149	1.6	10.9	104	*36	1.3	2.6	85	**57	2.2	4.2	146	**56	1.4	4.1	91
THE N.Y. TIMES MAGAZINE	2333	339	3.6	14.5	138	**40	1.4	1.7	55	**114	4.5	4.9	171	*184	4.6	7.9	174
OWNI	872	**67	0.7	7.7	73	**2	0.1	0.2	7	**23	0.9	2.6	92	**42	1.0	4.8	106
ON CABLE	1298	*220	2.4	16.9	161	**75	2.7	5.8	185	**96	3.8	7.4	258	**49	1.2	3.8	83
1001 HOME IDEAS	3032	291	3.1	9.6	91	**73	2.6	2.4	77	**79	3.1	2.6	91	*139	3.5	4.6	101
ORGANIC GARDENING	1680	*291	3.1	17.3	165	**89	3.2	5.3	170	*69	2.7	4.1	143	*133	3.3	7.9	175
OUTDOOR LIFE	940	**134	1.4	14.0	133	*61	2.2	6.4	204	*40	1.6	4.2	145	*33	0.8	3.4	76
PARADE MAGAZINE	26755	3302	35.5	12.3	117	1063	38.5	4.0	127	833	32.9	3.1	109	1406	35.1	5.3	116

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	9305	100.0	10.5	100	2762	100.0	3.1	100	2534	100.0	2.9	100	4009	100.0	4.5	100
PARENTS	4173	380	4.1	9.1	87	*139	5.0	3.3	107	**136	5.4	3.3	114	**105	2.6	2.5	56
PENTHOUSE	973	*177	1.9	18.2	173	**91	3.3	9.4	300	**25	1.0	2.6	90	**61	1.5	6.3	138
PEOPLE	13479	1597	17.2	11.8	113	436	15.8	3.2	104	424	16.7	3.1	110	737	18.4	5.5	121
PLAYBOY	2183	*212	2.3	9.7	92	**70	2.5	3.2	103	**44	1.7	2.0	70	**98	2.4	4.5	99
POPULAR HOT RODDING	388	**31	0.3	8.0	76	**6	0.2	1.5	50	**9	0.4	2.3	81	**16	0.4	4.1	91
POPULAR MECHANICS	1037	*175	1.9	16.9	160	**37	1.3	3.6	114	**45	1.8	4.3	151	**94	2.3	9.1	200
POPULAR SCIENCE	920	*150	1.6	16.3	155	**54	2.0	5.9	188	**54	2.1	5.9	205	**41	1.0	4.5	98
PREVENTION	4071	461	5.0	11.3	108	*121	4.4	3.0	95	*172	6.8	4.2	147	*168	4.2	4.1	91
PSYCHOLOGY TODAY	1940	*230	2.5	11.9	113	**27	1.0	1.4	45	**81	3.2	4.2	146	*122	3.0	6.3	139
READER'S DIGEST	24031	2972	31.9	12.4	118	766	27.7	3.2	102	1005	39.7	4.2	146	1200	29.9	5.0	110
REDBOOK	8464	875	9.4	10.3	98	*173	6.3	2.0	65	*244	9.6	2.9	101	457	11.4	5.4	119
ROAD & TRACK	429	**55	0.6	12.8	122	**25	0.9	5.8	187	**5	0.2	1.2	41	**25	0.6	5.8	129
ROLLING STONE	1395	*295	3.2	21.8	207	**35	1.3	2.6	83	**34	1.3	2.5	88	**225	5.6	16.6	366
RUNNER'S WORLD	329	**24	0.3	7.3	69	**12	0.4	3.6	117	**0	0.0	0.0	0	**12	0.3	3.6	80
SATURDAY EVENING POST	1268	*151	1.6	11.9	113	**68	2.5	5.4	172	**16	0.6	1.3	44	**67	1.7	5.3	117
SCIENCE 84	702	**103	1.1	14.7	139	**21	0.8	3.0	96	**10	0.4	1.4	50	**72	1.8	10.3	226
SCIENCE DIGEST	553	**62	0.7	11.2	107	**17	0.6	3.1	98	**15	0.6	2.7	95	**29	0.7	5.2	116
SCIENTIFIC AMERICAN	615	**72	0.8	11.7	111	**19	0.7	3.1	99	**9	0.4	1.5	51	**44	1.1	7.2	158
SELF	2683	*303	3.3	11.3	107	**60	2.2	2.2	72	**64	2.5	2.4	83	*180	4.5	6.7	148
SEVENTEEN	3309	441	4.7	13.3	127	**117	4.2	3.5	113	**136	5.4	4.1	143	**188	4.7	5.7	125
SKI	591	**69	0.7	11.7	111	**26	0.9	4.4	141	**12	0.5	2.0	71	**32	0.8	5.4	119
SMITHSONIAN	3039	444	4.8	14.6	139	**85	3.1	2.8	90	*148	5.8	4.9	170	*212	5.3	7.0	154
SOAP OPERA DIGEST	3683	474	5.1	12.9	122	*183	6.6	5.0	159	*122	4.8	3.3	116	*170	4.2	4.6	102
SOUTHERN LIVING	4434	533	5.7	12.0	114	*142	5.1	3.2	103	*190	7.5	4.3	150	*201	5.0	4.5	100
SPORT	701	**85	0.9	12.1	115	**41	1.5	5.8	187	**14	0.6	2.0	70	**30	0.7	4.3	94
THE SPORTING NEWS	518	**110	1.2	21.2	202	**29	1.0	5.6	179	**27	1.1	5.2	182	**55	1.4	10.6	234
SPORTS AFIELD	523	**45	0.5	8.6	82	**0	0.0	0.0	0	**3	0.1	0.6	20	**42	1.0	8.0	177
SPORTS ILLUSTRATED	3325	418	4.5	12.6	120	*102	3.7	3.1	98	**58	2.3	1.7	61	*258	6.4	7.8	171
STAR	8567	900	9.7	10.5	100	336	12.2	3.9	126	*249	9.8	2.9	101	315	7.9	3.7	81
SUNDAY	27630	2990	32.1	10.8	103	888	32.2	3.2	103	886	35.0	3.2	112	1216	30.3	4.4	97
SUNSET	2219	*263	2.8	11.9	113	**62	2.2	2.8	89	**90	3.6	4.1	142	**110	2.7	5.0	109
TV GUIDE	24258	2642	28.4	10.9	104	803	29.1	3.3	106	770	30.4	3.2	111	1069	26.7	4.4	97
TENNIS	609	**127	1.4	20.9	198	**50	1.8	8.2	263	**27	1.1	4.4	155	**50	1.2	8.2	181
TIME	9929	1115	12.0	11.2	107	*243	8.8	2.4	78	322	12.7	3.2	113	550	13.7	5.5	122
TOWN & COUNTRY	1062	*194	2.1	18.3	174	**44	1.6	4.1	133	**55	2.2	5.2	181	**95	2.4	8.9	197
TRAVEL & LEISURE	1051	**101	1.1	9.6	91	**31	1.1	2.9	94	**27	1.1	2.6	90	**43	1.1	4.1	90
TRUE STORY	3946	526	5.7	13.3	127	*173	6.3	4.4	140	*157	6.2	4.0	139	*196	4.9	5.0	110
U.S. NEWS & WORLD REPORT	3782	503	5.4	13.3	126	*112	4.1	3.0	95	*151	6.0	4.0	139	*240	6.0	6.3	140
USA TODAY	1874	*205	2.2	10.9	104	*34	1.2	1.8	58	*72	2.8	3.8	134	*99	2.5	5.3	117
US	2213	*308	3.3	13.9	132	**45	1.6	2.0	65	**22	3.2	3.7	129	*181	4.5	8.2	180
VOGUE	4792	511	5.5	10.7	101	*112	4.1	2.3	75	*176	6.9	3.7	128	*223	5.6	4.7	103
WALL STREET JOURNAL	2045	*320	3.4	15.6	149	**85	3.1	4.2	133	**45	1.8	2.2	77	*190	4.7	9.3	205
WEIGHT WATCHERS	2364	*221	2.4	9.3	89	**82	3.0	3.5	111	**48	1.9	2.0	71	*91	2.3	3.8	85
WOMAN'S DAY	15182	1460	15.7	9.6	91	437	15.8	2.9	92	391	15.4	2.6	90	632	15.8	4.2	92
WORKING MOTHER	1198	**125	1.3	10.4	99	**39	1.4	3.3	104	**12	0.5	1.0	35	**74	1.8	6.2	136
WORKING WOMAN	1523	*208	2.2	13.7	130	**39	1.4	2.6	82	*53	2.1	3.5	121	*117	2.9	7.7	170
WORLD TENNIS	*183	**46	0.5	25.1	239	**20	0.7	10.9	350	**0	0.0	0.0	0	*226	0.6	14.2	314
ZIFF-DAVIS MAG NETWK (GROSS)	2776	337	3.6	12.1	115	*97	3.5	3.5	112	*86	3.4	3.1	108	*154	3.8	5.5	122
BLAIR INSERTS	47909	5362	57.6	11.2	106	1571	56.9	3.3	105	1395	55.1	2.9	102	2396	59.8	5.0	110
DAILY NEWSPAPERS																	
READ ANY	56731	6173	66.3	10.9	103	1847	66.9	3.3	104	1681	66.3	3.0	103	2646	66.0	4.7	103
READ ONE	47696	5085	54.6	10.7	101	1578	57.1	3.3	106	1260	49.7	2.6	92	2247	56.0	4.7	104
READ TWO OR MORE	9034	1087	11.7	12.0	114	268	9.7	3.0	95	421	16.6	4.7	163	398	9.9	4.4	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	6253	67.2	10.8	103	1828	66.2	3.2	101	1654	65.3	2.9	100	2771	69.1	4.8	106
READ ONE	50513	5433	58.4	10.8	102	1672	60.5	3.3	106	1340	52.9	2.7	93	2421	60.4	4.8	106
READ TWO OR MORE	7219	820	8.8	11.4	108	*156	5.6	2.2	69	*314	12.4	4.3	152	350	8.7	4.8	107
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	27.22				26.05				31.68				25.16			
30 DAY REACH	78184	8282	89.0	10.6	101	2475	89.6	3.2	101	2272	89.7	2.9	101	3534	88.2	4.5	100
50 SHWG - 30 DAY AV FREQ	14.80	14.60				13.84				17.03				13.55			
30 DAY REACH	74239	7757	83.4	10.4	99	2332	84.4	3.1	101	2148	84.8	2.9	101	3276	81.7	4.4	97
25 SHWG - 30 DAY AV FREQ	8.05	7.94				7.67				9.33				7.26			
30 DAY REACH	68254	7101	76.3	10.4	99	2095	75.9	3.1	98	1931	76.2	2.8	99	3074	76.7	4.5	99
CABLE TV: HOME WIRED	35215	3706	39.8	10.5	100	1008	36.5	2.9	92	1056	41.7	3.0	105	1642	41.0	4.7	103
HOME NOT WIRED	53250	5599	60.2	10.5	100	1754	63.5	3.3	106	1478	58.3	2.8	97	2367	59.0	4.4	98
HAVE PAY CABLE	17885	1808	19.4	10.1	96	*496	18.0	2.8	89	*467	18.4	2.6	91	845	21.1	4.7	104

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	9305	100.0	10.5	100	2762	100.0	3.1	100	2534	100.0	2.9	100	4009	100.0	4.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	5270	56.6	11.0	104	1482	53.7	3.1	99	1432	56.5	3.0	104	2356	58.8	4.9	108
10:00 AM - 3:00 PM	33674	4024	43.2	11.9	114	1240	44.9	3.7	118	1044	41.2	3.1	108	1740	43.4	5.2	114
3:00 PM - 7:00 PM	34431	3790	40.7	11.0	105	1126	40.8	3.3	105	872	34.4	2.5	88	1792	44.7	5.2	115
7:00 PM - MIDNIGHT	17761	1849	19.9	10.4	99	561	20.3	3.2	101	537	21.2	3.0	106	751	18.7	4.2	93
MIDNIGHT - 6:00 AM	10087	1131	12.2	11.2	107	325	11.8	3.2	103	359	14.2	3.6	124	447	11.1	4.4	98
6:00 AM - MIDNIGHT	64318	7205	77.4	11.2	107	2122	76.8	3.3	106	1928	76.1	3.0	105	3155	78.7	4.9	108
ENTIRE DAY	65181	7290	78.3	11.2	106	2155	78.0	3.3	106	1959	77.3	3.0	105	3177	79.2	4.9	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	1923	20.7	11.0	105	335	12.1	1.9	62	560	22.1	3.2	112	1029	25.7	5.9	130
ALL NEWS	2520	256	2.8	10.2	97	**63	2.3	2.5	80	**105	4.1	4.2	145	**88	2.2	3.5	77
AOR/PROGRESSIVE	4419	537	5.8	12.2	116	**178	6.4	4.0	129	**112	4.4	2.5	88	**248	6.2	5.6	124
BEAUTIFUL MUSIC	6119	720	7.7	11.8	112	**127	4.6	2.1	66	**204	8.1	3.3	116	390	9.7	6.4	141
BLACK	2623	327	3.5	12.5	119	**156	5.6	5.9	190	**63	2.5	2.4	84	**108	2.7	4.1	91
CLASSICAL	1553	*203	2.2	13.1	124	**69	2.5	4.4	142	**68	2.7	4.4	153	**66	1.6	4.2	94
CHR/ROCK	11282	1235	13.3	10.9	104	319	11.5	2.8	91	*316	12.5	2.8	98	600	15.0	5.3	117
COUNTRY	13343	1406	15.1	10.5	100	420	15.2	3.1	101	306	12.1	2.3	80	680	17.0	5.1	112
GOLDEN OLDIES	1299	*204	2.2	15.7	149	**43	1.6	3.3	106	**71	2.8	5.5	191	**91	2.3	7.0	155
MOR/NOSTALGIA	5241	548	5.9	10.5	99	**234	8.5	4.5	143	**90	3.6	1.7	60	*224	5.6	4.3	94
NEWS/TALK	4165	471	5.1	11.3	108	*188	6.8	4.5	145	*129	5.1	3.1	108	*154	3.8	3.7	82
RELIGIOUS	3324	388	4.2	11.7	111	**200	7.2	6.0	193	**70	2.8	2.1	74	**118	2.9	3.5	78
SOFT ROCK	609	**22	0.2	3.6	34	**6	0.2	1.0	32	**10	0.4	1.6	57	**6	0.1	1.0	22
URBAN CONTEMPORARY	1853	406	4.4	21.9	208	*173	6.3	9.3	299	**97	3.8	5.2	183	**136	3.4	7.3	162
HIRED NETWORKS:																	
ABC CONTEMPORARY	3724	518	5.6	13.9	132	*166	6.0	4.5	143	**182	7.2	4.9	171	**170	4.2	4.6	101
ABC DIRECTION	2488	313	3.4	12.6	120	**60	2.2	2.4	77	**82	3.2	3.3	115	**172	4.3	6.9	153
ABC ENTERTAINMENT	5129	500	5.4	9.7	93	**85	3.1	1.7	53	**124	4.9	2.4	84	**292	7.3	5.7	126
ABC FM	2498	*264	2.8	10.6	100	**124	4.5	5.0	159	**61	2.4	2.4	85	**80	2.0	3.2	71
ABC INFORMATION	5721	655	7.0	11.4	109	*201	7.3	3.5	113	*224	8.8	3.9	137	*230	5.7	4.0	89
ABC ROCK	2021	*282	3.0	14.0	133	**82	3.0	4.1	130	**60	2.4	3.0	104	**140	3.5	6.9	153
CBS	4756	430	4.6	9.0	86	**78	2.8	1.6	53	*166	6.6	3.5	122	*186	4.6	3.9	86
MUTUAL	5272	579	6.2	11.0	104	*182	6.6	3.5	111	**111	4.4	2.1	74	*285	7.1	5.4	119
NBC	4964	623	6.7	12.6	119	*203	7.3	4.1	131	*135	5.3	2.7	95	*285	7.1	5.7	127
RADIORADIO	2218	*182	2.0	8.2	78	**35	1.3	1.6	51	*350	2.0	2.3	79	**96	2.4	4.3	96
RKO ONE	2565	*315	3.4	12.3	117	**33	1.2	1.3	41	**123	4.9	4.8	167	**159	4.0	6.2	137
RKO TWO	3640	478	5.1	13.1	125	**117	4.2	3.2	103	**97	3.8	2.7	93	*265	6.6	7.3	161
THE SOURCE	2467	*306	3.3	12.4	118	**90	3.3	3.6	117	**65	2.6	2.6	92	**151	3.8	6.1	135
NON-HIRED : BLAIR	9466	1048	11.3	11.1	105	283	10.2	3.0	96	*249	9.8	2.6	92	516	12.9	5.5	120
INTERNET	13616	1766	19.0	13.0	123	476	17.2	3.5	112	436	17.2	3.2	112	854	21.3	6.3	138
KATZ RADIO GROUP	16998	2248	24.2	13.2	126	608	22.0	3.6	115	490	19.3	2.9	101	1150	28.7	6.8	149
SUPERNET	11622	1281	13.8	11.0	105	416	15.1	3.6	115	336	13.3	2.9	101	528	13.2	4.5	100
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	1008	10.8	10.7	102	286	10.4	3.0	97	298	11.8	3.2	110	425	10.6	4.5	100
WKDAY 9:00 AM - 1:00 PM	13304	1289	13.9	9.7	92	466	16.9	3.5	112	381	15.0	2.9	100	442	11.0	3.3	73
WKDAY 1:00 PM - 4:30 PM	17591	1750	18.8	9.9	95	623	22.6	3.5	113	531	21.0	3.0	105	596	14.9	3.4	75
WKDAY 4:30 PM - 7:30 PM	24418	2547	27.4	10.4	99	877	31.8	3.6	115	718	28.3	2.9	103	952	23.7	3.9	86
WKDAY 7:30 PM - 8:00 PM	34400	3661	39.3	10.6	101	1100	39.8	3.2	102	1015	40.1	3.0	103	1546	38.6	4.5	99
WKDAY 11:00 PM - 11:30 PM	26120	2722	29.3	10.4	99	876	31.7	3.4	107	784	30.9	3.0	105	1062	26.5	4.1	90
WKDAY 11:30 PM - 1:00 AM	8402	923	9.9	11.0	104	353	12.8	4.2	135	262	10.3	3.1	109	308	7.7	3.7	81
M-SAT 8-11 PM+SUN 7-11 PM	36828	3923	42.2	10.7	101	1216	44.0	3.3	106	1059	41.8	2.9	100	1648	41.1	4.5	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	714	7.7	9.9	94	269	9.7	3.7	119	184	7.3	2.5	89	261	6.5	3.6	80
ANOTHER WORLD	A 4924	477	5.1	9.7	92	*131	4.7	2.7	85	*140	5.5	2.8	99	205	5.1	4.2	92
AS THE WORLD TURNS	C 5966	521	5.6	8.7	83	189	6.8	3.2	101	171	6.7	2.9	100	161	4.0	2.7	60
CAPITOL	C 3672	372	4.0	10.1	96	131	4.7	3.6	114	*137	5.4	3.7	130	*104	2.6	2.8	62
CBS MORN. NEWS 1	C 1590	173	1.9	10.9	103	*71	2.6	4.5	143	**38	1.5	2.4	83	*64	1.6	4.0	89
CBS MORN. NEWS 2	C 1298	121	1.3	9.3	89	**38	1.4	2.9	94	**38	1.5	2.9	102	*44	1.1	3.4	75
DAYS OF OUR LIVES	N 6389	614	6.6	9.6	91	172	6.2	2.7	86	*160	6.3	2.5	87	282	7.0	4.4	97
FACTS OF LIFE - DAYTIME	N 2526	232	2.5	9.2	87	*88	3.2	3.5	112	*71	2.8	2.8	98	*73	1.8	2.9	64
FAMILY FEUD	A 3427	348	3.7	10.2	97	*116	4.2	3.4	108	*105	4.1	3.1	107	127	3.2	3.7	82
GENERAL HOSPITAL	A 6870	663	7.1	9.7	92	285	10.3	4.1	133	208	8.2	3.0	106	169	4.2	2.5	54
GOOD MORNING, AMERICA-730	A 3767	369	4.0	9.8	93	*83	3.0	2.2	71	*142	5.6	3.8	132	144	3.6	3.8	84
GOOD MORNING, AMERICA-830	A 3076	339	3.6	11.0	105	*84	3.0	2.7	87	117	4.6	3.8	133	138	3.4	4.5	99
GUIDING LIGHT	C 5789	527	5.7	9.1	87	180	6.5	3.1	100	*192	7.6	3.3	116	154	3.8	2.7	59
ONE LIFE TO LIVE	A 4918	517	5.6	10.5	100	191	6.9	3.9	124	*181	7.1	3.7	128	145	3.6	2.9	65
PRESS YOUR LUCK	C 2367	202	2.2	8.5	81	*61	2.2	2.6	83	**71	2.8	3.0	105	*71	1.8	3.0	66
PRICE IS RIGHT 1	C 4727	495	5.3	10.5	100	169	6.1	3.6	115	187	7.4	4.0	138	139	3.5	2.9	65
PRICE IS RIGHT 2	C 5511	571	6.1	10.4	99	203	7.3	3.7	118	236	9.3	4.3	150	132	3.3	2.4	53
RYAN'S HOPE	A 3479	422	4.5	12.1	115	*122	4.4	3.5	112	*130	5.1	3.7	130	*170	4.2	4.9	108
SALE																	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	9305	100.0	10.5	100	2762	100.0	3.1	100	2534	100.0	2.9	100	4009	100.0	4.5	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	2920	31.4	10.4	99	913	33.1	3.3	105	775	30.6	2.8	97	1232	30.7	4.4	97
NETWORK AFFILIATES - LATE	21966	2287	24.6	10.4	99	748	27.1	3.4	109	647	25.5	2.9	103	892	22.2	4.1	90
INDEPENDENTS - LATE	2247	268	2.9	11.9	113	*87	3.1	3.9	124	100	3.9	4.5	155	*81	2.0	3.6	80
TV EVENING NEWS 6 PM - 2 AM																	
A TEAM	M 11524	1096	11.8	9.5	90	301	10.9	2.6	84	*268	10.6	2.3	81	528	13.2	4.6	101
ABC MONDAY NIGHT MOVIE	A 6879	630	6.8	9.2	87	*215	7.8	3.1	100	*196	7.7	2.8	99	*219	5.5	3.2	70
ABC SUNDAY NIGHT MOVIE	A 13690	1249	13.4	9.1	87	341	12.3	2.5	80	332	13.1	2.4	85	576	14.4	4.2	93
ABC WORLD NEWS TONIGHT	A 6589	651	7.0	9.9	94	240	8.7	3.6	117	137	5.4	2.1	73	275	6.9	4.2	92
AFTERMASH	C 6391	769	8.3	12.0	114	*259	9.4	4.1	130	*149	5.9	2.3	81	*361	9.0	5.6	125
ALICE	C 10273	1083	11.6	10.5	100	275	10.0	2.7	86	*266	10.5	2.6	90	542	13.5	5.3	116
AMERICAN PARADE	C 7130	755	8.1	10.6	101	270	9.8	3.8	121	213	8.4	3.0	104	273	6.8	3.8	84
BENSON	A 11665	1240	13.3	10.6	101	384	13.9	3.3	105	372	14.7	3.2	111	485	12.1	4.2	92
BLUE THUNDER	A 5442	703	7.6	12.9	123	*263	9.5	4.8	155	*140	5.5	2.6	90	*300	7.5	5.5	122
CAGNEY & LACEY	C 10565	1140	12.3	10.8	103	268	9.7	2.5	81	337	13.3	3.2	111	535	13.3	5.1	112
CBS EVENING NEWS-DEAN	C 3668	309	3.3	8.4	80	*80	2.9	2.2	70	*121	4.8	3.3	115	*108	2.7	2.9	65
CBS EVENING NEWS-RATHER	C 7561	890	9.6	11.8	112	260	9.4	3.4	110	235	9.3	3.1	109	395	9.9	5.2	115
CBS SAT. NEWS-SCHIEFFER	C 3948	353	3.8	8.9	85	95	3.4	2.4	77	139	5.5	3.5	123	118	2.9	3.0	66
CBS SATURDAY NIGHT MOVIE	C 5966	674	7.2	11.3	107	248	9.0	4.2	133	148	5.8	2.5	87	278	6.9	4.7	103
CBS WEDNESDAY NIGHT MOVIE	C 6529	625	6.7	9.6	91	190	6.9	2.9	93	161	6.4	2.5	86	274	6.8	4.2	93
CHEERS	N 9842	1062	11.4	10.8	103	239	8.7	2.4	78	250	9.9	2.5	89	572	14.3	5.8	128
DALLAS	C 23935	2401	25.8	10.0	95	678	24.5	2.8	91	520	20.5	2.2	76	1203	30.0	5.0	111
DIFF'RENT STROKES	N 7574	826	8.9	10.9	104	265	9.6	3.5	112	*193	7.6	2.5	89	368	9.2	4.9	107
DOUBLE TROUBLE	N 7786	606	6.5	7.8	74	*192	7.0	2.5	79	*155	6.1	2.0	69	*259	6.5	3.3	73
DUCK FACTORY	N 6290	752	8.1	12.0	114	*181	6.6	2.9	92	*171	6.7	2.7	95	400	10.0	6.4	140
DUKES OF HAZZARD	C 6402	700	7.5	10.9	104	*252	9.1	3.9	126	*185	7.3	2.9	101	*264	6.6	4.1	91
DYNASTY	A 21955	2280	24.5	10.4	99	790	28.6	3.6	115	574	22.7	2.6	91	915	22.8	4.2	92
FACTS OF LIFE	N 8898	825	8.9	9.3	88	300	10.9	3.4	108	*205	8.1	2.3	80	320	8.0	3.6	79
FALCON CREST	C 21877	2282	24.5	10.4	99	673	24.4	3.1	99	521	20.6	2.4	83	1087	27.1	5.0	110
FALL GUY	A 10045	1058	11.4	10.5	100	328	11.9	3.3	105	278	11.0	2.8	97	452	11.3	4.5	99
FAMILY TIES	N 8922	1067	11.5	12.0	114	329	11.9	3.7	118	*260	10.3	2.9	102	477	11.9	5.3	118
FANTASY ISLAND	A 8288	979	10.5	11.8	112	358	13.0	4.3	138	*249	9.8	3.0	105	372	9.3	4.5	99
FOOLUPS, BLEEPs & BLUNDERS	A 9891	971	10.4	9.8	93	*302	10.9	3.1	98	351	13.9	3.5	124	318	7.9	3.2	71
FOUR SEASONS	C 5429	731	7.9	13.5	128	*228	8.3	4.2	135	*134	5.3	2.5	86	*368	9.2	6.8	150
GIMME A BREAK	N 9646	1127	12.1	11.7	111	374	13.5	3.9	124	*248	9.8	2.6	90	505	12.6	5.2	116
HART TO HART	A 9983	1049	11.3	10.5	100	364	13.2	3.6	117	335	13.2	3.4	117	349	8.7	3.5	77
HILL STREET BLUES	N 9688	953	10.2	9.8	94	*250	9.1	2.6	83	*296	11.7	3.1	107	408	10.2	4.2	93
HOTEL	A 15435	1643	17.7	10.6	101	464	16.8	3.0	96	508	20.0	3.3	115	671	16.7	4.3	96
JEFFERSONS	C 10031	1109	11.9	11.1	105	303	11.0	3.0	97	303	12.0	3.0	105	503	12.5	5.0	111
JENNIFER SLEPT HERE	N 6376	677	7.3	10.6	101	*215	7.8	3.4	108	*177	7.0	2.8	97	*284	7.1	4.5	98
KATE & ALLIE	C 9951	908	9.8	9.1	87	266	9.6	2.7	86	*200	7.9	2.0	70	442	11.0	4.4	98
KNIGHT RIDER	N 7908	765	8.2	9.7	92	*255	9.2	3.2	103	*199	7.9	2.5	88	311	7.8	3.9	87
LOVE BOAT	A 13226	1428	15.3	10.8	103	420	15.2	3.2	102	361	14.2	2.7	95	647	16.1	4.9	108
MAGNUM PI	C 12105	1175	12.6	9.7	92	389	14.1	3.2	103	301	11.9	2.5	87	485	12.1	4.0	88
MAMA'S FAMILY	N 6364	697	7.5	11.0	104	243	8.8	3.8	122	*113	4.5	1.8	62	341	8.5	5.4	118
MASTER, THE	N 3955	420	4.5	10.6	101	*147	5.3	3.7	119	*66	2.6	1.7	58	*207	5.2	5.2	115
MATT HOUSTON	A 6903	851	9.1	12.3	117	*282	10.2	4.1	131	*183	7.2	2.7	93	386	9.6	5.6	123
NBC MONDAY NIGHT MOVIE	N 13443	1426	15.3	10.6	101	445	16.1	3.3	106	377	14.9	2.8	98	604	15.1	4.5	99
NBC NIGHTLY NEWS	N 5585	582	6.3	10.4	99	145	5.2	2.6	83	131	5.2	2.3	82	306	7.6	5.5	121
NBC NIGHTLY NEWS-SAT	N 3688	423	4.5	11.5	109	*123	4.5	3.3	107	*103	4.1	2.8	98	*197	4.9	5.3	118
NBC NIGHTLY NEWS-SUN	N 3310	308	3.3	9.3	88	*80	2.9	2.4	77	*57	2.2	1.7	60	*171	4.3	5.2	114
NBC SUNDAY NIGHT MOVIE	N 9238	1256	13.5	13.6	129	*370	13.4	4.0	128	*275	10.9	3.0	104	611	15.2	6.6	146
NEWHART	C 9876	1077	11.6	10.9	104	258	9.3	2.6	84	*255	10.1	2.6	90	563	14.0	5.7	126
ONE DAY AT A TIME	C 7954	801	8.6	10.1	96	295	10.7	3.7	119	*159	6.3	2.0	70	*347	8.7	4.4	96
PEOPLE ARE FUNNY	N 5182	509	5.5	9.8	93	*160	5.8	3.1	99	*115	4.5	2.2	77	*235	5.9	4.5	100
REAL PEOPLE	N 9674	1038	11.2	10.7	102	303	11.0	3.1	100	290	11.4	3.0	105	445	11.1	4.6	102
REMINGTON STEELE	N 8511	738	7.9	8.7	82	*212	7.7	2.5	80	*186	7.3	2.2	76	339	8.5	4.0	88
RIPLEY'S BELIEVE IT - NOT	A 5656	566	6.1	10.0	95	*169	6.1	3.0	96	*131	5.2	2.3	81	265	6.6	4.7	103
RIPIDE	N 7718	658	7.1	8.5	81	*263	9.5	3.4	109	*102	4.0	1.3	46	293	7.3	3.8	84
SCARECROW & MRS. KING	C 11058	1266	13.6	11.4	109	401	14.5	3.6	116	372	14.7	3.4	117	493	12.3	4.5	98
SIMON & SIMON	C 11615	1388	14.9	12.0	114	433	15.7	3.7	119	398	15.7	3.4	120	556	13.9	4.8	106
60 MINUTES	C 14326	1445	15.5	10.1	96	389	14.1	2.7	87	424	16.7	3.0	103	632	15.8	4.4	97
ST. ELSEWHERE	N 7670	788	8.5	10.3	98	*208	7.5	2.7	87	*238	9.4	3.1	108	343	8.6	4.5	99
THREE'S COMPANY	A 12068	1422	15.3	11.8	112	455	16.5	3.8	121	409	16.1	3.4	118	557	13.9	4.6	102
T.J. HOOKER	A 9735	1125	12.1	11.6	110	424	15.4	4.4	139	218	8.6	2.2	78	483	12.0	5.0	109
TONIGHT SHOW	N 2531	234	2.5	9.2	88	*53	1.9	2.1	67	*85	3.4	3.4					

	TOTAL U.S. '000	OINTMENT				POMDER				OTHER							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	9042	100.0	5.4	100	14169	100.0	8.4	100	5952	100.0	3.5	100				
MALES	79263	5933	65.6	7.5	139	9409	66.4	11.9	141	3726	62.6	4.7	132				
FEMALES	88464	3109	34.4	3.5	65	4760	33.6	5.4	64	2226	37.4	2.5	71				
18 - 24	28671	1315	14.5	4.6	85	2172	15.3	7.6	90	*686	11.5	2.4	67				
25 - 34	39536	2259	25.0	5.7	106	3429	24.2	8.7	103	1486	25.0	3.8	106				
35 - 44	28978	1867	20.6	6.4	120	2714	19.2	9.4	111	1427	24.0	4.9	139				
45 - 54	22345	1244	13.8	5.6	103	2341	16.5	10.5	124	959	16.1	4.3	121				
55 - 64	22224	1320	14.6	5.9	110	2080	14.7	9.4	111	833	14.0	3.7	106				
65 OR OLDER	25973	1038	11.5	4.0	74	1433	10.1	5.5	65	561	9.4	2.2	61				
18 - 34	68207	3574	39.5	5.2	97	5601	39.5	8.2	97	2172	36.5	3.2	90				
18 - 49	108058	6094	67.4	5.6	105	9363	66.1	8.7	103	4195	70.5	3.9	109				
25 - 54	90859	5370	59.4	5.9	110	8484	59.9	9.3	111	3871	65.0	4.3	120				
35 - 49	39851	2520	27.9	6.3	117	3763	26.6	9.4	112	2024	34.0	5.1	143				
50 OR OLDER	59669	2948	32.6	4.9	92	4805	33.9	8.1	95	1756	29.5	2.9	83				
GRADUATED COLLEGE	28091	2075	22.9	7.4	137	2736	19.3	9.7	115	1319	22.2	4.7	132				
ATTENDED COLLEGE	28938	1660	18.4	5.7	106	2438	17.2	8.4	100	1140	19.2	3.9	111				
GRADUATED HIGH SCHOOL	65503	3614	40.0	5.5	102	5528	39.0	8.4	100	2249	37.8	3.4	97				
DID NOT GRADUATE HIGH SCHOOL	45195	1693	18.7	3.7	69	3466	24.5	7.7	91	1244	20.9	2.8	78				
EMPLOYED MALES	56429	4487	49.6	8.0	147	6897	48.7	12.2	145	2880	48.4	5.1	144				
EMPLOYED FEMALES	43971	1658	18.3	3.8	70	2600	18.3	5.9	70	1318	22.1	3.0	84				
EMPLOYED FULL-TIME	87773	5711	63.2	6.5	121	8631	60.9	9.8	116	3809	64.0	4.3	122				
EMPLOYED PART-TIME	12627	*433	4.8	3.4	64	866	6.1	6.9	81	*388	6.5	3.1	87				
NOT EMPLOYED	67327	2897	32.0	4.3	80	4672	33.0	6.9	82	1754	29.5	2.6	73				
PROFESSIONAL/MANAGER	25845	1852	20.5	7.2	133	2550	18.0	9.9	117	1122	18.9	4.3	122				
TECH/CLERICAL/SALES	30895	1798	19.9	5.8	108	2436	17.2	7.9	93	1157	19.4	3.7	106				
PRECISION/CRAFT	12629	816	9.0	6.5	120	1695	12.0	13.4	159	609	10.2	4.8	136				
OTHER EMPLOYED	31031	1679	18.6	5.4	100	2816	19.9	9.1	107	1310	22.0	4.2	119				
SINGLE	35557	1694	18.7	4.8	88	3097	21.9	8.7	103	1060	17.8	3.0	84				
MARRIED	103585	6171	68.2	6.0	111	9194	64.9	8.9	105	4169	70.0	4.0	113				
DIVORCED/SEPARATED/WIDOWED	28585	1177	13.0	4.1	76	1878	13.3	6.6	78	723	12.1	2.5	71				
PARENTS	59295	3455	38.2	5.8	108	5079	35.8	8.6	101	2264	38.0	3.8	108				
WHITE	146081	8062	89.2	5.5	102	12311	86.9	8.4	100	5380	90.4	3.7	104				
BLACK	17974	827	9.1	4.6	85	1666	11.8	9.3	110	*425	7.1	2.4	67				
OTHER	3672	**153	1.7	4.2	77	**192	1.4	5.2	62	**146	2.5	4.0	112				
NORTHEAST-CENSUS	37005	1896	21.0	5.1	95	3417	24.1	9.2	109	1097	18.4	3.0	84				
NORTH CENTRAL	42642	2058	22.8	4.8	90	3329	23.5	7.8	92	1496	25.1	3.5	99				
SOUTH	56777	3064	33.9	5.4	100	4452	31.4	7.8	93	1976	33.2	3.5	98				
WEST	31303	2024	22.4	6.5	120	2969	21.0	9.5	112	1382	23.2	4.4	124				
NORTHEAST-MKTG.	38125	1832	20.3	4.8	89	3512	24.8	9.2	109	1084	18.2	2.8	80				
EAST CENTRAL	24794	1289	14.3	5.2	96	1929	13.6	7.8	92	956	16.1	3.9	109				
WEST CENTRAL	28511	1310	14.5	4.6	85	2291	16.2	8.0	95	956	16.1	3.4	94				
SOUTH	48953	2802	31.0	5.7	106	3926	27.7	8.0	95	1740	29.2	3.6	100				
PACIFIC	27344	1808	20.0	6.6	123	2511	17.7	9.2	109	1215	20.4	4.4	125				
COUNTY SIZE A	69301	3773	41.7	5.4	101	6660	47.0	9.6	114	2159	36.3	3.1	88				
COUNTY SIZE B	50633	2899	32.1	5.7	106	3950	27.9	7.8	92	1959	32.9	3.9	109				
COUNTY SIZE C	26259	1531	16.9	5.8	108	2174	15.3	8.3	98	1083	18.2	4.1	116				
COUNTY SIZE D	21534	839	9.3	3.9	72	1384	9.8	6.4	76	751	12.6	3.5	98				
METRO CENTRAL CITY	50014	2885	31.9	5.8	107	4465	31.5	8.9	106	1597	26.8	3.2	90				
METRO SUBURBAN	76832	4249	47.0	5.5	103	6734	47.5	8.8	104	2797	47.0	3.6	103				
NON METRO	40881	1908	21.1	4.7	87	2970	21.0	7.3	86	1557	26.2	3.8	107				
TOP 5 ADI'S	39550	2078	23.0	5.3	97	4017	28.4	10.2	120	1200	20.2	3.0	86				
TOP 10 ADI'S	54877	2846	31.5	5.2	96	5151	36.4	9.4	111	1594	26.8	2.9	82				
TOP 20 ADI'S	77516	4189	46.3	5.4	100	7016	49.5	9.1	107	2610	43.9	3.4	95				
HSGLD INC. \$50,000 OR MORE	17257	1154	12.8	6.7	124	1583	11.2	9.2	109	803	13.5	4.7	131				
\$40,000 OR MORE	33235	1980	21.9	6.0	111	3240	22.9	9.7	115	1269	21.3	3.8	108				
\$30,000 OR MORE	59693	3569	39.5	6.0	111	5621	39.7	9.4	111	2438	41.0	4.1	115				
\$25,000 OR MORE	76275	4611	51.0	6.0	112	7133	50.3	9.4	111	3137	52.7	4.1	116				
\$20,000 - \$24,999	18607	1000	11.1	5.4	100	1636	11.5	8.8	104	630	10.6	3.4	95				
\$15,000 - \$19,999	17175	1015	11.2	5.9	110	1340	9.5	7.8	92	*396	6.7	2.3	65				
\$10,000 - \$14,999	24569	1152	12.7	4.7	87	2168	15.3	8.8	104	1016	17.1	4.1	117				
UNDER \$10,000	31101	1264	14.0	4.1	75	1892	13.4	6.1	72	772	13.0	2.5	70				
HOUSEHOLD OF 1 PERSON	19441	729	8.1	3.7	70	1207	8.5	6.2	73	578	9.7	3.0	84				
2 PEOPLE	51803	3043	33.7	5.9	109	4041	28.5	7.8	92	1888	31.7	3.6	103				
3 OR 4 PEOPLE	66933	3787	41.9	5.7	105	6018	42.5	9.0	106	2563	43.1	3.8	108				
5 OR MORE PEOPLE	29550	1482	16.4	5.0	93	2903	20.5	9.8	116	923	15.5	3.1	88				
NO CHILD IN HSHLD	96587	5025	55.6	5.2	97	8058	56.9	8.3	99	3322	55.8	3.4	97				
CHILD(REN) UNDER 2 YRS	10844	723	8.0	6.7	124	744	5.3	6.9	81	**257	4.3	2.4	67				
2 - 5 YEARS	26358	1473	16.3	5.6	104	1996	14.1	7.6	90	789	13.3	3.0	84				
6 - 11 YEARS	30453	1598	17.7	5.2	97	2671	18.9	8.8	104	1027	17.3	3.4	95				
12 - 17 YEARS	36575	2089	23.1	5.7	106	3555	25.1	9.7	115	1437	24.1	3.9	111				
RESIDENCE OWNED	117770	6706	74.2	5.7	106	9759	68.9	8.3	98	4435	74.5	3.8	106				
VALUE: \$50,000 OR MORE	70166	3941	43.6	5.6	104	5970	42.1	8.5	101	2558	43.0	3.6	103				
VALUE: UNDER \$50,000	47604	2765	30.6	5.8	108	3790	26.7	8.0	94	1877	31.5	3.9	111				

ATHLETE'S FOOT REMEDIES (NON-PRESCRIPTION)-FORMS USED
(ADULTS)

		TOTAL U.S. '000	OINTMENT				POWDER				OTHER							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	9042	100.0	5.4	100	14169	100.0	8.4	100	5952	100.0	3.5	100				
MAGAZINES	QUINTILE 1	34022	2005	22.2	5.9	109	3266	23.1	9.6	114	1329	22.3	3.9	110				
	QUINTILE 2	34800	2148	23.8	6.2	114	2916	20.6	8.4	99	1382	23.2	4.0	112				
	QUINTILE 3	30514	1453	16.1	4.8	88	2499	17.6	8.2	97	1009	17.0	3.3	93				
	QUINTILE 4	33324	1823	20.2	5.5	101	3038	21.4	9.1	108	1155	19.4	3.5	98				
	QUINTILE 5	35066	1614	17.9	4.6	85	2450	17.3	7.0	83	1077	18.1	3.1	87				
NEWSPAPERS	QUINTILE 1	29107	1788	19.8	6.1	114	3001	21.2	10.3	122	971	16.3	3.3	94				
	QUINTILE 2	49095	2512	27.8	5.1	95	4430	31.3	9.0	107	1774	29.8	3.6	102				
	QUINTILE 3	23107	1375	15.2	6.0	110	1779	12.6	7.7	91	842	14.1	3.6	103				
	QUINTILE 4	33556	1637	18.1	4.9	90	2143	15.1	6.4	76	1075	18.1	3.2	90				
	QUINTILE 5	32863	1730	19.1	5.3	98	2815	19.9	8.6	101	1290	21.7	3.9	111				
OUTDOOR	QUINTILE 1	33431	2101	23.2	6.3	117	3169	22.4	9.5	112	1074	18.0	3.2	91				
	QUINTILE 2	33478	1729	19.1	5.2	96	2920	20.6	8.7	103	1210	20.3	3.6	102				
	QUINTILE 3	33574	1804	20.0	5.4	100	2957	20.9	8.8	104	1322	22.2	3.9	111				
	QUINTILE 4	33935	1717	19.0	5.1	94	2574	18.2	7.6	90	1073	18.0	3.2	89				
	QUINTILE 5	33310	1691	18.7	5.1	94	2550	18.0	7.7	91	1273	21.4	3.8	108				
RADIO-DRIVE TIME	QUINTILE 1	33136	2024	22.4	6.1	113	3027	21.4	9.1	108	1206	20.3	3.6	103				
	QUINTILE 2	31658	1731	19.1	5.5	101	2960	20.9	9.3	111	1212	20.4	3.8	108				
	QUINTILE 3	32541	1677	18.5	5.2	96	2465	17.4	7.6	90	1133	19.0	3.5	98				
	QUINTILE 4	34247	1860	20.6	5.4	101	3140	22.2	9.2	109	1214	20.4	3.5	100				
	QUINTILE 5	36144	1749	19.3	4.8	90	2577	18.2	7.1	84	1187	19.9	3.3	93				
RADIO-MID- DAY	TERCILE 1	45037	2776	30.7	6.2	114	4483	31.6	10.0	118	1661	27.9	3.7	104				
	TERCILE 2	44819	2238	24.8	5.0	93	3677	26.0	8.2	97	1602	26.9	3.6	101				
	TERCILE 3	77872	4027	44.5	5.2	96	6008	42.4	7.7	91	2689	45.2	3.5	97				
RADIO-TOTAL	QUINTILE 1	33763	2008	22.2	5.9	110	3106	21.9	9.2	109	1268	21.3	3.8	106				
	QUINTILE 2	33240	1834	20.3	5.5	102	2997	21.2	9.0	107	1277	21.5	3.8	108				
	QUINTILE 3	33408	1759	19.5	5.3	98	3054	21.6	9.1	108	1150	19.3	3.4	97				
	QUINTILE 4	34792	1814	20.1	5.2	97	2530	17.9	7.3	86	1019	17.1	2.9	83				
	QUINTILE 5	32524	1627	18.0	5.0	93	2482	17.5	7.6	90	1237	20.8	3.8	107				
TV-PRIME TIME	QUINTILE 1	33090	1629	18.0	4.9	91	2481	17.5	7.5	89	1216	20.4	3.7	104				
	QUINTILE 2	33357	1893	20.9	5.7	105	3508	24.8	10.5	124	1013	17.0	3.0	86				
	QUINTILE 3	33980	1847	20.4	5.4	101	2908	20.5	8.6	101	1343	22.6	4.0	111				
	QUINTILE 4	33854	1897	21.0	5.6	104	2790	19.7	8.2	98	1290	21.7	3.8	107				
	QUINTILE 5	33444	1776	19.6	5.3	99	2482	17.5	7.4	88	1091	18.3	3.3	92				
TV-DAYTIME	TERCILE 1	49121	2287	25.3	4.7	86	3647	25.7	7.4	88	1826	30.7	3.7	105				
	TERCILE 2	48823	2338	25.9	4.8	89	4084	28.8	8.4	99	1408	23.7	2.9	81				
	TERCILE 3	69782	4416	48.8	6.3	117	6438	45.4	9.2	109	2717	45.6	3.9	110				
TV-TOTAL	QUINTILE 1	33584	1771	19.6	5.3	98	2738	19.3	8.2	97	1181	19.8	3.5	99				
	QUINTILE 2	33441	1687	18.7	5.0	94	2937	20.7	8.8	104	1081	18.2	3.2	91				
	QUINTILE 3	33505	1695	18.7	5.1	94	2947	20.8	8.8	104	1111	18.7	3.3	93				
	QUINTILE 4	33466	2063	22.8	6.2	114	2934	20.7	8.8	104	1512	25.4	4.5	127				
	QUINTILE 5	33731	1825	20.2	5.4	100	2613	18.4	7.7	92	1067	17.9	3.2	89				
MAGAZINES-NEWSPAPERS: DUAL		44503	2674	29.6	6.0	111	4285	30.2	9.6	114	1785	30.0	4.0	113				
MAGAZINE IMPERATIVE		39363	2166	24.0	5.5	102	2927	20.7	7.4	88	1447	24.3	3.7	104				
NEWSPAPER IMPERATIVE		46441	2311	25.6	5.0	92	4127	29.1	8.9	105	1459	24.5	3.1	89				
MAGAZINES-OUTDOOR: DUAL		33726	1940	21.5	5.8	107	3086	21.8	9.2	108	1328	22.3	3.9	111				
MAGAZINE IMPERATIVE		52846	3045	33.7	5.8	107	4482	31.6	8.5	100	1980	33.3	3.7	106				
OUTDOOR IMPERATIVE		52140	2774	30.7	5.3	99	4413	31.1	8.5	100	1635	27.5	3.1	88				
MAGAZINES-RADIO: DUAL		37081	2241	24.8	6.0	112	3281	23.2	8.8	105	1575	26.5	4.2	120				
MAGAZINE IMPERATIVE		49747	2698	29.8	5.4	101	4313	30.4	8.7	103	1721	28.9	3.5	97				
RADIO IMPERATIVE		49208	2569	28.4	5.2	97	4455	31.4	9.1	107	1645	27.6	3.3	94				
MAGAZINES-TELEVISION: DUAL		33103	1837	20.3	5.5	103	2694	19.0	8.1	96	1144	19.2	3.5	97				
MAGAZINE IMPERATIVE		54575	3220	35.6	5.9	109	4826	34.1	8.8	105	2209	37.1	4.0	114				
TELEVISION IMPERATIVE		53249	2576	28.5	4.8	90	4524	31.9	8.5	101	1665	28.0	3.1	88				
NEWSPAPERS-OUTDOOR: DUAL		36255	2093	23.1	5.8	107	3507	24.8	9.7	115	1261	21.2	3.5	98				
NEWSPAPER IMPERATIVE		55591	2968	32.8	5.3	99	4900	34.6	8.8	104	1995	33.5	3.6	101				
OUTDOOR IMPERATIVE		48319	2589	28.6	5.4	99	3850	27.2	8.0	94	1692	28.4	3.5	99				
NEWSPAPERS-RADIO: DUAL		37242	1994	22.1	5.4	99	3693	26.1	9.9	117	1340	22.5	3.6	101				
NEWSPAPER IMPERATIVE		54423	3137	34.7	5.8	107	4768	33.7	8.8	104	1846	31.0	3.4	96				
RADIO IMPERATIVE		46650	2792	30.9	6.0	111	3918	27.7	8.4	99	1802	30.3	3.9	109				
NEWSPAPERS-TELEVISION: DUAL		35974	2083	23.0	5.8	107	3539	25.0	9.8	116	1274	21.4	3.5	100				
NEWSPAPER IMPERATIVE		56095	3174	35.1	5.7	105	4979	35.1	8.9	105	1987	33.4	3.5	100				
TELEVISION IMPERATIVE		47170	2266	25.1	4.8	89	3425	24.2	7.3	86	1627	27.3	3.4	97				
OUTDOOR-RADIO: DUAL		33748	2004	22.2	5.9	110	2945	20.8	8.7	103	1322	22.2	3.9	110				
OUTDOOR IMPERATIVE		52785	2979	32.9	5.6	105	4695	33.2	8.9	105	1667	28.0	3.2	89				
RADIO IMPERATIVE		52882	2807	31.0	5.3	98	4804	33.9	9.1	108	1950	32.8	3.7	104				
OUTDOOR-TELEVISION: DUAL		32030	1755	19.4	5.5	102	3119	22.0	9.7	115	1113	18.7	3.5	98				
OUTDOOR IMPERATIVE		54626	3160	34.9	5.8	107	4836	34.1	8.9	105	2081	35.0	3.8	107				
TELEVISION IMPERATIVE		54874	2671	29.5	4.9	90	4293	30.3	7.8	93	1873	31.5	3.4	96				
RADIO-TELEVISION: DUAL		33386	1722	19.0	5.2	96	3044	21.5	9.1	108	1107	18.6	3.3	93				
RADIO IMPERATIVE		53810	3142	34.7	5.8	108	4864	34.3	9.0	107	2150	36.1	4.0	113				
TELEVISION IMPERATIVE		54023	2773	30.7	5.1	95	4257	30.0	7.9	93	1788	30.0	3.3	93				

	TOTAL U.S. '000	OINTMENT				POWDER				OTHER							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	9042	100.0	5.4	100	14169	100.0	8.4	100	5952	100.0	3.5	100				
ATLANTIC MONTHLY	867	**55	0.6	6.3	118	**75	0.5	8.7	102	**17	0.3	2.0	55				
BARRON'S	1580	**122	1.3	7.7	143	**195	1.4	12.3	146	**150	2.5	9.5	268				
BETTER HOMES & GARDENS	22203	1073	11.9	4.8	90	1529	10.8	6.9	82	763	12.8	3.4	97				
BON APPETIT	3810	**252	2.8	6.6	123	310	2.2	8.1	96	**167	2.8	4.4	124				
BUSINESS WEEK	4443	250	2.8	5.4	99	460	3.2	9.9	117	**241	4.0	5.2	146				
CAR AND DRIVER	3102	**213	2.4	6.9	127	324	2.3	10.4	124	**133	2.2	4.3	121				
CBS MAGAZINE NETWORK (GROSS)	7311	524	5.8	7.2	133	835	5.9	11.4	135	426	7.2	5.8	164				
CHANGING TIMES	3400	**245	2.7	7.2	134	312	2.2	9.2	109	**73	1.2	2.1	61				
COLONIAL HOMES	1796	**78	0.9	4.3	81	**72	0.5	4.0	47	**74	1.2	4.1	116				
CONDE NAST MAG. PKG. (GROSS)	19924	749	8.3	3.8	70	1138	8.0	5.7	68	488	8.2	2.4	69				
CONSUMERS DIGEST	3125	**153	1.7	4.9	91	264	1.9	8.4	100	**203	3.4	6.5	183				
COSMOPOLITAN	10577	393	4.3	3.7	69	881	6.2	8.3	99	326	5.5	3.1	87				
COUNTRY LIVING	3746	**117	1.3	3.1	58	**169	1.2	4.5	53	**146	2.5	3.9	110				
CUISINE	2214	**85	0.9	3.8	71	**124	0.9	5.6	66	**76	1.3	3.4	97				
CYCLE WORLD	2394	**153	1.7	6.4	119	**257	1.8	10.7	127	**123	2.1	5.1	145				
DCI:CREATIVE IDEAS FOR LIV	3068	**98	1.1	3.2	59	**241	1.7	7.9	93	**108	1.8	3.5	99				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	433	4.8	4.5	84	764	5.4	8.0	95	260	4.4	2.7	77				
DISCOVER	2277	**188	2.1	8.3	153	**188	1.3	8.3	98	**203	3.4	8.9	251				
EBONY	7187	419	4.6	5.8	108	692	4.9	9.6	114	**160	2.7	2.2	63				
ESQUIRE	2560	**170	1.9	6.6	123	247	1.7	9.6	114	**109	1.8	4.3	120				
ESSENCE	3242	**198	2.2	6.1	113	277	2.0	8.5	101	**27	0.5	0.8	23				
FAMILY CIRCLE	19639	747	8.3	3.8	71	1186	8.4	6.0	71	620	10.4	3.2	89				
THE FAMILY HANDYMAN	3540	270	3.0	7.6	141	321	2.3	9.1	107	**196	3.3	5.5	156				
FAMILY WEEKLY	23924	1477	16.3	6.2	115	1824	12.9	7.6	90	918	15.4	3.8	108				
FIELD & STREAM	9883	484	5.4	4.9	91	962	6.8	9.7	115	506	8.5	5.1	144				
FOOD & WINE	1030	**43	0.5	4.2	77	**57	0.4	5.5	66	**31	0.5	3.0	85				
FORBES	2679	**177	2.0	6.6	123	384	2.7	14.3	170	**109	1.8	4.1	115				
FORTUNE	2931	**227	2.5	7.7	144	348	2.5	11.9	141	**93	1.6	3.2	89				
GENTLEMEN'S QUARTERLY	3481	**237	2.6	6.8	126	355	2.5	10.2	121	**111	1.9	3.2	90				
GLAMOUR	7163	**243	2.7	3.4	63	399	2.8	5.6	66	**203	3.4	2.8	80				
GOLF DIGEST	2355	**146	1.6	6.2	115	225	1.6	9.6	113	**115	1.9	4.9	138				
GOLF DIGEST/TENNIS (GROSS)	3610	**249	2.8	6.9	128	331	2.3	9.2	109	**160	2.7	4.4	125				
GOLF MAGAZINE	2046	**120	1.3	5.9	109	**193	1.4	9.4	112	**63	1.1	3.1	87				
GOLF MAGAZINE/SKI (GROSS)	3547	**184	2.0	5.2	96	297	2.1	8.4	99	**123	2.1	3.5	98				
GOOD HOUSEKEEPING	20353	748	8.3	3.7	68	1269	9.0	6.2	74	506	8.5	2.5	70				
HARPER'S BAZAAR	3362	**123	1.4	3.7	68	**262	1.8	7.8	92	**81	1.4	2.4	68				
HEALTH	2987	**245	2.7	8.2	152	291	2.1	9.7	115	**81	1.4	2.7	76				
HEARST MAG CORP. BUY (GROSS)	67928	2926	32.4	4.3	80	5030	35.5	7.4	88	2138	35.9	3.1	89				
HEARST MAN POWER (GROSS)	11282	792	8.8	7.0	130	1281	9.0	11.4	134	497	8.4	4.4	124				
HEARST WOMAN POWER (GROSS)	40514	1529	16.9	3.8	70	2697	19.0	6.7	79	1139	19.1	2.8	79				
HOUSE BEAUTIFUL	4885	**179	2.0	3.7	68	327	2.3	6.7	79	**142	2.4	2.9	82				
INC.	1308	**122	1.3	9.3	173	**176	1.2	13.5	159	**70	1.2	5.4	151				
JET	6498	362	4.0	5.6	103	649	4.6	10.0	118	**182	3.1	2.8	79				
LADIES' HOME JOURNAL	14797	562	6.2	3.8	70	853	6.0	5.8	68	368	6.2	2.5	70				
LHJ FAMILY GRP COMBO(GROSS)	21743	1051	11.6	4.8	90	1423	10.0	6.5	77	562	9.4	2.6	73				
LIFE	9881	571	6.3	5.8	107	885	6.2	9.0	106	338	5.7	3.4	96				
L.A. TIMES HOME MAGAZINE	2775	**121	1.3	4.4	81	300	2.1	10.8	128	**128	2.2	4.6	130				
MADMOISELLE	4219	**125	1.4	3.0	55	**232	1.6	5.5	65	**72	1.2	1.7	48				
MC CALL'S	16422	570	6.3	3.5	64	970	6.8	5.9	70	446	7.5	2.7	77				
MC CALL'S/WRK MOTHER (GROSS)	17919	624	6.9	3.5	65	1041	7.3	5.8	69	481	8.1	2.7	76				
MECHANIX ILLUSTRATED	4433	317	3.5	7.2	133	455	3.2	10.3	122	**237	4.0	5.3	151				
METROPOLITAN HOME	1504	**137	1.5	9.1	169	**57	0.4	3.8	45	**42	0.7	2.8	79				
MONEY	4723	352	3.9	7.5	138	543	3.8	11.5	136	**180	3.0	3.8	107				
MOTHER EARTH NEWS	2325	**170	1.9	7.3	136	**208	1.5	8.9	106	**113	1.9	4.9	137				
MS.	1189	**65	0.7	5.5	101	**95	0.7	8.0	95	**16	0.3	1.3	38				
NATIONAL ENQUIRER	18892	697	7.7	3.7	68	1453	10.3	7.7	91	588	9.9	3.1	88				
NATIONAL GEOGRAPHIC	22129	1579	17.5	7.1	132	2117	14.9	9.6	113	925	15.5	4.2	118				
NATIONAL SUNDAY MAGAZINE PKG	103750	5838	64.6	5.6	104	9049	63.9	8.7	103	3732	62.7	3.6	101				
NATURAL HISTORY	1379	**101	1.1	7.3	136	**121	0.9	8.8	104	**34	0.6	2.5	69				
NEM WOMAN	2289	**111	1.2	4.8	90	**154	1.1	6.7	80	**99	1.7	4.3	122				
NEW YORK INCLUDING CUE	1088	**77	0.9	7.1	131	**112	0.8	10.3	122	**57	1.0	5.2	148				
THE NEW YORKER	2459	**198	2.2	8.1	149	253	1.8	10.3	122	**110	1.8	4.5	126				
NEWSWEEK	16527	1093	12.1	6.6	123	1711	12.1	10.4	123	717	12.0	4.3	122				
THE N.Y. TIMES DAILY EDITION	2739	**92	1.0	3.4	62	414	2.9	15.1	179	**69	1.2	2.5	71				
THE N.Y. TIMES MAGAZINE	4443	276	3.1	6.2	115	594	4.2	13.4	158	**116	1.9	2.6	74				
OMNI	2799	**199	2.2	7.1	132	**314	2.2	11.2	133	**173	2.9	6.2	174				
ON CABLE	2209	**107	1.2	4.8	90	**226	1.6	10.2	121	**141	2.4	6.4	180				
1001 HOME IDEAS	3959	**244	2.7	6.2	114	279	2.0	7.0	83	**113	1.9	2.9	80				
ORGANIC GARDENING	3111	**234	2.6	7.5	140	**247	1.7	7.9	94	**153	2.6	4.9	139				
OUTDOOR LIFE	5024	360	4.0	7.2	133	488	3.4	9.7	115	**248	4.2	4.9	139				
PARADE MAGAZINE	51292	2974	32.9	5.8	108	4822	34.0	9.4	111	1826	30.7	3.6	100				

	TOTAL U.S. '000	DINTMENT				POWDER				OTHER							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	9042	100.0	5.4	100	14169	100.0	8.4	100	5952	100.0	3.5	100				
PARENTS	5298	278	3.1	5.2	97	376	2.7	7.1	84	**141	2.4	2.7	75				
PENTHOUSE	5129	307	3.4	6.0	111	568	4.0	11.1	131	*221	3.7	5.1	121				
PEOPLE	21070	1021	11.3	4.8	90	1875	13.2	8.9	105	798	13.4	3.8	107				
PLAYBOY	10562	764	8.4	7.2	134	1152	8.1	10.9	129	483	8.1	4.6	129				
POPULAR HOT RODDING	2498	**203	2.2	8.1	151	*318	2.2	12.7	151	**111	1.9	4.4	125				
POPULAR MECHANICS	5887	493	5.5	8.4	155	826	5.8	14.0	166	*242	4.1	4.1	116				
POPULAR SCIENCE	4317	410	4.5	9.5	176	558	3.9	12.9	153	*220	3.7	5.1	144				
PREVENTION	5792	280	3.1	4.8	90	505	3.6	8.7	103	*244	4.1	4.2	119				
PSYCHOLOGY TODAY	3284	*173	1.9	5.3	98	*318	2.2	9.7	115	**164	2.8	5.0	141				
READER'S DIGEST	40046	2333	25.8	5.8	108	3574	25.2	8.9	106	1517	25.5	3.8	107				
REDBOOK	9584	388	4.3	4.0	75	547	3.9	5.7	68	*307	5.2	3.2	90				
ROAD & TRACK	2590	*228	2.5	8.8	163	*336	2.4	13.0	154	**157	2.6	6.1	171				
ROLLING STONE	3302	*336	3.7	10.2	189	468	3.3	14.2	168	*209	3.5	6.3	178				
RUNNER'S WORLD	1229	**122	1.3	9.9	184	*223	1.6	18.1	215	**147	2.5	12.0	337				
SATURDAY EVENING POST	2110	**89	1.0	4.2	78	*170	1.2	8.1	95	**79	1.3	3.7	106				
SCIENCE 84	1543	*124	1.4	8.0	149	*114	0.8	7.4	87	**87	1.5	5.6	159				
SCIENCE DIGEST	1747	**104	1.2	6.0	110	*114	0.8	6.5	77	**98	1.6	5.6	158				
SCIENTIFIC AMERICAN	1994	*126	1.4	6.3	117	*229	1.6	11.5	136	**84	1.4	4.2	119				
SELF	3119	*175	1.9	5.6	104	*184	1.3	5.9	70	**93	1.6	3.0	84				
SEVENTEEN	3923	*161	1.8	4.1	76	*314	2.2	8.0	95	**142	2.4	3.6	102				
SKI	1501	**65	0.7	4.3	80	**104	0.7	6.9	82	**60	1.0	4.0	113				
SMITHSONIAN	5976	454	5.0	7.6	141	582	4.1	9.7	115	374	6.3	6.3	176				
SOAP OPERA DIGEST	4228	*225	2.5	5.3	99	321	2.3	7.6	90	**45	0.8	1.1	30				
SOUTHERN LIVING	6488	336	3.7	5.2	96	523	3.7	8.1	95	*152	2.6	2.3	66				
SPORT	3500	*233	2.6	6.7	123	458	3.2	13.1	155	*268	4.5	7.7	216				
THE SPORTING NEWS	2456	**120	1.3	4.9	91	*255	1.8	10.4	123	**110	1.8	4.5	126				
SPORTS AFIELD	3648	*195	2.2	5.3	99	341	2.4	9.3	111	*157	2.6	4.3	121				
SPORTS ILLUSTRATED	14484	947	10.5	6.5	121	1624	11.5	11.2	133	651	10.9	4.5	127				
STAR	12661	586	6.5	4.6	86	916	6.5	7.2	86	322	5.4	2.5	72				
SUNDAY	52799	3206	35.5	6.1	113	4713	33.3	8.9	106	1808	30.4	3.4	96				
SUNSET	3513	*337	3.7	9.6	178	327	2.3	9.3	110	*211	3.5	6.0	169				
TV GUIDE	42766	2216	24.5	5.2	96	3750	26.5	8.8	104	1525	25.6	3.6	100				
TENNIS	1254	**103	1.1	8.2	152	**106	0.7	8.5	100	**45	0.8	3.6	101				
TIME	22054	1342	14.8	6.1	113	2243	15.8	10.2	120	771	13.0	3.5	99				
TOWN & COUNTRY	1555	**54	0.6	3.5	64	*143	1.0	9.2	109	**34	0.6	2.2	62				
TRAVEL & LEISURE	2173	**140	1.5	6.4	120	*263	1.9	12.1	143	**73	1.2	3.4	95				
TRUE STORY	4636	**198	2.2	4.3	79	*356	2.5	7.7	91	**82	1.4	1.8	50				
U.S. NEWS & WORLD REPORT	10353	639	7.1	6.2	114	1145	8.1	11.1	131	497	8.4	4.8	135				
USA TODAY	4994	261	2.9	5.2	97	407	2.9	8.1	96	*225	3.8	4.5	127				
US	3528	*239	2.6	6.8	126	*275	1.9	7.8	92	**148	2.5	4.2	118				
VOGUE	5424	*207	2.3	3.8	71	323	2.3	6.0	70	**119	2.0	2.2	62				
WALL STREET JOURNAL	6292	479	5.3	7.6	141	789	5.6	12.5	148	316	5.3	5.0	142				
WEIGHT WATCHERS	2762	*135	1.5	4.9	91	**127	0.9	4.6	54	**77	1.3	2.8	79				
WOMAN'S DAY	16320	546	6.0	3.3	62	914	6.5	5.6	66	464	7.8	2.8	80				
WORKING MOTHER	1496	**54	0.6	3.6	67	**71	0.5	4.7	56	**35	0.6	2.3	66				
WORKING WOMAN	1851	**102	1.1	5.5	102	**123	0.9	6.6	79	**55	0.9	3.0	84				
WORLD TENNIS	580	**58	0.6	10.0	185	**55	0.4	9.5	112	**77	1.3	13.3	374				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1030	11.4	8.3	154	1339	9.5	10.8	128	634	10.7	5.1	144				
BLAIR INSERTS	91671	5081	56.2	5.5	103	8348	58.9	9.1	108	3273	55.0	3.6	101				
DAILY NEWSPAPERS																	
READ ANY	109190	6115	67.6	5.6	104	9923	70.0	9.1	108	3884	65.3	3.6	100				
READ ONE	89587	4898	54.2	5.5	101	7805	55.1	8.7	103	3122	52.5	3.5	98				
READ TWO OR MORE	19602	1218	13.5	6.2	115	2118	14.9	10.8	128	762	12.8	3.9	110				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6040	66.8	5.5	102	9545	67.4	8.7	103	3848	64.7	3.5	99				
READ ONE	95074	5148	56.9	5.4	100	7979	56.3	8.4	99	3361	56.5	3.5	100				
READ TWO OR MORE	14588	892	9.9	6.1	113	1566	11.1	10.7	127	487	8.2	3.3	94				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.05				30.06				26.04							
30 DAY REACH	149706	8286	91.6	5.5	103	12880	90.9	8.6	102	5364	90.1	3.6	101				
50 SHWG - 30 DAY AV FREQ	15.16	15.50				15.79				13.77							
30 DAY REACH	142406	7773	86.0	5.5	101	12295	86.8	8.6	102	5049	84.8	3.5	100				
25 SHWG - 30 DAY AV FREQ	8.23	8.44				8.47				7.65							
30 DAY REACH	131152	7114	78.7	5.4	101	11443	80.8	8.7	103	4560	76.6	3.5	98				
CABLE TV: HOME WIRED	66879	3898	43.1	5.8	108	5452	38.5	8.2	97	2768	46.5	4.1	117				
HOME NOT WIRED	100848	5144	56.9	5.1	95	8717	61.5	8.6	102	3184	53.5	3.2	89				
HAVE PAY CABLE	35024	1923	21.3	5.5	102	2977	21.0	8.5	101	1527	25.7	4.4	123				

	TOTAL U.S. '000	OINTMENT				POWDER				OTHER				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	9042	100.0	5.4	100	14169	100.0	8.4	100	5952	100.0	3.5	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	5331	59.0	5.6	103	8552	60.4	8.9	106	3424	57.5	3.6	101				
10:00 AM - 3:00 PM	63599	3563	39.4	5.6	104	5704	40.3	9.0	106	2295	38.6	3.6	102				
3:00 PM - 7:00 PM	72097	4176	46.2	5.8	107	6654	47.0	9.2	109	2788	46.8	3.9	109				
7:00 PM - MIDNIGHT	36670	2038	22.5	5.6	103	3427	24.2	9.3	111	1398	23.5	3.8	107				
MIDNIGHT - 6:00 AM	21908	1278	14.1	5.8	108	2028	14.3	9.3	110	954	16.0	4.4	123				
6:00 AM - MIDNIGHT	127571	7143	79.0	5.6	104	11406	80.5	8.9	106	4678	78.6	3.7	103				
ENTIRE DAY	129239	7257	80.3	5.6	104	11552	81.5	8.9	106	4740	79.6	3.7	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1624	18.0	4.8	89	3220	22.7	9.5	112	1185	19.9	3.5	98				
ALL NEWS	6062	389	4.3	6.4	119	590	4.2	9.7	115	*165	2.8	2.7	77				
AOR/PROGRESSIVE	11884	652	7.2	5.5	102	1090	7.7	9.2	109	483	8.1	4.1	115				
BEAUTIFUL MUSIC	11180	756	8.4	6.8	125	1070	7.6	9.6	113	368	6.2	3.3	93				
BLACK	4538	*264	2.9	5.8	108	521	3.7	11.5	136	**119	2.0	2.6	74				
CLASSICAL	3857	297	3.3	7.7	143	438	3.1	11.4	134	*194	3.3	5.0	142				
CHR/ROCK	21946	1215	13.4	5.5	103	2041	14.4	9.3	110	888	14.9	4.0	114				
COUNTRY	27262	1729	19.1	6.3	118	2040	14.4	7.5	89	1189	20.0	4.4	123				
GOLDEN OLDIES	3339	*181	2.0	5.4	101	387	2.7	11.6	137	**109	1.8	3.3	92				
MOR/NOSTALGIA	10346	522	5.8	5.0	94	949	6.7	9.2	109	364	6.1	3.5	99				
NEWS/TALK	8929	738	8.2	8.3	153	924	6.5	10.3	122	271	4.6	3.0	86				
RELIGIOUS	5488	*343	3.8	6.3	116	524	3.7	9.5	113	**155	2.6	2.8	80				
SOFT ROCK	1232	**42	0.5	3.4	63	**65	0.5	5.3	62	**44	0.7	3.6	101				
URBAN CONTEMPORARY	3184	*206	2.3	6.5	120	415	2.9	13.0	154	**97	1.6	3.0	86				
Hired Networks:																	
ABC CONTEMPORARY	6911	344	3.8	5.0	92	557	3.9	8.1	95	*287	4.8	4.2	117				
ABC DIRECTION	5212	310	3.4	5.9	110	487	3.4	9.3	111	*204	3.4	3.9	110				
ABC ENTERTAINMENT	10385	606	6.7	5.8	108	998	7.0	9.6	114	373	6.3	3.6	101				
ABC FM	4762	*298	3.3	6.3	116	417	2.9	8.8	104	**129	2.2	2.7	76				
ABC INFORMATION	11339	754	8.3	6.6	123	1019	7.2	9.0	106	457	7.7	4.0	114				
ABC ROCK	4878	*276	3.1	5.7	105	558	3.9	11.4	135	**124	2.1	2.5	72				
CBS	10709	652	7.2	6.1	113	982	6.9	9.2	109	410	6.9	3.8	108				
MUTUAL	10251	567	6.3	5.5	103	1020	7.2	10.0	118	429	7.2	4.2	118				
NBC	12243	756	8.4	6.2	115	1014	7.2	8.3	98	454	7.6	3.7	104				
RADIORADIO	4606	*191	2.1	4.1	77	388	2.7	8.4	100	*138	2.3	3.0	84				
RKO ONE	5148	393	4.3	7.6	142	485	3.4	9.4	112	*313	5.3	6.1	171				
RKO TWO	7313	631	7.0	8.6	160	756	5.3	10.3	122	336	5.6	4.6	129				
THE SOURCE	5981	*251	2.8	4.2	78	731	5.2	12.2	145	*264	4.4	4.4	124				
NON-WIRED : BLAIR	19329	1129	12.5	5.8	108	1773	12.5	9.2	109	558	9.4	2.9	81				
INTERNET	27139	1616	17.9	6.0	110	2562	18.1	9.4	112	1079	18.1	4.0	112				
KATZ RADIO GROUP	36319	2486	27.5	6.8	127	3730	26.3	10.3	122	1438	24.2	4.0	112				
SUPERNET	22361	1185	13.1	5.3	98	2099	14.8	9.4	111	866	14.5	3.9	109				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	727	8.0	5.0	93	1116	7.9	7.7	91	437	7.3	3.0	85				
MKDAY 9:00 AM - 1:00 PM	18688	807	8.9	4.3	80	1274	9.0	6.8	81	497	8.4	2.7	75				
MKDAY 1:00 PM - 4:30 PM	24061	1013	11.2	4.2	78	1610	11.4	6.7	79	772	13.0	3.2	90				
MKDAY 4:30 PM - 7:30 PM	44079	2219	24.5	5.0	93	3645	25.7	8.3	98	1577	26.5	3.6	101				
MKDAY 7:30 PM - 8:00 PM	61979	3193	35.3	5.2	96	5097	36.0	8.2	97	2081	35.0	3.4	95				
MKDAY 11:00 PM - 11:30 PM	49084	2589	28.6	5.3	98	4097	28.9	8.3	99	1758	29.5	3.6	101				
MKDAY 11:30 PM - 1:00 AM	16560	921	10.2	5.6	103	1439	10.2	8.7	103	655	11.0	4.0	111				
M-SAT 8-11 PM-SUN 7-11 PM	66967	3482	38.5	5.2	96	5687	40.1	8.5	101	2310	38.8	3.4	97				
MKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	328	3.6	3.5	66	590	4.2	6.4	75	280	4.7	3.0	85				
ANOTHER WORLD	N 6138	175	1.9	2.9	53	408	2.9	6.6	79	120	2.0	2.0	55				
AS THE WORLD TURNS	C 7707	321	3.6	4.2	77	372	2.6	4.8	57	188	3.2	2.4	69				
CAPITOL	C 4688	230	2.5	4.9	91	233	1.6	5.0	59	*121	2.0	2.6	73				
CBS MORN. NEWS 1	C 2792	173	1.9	6.2	115	161	1.1	5.8	68	*112	1.9	4.0	113				
CBS MORN. NEWS 2	C 2071	104	1.2	5.0	93	128	0.9	6.2	73	**62	1.0	3.0	84				
DAYS OF OUR LIVES	N 8018	277	3.1	3.5	64	451	3.2	5.6	67	212	3.6	2.6	75				
FACTS OF LIFE - DAYTIME	N 3487	161	1.8	4.6	86	188	1.3	5.4	64	*82	1.4	2.4	66				
FAMILY FEUD	A 4817	189	2.1	3.9	73	305	2.2	6.3	75	84	1.4	1.7	49				
GENERAL HOSPITAL	A 8333	246	2.7	3.0	55	468	3.3	5.6	66	305	5.1	3.7	103				
GOOD MORNING, AMERICA-730	A 5472	286	3.2	5.2	97	380	2.7	6.9	82	191	3.2	3.5	98				
GOOD MORNING, AMERICA-830	A 3965	210	2.3	5.3	98	241	1.7	6.1	72	139	2.3	3.5	99				
GUIDING LIGHT	C 7542	331	3.7	4.4	81	399	2.8	5.3	63	166	2.8	2.2	62				
ONE LIFE TO LIVE	A 6018	278	3.1	4.6	86	333	2.4	5.5	66	278	4.7	4.6	130				
PRESS YOUR LUCK	C 3589	133	1.5	3.7	69	299	2.1	8.3	99	*109	1.8	3.0	86				
PRICE IS RIGHT 1	C 7418	390	4.3	5.3	98	543	3.8	7.3	87	237	4.0	3.2	90				
PRICE IS RIGHT 2	C 8276	371	4.1	4.5	83	571	4.0	6.9	82	290	4.9	3.5	99				
RYAN'S HOPE	A 4358	171	1.9	3.9	73	396	2.8	9.1	108	*157	2.6	3.6	102				
SALE OF THE CENTURY	N 3749	175	1.9	4.7	87	192	1.4	5.1	61	*87	1.5	2.3	65				
SEARCH FOR TOMORROW	N 2884	*99	1.1	3.4	64	213	1.5	7.4	87	**57	1.0	2.0	56				
TODAY SHOW 1	N 4869	238	2.6	4.9	91	556	3.9	11.4	135	*132	2.2	2.7	76				
TODAY SHOW 2	N 4135	167	1.8	4.0	75	319	2.3	7.7	91	*65	1.1	1.6	44				
\$25,000 PYRAMID	C 4361	181	2.0	4.2	77	352	2.5	8.1	96	140	2.4	3.2	90				
WHEEL OF FORTUNE	N 6187	270	3.0	4.4	81	458	3.2	7.4	88	156	2.6	2.5	71				
YOUNG AND THE RESTLESS	C 8186	408	4.5	5.0	92	451	3.2	5.5	65	303	5.1	3.7	104				
WEEKEND DAYTIME NTKW PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 4727	293	3.2	6.2	115	541	3.8	11.4	135	165	2.8	3.5	98				
NBA PLAYOFF GAME -1	C 5127	487	5.4	9.5	176	684	4.8	13.3	158	210	3.5	4.1	115				
NBC MAJOR LEAGUE PRE-GAME	N 3945	226	2.5	5.7	106	379	2.7	9.6	114	*174	2.9	4.4	124				
SPORTSWORLD - SUN	N 3370	188	2.1	5.6	103	342	2.4	10.1	120	*108	1.8	3.2	90				
SUNDAY MORNING	C 4200	238	2.6	5.7	105	530	3.7	12.6	149	*122	2.0	2.9	82				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION.
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ATHLETE'S FOOT REMEDIES (NON-PRESCRIPTION)-FORMS USED
(ADULTS)

	TOTAL U.S. '000	OINTMENT				POWDER				OTHER							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	9042	100.0	5.4	100	14169	100.0	8.4	100	5952	100.0	3.5	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	2645	29.3	5.1	94	4240	29.9	8.1	96	1822	30.6	3.5	98				
NETWORK AFFILIATES - LATE	39164	2117	23.4	5.4	100	3079	21.7	7.9	93	1370	23.0	3.5	99				
INDEPENDENTS - LATE	5133	340	3.8	6.4	123	519	3.7	10.1	120	135	2.3	2.6	74				
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	22825	1123	12.4	4.9	91	1986	14.0	8.7	103	776	13.0	3.4	96				
ABC MONDAY NIGHT MOVIE	11258	479	5.3	4.3	79	788	5.6	7.0	83	376	6.3	3.3	94				
ABC SUNDAY NIGHT MOVIE	23600	1172	13.0	5.0	92	1817	12.8	7.7	91	769	12.9	3.3	92				
ABC WORLD NEWS TONIGHT	12801	617	6.8	4.8	89	1008	7.1	7.9	93	452	7.6	3.5	100				
AFTERMASH	10966	643	7.1	5.9	109	1010	7.1	9.2	109	*273	4.6	2.5	70				
ALICE	17050	848	9.4	5.0	92	1313	9.3	7.7	91	497	8.4	2.9	82				
AMERICAN PARADE	11998	610	6.7	5.1	94	982	6.9	8.2	97	395	6.6	3.3	93				
BENSON	19258	922	10.2	4.8	89	1570	11.1	8.2	97	567	9.5	2.9	83				
BLUE THUNDER	11478	548	6.1	4.8	89	1055	7.4	9.2	109	579	9.7	5.0	142				
CAGNEY & LACEY	18263	844	9.3	4.6	86	1530	10.8	8.4	99	591	9.9	3.2	91				
CBS EVENING NEWS-DEAN	7733	458	5.1	5.9	110	639	4.5	8.3	98	*171	2.9	2.2	62				
CBS EVENING NEWS-RATHER	15653	889	9.8	5.7	105	1400	9.9	8.9	106	695	11.7	4.4	125				
CBS SAT. NEWS-SCHIEFFER	8744	365	4.0	4.2	77	775	5.5	8.9	105	219	3.7	2.5	71				
CBS SATURDAY NIGHT MOVIE	12000	604	6.7	5.0	93	1180	8.3	9.8	116	426	7.2	3.5	100				
CBS WEDNESDAY NIGHT MOVIE	11522	584	6.5	5.1	94	1051	7.4	9.1	108	335	5.6	2.9	82				
CHEERS	16818	911	10.1	5.4	100	1615	11.4	9.6	114	596	10.0	3.5	100				
DALLAS	37510	1896	21.0	5.1	94	2620	18.5	7.0	83	1195	20.1	3.2	90				
DIFF'RENT STROKES	11258	587	6.5	5.2	97	879	6.2	7.8	92	379	6.4	3.4	95				
DOUBLE TROUBLE	12248	561	6.2	4.6	85	866	6.1	7.1	84	428	7.2	3.5	98				
DUCK FACTORY	11100	673	7.4	6.1	112	1145	8.1	10.3	122	457	7.7	4.1	116				
DUKES OF HAZZARD	12353	554	6.1	4.5	83	1099	7.8	8.9	105	455	7.6	3.7	104				
DYNASTY	33279	1474	16.3	4.4	82	2625	18.5	7.9	93	935	15.7	2.8	79				
FACTS OF LIFE	13410	624	6.9	4.7	86	936	6.6	7.0	83	472	7.9	3.5	99				
FALCON CREST	31093	1401	15.5	4.5	84	2123	15.0	6.8	81	827	13.9	2.7	75				
FALL GUY	18649	890	9.8	4.8	89	1567	11.1	8.4	99	558	9.4	3.0	84				
FAMILY TIES	13101	649	7.2	5.0	92	1104	7.8	8.4	100	465	7.8	3.5	100				
FANTASY ISLAND	13069	598	6.6	4.6	85	1112	7.8	8.5	101	418	7.0	3.2	90				
FOULUPS, BLEEPs & BLUNDERS	16588	841	9.3	5.1	94	1305	9.2	7.9	93	590	9.9	3.6	100				
FOUR SEASONS	9302	550	6.1	5.9	110	914	6.5	9.8	116	*302	5.1	3.2	91				
GIMME A BREAK	13955	591	6.5	4.2	79	1071	7.6	7.7	91	416	7.0	3.0	84				
HART TO HART	15735	666	7.4	4.2	79	1249	8.8	7.9	94	562	9.4	3.6	101				
HILL STREET BLUES	18257	867	9.6	4.7	88	1514	10.7	8.3	98	621	10.4	3.4	96				
HOTEL	24236	969	10.7	4.0	74	1792	12.6	7.4	88	712	12.0	2.9	83				
JEFFERSONS	17010	828	9.2	4.9	90	1457	10.3	8.6	101	561	9.4	3.3	93				
JENNIFER SLEPT HERE	9397	459	5.1	4.9	91	696	4.9	7.4	88	287	4.8	3.1	86				
KATE & ALLIE	16762	801	8.9	4.8	89	1294	9.1	7.7	91	644	10.8	3.2	88				
KNIGHT RIDER	13164	586	6.5	4.5	83	959	6.8	7.3	86	417	7.0	3.2	109				
LOVE BOAT	20400	934	10.3	4.6	85	1535	10.8	7.5	89	471	7.9	2.3	65				
MAGNUM PI	22543	1225	13.5	5.4	101	1921	13.6	8.5	101	694	11.7	3.1	87				
MAMA'S FAMILY	9852	502	5.6	5.1	95	795	5.6	8.1	96	366	6.1	3.7	105				
MASTER, THE	8082	419	4.6	5.2	96	686	4.8	8.5	100	326	5.5	4.0	114				
MATT HOUSTON	12881	603	6.7	4.7	87	1188	8.4	9.2	109	520	8.7	4.0	114				
NBC MONDAY NIGHT MOVIE	23889	1260	13.9	5.3	98	2111	14.9	8.8	105	940	15.8	3.9	111				
NBC NIGHTLY NEWS	11156	672	7.4	6.0	112	940	6.6	8.4	100	412	6.9	3.7	104				
NBC NIGHTLY NEWS-SAT	7363	418	4.6	5.7	105	703	5.0	9.5	113	*227	3.8	3.1	87				
NBC NIGHTLY NEWS-SUN	6214	321	3.6	5.2	96	478	3.4	7.7	91	*204	3.4	3.3	93				
NBC SUNDAY NIGHT MOVIE	17590	1183	13.1	6.7	125	1893	13.4	10.8	127	708	11.9	4.0	113				
NEWMART	16740	832	9.2	5.0	92	1453	10.3	8.7	103	664	11.2	4.0	112				
ONE DAY AT A TIME	11820	590	6.5	5.0	93	1006	7.1	8.5	101	309	5.2	2.6	74				
PEOPLE ARE FUNNY	9138	517	5.7	5.7	105	781	5.5	8.5	101	327	5.5	3.6	101				
REAL PEOPLE	15979	713	7.9	4.5	83	1229	8.7	7.7	91	663	11.1	4.1	117				
REMINGTON STEELE	14395	539	6.0	3.7	69	1019	7.2	7.1	84	444	7.5	3.1	87				
RIPLEY'S BELIEVE IT - NOT	11362	493	5.5	4.3	80	863	6.1	7.6	90	499	8.4	4.4	124				
RIP TIDE	13920	551	6.1	4.0	73	963	6.8	6.9	82	447	7.5	3.2	90				
SCARECROW & MRS. KING	17571	890	9.8	5.1	94	1345	9.5	7.7	91	541	9.1	3.1	87				
SIMON & SIMON	20208	1094	12.1	5.4	100	1566	11.1	7.7	92	646	10.9	3.2	90				
60 MINUTES	27668	1577	17.4	5.7	106	2765	19.5	10.0	118	808	13.6	2.9	82				
ST. ELSEWHERE	13699	782	8.6	5.7	106	990	7.0	7.2	86	566	9.5	4.1	116				
THREE'S COMPANY	20632	1035	11.4	5.0	93	1727	12.2	8.4	99	795	13.4	3.9	109				
T.J. HOOKER	17136	753	8.3	4.4	82	1565	11.0	9.1	108	540	9.1	3.2	89				
TONIGHT SHOW	4963	322	3.6	6.5	120	407	2.9	8.2	97	193	3.2	3.9	110				
TRAPPER JOHN, M.D.	16332	710	7.9	4.3	81	1130	8.0	6.9	82	490	8.2	3.0	85				
TV BLOOPERS & PRAC. JOKES	18881	1048	11.6	5.6	103	1575	11.1	8.3	99	886	14.9	4.7	132				
20/20	18315	939	10.4	5.1	95	1671	11.8	9.1	108	651	10.9	3.6	100				
WEBSTER	18722	789	8.7	4.2	78	1447	10.2	7.7	91	548	9.2	2.9	82				
WORLD NEWS - SUN	5327	265	2.9	5.0	92	430	3.0	8.1	96	*178	3.0	3.3	94				
YELLOW ROSE	8370	430	4.8	5.1	95	610	4.3	7.3	86	334	5.6	4.0	112				
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	1589	17.6	6.1	114	2542	17.9	9.8	116	1476	24.8	5.7	161				
BASKETBALL - COLLEGE GAMES	14468	1004	11.1	6.9	129	1518	10.7	10.5	124	1009	17.0	7.0	197				
BASKETBALL - PRO GAMES	12124	835	9.2	6.9	128	1316	9.3	10.9	128	753	12.7	6.2	175				
BOWLING	9412	*479	5.3	5.1	94	1057	7.5	11.2	133	*424	7.1	4.5	127				
BOXING	15409	1202	13.3	7.8	145	1640	11.6	10.6	126	760	12.8	4.9	139				
FOOTBALL - COLLEGE GAMES	21400	1586	17.5	7.4	137	2553	18.0	11.9	141	1346	22.6	6.3	177				
FOOTBALL - PRO GAMES	35944	2571	28.4	7.2	133	4245	30.0	11.8	140	1969	33.1	5.5	154				
GOLF	9759	668	7.4	6.8	127	1137	8.0	11.7	138	*407	6.8	4.2	118				
POST-SEASON COLL. FOOTBALL	18123	1369	15.1	7.6	140	2544	18.0	14.0	166	994	16.7	5.5	155				
POST-SEASON PRO FOOTBALL	22091	1650	18.2	7.5	139	2791	19.7	12.6	150	1087	18.3	4.9	139				
TENNIS	6764	509	5.6	7.5	140	727	5.1	10.7	127	**170	2.9	2.5	71				
WRESTLING - PROFESSIONAL	9695	566	6.3	5.8	108	1200	8.5	12.4	147	*417	7.0	4.3	121				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

	TOTAL U.S. '000	ABSORBINE JR.				DESENEK				DR. SCHOLL				TINACTIN			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	3768	100.0	2.2	100	10298	100.0	6.1	100	5291	100.0	3.2	100	3908	100.0	2.3	100
MALES	79263	2153	57.1	2.7	121	6797	66.0	8.6	140	3362	63.5	4.2	134	2583	66.1	3.3	140
FEMALES	88464	1615	42.9	1.8	81	3501	34.0	4.0	64	1929	36.5	2.2	69	1325	33.9	1.5	64
18 - 24	28671	**322	8.5	1.1	50	1336	13.0	4.7	76	1014	19.2	3.5	112	*396	10.1	1.4	59
25 - 34	29536	791	21.0	2.0	89	2531	24.6	6.4	104	1239	23.4	3.1	99	1147	29.4	2.9	125
35 - 44	28978	753	20.0	2.6	116	2017	19.6	7.0	113	1042	19.7	3.6	114	1086	27.8	3.7	161
45 - 54	22345	727	19.3	3.3	145	1683	16.3	7.5	123	811	15.3	3.6	115	517	13.2	2.3	99
55 - 64	22224	702	18.6	3.2	141	1606	15.6	7.2	118	640	12.1	2.9	91	571	14.6	2.6	110
65 OR OLDER	25973	474	12.6	1.8	81	1124	10.9	4.3	70	545	10.3	2.1	67	*191	4.9	0.7	32
18 - 34	68207	1112	29.5	1.6	73	3867	37.6	5.7	92	2253	42.6	3.3	105	1543	39.5	2.3	97
18 - 49	108058	2287	60.7	2.1	94	6562	63.7	6.1	99	3820	72.2	3.5	112	2855	73.1	2.6	113
25 - 54	90859	2270	60.2	2.5	111	6231	60.5	6.9	112	3091	58.4	3.4	108	2750	70.4	3.0	130
35 - 49	39851	1175	31.2	2.9	131	2694	26.2	6.8	110	1567	29.6	3.9	125	1312	33.6	3.3	141
50 OR OLDER	59669	1481	39.3	2.5	110	3737	36.3	6.3	102	1471	27.8	2.5	78	1053	26.9	1.8	76
GRADUATED COLLEGE	28091	454	12.0	1.6	72	2552	24.8	9.1	148	872	16.5	3.1	98	1230	31.5	4.4	188
ATTENDED COLLEGE	28938	669	17.8	2.3	103	1962	19.1	6.8	110	753	14.2	2.6	82	849	21.7	2.9	126
GRADUATED HIGH SCHOOL	65503	1505	39.9	2.3	102	3788	36.8	5.8	94	2272	42.9	3.5	110	1468	37.6	2.2	96
DID NOT GRADUATE HIGH SCHOOL	45195	1140	30.3	2.5	112	1995	19.4	4.4	72	1394	26.3	3.1	98	*361	9.2	0.8	34
EMPLOYED MALES	56429	1549	41.1	2.7	122	5158	50.1	9.1	149	2492	47.1	4.4	140	2223	56.9	3.9	169
EMPLOYED FEMALES	43971	953	25.3	2.2	96	2101	20.4	4.8	78	1047	19.8	2.4	75	770	19.7	1.8	75
EMPLOYED FULL-TIME	87773	2370	62.9	2.7	120	6557	63.7	7.5	122	3247	61.4	3.7	117	2700	69.1	3.1	132
EMPLOYED PART-TIME	12627	**132	3.5	1.0	47	702	6.8	5.6	91	**291	5.5	2.3	73	**293	7.5	2.3	100
NOT EMPLOYED	67327	1265	33.6	1.9	84	3039	29.5	4.5	74	1752	33.1	2.6	82	915	23.4	1.4	58
PROFESSIONAL/MANAGER	25845	529	14.0	2.0	91	2153	20.9	8.3	136	846	16.0	3.3	104	945	24.2	3.7	157
TECH/CLERICAL/SALES	30895	826	21.9	2.7	119	2036	19.8	6.6	107	847	16.0	2.7	87	758	19.4	2.5	105
PRECISION/CRAFT	12629	*304	8.1	2.4	107	1020	9.9	8.1	132	587	11.1	4.6	147	*555	14.2	4.4	189
OTHER EMPLOYED	31031	843	22.4	2.7	121	2050	19.9	6.6	108	1259	23.8	4.1	129	734	18.8	2.4	102
SINGLE	35557	532	14.1	1.5	67	1948	18.9	5.5	89	1363	25.8	3.8	122	746	19.1	2.1	90
MARRIED	103585	2620	69.5	2.5	113	7112	69.1	6.9	112	3244	61.3	3.1	99	2601	66.6	2.5	108
DIVORCED/SEPARATED/WIDOWED	28585	616	16.3	2.2	96	1238	12.0	4.3	71	683	12.9	2.4	76	560	14.3	2.0	84
PARENTS	59295	1343	35.6	2.3	101	3801	36.9	6.4	104	1729	32.7	2.9	92	1627	41.6	2.7	118
WHITE	146081	3242	86.0	2.2	99	9226	89.6	6.3	103	4384	82.9	3.0	95	3638	93.1	2.5	107
BLACK	17974	424	11.3	2.4	105	925	9.0	5.1	84	785	14.8	4.4	138	*216	5.5	1.2	52
OTHER	3672	**101	2.7	2.8	122	**147	1.4	4.0	65	**122	2.3	3.3	105	**53	1.4	1.4	62
NORTHEAST-CENSUS	37005	936	24.8	2.5	113	2154	20.9	5.8	95	1207	22.8	3.3	103	785	20.1	2.1	91
NORTH CENTRAL	42642	888	23.6	2.1	93	2173	21.1	5.1	83	1421	26.9	3.3	106	815	20.9	1.9	82
SOUTH	56777	1234	32.7	2.2	97	3266	31.7	5.8	94	1559	29.5	2.7	87	1482	37.9	2.6	112
WEST	31303	710	18.8	2.3	101	2706	26.3	8.6	141	1104	20.9	3.5	112	826	21.1	2.6	113
NORTHEAST-MKTG.	38125	839	22.3	2.2	98	2223	21.6	5.8	95	1288	24.3	3.4	107	871	22.3	2.3	98
EAST CENTRAL	24794	610	16.2	2.5	110	1210	11.7	4.9	79	778	14.7	3.1	99	646	16.5	2.6	112
WEST CENTRAL	28511	629	16.7	2.2	98	1509	14.7	5.3	86	931	17.6	3.3	104	426	10.9	1.5	64
SOUTH	48953	1128	29.9	2.3	103	2924	28.4	6.0	97	1341	25.3	2.7	87	1230	31.5	2.5	108
PACIFIC	27344	562	14.9	2.1	91	2433	23.6	8.9	145	954	18.0	3.5	111	735	18.8	2.7	115
COUNTY SIZE A	69301	1431	38.0	2.1	92	4580	44.5	6.6	108	2586	48.9	3.7	118	1500	38.4	2.2	93
COUNTY SIZE B	50633	1050	27.9	2.1	92	3155	30.6	6.2	101	1495	28.3	3.0	94	1227	31.4	2.4	104
COUNTY SIZE C	26259	792	21.0	3.0	134	1695	16.5	6.5	105	667	12.6	2.5	81	765	19.6	2.9	125
COUNTY SIZE D	21534	*495	13.1	2.3	102	868	8.4	4.0	66	*543	10.3	2.5	80	*416	10.6	1.9	83
METRO CENTRAL CITY	50014	1047	27.8	2.1	93	3466	33.7	6.9	113	1882	35.6	3.8	119	968	24.8	1.9	83
METRO SUBURBAN	76832	1618	42.9	2.1	94	4884	47.4	6.4	104	2409	45.5	3.1	99	1977	50.6	2.6	110
NON METRO	40881	1102	29.2	2.7	120	1949	18.9	4.8	78	1000	18.9	2.4	76	962	24.6	2.4	101
TOP 5 ADI'S	39550	844	22.4	2.1	95	2775	26.9	7.0	114	1684	31.8	4.3	135	687	17.6	1.7	75
TOP 10 ADI'S	54877	1145	30.4	2.1	93	3539	34.4	6.4	105	1994	37.7	3.6	115	1015	26.0	1.8	79
TOP 20 ADI'S	77516	1565	41.5	2.0	90	4992	48.5	6.4	105	2596	49.1	3.3	106	1722	44.1	2.2	95
HSGLD INC. \$50,000 OR MORE	17257	*438	11.6	2.5	113	1263	12.3	7.3	119	*565	10.7	3.3	104	628	16.1	3.6	156
\$40,000 OR MORE	33235	728	19.3	2.2	98	2482	24.1	7.5	122	1081	20.4	3.3	103	955	24.4	2.9	123
\$30,000 OR MORE	59693	1310	34.8	2.2	98	4306	41.8	7.2	117	2040	38.6	3.4	108	1893	48.4	3.2	136
\$25,000 OR MORE	76275	1719	45.6	2.3	100	5515	53.6	7.2	118	2552	48.2	3.3	106	2317	59.3	3.0	130
\$20,000 - \$24,999	18607	*448	11.9	2.4	107	984	9.6	5.3	86	602	11.4	3.2	103	567	14.5	3.0	131
\$15,000 - \$19,999	17175	*332	8.8	1.9	86	1092	10.6	6.4	104	*340	6.4	2.0	63	*392	10.0	2.3	98
\$10,000 - \$14,999	24569	542	14.4	2.2	98	1538	14.9	6.3	102	987	18.7	4.0	127	*312	8.0	1.3	55
UNDER \$10,000	31101	727	19.3	2.3	104	1170	11.4	3.8	61	810	15.3	2.6	83	*319	8.2	1.0	44
HOUSEHOLD OF 1 PERSON	19441	475	12.6	2.4	109	716	7.0	3.7	60	420	7.9	2.2	68	341	8.7	1.8	75
2 PEOPLE	51803	1166	30.9	2.3	100	3530	34.3	6.8	111	1520	28.7	2.9	93	1262	32.3	2.4	105
3 OR 4 PEOPLE	66933	1652	43.8	2.5	110	4080	39.6	6.1	99	2427	45.9	3.6	115	1677	42.9	2.5	108
5 OR MORE PEOPLE	29550	*474	12.6	1.6	71	1972	19.1	6.7	109	924	17.5	3.1	99	*628	16.1	2.1	91
NO CHILD IN HSHLD	96587	2253	59.8	2.3	104	5840	56.7	6.0	98	3158	59.7	3.3	104	2099	53.7	2.2	93
CHILD(REN) UNDER 2 YRS	10844	**148	3.9	1.4	61	628	6.1	5.8	94	**164	3.1	1.5	48	*271	6.9	2.5	107
2 - 5 YEARS	26358	*558	14.8	2.1	94	1522	14.8	5.8	94	735	13.9	2.8	88	531	13.6	2.0	86
6 - 11 YEARS	30453	597	15.8	2.0	87	1787	17.4	5.9	96	912	17.2	3.0	95	881	22.5	2.9	124
12 - 17 YEARS	36575	828	22.0	2.3	101	2441	23.7	6.7	109	1288	24.3	3.5	112	1021	26.1	2.8	120
RESIDENCE OWNED	117770	2701	71.7	2.3	102	7317	71.1	6.2	101	3724	70.4	3.2	100	2995	76.6	2.5	109
VALUE: \$50,000 OR MORE	70166	1313	34.8	1.9	83	4694	45.6	6.7	109	2127	40.2	3.0	96	1929	49.4	2.7	118
VALUE: UNDER \$50,000	47604	1389	36.9	2.9	130	2624	25.5	5.5	90	1596	30.2	3.4	106	1066	27.3	2.2	96

		TOTAL	ABSORBINE JR.				DESENEK				DR. SCHOLL				TINACTIN			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	3768	100.0	2.2	100	10298	100.0	6.1	100	5291	100.0	3.2	100	3908	100.0	2.3	100
MAGAZINES	QUINTILE 1	34022	894	23.7	2.6	117	2489	24.2	7.3	119	1241	23.5	3.6	116	1028	26.3	3.0	130
	QUINTILE 2	34800	686	18.2	2.0	88	2382	23.1	6.8	111	1134	21.4	3.3	103	669	22.2	2.5	107
	QUINTILE 3	30514	666	17.7	2.2	97	1769	17.2	5.8	94	835	15.8	2.7	87	696	17.8	2.3	98
	QUINTILE 4	33324	859	22.8	2.6	115	2181	21.2	6.5	107	960	18.1	2.9	91	827	21.2	2.5	107
	QUINTILE 5	35066	663	17.6	1.9	84	1478	14.4	4.2	69	1121	21.2	3.2	101	489	12.5	1.4	60
NEWSPAPERS	QUINTILE 1	29107	658	17.5	2.3	101	2239	21.7	7.7	125	1013	19.1	3.5	110	811	20.8	2.8	120
	QUINTILE 2	49095	1196	31.7	2.4	108	2893	28.1	5.9	96	1738	32.8	3.5	112	1067	27.3	2.2	93
	QUINTILE 3	23107	525	13.9	2.3	101	1527	14.8	6.6	108	704	13.3	3.0	97	461	11.8	2.0	86
	QUINTILE 4	33556	652	17.3	1.9	86	1869	18.1	5.6	91	739	14.0	2.2	70	766	19.6	2.3	98
	QUINTILE 5	32863	737	19.6	2.2	100	1770	17.2	5.4	88	1096	20.7	3.3	106	803	20.5	2.4	105
OUTDOOR	QUINTILE 1	33431	719	19.1	2.2	96	2312	22.5	6.9	113	1188	22.5	3.6	113	751	19.2	2.2	96
	QUINTILE 2	33478	801	21.3	2.4	107	2057	20.0	6.1	100	1218	23.0	3.6	115	815	20.9	2.4	105
	QUINTILE 3	33574	680	17.5	2.0	88	2277	22.1	6.8	110	1073	20.3	3.2	101	833	21.3	2.5	106
	QUINTILE 4	33935	756	20.1	2.2	99	1867	18.1	5.5	90	922	17.4	2.7	86	776	19.9	2.3	98
	QUINTILE 5	33310	832	22.1	2.5	111	1785	17.3	5.4	87	890	16.8	2.7	85	730	18.7	2.2	94
RADIO-DRIVE TIME	QUINTILE 1	33136	799	21.2	2.4	107	2020	19.6	6.1	99	1220	23.1	3.7	117	984	25.2	3.0	127
	QUINTILE 2	31658	730	19.4	2.3	103	2047	19.9	6.5	105	989	18.7	3.1	99	781	20.0	2.5	106
	QUINTILE 3	32541	730	19.4	2.2	100	1987	19.3	6.1	99	878	16.6	2.7	86	714	18.3	2.2	94
	QUINTILE 4	34247	694	18.4	2.0	90	2250	21.8	6.6	107	1298	24.5	3.8	120	837	21.4	2.4	105
	QUINTILE 5	36144	815	21.6	2.3	100	1994	19.4	5.5	90	907	17.1	2.5	80	592	15.1	1.6	70
RADIO-MID- DAY	TERCILE 1	45037	1278	33.9	2.8	126	2896	28.1	6.4	105	1682	31.8	3.7	118	1266	32.4	2.8	121
	TERCILE 2	44819	953	25.3	2.1	95	2507	24.3	5.6	91	1396	26.4	3.1	99	1145	29.3	2.6	110
	TERCILE 3	77872	1537	40.8	2.0	88	4895	47.5	6.3	102	2212	41.8	2.8	90	1497	38.3	1.9	83
RADIO-TOTAL	QUINTILE 1	33763	761	20.2	2.3	100	2077	20.2	6.2	100	1271	24.0	3.8	119	995	25.5	2.9	126
	QUINTILE 2	33240	926	24.6	2.8	124	2131	20.7	6.4	104	1003	19.0	3.0	96	843	21.6	2.5	109
	QUINTILE 3	33408	892	18.4	2.1	92	2162	21.0	6.5	105	1189	22.5	3.6	113	807	20.6	2.4	104
	QUINTILE 4	34792	621	16.5	1.8	79	2013	19.5	5.8	94	1059	20.0	3.0	96	619	15.8	1.8	76
	QUINTILE 5	32524	767	20.4	2.4	105	1916	18.6	5.9	96	770	14.6	2.4	75	644	16.5	2.0	85
TV-PRIME TIME	QUINTILE 1	33090	851	22.6	2.6	114	1734	16.8	5.2	85	951	18.0	2.9	91	744	19.0	2.2	96
	QUINTILE 2	33357	655	17.4	2.0	87	2357	22.9	7.1	115	1375	26.0	4.1	131	856	21.9	2.6	110
	QUINTILE 3	33980	802	21.3	2.4	105	2470	24.0	7.3	118	881	16.7	2.6	82	658	17.1	2.0	84
	QUINTILE 4	33854	728	19.3	2.2	96	1896	18.4	5.6	91	1119	21.1	3.3	105	860	22.0	2.5	109
	QUINTILE 5	33444	731	19.4	2.2	97	1841	17.9	5.5	90	964	18.2	2.9	91	779	19.9	2.3	100
TV-DAYTIME	TERCILE 1	49121	1110	29.5	2.3	101	2485	24.1	5.1	82	1504	28.4	3.1	97	957	24.5	1.9	84
	TERCILE 2	48823	1092	29.0	2.2	100	2864	27.8	5.9	96	1380	26.1	2.8	90	990	25.3	2.0	87
	TERCILE 3	69782	1565	41.5	2.2	100	4949	48.1	7.1	116	2407	45.5	3.4	109	1962	50.2	2.8	121
TV-TOTAL	QUINTILE 1	33584	829	22.0	2.5	110	1861	18.1	5.5	90	1062	20.1	3.2	100	745	19.1	2.2	95
	QUINTILE 2	33441	798	21.2	2.4	106	2106	20.5	6.3	103	1025	19.4	3.1	97	636	16.3	1.9	82
	QUINTILE 3	33505	513	13.6	1.5	68	2030	19.7	6.1	99	996	18.8	3.0	94	829	21.2	2.5	106
	QUINTILE 4	33466	965	25.6	2.9	128	2370	23.0	7.1	115	1098	20.8	3.3	104	952	24.4	2.8	122
	QUINTILE 5	33731	662	17.6	2.0	87	1931	18.8	5.7	93	1109	21.0	3.3	104	746	19.1	2.2	95
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		44503	1082	28.7	2.4	108	3131	30.4	7.0	115	1624	30.7	3.6	116	1227	31.4	2.8	118
		39363	817	21.7	2.1	92	2476	24.0	6.3	102	1053	19.9	2.7	85	1012	25.9	2.6	110
		46441	1065	28.3	2.3	102	2750	26.7	5.9	96	1498	28.3	3.2	102	897	23.0	1.9	83
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		33726	743	19.7	2.2	98	2179	21.2	6.5	105	1222	23.1	3.6	115	879	22.5	2.6	112
		52846	1167	31.0	2.2	98	3539	34.4	6.7	109	1622	30.7	3.1	97	1479	37.8	2.8	120
		52140	1075	28.5	2.1	92	3135	30.4	6.0	98	1709	32.3	3.3	104	1098	28.1	2.1	90
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		37081	909	24.1	2.5	109	2637	25.6	7.1	116	1239	23.4	3.3	106	1107	28.3	3.0	128
		49747	995	26.4	2.0	89	3382	32.8	6.8	111	1503	28.4	3.0	96	1177	30.1	2.4	102
		49208	1246	33.1	2.5	113	2734	26.5	5.6	90	1651	31.2	3.4	106	1153	29.5	2.3	101
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		33103	637	16.9	1.9	86	2030	19.7	6.1	100	922	17.4	2.8	88	838	21.4	2.5	109
		54575	1344	35.7	2.5	110	3774	36.6	6.9	113	1850	35.0	3.4	107	1548	39.6	2.8	122
		53249	1160	30.8	2.2	97	2986	29.0	5.6	91	1681	31.8	3.2	100	943	24.1	1.8	76
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		36255	903	24.0	2.5	111	2493	24.2	6.9	112	1517	28.7	4.2	133	841	21.5	2.3	100
		55591	1230	32.6	2.2	98	3538	34.4	6.4	104	1623	30.7	2.9	93	1326	33.9	2.4	102
		48319	888	23.6	1.8	82	3034	29.5	6.3	102	1372	25.9	2.8	90	1129	28.9	2.3	100
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		37242	897	23.8	2.4	107	2548	24.7	6.8	111	1400	26.5	3.8	119	1030	26.4	2.8	119
		54423	1242	33.0	2.3	102	3545	34.4	6.5	106	1794	33.9	3.3	104	1117	28.6	2.1	88
		46650	1141	30.3	2.4	109	2852	27.7	6.1	100	1400	26.5	3.0	95	1236	31.6	2.6	114
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		35974	822	21.8	2.3	102	2409	23.4	6.7	109	1367	25.8	3.8	120	942	24.1	2.6	112
		56095	1349	35.8	2.4	107	3646	35.4	6.5	106	1830	34.6	3.3	103	1297	33.2	2.3	99
		47170	1009	26.8	2.1	95	2483	24.1	5.3	86	1208	22.8	2.6	81	903	23.1	1.9	82
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		33748	753	20.0	2.2	99	2104	20.4	6.2	102	1023	19.3	3.0	96	887	22.7	2.6	113
		52785	1137	30.2	2.2	96	3450	33.5	6.5	106	1908	36.1	3.6	115	1087	27.8	2.1	88
		52882	1359	36.1	2.6	114	3270	31.8	6.2	101	1813	34.3	3.4	109	1492	38.2	2.8	121
OUTDOOR-TELEVISION: DUAL OUTDOOR IMPERATIVE TELEVISION IMPERATIVE		32030	667	17.7	2.1	93	2137	20.8	6.7	109	1136	21.5	3.5	112	898	17.9	2.2	94</

	TOTAL U.S. '000	ABSORBINE JR.				DESENEK				DR. SCHOLL				TINACTIN			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	3768	100.0	2.2	100	10298	100.0	6.1	100	5291	100.0	3.2	100	3908	100.0	2.3	100
ATLANTIC MONTHLY	867	**18	0.5	2.1	92	**59	0.6	6.8	111	**10	0.2	1.2	37	**25	0.6	2.9	124
BARRON'S	1580	**61	1.6	3.9	172	**148	1.4	9.4	153	**45	0.9	2.8	90	**133	3.4	8.4	361
BETTER HOMES & GARDENS	22203	582	15.4	2.6	117	1184	11.5	5.3	87	571	10.8	2.6	82	537	13.7	2.4	104
BON APPETIT	3810	**29	0.8	0.8	34	*199	1.9	5.2	85	**121	2.3	3.2	10	*152	3.9	4.0	171
BUSINESS WEEK	4663	*124	3.3	2.7	118	385	3.7	8.3	134	*172	3.3	3.7	117	*240	6.1	5.1	221
CAR AND DRIVER	3102	*147	3.9	4.7	211	*243	2.4	7.8	128	**79	1.5	2.5	81	**86	2.2	2.8	119
CBS MAGAZINE NETWORK (GROSS)	7311	*239	6.3	3.3	146	662	6.4	9.1	147	*257	4.9	3.5	111	*264	6.8	3.6	155
CHANGING TIMES	3400	**89	2.4	2.6	117	*206	2.0	6.1	99	**100	1.9	2.9	93	**95	2.4	2.8	120
COLONIAL HOMES	1796	**42	1.1	2.3	104	**44	0.4	2.4	40	**50	0.9	2.8	88	**51	1.3	2.8	122
CONDE NAST MAG. PKG. (GROSS)	19924	296	7.9	1.5	66	895	8.7	4.5	73	492	9.3	2.5	78	378	9.7	1.9	81
CONSUMERS DIGEST	3125	**105	2.8	3.4	150	*200	1.9	6.4	104	**121	2.3	3.9	123	**106	2.7	3.4	146
COSMOPOLITAN	10577	*219	5.8	2.1	92	529	5.1	5.0	81	397	7.5	3.8	119	*226	5.8	2.1	92
COUNTRY LIVING	3746	**94	2.5	2.5	112	*153	1.5	4.1	67	**62	1.2	1.7	52	**85	2.2	2.3	97
CUISINE	2214	**25	0.7	1.1	50	**73	0.7	3.3	54	**50	0.9	2.3	72	**72	1.8	3.3	140
CYCLE WORLD	2394	**60	1.6	2.5	112	*165	1.6	6.9	112	**111	2.1	4.6	147	**68	1.7	2.8	122
DCI:CREATIVE IDEAS FOR LIV	3068	**81	2.1	2.6	118	*184	1.8	6.0	98	**64	1.2	2.1	66	**91	2.3	3.0	127
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	*143	3.8	1.5	67	645	6.3	6.7	110	*196	3.7	2.1	65	306	7.8	3.2	137
DISCOVER	2277	**67	1.8	2.9	131	*232	2.3	10.2	166	**104	2.0	4.6	145	**99	2.5	4.3	187
EBONY	7187	*152	4.0	2.1	94	435	4.2	6.1	99	392	7.4	5.5	173	*92	2.4	1.3	55
ESQUIRE	2560	*32	0.8	1.3	56	*266	2.6	10.4	169	**90	1.7	3.5	111	*104	2.7	4.1	174
ESSENCE	3242	**54	1.4	1.7	74	*237	2.3	7.3	119	**134	2.5	4.1	131	**33	0.8	1.0	44
FAMILY CIRCLE	19639	404	10.7	2.1	92	869	8.4	4.4	72	474	9.0	2.4	77	422	10.8	2.1	92
THE FAMILY HANDYMAN	3540	*150	4.0	4.2	189	*248	2.4	7.0	114	*140	2.6	4.0	125	**42	1.1	1.2	51
FAMILY WEEKLY	23924	684	18.2	2.9	127	1634	15.9	6.8	111	730	13.8	3.1	97	528	13.5	2.2	95
FIELD & STREAM	9883	357	9.5	3.6	161	667	6.5	6.7	110	361	6.8	3.7	116	*252	6.4	2.5	109
FOOD & WINE	1030	**18	0.5	1.7	78	**34	0.3	3.3	54	**21	0.4	2.0	65	**28	0.7	2.7	117
FORBES	2679	**86	2.3	3.2	143	274	2.7	10.2	167	**81	1.5	3.0	96	**120	3.1	4.5	192
FORTUNE	2931	**110	2.9	3.8	167	257	2.5	8.8	143	**122	2.3	4.2	132	**70	1.8	2.4	103
GENTLEMEN'S QUARTERLY	3481	**44	1.2	1.3	56	*266	2.6	7.6	124	*105	2.0	3.0	96	**111	2.8	3.2	137
GLAMOUR	7163	**68	1.8	0.9	42	*318	3.1	4.4	72	*201	3.8	2.8	89	**144	3.7	2.0	86
GOLF DIGEST	2355	**69	1.8	2.9	130	*227	2.2	9.6	157	**31	0.6	1.3	42	**99	2.5	4.2	180
GOLF DIGEST/TENNIS (GROSS)	3610	**117	3.1	3.2	144	297	2.9	8.2	134	**50	0.9	1.4	44	**133	3.4	3.7	158
GOLF MAGAZINE	2046	**78	2.1	3.8	170	*132	1.3	6.5	105	**67	1.3	3.3	104	**54	1.4	2.6	113
GOLF MAGAZINE/SKI (GROSS)	3547	**118	3.1	3.3	148	257	2.5	7.2	118	*81	1.5	2.3	72	*76	1.9	2.1	92
GOOD HOUSEKEEPING	20353	399	10.6	2.0	87	953	9.3	4.7	76	*387	7.3	1.9	60	383	9.8	1.9	81
HARPER'S BAZAAR	3362	**73	1.9	2.2	97	*175	1.7	5.2	85	**123	2.3	3.7	116	**63	1.6	1.9	80
HEALTH	2987	**94	2.5	3.1	140	*165	1.6	5.5	90	**124	2.3	4.2	13	**96	2.5	3.2	138
HEARST MAG CORP. BUY (GROSS)	67928	1647	43.7	2.4	108	3694	35.9	5.4	89	1906	36.0	2.8	89	1366	35.0	2.0	86
HEARST MAN POWER (GROSS)	11282	400	10.6	3.5	158	1046	10.2	9.3	151	437	8.3	3.9	123	*260	6.7	2.3	99
HEARST WOMAN POWER (GROSS)	40514	886	23.5	2.2	97	1895	18.4	4.7	76	988	18.7	2.4	77	762	19.5	1.9	81
HOUSE BEAUTIFUL	4885	**95	2.5	1.9	87	*231	2.2	4.7	77	**135	2.6	2.8	88	**79	2.0	1.6	69
INC.	1308	**56	1.5	4.3	191	*142	1.4	10.9	177	**111	0.2	0.8	27	**67	1.7	5.1	220
JET	6498	*146	3.9	2.2	100	425	4.1	6.5	107	357	6.7	5.5	174	**83	2.1	1.3	55
LADIES' HOME JOURNAL	14797	*206	5.5	1.4	62	790	7.7	5.3	87	287	5.4	1.9	61	*226	5.8	1.5	66
LHJ FAMILY GRP COMBO(GROSS)	21743	428	11.4	2.0	88	1189	11.5	5.5	89	481	9.1	2.2	70	409	10.5	1.9	81
LIFE	9881	*171	4.5	1.7	77	704	6.8	7.1	116	*309	5.8	3.1	99	*284	7.3	2.9	123
L.A. TIMES HOME MAGAZINE	2775	**79	2.1	2.8	127	270	2.6	9.7	158	**128	2.4	4.6	146	**38	1.0	1.4	59
MADMOISELLE	4219	**96	2.5	2.3	101	*163	1.6	3.9	63	*60	1.1	1.4	45	**79	2.0	1.9	80
MC CALL'S	16422	383	10.2	2.3	104	841	8.2	5.1	83	351	6.6	2.1	68	*217	5.6	1.3	57
MC CALL'S/WRK MOTHER (GROSS)	17919	410	10.9	2.3	102	907	8.8	5.1	82	375	7.1	2.1	66	*231	5.9	1.3	55
MECHANIX ILLUSTRATED	4433	*199	5.3	4.5	200	340	3.3	7.7	125	*138	2.6	3.1	99	*96	2.5	2.2	93
METROPOLITAN HOME	1504	**59	1.6	3.9	175	*77	0.7	5.1	83	*31	0.6	2.1	65	*26	0.7	1.7	74
MONEY	4723	*138	3.7	2.9	130	406	3.9	8.6	140	*143	2.7	3.0	96	*182	4.7	3.9	165
MOTHER EARTH NEWS	2325	**87	2.3	3.7	167	*159	1.5	6.8	111	*52	1.0	2.2	71	*86	2.2	3.7	159
MS.	1189	**18	0.5	1.5	67	*92	0.9	7.7	126	*20	0.4	1.7	53	*32	0.8	2.7	116
NATIONAL ENQUIRER	18892	467	12.4	2.5	110	889	8.6	4.7	77	555	10.5	2.9	93	274	7.0	1.5	62
NATIONAL GEOGRAPHIC	22129	590	15.7	2.7	119	1775	17.2	8.0	131	696	13.2	3.1	100	724	18.5	3.3	140
NATIONAL SUNDAY MAGAZINE PKG	103750	2491	66.1	2.4	107	6638	64.5	6.4	104	3370	63.7	3.2	103	2413	61.7	2.3	100
NATURAL HISTORY	1379	*31	0.8	2.2	100	*107	1.0	7.8	126	*30	0.6	2.2	69	*47	1.2	3.4	146
NEW WOMAN	2289	*107	2.8	4.7	208	*132	1.3	5.8	94	*33	0.6	1.4	46	**45	1.2	2.0	84
NEW YORK INCLUDING CUE	1088	**67	1.8	6.2	274	*81	0.8	7.4	121	*67	1.3	6.2	195	**25	0.6	2.3	99
THE NEW YORKER	2459	**74	2.0	3.0	134	*206	2.0	8.4	136	*85	1.6	3.5	110	*96	2.5	3.9	168
NEWSWEEK	16527	372	9.9	2.3	100	1500	14.6	9.1	148	590	11.2	3.6	113	470	12.0	2.8	122
THE N.Y. TIMES DAILY EDITION	2739	*71	1.9	2.6	115	222	2.2	8.1	132	*134	2.5	4.9	155	*83	2.1	3.0	130
THE N.Y. TIMES MAGAZINE	4443	*92	2.4	2.1	92	400	3.9	9.0	147	*192	3.6	4.3	137	*119	3.0	2.7	115
OMNI	2799	**78	2.1	2.8	124	*273	2.7	9.8	159	*69	1.3	2.5	78	*116	3.0	4.1	178
ON CABLE	2209	*107	2.8	4.8	216	*166	1.6	7.5	122	*80	1.5	3.6	115	*39	1.0	1.8	76
1001 HOME IDEAS	3959	*129	3.4	3.3	145	*234	2.3	5.9	96	*71	1.3	1.8	57	*87	2.2	2.2	94
ORGANIC GARDENING	3111	*101	2.7	3.2	145	*205	2.0	6.6	107	*62	1.2	2.0	63	*140	3.6	4.5	193
OUTDOOR LIFE	5024	*210	5.6	4.2	186	355	3.4	7.1	115	*182	3.4	3.6	115	*128	3.3	2.5	109
PARADE MAGAZINE	51292	1289	34.2	2.5	112	3238	31.4	6.3	103	1767	33.4	3.4	109	1280	32.8	2.5	107

	TOTAL U.S. '000	ABSORBINE JR.				DESENEK				DR. SCHOLL				TIMACTIN			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	3768	100.0	2.2	100	10298	100.0	6.1	100	5291	100.0	3.2	100	3908	100.0	2.3	100
PARENTS	5298	**84	2.2	1.6	71	287	2.8	5.4	88	**112	2.1	2.1	67	**75	1.9	1.4	61
PENTHOUSE	5129	**90	2.4	1.8	78	498	4.8	9.7	158	**193	3.6	3.8	119	**137	3.5	2.7	115
PEOPLE	21070	526	14.0	2.5	111	1407	13.7	6.7	109	695	13.1	3.3	105	533	13.6	2.5	109
PLAYBOY	10562	*248	6.6	2.3	105	916	8.9	8.7	141	474	9.0	4.5	142	418	10.7	4.0	170
POPULAR HOT RODDING	2498	**35	0.9	1.4	62	*194	1.9	7.8	126	**116	2.2	4.6	147	**77	2.0	3.1	132
POPULAR MECHANICS	5887	*213	5.7	3.6	161	611	5.9	10.4	169	*272	5.1	4.6	146	*168	4.3	2.9	122
POPULAR SCIENCE	4317	*172	4.6	4.0	177	445	4.3	10.3	168	*146	2.8	3.4	107	*122	3.1	2.8	121
PREVENTION	5792	*176	4.7	3.0	135	279	2.7	4.8	78	*158	3.0	2.7	86	*76	1.9	1.3	56
PSYCHOLOGY TODAY	3284	**97	2.6	3.0	131	*307	3.0	9.3	152	**102	1.9	3.1	98	**116	3.0	3.5	152
READER'S DIGEST	40046	1098	29.1	2.7	122	2599	25.2	6.5	106	1163	22.0	2.9	92	1108	28.4	2.8	119
REDBOOK	9584	*268	7.1	2.8	124	412	4.0	4.3	70	*205	3.9	2.1	68	**154	3.9	1.6	69
ROAD & TRACK	2590	**66	1.8	2.5	113	*267	2.6	10.3	168	**103	1.9	4.0	126	**119	3.0	4.6	197
ROLLING STONE	3302	**128	3.4	3.9	173	*348	3.4	10.5	172	*172	3.3	5.2	165	**219	5.6	6.6	285
RUNNER'S WORLD	1229	**14	0.4	1.1	51	*199	1.9	16.2	264	*449	0.9	4.0	126	**101	2.6	8.2	353
SATURDAY EVENING POST	2110	**61	1.6	2.9	129	**111	1.1	5.3	86	**96	1.8	4.5	144	**52	1.3	2.5	106
SCIENCE 84	1543	**64	1.7	4.1	185	*128	1.2	8.3	135	**32	0.6	2.1	66	**81	2.1	5.2	225
SCIENCE DIGEST	1747	**48	1.3	2.7	122	*139	1.3	8.0	130	**37	0.7	2.1	67	**44	1.1	2.5	108
SCIENTIFIC AMERICAN	1994	**46	1.2	2.3	103	*188	1.8	9.4	154	**38	1.5	3.9	124	**93	2.4	4.7	200
SELF	3119	**72	1.9	2.3	103	**140	1.4	4.5	73	**64	1.2	2.1	65	**65	1.7	2.1	89
SEVENTEEN	3923	**74	2.0	1.9	84	*205	2.0	5.2	85	**133	2.5	3.4	107	**91	2.3	2.3	100
SKI	1501	**41	1.1	2.7	122	**125	1.2	8.3	136	**13	0.2	0.9	27	**23	0.6	1.5	66
SMITHSONIAN	5976	*180	4.8	3.0	134	555	5.4	9.3	151	*194	3.7	3.2	103	277	7.1	4.6	199
SOAP OPERA DIGEST	4228	**101	2.7	2.4	106	*237	2.3	5.6	91	**114	2.2	2.7	85	**40	1.0	0.9	41
SOUTHERN LIVING	6488	**62	1.6	1.0	43	461	4.5	7.1	116	**132	2.5	2.0	64	*215	5.5	3.3	142
SPORT	3500	*160	4.2	4.6	203	387	3.8	11.1	180	*193	3.6	5.5	175	**113	2.9	3.2	139
THE SPORTING NEWS	2456	**75	2.0	3.1	136	*200	1.9	8.1	133	**134	2.5	5.5	173	**46	1.2	1.9	80
SPORTS AFIELD	3648	*138	3.7	3.8	168	296	2.9	8.1	132	**129	2.4	3.5	112	**48	1.2	1.3	56
SPORTS ILLUSTRATED	14484	344	9.1	2.4	106	1114	10.8	7.7	125	724	13.7	5.0	158	484	12.4	3.3	143
STAR	12661	*249	6.6	2.0	88	600	5.8	4.7	77	363	6.9	2.9	91	*158	4.0	1.2	54
SUNDAY	52799	1064	28.2	2.0	90	3544	34.4	6.7	109	1535	29.0	2.9	92	1416	36.2	2.7	115
SUNSET	3513	**63	1.7	1.8	80	425	4.1	12.1	197	**101	1.9	2.9	91	**72	1.8	2.0	88
TV GUIDE	42766	1046	27.8	2.4	109	2733	26.5	6.4	104	1464	27.7	3.4	109	1048	26.8	2.5	105
TENNIS	1254	**48	1.3	3.8	170	**70	0.7	5.6	91	**19	0.4	1.5	48	*34	0.9	2.7	116
TIME	22054	495	13.1	2.2	100	1744	16.9	7.9	129	737	13.9	3.3	106	740	18.9	3.4	144
TOWN & COUNTRY	1555	**45	1.2	2.9	129	**81	0.8	5.2	85	**72	1.4	4.6	147	**48	1.2	3.1	132
TRAVEL & LEISURE	2173	**68	1.8	3.1	139	*123	1.2	5.7	92	**46	0.9	2.1	67	**57	1.5	2.6	113
TRUE STORY	4636	**100	2.7	2.2	96	*193	1.9	4.2	68	**163	3.1	3.5	111	**44	1.1	0.9	41
U.S. NEWS & WORLD REPORT	10353	276	7.3	2.7	119	952	9.2	9.2	150	403	7.6	3.9	123	268	6.9	2.6	111
USA TODAY	4994	*102	2.7	2.0	91	371	3.6	7.4	121	*211	4.0	4.2	134	*139	3.6	2.8	119
US	3528	**134	3.6	3.8	169	*229	2.2	6.5	106	**46	0.9	1.3	41	**103	2.6	2.9	125
VOGUE	5424	**61	1.6	1.1	50	*275	2.7	5.1	83	**166	3.1	3.1	97	**90	2.3	1.7	71
MALL STREET JOURNAL	6292	*128	3.4	2.0	91	563	5.5	8.9	146	*296	5.6	4.7	149	253	6.5	4.0	173
WEIGHT WATCHERS	2762	**47	1.2	1.7	76	**90	0.9	3.3	53	**92	1.7	3.3	106	**16	0.4	0.6	25
WOMAN'S DAY	16320	246	6.5	1.5	67	660	6.4	4.0	66	294	5.6	1.8	57	374	9.6	2.3	98
WORKING MOTHER	1496	**28	0.7	1.9	83	**66	0.6	4.4	72	**24	0.5	1.6	51	**14	0.4	0.9	40
WORKING WOMAN	1851	**59	1.6	3.2	142	**72	0.7	3.9	63	**65	1.2	3.5	111	**53	1.4	2.9	123
WORLD TENNIS	580	**54	1.4	9.3	414	**63	0.6	10.9	177	**8	0.2	1.4	44	**42	1.1	7.2	311
ZIFF-DAVIS MAG NETWK (GROSS)	12412	473	12.6	3.8	170	1176	11.4	9.5	154	312	5.9	2.5	80	452	11.6	3.6	156
BLAIR INSERTS	91671	2141	56.8	2.3	104	5824	56.6	6.4	103	3044	57.5	3.3	105	2189	56.0	2.4	102
DAILY NEWSPAPERS																	
READ ANY	109190	2560	67.9	2.3	104	7196	69.9	6.6	107	3759	71.0	3.4	109	2583	66.1	2.4	102
READ ONE	89587	2094	55.6	2.3	104	5614	54.5	6.3	102	3070	58.0	3.4	109	2058	52.7	2.3	99
READ TWO OR MORE	19602	466	12.4	2.4	106	1582	15.4	8.1	131	688	13.0	3.5	111	525	13.4	2.7	115
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	2516	66.8	2.3	102	6916	67.2	6.3	103	3537	66.8	3.2	102	2596	66.4	2.4	102
READ ONE	95074	2152	57.1	2.3	101	5657	54.9	6.0	97	3091	58.4	3.3	103	2190	56.0	2.3	99
READ TWO OR MORE	14588	364	9.7	2.5	111	1259	12.2	8.6	141	446	8.4	3.1	97	406	10.4	2.8	119
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	27.17				29.39				31.71				29.29			
30 DAY REACH	149706	3405	90.4	2.3	101	9413	91.4	6.3	102	4895	92.5	3.3	104	3483	89.1	2.3	100
50 SHWG - 30 DAY AV FREQ	15.16	14.78				15.39				16.65				15.15			
30 DAY REACH	142406	3135	83.2	2.2	98	9019	87.6	6.3	103	4661	88.1	3.3	104	3363	86.1	2.4	101
25 SHWG - 30 DAY AV FREQ	8.23	8.23				8.27				8.97				8.31			
30 DAY REACH	131152	2815	74.7	2.1	96	8361	81.2	6.4	104	4317	81.6	3.3	104	3074	78.7	2.3	101
CABLE TV: HOME WIRED	66879	1488	39.5	2.2	99	4443	43.1	6.6	108	2090	39.5	3.1	99	1804	46.2	2.7	116
HOME NOT WIRED	100848	2279	60.5	2.3	101	5855	56.9	5.8	95	3200	60.5	3.2	101	2104	53.8	2.1	90
HAVE PAY CABLE	35024	758	20.1	2.2	96	2301	22.3	6.6	107	1247	23.6	3.6	113	833	21.3	2.4	102

	TOTAL U.S. '000	ABSORBINE JR.				DESENEK				DR. SCHOLL				TINACTIN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	3768	100.0	2.2	100	10298	100.0	6.1	100	5291	100.0	3.2	100	3908	100.0	2.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	2126	56.4	2.2	99	6065	58.9	6.3	103	3016	57.0	3.2	100	2505	64.1	2.6	112
10:00 AM - 3:00 PM	63599	1594	42.3	2.5	112	3747	36.4	5.9	96	2185	41.3	3.4	100	1773	45.4	2.8	120
3:00 PM - 7:00 PM	72097	1592	42.3	2.2	98	4902	47.6	6.8	111	2483	46.9	3.4	109	1966	50.3	2.7	117
7:00 PM - MIDNIGHT	36670	721	19.1	2.0	88	2473	24.0	6.7	110	1300	24.6	3.5	112	868	22.2	2.4	102
MIDNIGHT - 6:00 AM	21908	452	12.0	2.1	92	1569	15.2	7.2	117	793	15.0	3.6	115	713	18.2	3.3	140
6:00 AM - MIDNIGHT	127571	2835	75.2	2.2	99	8096	78.6	6.3	103	4289	81.1	3.4	107	3218	82.3	2.5	108
ENTIRE DAY	129239	2870	76.2	2.2	99	8258	80.2	6.4	104	4396	83.1	3.4	108	3250	83.2	2.5	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	829	22.0	2.4	109	2160	21.0	6.4	103	1125	21.3	3.3	105	853	21.8	2.5	108
ALL NEWS	6062	*107	2.8	1.8	79	442	4.3	7.3	119	*221	4.2	3.6	116	*106	2.7	1.7	75
AOR/PROGRESSIVE	11884	*139	3.7	1.2	52	830	8.1	7.0	114	457	8.6	3.8	122	374	9.6	3.1	135
BEAUTIFUL MUSIC	11180	*273	7.2	2.4	109	747	7.3	6.7	109	304	5.7	2.7	86	357	9.1	3.2	137
BLACK	4538	*82	2.2	1.8	80	*231	2.2	5.1	83	*242	4.6	5.3	169	*88	2.3	1.9	83
CLASSICAL	3857	*90	2.4	2.3	104	310	3.0	8.0	131	*116	2.2	3.0	95	*143	3.7	3.7	159
CHR/ROCK	21946	425	11.3	1.9	86	1490	14.5	6.8	111	886	16.7	4.0	128	605	15.5	2.8	118
COUNTRY	27262	915	24.3	3.4	149	1594	15.5	5.8	95	753	14.2	2.8	88	747	19.1	2.7	118
GOLDEN OLDSIES	3339	*90	2.4	2.7	120	*263	2.6	7.9	128	*141	2.7	4.2	134	*71	1.8	2.1	91
MOR/NOSTALGIA	10346	*180	4.8	1.7	77	606	5.9	5.9	95	335	6.3	3.2	103	*273	7.0	2.6	113
NEWS/TALK	8929	215	5.7	2.4	107	730	7.1	8.2	133	289	5.5	3.2	103	*208	5.3	2.3	100
RELIGIOUS	5488	*115	3.1	2.1	93	367	3.6	6.7	109	*136	2.6	2.5	79	*159	4.1	2.9	124
SOFT ROCK	1232	*22	0.6	1.8	79	*31	0.3	2.5	41	*38	0.7	3.1	98	*5	0.1	0.4	17
URBAN CONTEMPORARY	3184	*96	2.5	3.0	134	*253	2.5	7.9	129	*209	4.0	6.6	208	*52	1.3	1.6	70
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*188	5.0	2.7	121	297	2.9	4.3	70	*271	5.1	3.9	124	*211	5.4	3.1	131
ABC DIRECTION	5212	*127	3.4	2.4	108	318	3.1	6.1	99	*223	4.2	4.3	136	*176	4.5	3.4	145
ABC ENTERTAINMENT	10385	330	8.8	3.2	141	663	6.4	6.4	104	383	7.2	3.7	117	*231	5.9	2.2	95
ABC FM	4762	*85	2.3	1.8	79	*238	2.3	5.0	81	*208	3.9	4.4	138	*143	3.7	3.0	129
ABC INFORMATION	11339	332	8.8	2.9	130	786	7.6	6.9	113	324	6.1	2.9	91	*280	7.2	2.5	106
ABC ROCK	4878	*60	1.6	1.2	55	458	4.4	9.4	153	*194	3.7	4.0	126	*41	1.0	0.8	36
CBS	10709	243	6.4	2.3	101	779	7.6	7.3	118	309	5.8	2.9	91	252	6.4	2.4	101
MUTUAL	10251	274	7.3	2.7	119	722	7.0	7.0	115	392	7.4	3.8	121	*262	6.7	2.6	110
NBC	12243	278	7.4	2.3	101	821	8.0	6.7	109	337	6.4	2.8	87	395	10.1	3.2	138
RADIORADIO	4606	*56	1.5	1.2	54	275	2.7	6.0	97	*197	3.7	4.3	136	*72	1.8	1.6	67
RKO ONE	5148	*192	5.1	3.7	166	370	3.6	7.2	117	*193	3.6	3.7	119	*149	3.8	2.9	124
RKO TWO	7313	*201	5.3	2.7	122	666	6.5	9.1	148	*228	4.3	3.1	99	*273	7.0	3.7	160
THE SOURCE	5981	*80	2.1	1.3	60	555	5.4	9.3	151	*312	5.9	5.2	165	*176	4.5	2.9	126
NON-WIRED : BLAIR	19329	463	12.3	2.4	107	1292	12.5	6.7	109	524	9.9	2.7	86	407	10.4	2.1	90
INTERNET	27139	643	17.1	2.4	105	1889	18.3	7.0	113	987	18.7	3.6	115	765	19.6	2.8	121
KATZ RADIO GROUP	36319	924	24.5	2.5	113	2627	25.5	7.2	118	1235	23.3	3.4	108	1244	31.8	3.4	147
SUPERNET	22361	453	12.0	2.0	90	1551	15.1	6.9	113	910	17.2	4.1	129	539	13.8	2.4	103
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	265	7.0	1.8	81	807	7.8	5.6	90	410	7.7	2.8	89	336	8.6	2.3	99
WKDAY 9:00 AM - 1:00 PM	18688	411	10.9	2.2	98	770	7.5	4.1	67	552	10.4	3.0	94	287	7.3	1.5	66
WKDAY 1:00 PM - 4:30 PM	24061	503	13.3	2.1	93	1132	11.0	4.7	77	680	12.9	2.8	90	368	9.4	1.5	66
WKDAY 4:30 PM - 7:30 PM	44079	939	24.9	2.1	95	2588	25.1	5.9	96	1369	25.9	3.1	98	980	25.1	2.2	95
WKDAY 7:30 PM - 8:00 PM	61979	1257	33.4	2.0	90	3646	35.4	5.9	96	1947	36.8	3.1	100	1462	37.4	2.4	101
WKDAY 11:00 PM - 11:30 PM	49084	1166	30.9	2.4	106	3032	29.4	6.2	101	1490	28.2	3.0	96	1093	28.0	2.2	96
WKDAY 11:30 PM - 1:00 AM	16560	373	9.9	2.3	100	1127	10.9	6.8	111	574	10.8	3.5	110	384	9.8	2.3	100
M-SAT 8-11 PM-SUN 7-11 PM	66967	1527	40.5	2.3	102	4059	39.4	6.1	99	2098	39.7	3.1	99	1512	38.7	2.3	97
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	156	4.1	1.7	75	367	3.6	4.0	64	321	6.1	3.5	110	*82	2.1	0.9	38
ANOTHER WORLD	N 6138	*141	3.7	2.3	102	230	2.2	3.7	61	*120	2.3	2.0	62	*47	1.2	0.8	33
AS THE WORLD TURNS	C 7707	*122	3.2	1.6	70	303	2.9	3.9	64	109	2.1	1.4	45	151	3.9	2.0	84
CAPITOL	C 4688	*89	2.4	1.9	85	197	1.9	4.2	68	*70	1.3	1.5	47	*102	2.6	2.2	93
CBS MORN. NEWS 1	C 2792	*53	1.4	1.9	84	143	1.4	5.1	83	*60	1.1	2.1	68	*45	1.2	1.6	69
CBS MORN. NEWS 2	C 2071	*42	1.1	2.0	90	*99	1.0	4.8	78	*24	0.5	1.2	37	*63	1.6	3.0	131
DAYS OF OUR LIVES	N 8018	178	4.7	2.2	99	330	3.2	4.1	67	131	2.5	1.6	52	*79	2.0	1.0	42
FACTS OF LIFE - DAYTIME	N 3487	*92	2.4	2.6	117	150	1.5	4.3	70	*146	2.8	4.2	133	*45	1.2	1.3	55
FAMILY FEUD	A 4817	*101	2.7	2.1	93	160	1.6	3.3	54	180	3.4	3.7	118	*73	1.9	1.5	65
GENERAL HOSPITAL	A 8333	188	5.0	2.3	100	316	3.1	3.8	62	311	5.9	3.7	118	*68	1.7	0.8	35
GOOD MORNING, AMERICA-730	A 5472	*101	2.7	1.8	82	254	2.5	4.6	76	186	3.5	3.4	108	145	3.7	2.6	114
GOOD MORNING, AMERICA-830	A 3965	*67	1.8	1.7	75	158	1.5	4.0	65	130	2.5	3.3	104	133	3.4	3.4	144
GUIDING LIGHT	C 7542	*118	3.1	1.6	70	350	3.4	4.6	76	*111	2.1	1.5	47	*157	4.0	2.1	89
ONE LIFE TO LIVE	A 6018	162	4.3	2.7	120	251	2.4	4.2	68	244	4.6	4.1	129	*54	1.4	0.9	39
PRESS YOUR LUCK	C 3589	*119	3.2	3.3	148	158	1.5	4.4	72	*106	2.0	3.0	94	*42	1.1	1.2	50
PRICE IS RIGHT 1	C 7418	180	4.8	2.4	108	377	3.7	5.1	83	209	4.0	2.8	89	*108	2.8	1.5	62
PRICE IS RIGHT 2	C 8276	198	5.3	2.4	106	377	3.7	4.6	74	240	4.5	2.9	92	108	2.8	1.3	56
RYAN'S HOPE	A 4358	*69	1.8	1.6	70	232	2.3	5.3	87	*166	3.1	3.8	121	*78	2.0	1.8	77
SALE OF THE CENTURY	N 3749	*70	1.9	1.9	83	*108	1.0	2.9									

		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL ADULTS			167727	3768	100.0	2.2	100	10298	100.0	6.1	100	5291	100.0	3.2	100	3908	100.0	2.3	100
WKDAY LOCAL EVENING TV NEWS																			
		52292	1134	30.1	2.2	97	3001	29.1	5.7	93	1561	29.5	3.0	95	1207	30.9	2.3	99	
		39164	984	26.1	2.5	112	2340	22.7	6.0	97	1168	22.1	3.0	95	895	22.9	2.3	98	
		5133	105	2.8	2.0	91	419	4.1	8.2	133	168	3.2	3.3	104	110	2.8	2.1	92	
TV EVENING NTWK 6 PM - 2 AM																			
		22825	621	16.5	2.7	121	1369	13.3	6.0	98	742	14.0	3.3	103	535	13.7	2.3	101	
		11258	228	6.1	2.0	90	615	6.0	5.5	89	283	5.3	2.5	80	197	5.0	1.7	75	
		23600	378	10.0	1.6	71	1407	13.7	6.0	97	595	11.2	2.5	80	506	12.9	2.1	92	
		12801	190	5.0	1.5	66	743	7.2	5.8	95	415	7.8	3.2	103	344	8.8	2.7	113	
		10966	*277	7.4	2.5	112	764	7.4	7.0	113	*307	5.8	2.8	89	*244	6.2	2.2	95	
		77050	337	8.9	2.0	88	1028	10.0	6.0	98	350	6.6	2.1	65	365	9.3	2.1	92	
		11998	242	6.4	2.0	90	768	7.5	6.4	104	310	5.9	2.6	82	242	6.2	2.0	87	
		19258	411	10.9	2.1	95	1235	12.0	6.4	104	580	11.0	3.0	95	365	9.3	1.9	81	
		11478	353	9.4	3.1	137	724	7.0	6.3	103	404	7.6	3.5	112	289	7.4	2.5	108	
		18263	431	11.4	2.4	105	1091	10.6	6.0	97	525	9.9	2.9	91	337	8.6	1.8	79	
		7733	*142	3.8	1.8	82	472	4.6	6.1	99	*241	4.6	3.1	99	*177	4.5	2.3	98	
		15653	409	10.9	2.6	116	1057	10.3	6.8	110	475	9.0	3.0	96	484	12.4	3.1	133	
		8744	178	4.7	2.0	91	588	5.7	6.7	110	226	4.3	2.6	82	166	4.2	1.9	81	
		12000	250	6.6	2.1	93	786	7.6	6.5	107	426	8.1	3.5	113	290	7.4	2.4	104	
		11522	192	5.1	1.7	74	729	7.1	6.3	103	315	6.0	2.7	87	278	7.1	2.4	104	
		16818	336	8.9	2.0	89	1117	10.8	6.6	108	531	10.0	3.2	100	485	12.4	2.9	124	
		37510	921	24.4	2.5	109	2022	19.6	5.4	88	1006	19.0	2.7	85	784	20.1	2.1	90	
		11258	338	9.0	3.0	134	483	4.7	4.3	70	351	6.6	3.1	99	*231	5.9	2.1	88	
		12248	*212	5.6	1.7	77	712	6.9	5.8	95	349	6.6	2.8	90	*206	5.3	1.7	72	
		11100	325	8.6	2.9	130	721	7.0	6.5	106	434	8.2	3.9	124	*321	8.2	2.9	124	
		12353	346	9.2	2.8	125	681	6.6	5.5	90	409	7.7	3.3	105	*254	6.5	2.1	88	
		33279	582	15.4	1.7	78	1817	17.6	5.5	89	1017	19.2	3.1	97	634	16.2	1.9	82	
		13410	*262	7.0	2.0	87	746	7.2	5.6	91	347	6.6	2.6	82	*270	6.9	2.0	86	
		31093	633	16.8	2.0	91	1451	14.1	4.7	76	914	17.3	2.9	93	667	17.1	2.1	92	
		18649	376	10.0	2.0	90	1064	10.3	5.7	93	553	10.5	3.0	94	452	11.6	2.4	104	
		13101	345	9.2	2.6	117	722	7.0	5.5	90	397	7.5	3.0	96	*296	7.6	2.3	97	
		13069	340	9.0	2.6	116	710	6.9	5.4	88	352	6.7	2.7	85	272	7.0	2.1	89	
		16588	346	9.2	2.1	93	1014	9.8	6.1	100	495	9.4	3.0	95	304	7.8	1.8	79	
		9302	*215	5.7	2.3	103	659	6.4	7.1	115	*333	6.3	3.6	113	*236	6.0	2.5	109	
		13955	368	9.8	2.6	117	635	6.2	4.6	74	397	7.5	2.8	90	*259	6.6	1.9	80	
		15735	353	9.4	2.2	100	810	7.9	5.1	84	539	10.2	3.4	109	296	7.6	1.9	81	
		18257	325	8.6	1.8	79	1164	11.3	6.4	104	491	9.3	2.7	85	462	11.8	2.5	109	
		24236	570	15.1	2.4	105	1362	13.2	5.6	92	782	14.8	3.2	102	367	9.4	1.5	65	
		17010	369	9.8	2.2	97	1061	10.3	6.2	102	462	8.7	2.7	86	365	9.3	2.1	92	
		9397	*263	7.0	2.8	125	414	4.0	4.4	72	*296	5.6	3.1	100	*150	3.8	1.6	69	
		16762	344	9.1	2.1	91	1112	10.8	6.6	108	431	8.1	2.6	82	372	9.5	2.2	95	
		13164	330	8.8	2.5	112	660	6.4	5.0	82	384	7.3	2.9	92	249	6.4	1.9	81	
		20400	413	11.0	2.0	90	975	9.5	4.8	78	552	10.4	2.7	86	325	8.3	1.6	68	
		22543	459	12.2	2.0	91	1466	14.2	6.5	106	603	11.4	2.7	85	512	13.1	2.3	97	
		9852	337	8.9	3.4	152	482	4.7	4.9	80	287	5.4	2.9	92	*149	3.8	1.5	65	
		8082	244	6.5	3.0	134	393	3.8	4.9	79	343	6.5	4.2	135	*170	4.4	2.1	90	
		12881	377	10.0	2.9	130	775	7.5	6.0	98	528	10.0	4.1	130	350	9.0	2.7	117	
		23889	544	14.4	2.3	101	1511	14.7	6.3	103	766	14.5	3.2	102	678	17.3	2.8	122	
		11156	340	9.0	3.0	136	680	6.6	6.1	99	300	5.7	2.7	85	185	4.7	1.7	71	
		7363	*244	6.5	3.3	148	523	5.1	7.1	116	*185	3.5	2.5	80	*889	2.3	1.2	52	
		6214	*175	4.6	2.8	125	348	3.4	5.6	91	*137	2.6	2.2	70	*127	3.2	2.0	88	
		17590	543	14.4	3.1	137	1196	11.6	6.8	111	742	14.0	4.2	134	568	14.5	3.2	139	
		16740	368	9.8	2.2	98	1204	11.7	7.2	117	466	8.8	2.8	88	429	11.0	2.6	110	
		11820	272	7.2	2.3	102	575	5.6	4.9	79	341	6.4	2.9	91	*289	7.4	2.4	105	
		9138	*272	7.2	3.0	132	492	4.8	5.4	88	314	5.9	3.4	109	*143	3.7	1.6	67	
		15979	380	10.1	2.4	106	802	7.8	5.0	82	542	10.2	3.4	108	320	8.2	2.0	86	
		14395	*252	6.7	1.8	78	724	7.0	5.0	82	387	7.3	2.7	85	279	7.1	1.9	83	
		11362	290	7.7	2.6	114	689	6.7	6.1	99	317	6.0	2.8	88	256	6.6	2.3	97	
		13920	326	8.7	2.3	104	642	6.2	4.6	75	465	8.8	3.3	106	205	5.2	1.5	63	
		17571	406	10.8	2.3	103	1079	10.5	6.1	100	507	9.6	2.9	91	386	9.9	2.2	94	
		20208	398	10.6	2.0	88	1168	11.3	5.8	94	612	11.6	3.0	96	410	10.5	2.0	87	
		27668	485	12.9	1.8	78	2018	19.6	7.3	119	800	15.1	2.9	92	698	17.9	2.5	108	
		13699	317	8.4	2.3	103	844	8.2	6.2	100	350	6.6	2.6	81	400	10.2	2.9	125	
		20632	361	9.6	1.7	78	1384	13.4	6.7	109	560	10.6	2.7	86	458	11.7	2.2	95	
		17136	280	7.4	1.6	73	1159	11.3	6.8	110	537	10.1	3.1	99	317	8.1	1.8	79	
		4963	112	3.0	2.3	100	369	3.6	7.4	121	146	2.8	2.9	93	154	3.9	3.1	133	
		16332	256	6.8	1.6	70	970	9.4	5.9	97	471	8.9	2.9	91	296	7.6	1.8	78	
		18881	530	14.1	2.8	125	1115	10.8	5.9	96	703	13.3	3.7	118	488	12.5	2.6	111	
		18315	472	12.5	2.6	115	1145	11.1	6.3	102	624	11.8	3.4	108	372	9.5	2.0	87	
		18722	417	11.1	2.2	99	1119	10.9	6.0	97	547	10.3	2.9	93	329	8.4	1.8	75	
		5327	*107	2.8	2.0	89	345	3.4	6.5	105	*168	3.2	3.2	100	*88	2.3	1.7	71	
		8370	229	6.1	2.7	122	372	3.6	4.4	72	220	4.2	2.6	83	*145	3.7	1.7	74	
TV VIEWING SPORTS EVENTS																			
		25859	779	20.7	3.0	134	2047	19.9	7.9	129	957	18.1	3.7	117	672	17.2	2.6	112	
		14468	579	15.4	4.0	178	1323	12.8	9.1	149	555	10.5	3.8	122	*463	11.8	3.2	137	
		12124	*476	12.6	3.9	175	1060	10.3	8.7	142	486	8.6	3.8	119	*464	11.9	3.8	164	
		9412	*316	8.4	3.4	149	694	6.7	7.4	120	*335	6.3	3.6	113	*171	4.4	1.8	78	
		15409	583	15.5	3.8	168	1216	11.8	7.9	129	549	10.4	3.6	113	*420	10.7	2.7	117	
		21400	709	18.8	3.3	147	2119	20.6	9.9	161	945	17.9	4.4	140	712	18.2	3.3	143	
		35944	1204	32.0	3.3	149	3244	31.5	9.0	147	1527	28.9							

COLD, ALLERGY & SINUS REMEDIES (NON-PRESCRIPTION)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-11

	'000	%	UNWEIGHTED
5A. DO YOU YOURSELF USE THEM?			
YES	107213	63.9	11865
NO	60514	36.1	7245

IF YOU DO

5B. WHO DECIDES WHICH BRANDS YOU USE?
(MARK AS MANY AS APPLY)

YOURSELF	82483	49.2	9345
YOUR HUSBAND/WIFE	28182	16.8	2966
OTHER MALE	3306	2.0	315
OTHER FEMALE	6900	4.1	527
DO NOT KNOW	5630	3.4	594

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
5C. WHICH BRANDS DO YOU USE?									
ALKA-SELTZER PLUS	15451	9.2	4198	2.5	8795	5.2	2459	1.5	1630
ALLEREST	4664	2.8	729	.4	2862	1.7	1074	.6	537
A.R.M. (ALLERGY RELIEF MEDICINE)	3597	2.1	411	.2	2081	1.2	1106	.7	401
ASPERGUM	4179	2.5	238	.1	2288	1.4	1653	1.0	443
CHLOR-TRIMETON	6806	4.1	1691	1.0	3906	2.3	1209	.7	749
COMTrex NIGHTTIME	1688	1.0	59	*	976	.6	652	.4	178
COMTrex	11151	6.6	2200	1.3	6240	3.7	2711	1.6	1228
CONTAC SEVERE COLD FORMULA	3984	2.4	509	.3	2672	1.6	803	.5	425
CONTAC	22839	13.6	5367	3.2	13242	7.9	4230	2.5	2457
CORICIDIN	6454	3.8	1076	.6	3558	2.1	1820	1.1	747
CORICIDIN D	8153	4.9	1567	.9	4626	2.8	1960	1.2	869
CO-TYLENOL	14060	8.4	2965	1.8	8019	4.8	3077	1.8	1523
DAY CARE	3249	1.9	206	.1	1648	1.0	1395	.8	319
DRISTAN ULTRA	1398	.8	248	.1	916	.5	234	.1	156
DRISTAN	16652	9.9	4562	2.7	8559	5.1	3531	2.1	1833
DRIXORAL	4020	2.4	961	.6	2376	1.4	683	.4	464
FOUR-WAY COLD TABLETS	3763	2.2	536	.3	2000	1.2	1228	.7	425
HEADWAY	1735	1.0	73	*	1113	.7	549	.3	184
NYQUIL	18561	11.1	3004	1.8	10622	6.3	4936	2.9	2026
ROBITUSSIN NIGHTTIME									
RELIEF FORMULA	6115	3.6	1327	.8	3407	2.0	1381	.8	645
SINAREST	2678	1.6	329	.2	1538	.9	810	.5	272
SINE-AID	7883	4.7	1160	.7	4485	2.7	2238	1.3	823
SINE-OFF	6572	3.9	1309	.8	3420	2.0	1842	1.1	666
SINUTABS	6638	4.0	1220	.7	3532	2.1	1887	1.1	775
TRIAMINIC SYRUP	8561	5.1	1099	.7	4761	2.8	2701	1.6	902
TRIAMINICIN	5853	3.5	1033	.6	3245	1.9	1575	.9	652
TYLENOL SINUS MEDICATION	5541	3.3	1437	.9	2776	1.7	1328	.8	532
OTHER BRANDS	17721	10.6	7734	4.6	6272	3.7	3715	2.2	1991
DO NOT KNOW	1444	.9							170

		'000	%	UNWEIGHTED
5D. ABOUT HOW OFTEN DID YOU USE COLD, ALLERGY OR SINUS REMEDIES IN THE LAST 6 MONTHS?				
ONCE A DAY OR MORE OFTEN	H	8217	4.9	890
2 OR 3 TIMES A WEEK	H	10032	6.0	1138
ONCE A WEEK	H	4637	2.8	539
2 OR 3 TIMES A MONTH	H	14531	8.7	1633
ONCE A MONTH	M	10716	6.4	1130
ONCE EVERY 2 MONTHS	M	9684	5.8	1152
ONCE EVERY 3 MONTHS OR LESS OFTEN	L	32904	19.6	3553
NEVER IN LAST 6 MONTHS	L	16493	9.8	1830

	TOTAL U.S. '000	ALL USERS				2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	107213	100.0	63.9	100	37416	100.0	22.3	100	20400	100.0	12.2	100	49397	100.0	29.5	100
MALES	79263	49972	46.6	63.0	99	16962	45.3	21.4	96	9649	47.3	12.2	100	23361	47.3	29.5	100
FEMALES	88464	57241	53.4	64.7	101	20454	54.7	23.1	104	10751	52.7	12.2	100	26036	52.7	29.4	100
18 - 24	28671	18489	17.2	64.5	101	5669	15.2	19.8	89	3534	17.3	12.3	101	9286	18.8	32.4	110
25 - 34	39536	28648	26.7	72.5	113	9221	24.6	23.3	105	5740	28.1	14.5	111	13687	27.7	34.6	118
35 - 44	28978	20327	19.0	70.1	110	6938	18.5	23.9	107	3960	19.4	13.7	117	9429	19.1	32.5	110
45 - 54	22345	14162	13.2	63.4	99	4987	13.3	22.3	100	2593	12.7	11.6	95	6583	13.3	29.5	100
55 - 64	22224	12728	11.9	57.3	90	5065	13.5	22.8	102	2310	11.3	10.4	85	5353	10.8	24.1	82
65 OR OLDER	25973	12859	12.0	49.5	77	5537	14.8	21.3	96	2262	11.1	8.7	72	5060	10.2	19.5	66
18 - 34	68207	47137	44.0	69.1	108	14890	39.8	21.8	98	9274	45.5	13.6	112	22973	46.5	33.7	114
18 - 49	108058	74694	69.7	69.1	108	24251	64.8	22.4	101	14640	71.8	13.5	111	35802	72.5	33.1	113
25 - 54	90859	63137	58.9	69.5	109	21145	56.5	23.3	104	12294	60.3	13.5	111	29698	60.1	32.7	111
35 - 49	39851	27557	25.7	69.2	108	9361	25.0	23.5	105	5366	26.3	13.5	111	12829	26.0	32.2	109
50 OR OLDER	59669	32520	30.3	54.5	85	13165	35.2	22.1	99	5760	28.2	9.7	79	13595	27.5	22.8	77
GRADUATED COLLEGE	28091	18420	17.2	65.6	103	5072	13.6	18.1	81	3910	19.2	13.9	114	9438	19.1	33.6	114
ATTENDED COLLEGE	28938	19812	18.5	68.5	107	6248	16.7	21.6	97	4142	20.3	14.3	118	9423	19.1	32.6	111
GRADUATED HIGH SCHOOL	65503	42983	40.1	65.6	103	14840	39.7	22.7	102	7774	38.1	11.9	98	20369	41.2	31.1	106
DID NOT GRADUATE HIGH SCHOOL	45195	25998	24.2	57.5	90	11257	30.1	24.9	112	4574	22.4	10.1	83	10167	20.6	22.5	76
EMPLOYED MALES	56429	36973	34.5	65.5	103	11790	31.5	20.9	94	7466	36.6	13.2	109	17718	35.9	31.4	107
EMPLOYED FEMALES	43971	31213	29.1	71.0	111	10250	27.4	23.3	104	5848	28.7	13.3	109	15115	30.6	34.4	117
EMPLOYED FULL-TIME	87773	59857	55.8	68.2	107	19393	51.8	22.1	99	11582	56.8	13.2	108	28882	58.5	32.9	112
EMPLOYED PART-TIME	12627	8330	7.8	66.0	103	2648	7.1	21.0	94	1732	8.5	13.7	113	3950	8.0	31.3	106
NOT EMPLOYED	67327	39026	36.4	58.0	91	15376	41.1	22.8	102	7086	34.7	10.5	87	16565	33.5	24.6	84
PROFESSIONAL/MANAGER	25845	17427	16.3	67.4	105	4919	13.1	19.0	85	3893	19.1	15.1	124	8615	17.4	33.3	113
TECH/CLERICAL/SALES	30895	21613	20.2	70.0	109	6230	16.7	20.2	90	4127	20.2	13.4	110	11257	22.8	36.4	124
PRECISION/CRAFT	12629	8314	7.8	65.8	103	2957	7.9	23.4	105	1701	8.3	13.5	111	3655	7.4	28.9	98
OTHER EMPLOYED	31031	20833	19.4	67.1	105	7935	21.2	25.6	115	3593	17.6	11.6	95	9305	18.8	30.0	102
SINGLE	35557	22424	20.9	63.1	99	7115	19.0	20.0	90	4567	22.4	12.8	106	10742	21.7	30.2	103
MARRIED	103585	68329	63.7	66.0	103	23551	62.9	22.7	102	12724	62.4	12.3	101	32054	64.9	30.9	105
DIVORCED/SEPARATED/WIDOWED	28585	16461	15.4	57.6	90	6750	18.0	23.6	106	3109	15.2	10.9	89	6602	13.4	23.1	78
PARENTS	59295	42415	39.6	71.5	112	14718	39.3	24.8	111	7902	38.7	13.3	110	17995	40.1	33.4	113
WHITE	146081	94022	87.7	64.4	101	31883	85.2	21.8	98	18040	88.4	12.3	102	44099	89.3	30.2	103
BLACK	17974	10945	10.2	60.9	95	4952	13.2	27.6	124	1945	9.5	10.8	89	4048	8.2	22.5	76
OTHER	3672	2246	2.1	61.2	96	*581	1.6	15.8	71	*415	2.0	11.3	93	1250	2.5	34.0	116
NORTHEAST-CENSUS	37005	22324	20.8	60.3	94	7446	19.9	20.1	90	4570	22.4	12.3	102	10307	20.9	27.9	95
NORTH CENTRAL	42642	28018	26.1	65.7	103	8970	24.0	21.0	94	5586	27.4	13.1	108	13461	27.3	31.6	107
SOUTH	56777	36800	34.3	64.8	101	15532	41.5	27.4	123	6610	32.4	11.6	96	14659	29.7	25.8	88
WEST	31303	20071	18.7	64.1	100	5468	14.6	17.5	78	3633	17.8	11.6	91	10970	22.2	35.0	119
NORTHEAST-MKTG.	38125	22663	21.1	59.4	93	8038	21.5	21.1	95	4652	22.8	12.2	100	9973	20.2	26.2	89
EAST CENTRAL	24794	16208	15.1	65.4	102	5160	13.8	20.8	93	3332	16.3	13.4	110	7716	15.6	31.1	106
WEST CENTRAL	28511	18810	17.5	66.0	103	5924	15.8	20.8	93	3465	17.0	12.2	100	9420	19.1	33.0	112
SOUTH	48953	32024	29.9	65.4	102	13596	36.3	27.8	125	5754	28.2	11.8	97	12674	25.7	25.9	88
PACIFIC	27344	17508	16.3	64.0	100	4698	12.6	17.2	77	3197	15.7	11.7	96	9613	19.5	35.2	119
COUNTY SIZE A	69301	43626	40.7	63.0	98	13935	37.2	20.1	90	8173	40.1	11.8	97	21518	43.6	31.1	105
COUNTY SIZE B	50633	32391	30.2	64.0	100	11497	30.7	22.7	102	6337	31.1	12.5	103	14556	29.5	28.7	98
COUNTY SIZE C	26259	17225	16.1	65.6	103	6446	17.2	24.5	110	3229	15.8	12.3	101	7550	15.3	28.8	98
COUNTY SIZE D	21534	13972	13.0	64.9	102	5539	14.8	25.7	115	2660	13.0	12.4	102	5773	11.7	26.8	91
METRO CENTRAL CITY	50014	30829	28.8	61.6	96	10682	28.5	21.4	96	5867	28.8	11.7	96	14280	28.9	28.6	97
METRO SUBURBAN	76832	50551	47.2	65.8	103	16742	44.7	21.8	98	9749	47.8	12.7	104	24061	48.7	31.3	106
NON METRO	40881	25833	24.1	63.2	99	9992	26.7	24.4	110	4784	23.5	11.7	96	11057	22.4	27.0	92
TOP 5 ADI'S	39550	25253	23.6	63.9	100	7839	21.0	19.8	89	4742	23.2	12.0	99	12672	25.7	32.0	109
TOP 10 ADI'S	54877	34167	31.9	62.3	97	11073	29.6	20.2	90	6556	32.1	11.9	98	16539	33.5	30.1	102
TOP 20 ADI'S	77516	48381	45.1	62.4	98	15557	41.6	20.1	90	9026	44.2	11.6	96	23799	48.2	30.7	104
HSHLD INC. \$50,000 OR MORE	17257	11429	10.7	66.2	104	3461	9.3	20.1	90	2298	11.3	13.3	109	5671	11.5	32.9	112
\$40,000 OR MORE	33235	21924	20.4	66.0	103	6409	17.1	19.3	86	4452	21.8	13.4	110	11062	22.4	33.3	113
\$30,000 OR MORE	59693	39782	37.1	66.6	104	12099	32.3	20.3	91	7955	39.0	13.3	110	19728	39.9	33.0	112
\$25,000 OR MORE	76275	51213	47.8	67.1	105	15688	41.9	20.6	92	10092	49.5	13.2	109	25433	51.5	33.3	113
\$20,000 - \$24,999	18607	12417	11.6	66.7	104	4247	11.4	22.8	102	2380	11.7	12.8	105	5790	11.7	31.1	106
\$15,000 - \$19,999	17175	11132	10.4	64.8	101	4148	11.1	24.2	108	2072	10.2	12.1	99	4912	9.9	28.6	97
\$10,000 - \$14,999	24569	15100	14.1	61.5	96	5954	15.9	24.2	109	2683	13.2	10.9	90	6463	13.1	26.3	89
UNDER \$10,000	31101	17352	16.2	55.8	87	7379	19.7	23.7	106	3174	15.6	10.2	84	6799	13.8</		

		ADULTS																	
		ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS					
		TOTAL U.S. '000	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	
TOTAL ADULTS		167727	107213	100.0	63.9	100	37416	100.0	22.3	100	20400	100.0	12.2	100	49397	100.0	29.5	100	
MAGAZINES	QUINTILE 1	34022	23301	21.7	68.5	107	7910	21.1	23.2	104	4501	22.1	13.2	109	10891	22.0	32.0	109	
	QUINTILE 2	34800	23341	21.8	67.1	105	7745	20.7	22.3	100	4441	21.8	12.8	105	11156	22.6	32.1	109	
	QUINTILE 3	30514	19792	18.5	64.9	101	6648	17.8	21.8	98	3948	19.4	12.9	106	9196	18.6	30.1	102	
	QUINTILE 4	33324	21050	19.6	63.2	99	7290	19.5	21.9	98	4159	20.4	12.5	103	9601	19.4	28.8	98	
	QUINTILE 5	35066	19728	18.4	56.3	88	7823	20.9	22.3	100	3352	16.4	9.6	79	8554	17.3	24.4	83	
NEWSPAPERS	QUINTILE 1	29107	18490	17.2	63.5	99	5992	16.0	20.6	92	3710	18.2	12.7	105	8787	17.8	30.2	103	
	QUINTILE 2	49095	31809	29.7	64.8	101	10736	28.7	21.9	98	6068	29.7	12.4	102	15006	30.4	30.6	104	
	QUINTILE 3	23107	15281	14.3	66.1	103	5307	14.2	23.0	103	3166	15.5	13.7	113	6809	13.8	29.5	100	
	QUINTILE 4	33556	21583	20.1	64.3	101	7712	20.6	23.0	103	4058	19.9	12.1	99	9813	19.9	29.2	99	
	QUINTILE 5	32863	20051	18.7	61.0	95	7670	20.5	23.3	105	3398	16.7	10.3	85	8983	18.2	27.3	93	
OUTDOOR	QUINTILE 1	33431	22531	21.0	67.4	105	7299	19.5	21.8	98	4585	22.5	13.7	113	10646	21.6	31.8	108	
	QUINTILE 2	33478	22416	20.9	67.0	105	7704	20.6	23.0	103	4538	22.2	13.6	111	10174	20.6	30.4	103	
	QUINTILE 3	33574	21193	19.8	63.1	99	7452	19.9	22.2	99	3562	17.5	10.6	87	10178	20.6	30.3	103	
	QUINTILE 4	33935	21209	19.8	62.5	98	7540	20.2	22.2	100	4122	20.2	12.1	100	9546	19.3	28.1	96	
	QUINTILE 5	33310	19866	18.5	59.6	93	7421	19.8	22.3	100	3592	17.6	10.8	89	8853	17.9	26.6	90	
RADIO-DRIVE TIME	QUINTILE 1	33136	22465	21.0	67.8	106	7649	20.4	23.1	103	4533	22.2	13.7	112	10282	20.8	31.0	105	
	QUINTILE 2	31658	20298	18.9	64.1	100	7040	18.8	22.2	100	4159	20.4	13.1	108	9100	18.4	28.7	98	
	QUINTILE 3	32541	21515	20.1	66.1	103	7279	19.5	22.4	100	4118	20.2	12.7	104	10118	20.5	31.1	106	
	QUINTILE 4	34247	22174	20.7	64.7	101	7608	20.3	22.2	100	3892	19.1	11.4	93	10674	21.6	31.2	106	
	QUINTILE 5	36144	20762	19.4	57.4	90	7841	21.0	21.7	97	3698	18.1	10.2	84	9223	18.7	25.5	87	
RADIO-MID- DAY	TERCILE 1	45037	30020	28.0	66.7	104	10507	28.1	23.3	105	5887	28.9	13.1	107	13626	27.6	30.3	103	
	TERCILE 2	44819	28942	27.0	64.6	101	10236	27.4	22.8	102	5220	25.6	11.6	96	13485	27.3	30.1	102	
	TERCILE 3	77872	48251	45.0	62.0	97	16673	44.6	21.4	96	9292	45.5	11.9	98	22286	45.1	28.6	97	
RADIO-TOTAL	QUINTILE 1	33763	22772	21.2	67.4	106	8016	21.4	23.7	106	4049	19.8	12.0	99	10708	21.7	31.7	108	
	QUINTILE 2	33240	21433	20.0	64.5	101	6866	18.4	20.7	93	4867	23.9	14.6	120	9700	19.6	29.2	99	
	QUINTILE 3	33408	21944	20.5	65.7	103	7538	20.1	22.6	101	4310	21.1	12.9	106	10097	20.4	30.2	103	
	QUINTILE 4	34792	22396	20.9	64.4	101	8054	21.5	23.1	104	3840	18.8	11.0	91	10502	21.3	30.2	102	
	QUINTILE 5	32524	18667	17.4	57.4	90	6943	18.6	21.3	96	3335	16.3	10.3	84	8390	17.0	25.8	88	
TV-PRIME TIME	QUINTILE 1	33090	20652	19.3	62.4	98	7609	20.3	23.0	103	3813	18.7	11.5	95	9230	18.7	27.9	95	
	QUINTILE 2	33357	21750	20.3	65.2	102	7785	20.8	23.3	105	4129	20.2	12.4	102	9835	19.9	29.5	100	
	QUINTILE 3	33980	22663	21.1	66.7	104	7624	20.4	22.4	101	4612	22.6	13.6	112	10427	21.1	30.7	104	
	QUINTILE 4	33854	21726	20.3	64.2	100	7428	19.9	21.9	98	3980	19.5	11.8	97	10319	20.9	30.5	103	
	QUINTILE 5	33444	20422	19.0	61.1	96	6970	18.6	20.8	93	3866	19.0	11.6	95	9586	19.4	28.7	97	
TV-DAYTIME	TERCILE 1	49121	30366	28.3	61.8	97	11380	30.4	23.2	104	5679	27.8	11.6	95	13307	26.9	27.1	92	
	TERCILE 2	48823	31860	29.7	65.3	102	11090	29.6	22.7	102	6119	30.0	12.5	103	14650	29.7	30.0	102	
	TERCILE 3	69782	44988	42.0	64.5	101	14947	39.9	21.4	96	8602	42.2	12.3	101	21439	43.4	30.7	104	
TV-TOTAL	QUINTILE 1	33584	20182	18.8	60.1	94	7739	20.7	23.0	103	3863	18.9	11.5	95	8581	17.4	25.6	87	
	QUINTILE 2	33441	21797	20.3	65.2	102	8027	21.5	24.0	108	4046	19.8	12.1	99	9723	19.7	29.1	99	
	QUINTILE 3	33505	21410	20.0	63.9	100	7042	18.8	21.0	94	4372	21.4	13.0	107	9997	20.2	29.8	101	
	QUINTILE 4	33466	22640	21.1	67.7	106	7446	19.9	22.2	100	4278	21.0	12.8	105	10916	22.1	32.6	111	
	QUINTILE 5	33731	21184	19.8	62.8	98	7163	19.1	21.2	95	3841	18.8	11.4	94	10181	20.6	30.2	102	
MAGAZINES-NEWSPAPERS: DUAL		44503	29793	27.8	66.9	105	10133	27.1	22.8	102	5777	28.3	13.0	107	13882	28.1	31.2	106	
		39363	26802	25.0	68.1	107	8927	23.9	22.7	102	5168	25.3	13.1	108	12708	25.7	32.3	110	
MAGAZINE IMPERATIVE		46441	28719	26.8	61.8	97	9617	25.7	20.7	93	5785	28.4	12.5	102	13318	27.0	28.7	97	
MAGAZINES-OUTDOOR: DUAL		33726	23696	22.1	70.3	110	7433	19.9	22.0	99	4687	23.0	13.9	114	11577	23.4	34.3	117	
		52846	34243	31.9	64.8	101	12285	32.8	23.2	104	6240	30.6	11.8	97	15718	31.8	29.7	101	
OUTDOOR IMPERATIVE		52140	32390	30.2	62.1	97	11433	30.6	21.9	98	6413	31.4	12.3	101	14544	29.4	27.9	95	
MAGAZINES-RADIO: DUAL		37081	25450	23.7	68.6	107	8537	22.8	23.0	103	5140	25.2	13.9	114	11773	23.8	31.7	108	
		49747	32773	30.6	65.9	103	11066	29.6	22.2	100	5979	29.3	12.0	99	15728	31.8	31.6	107	
		RADIO IMPERATIVE	49208	30767	28.7	62.5	98	10612	28.4	21.6	97	6090	29.9	12.4	102	14065	28.5	28.6	97
MAGAZINES-TELEVISION: DUAL		33103	22282	20.8	67.3	105	8101	21.7	24.5	110	4239	20.8	12.8	105	9942	20.1	30.0	102	
		54575	36839	34.4	67.5	106	11464	30.6	21.0	94	7199	35.3	13.2	108	18176	36.8	33.3	113	
		TELEVISION IMPERATIVE	53249	31581	29.5	59.3	93	11660	31.2	21.9	98	6127	30.0	11.5	95	13795	27.9	25.9	88
NEWSPAPERS-OUTDOOR: DUAL		36255	24196	22.6	66.7	104	7931	21.2	21.9	98	4740	23.2	13.1	107	11526	23.3	31.8	108	
		55591	34834	32.5	62.7	98	12097	32.3	21.8	98	6657	32.6	12.0	98	16080	32.6	28.9	98	
		OUTDOOR IMPERATIVE	48319	31706	29.6	65.6	103	11285	30.2	23.4	105	6111	30.0	12.6	104	14310	29.0	29.6	101
NEWSPAPERS-RADIO: DUAL		37242	24804	23.1	66.6	104	8074	21.6	21.7	97	5261	25.8	14.1	116	11470	23.2	30.8	105	
		NEWSPAPER IMPERATIVE	54423	34416	32.1	63.2	99	11682	31.2	21.5	96	6539	32.1	12.0	99	16195	32.8	29.8	101
		RADIO IMPERATIVE	46650	30752	28.7	65.9	103	10918	29.2	23.4	105	5814	28.5	12.5	102	14020	28.4	30.1	102
NEWSPAPERS-TELEVISION: DUAL		35974	22919	21.4	63.7	100	7756	20.7	21.6	97	4431	21.7	12.3	101	10731	21.7	29.8	101	
		NEWSPAPER IMPERATIVE	56095	36606	34.1	65.3	102	12023	32.1	21.4	96	7211	35.3	12.9	106	17373	35.2	31.0	105
		TELEVISION IMPERATIVE	47170	29453	27.5	62.4	98	11443	30.6	24.3	109	5509	27.0	11.7	96	12502	25.3	26.5	90
OUTDOOR-RADIO: DUAL		33748	23028	21.5	68.2	107	7364	19.7	21.8	98									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	107213	100.0	63.9	100	37416	100.0	22.3	100	20400	100.0	12.2	100	49397	100.0	29.5	100
ATLANTIC MONTHLY	867	634	0.6	73.1	114	*156	0.4	18.0	81	**107	0.5	12.3	101	371	0.8	42.8	145
BARRON'S	1580	1031	1.0	65.3	102	*220	0.6	13.9	62	*238	1.2	15.1	124	574	1.2	36.3	123
BETTER HOMES & GARDENS	22203	14785	13.8	66.6	104	5167	13.8	23.3	104	2927	14.3	13.2	108	6691	13.5	30.1	102
BON APPETIT	3810	2451	2.3	64.3	101	828	2.2	21.7	97	477	2.3	12.5	101	1146	2.3	30.1	102
BUSINESS WEEK	4663	2762	2.6	59.2	93	902	2.4	19.3	87	526	2.6	11.3	93	1334	2.7	28.6	97
CAR AND DRIVER	3102	2099	2.0	67.7	106	666	1.8	21.5	96	550	2.7	17.7	146	883	1.8	28.5	97
CBS MAGAZINE NETWORK (GROSS)	7311	4670	4.4	63.9	100	1442	3.9	19.7	88	867	4.3	11.9	98	2361	4.8	32.3	110
CHANGING TIMES	3400	2116	2.0	62.2	97	617	1.6	18.1	81	480	2.4	14.1	116	1019	2.1	30.0	102
COLONIAL HOMES	1796	1158	1.1	64.5	101	334	0.9	18.6	83	198	1.0	11.0	91	626	1.3	34.9	118
CONDE NAST MAG. PKG. (GROSS)	19924	13391	12.5	67.2	105	4643	12.4	23.3	104	2582	12.7	13.0	107	6167	12.5	31.0	105
CONSUMERS DIGEST	3125	1905	1.8	61.0	95	577	1.5	18.5	83	483	2.4	15.5	127	845	1.7	27.0	92
COSMOPOLITAN	10577	7246	6.8	68.5	107	2546	6.8	24.1	108	1337	6.6	12.6	104	3363	6.8	31.8	108
COUNTRY LIVING	3746	2769	2.6	73.9	116	1062	2.8	28.4	127	500	2.5	13.3	110	1208	2.4	32.2	109
CUISINE	2214	1581	1.5	71.4	112	615	1.6	27.8	125	*258	1.3	11.7	96	708	1.4	32.0	109
CYCLE WORLD	2394	1591	1.5	66.5	104	485	1.3	20.3	91	*288	1.4	12.0	99	818	1.7	34.2	116
DCI:CREATIVE IDEAS FOR LIV	3068	2185	2.0	71.2	111	781	2.1	25.5	114	369	1.8	12.0	99	1035	2.1	33.7	115
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	6616	6.2	69.2	108	2547	6.8	26.7	119	947	4.8	10.3	85	3082	6.2	32.3	110
DISCOVER	2277	1546	1.4	67.9	106	560	1.5	24.6	110	*253	1.2	11.1	91	733	1.5	32.2	109
EBONY	7187	4665	4.4	64.9	102	2139	5.7	29.8	133	856	4.2	11.9	98	1669	3.4	23.2	79
ESQUIRE	2560	1731	1.6	67.6	106	555	1.5	21.7	97	292	1.4	11.4	94	884	1.8	34.5	117
ESSENCE	3242	2207	2.1	68.1	106	1029	2.8	31.7	142	376	1.8	11.6	95	802	1.6	24.7	84
FAMILY CIRCLE	19639	13368	12.5	68.1	106	4729	12.6	24.1	108	2713	13.3	13.8	114	5926	12.0	30.2	102
THE FAMILY HANDYMAN	3540	2404	2.2	67.9	106	839	2.2	23.7	106	496	2.4	14.0	115	1069	2.2	30.2	103
FAMILY WEEKLY	23924	16147	15.1	67.5	106	5491	14.7	23.0	103	2884	14.1	12.1	99	7772	15.7	32.5	110
FIELD & STREAM	9883	6812	6.4	68.9	108	2514	6.7	25.4	114	1214	6.0	12.3	101	3085	6.2	31.2	106
FOOD & WINE	1030	753	0.7	73.1	114	278	0.7	27.0	121	**97	0.5	9.4	77	378	0.8	36.7	125
FORBES	2679	1704	1.6	63.6	100	450	1.2	16.8	75	346	1.7	12.9	106	908	1.8	33.9	115
FORTUNE	2931	2017	1.9	68.8	108	605	1.6	20.6	93	329	1.6	11.2	92	1084	2.2	37.0	126
GENTLEMAN'S QUARTERLY	3481	2412	2.2	69.3	108	883	2.4	25.4	114	432	2.1	12.4	102	1097	2.2	31.5	107
GLAMOUR	7163	5072	4.7	70.8	111	1788	4.8	25.0	112	962	4.7	13.4	110	2322	4.7	32.4	110
GOLF DIGEST	2355	1668	1.6	70.8	111	541	1.4	23.0	103	354	1.7	15.0	124	774	1.6	32.9	112
GOLF DIGEST/TENNIS (GROSS)	3610	2491	2.3	69.0	108	839	2.2	23.2	104	478	2.3	13.2	109	1174	2.4	32.5	110
GOLF MAGAZINE	2046	1449	1.4	70.8	111	509	1.4	24.9	112	*227	1.1	11.1	91	714	1.4	34.9	118
GOLF MAGAZINE/SKI (GROSS)	3547	2394	2.2	67.5	106	753	2.0	21.2	95	373	1.8	10.5	86	1268	2.6	35.7	121
GOOD HOUSEKEEPING	20353	13800	12.9	67.8	106	4817	12.9	23.7	106	2458	12.0	12.1	99	6526	13.2	32.1	109
HARPER'S BAZAAR	3362	2313	2.2	68.8	108	819	2.2	24.4	109	412	2.0	12.3	101	1083	2.2	32.2	109
HEALTH	2987	1971	1.8	66.0	103	586	1.6	19.6	88	415	2.0	13.9	111	970	2.0	32.5	110
HEARST MAG CORP. BUY (GROSS)	67928	46638	43.5	68.7	107	15969	42.7	23.5	105	8613	42.2	12.7	104	22056	44.7	32.5	110
HEARST MAN POWER (GROSS)	11282	7562	7.1	67.0	105	2372	6.3	21.0	94	1496	7.3	13.3	109	3694	7.5	32.7	111
HEARST WOMAN POWER (GROSS)	40514	27929	26.1	68.9	108	9690	25.9	23.9	107	5190	25.4	12.8	105	13049	26.4	32.2	109
HOUSE BEAUTIFUL	4885	3280	3.1	67.1	105	1141	3.0	23.4	105	564	2.8	11.5	95	1575	3.2	32.2	109
INC.	1308	777	0.7	59.4	93	*195	0.5	14.9	67	*163	0.8	12.5	102	419	0.8	32.0	109
JET	6498	4189	3.9	64.5	101	1817	4.9	28.0	125	666	3.3	10.2	84	1706	3.5	26.3	89
LADIES' HOME JOURNAL	14797	10238	9.5	69.2	108	3695	9.9	25.0	112	1977	9.7	13.4	110	4566	9.2	30.9	105
LHJ FAMILY GRP COMBO(GROSS)	21743	15220	14.2	70.0	110	5373	14.4	24.7	111	2922	14.3	13.4	110	6925	14.0	31.8	108
LIFE	9881	6510	6.1	65.9	103	2160	5.8	21.9	98	1197	5.9	12.1	100	3153	6.4	31.9	108
L.A. TIMES HOME MAGAZINE	2775	1804	1.7	65.0	102	288	0.8	10.4	47	360	1.8	13.0	107	1157	2.3	41.7	142
MADEMOISELLE	4219	2800	2.6	66.4	104	1028	2.7	24.4	109	432	2.1	10.2	84	1340	2.7	31.8	108
MC CALL'S	16422	11155	10.4	67.9	106	4129	11.0	25.1	113	2156	10.6	13.1	108	4870	9.9	29.7	101
MC CALL'S/WRK MOTHER (GROSS)	17919	12299	11.5	68.6	107	4552	12.2	25.4	114	2421	11.9	13.5	111	5327	10.8	29.7	101
MECHANIC ILLUSTRATED	4433	2980	2.8	67.2	105	966	2.6	21.8	98	558	2.7	12.6	103	1456	2.9	32.8	112
METROPOLITAN HOME	1504	980	0.9	65.2	102	258	0.7	17.2	77	*122	0.6	8.1	67	600	1.2	39.9	135
MONEY	4723	3118	2.9	66.0	103	901	2.4	19.1	86	736	3.6	15.6	128	1482	3.0	31.4	107
MOTHER EARTH NEWS	2325	1736	1.6	74.7	117	486	1.3	20.9	94	386	1.9	16.6	137	864	1.7	37.2	126
MS.	1189	848	0.8	71.3	112	276	0.7	23.2	104	*179	0.9	15.1	124	393	0.8	33.1	112
NATIONAL ENQUIRER	18892	12668	11.8	67.1	105	4843	12.9	25.6	115	2193	10.8	11.6	95	5632	11.4	29.8	101
NATIONAL GEOGRAPHIC	22129	14501	13.5	65.5	103	4614	12.3	20.9	93	2760	13.5	12.5	103	7128	14.4	32.2	109
NATIONAL SUNDAY MAGAZINE PKG	103750	67506	63.0	65.1	102	22446	60.0	21.6	97	13184	64.6	12.7	104	31876	64.5	30.7	104
NATURAL HISTORY	1379	819	0.8	59.4	93	210	0.6	15.2	68	**114	0.6	8.3	68	496	1.0	36.0	122
NEW WOMAN	2289	1422	1.3	62.1	97	509	1.4	22.2	100	*166	0.8	7.3	60	747	1.5	32.6	111
NEW YORK INCLUDING CUE	1088	681	0.6	62.6	98	231	0.6	21.2	95	*141	0.7	13.0	107	310	0.6	28.5	97
THE NEW YORKER	2459	1623	1.5	66.0	103	445	1.2	18.1	81	343	1.7	13.9	115	835	1.7	34.0	115
NEWSWEEK	16527	10830	10.1	65.5	103	3261	8.7	19.7	88	2378	11.7	14.4	118	5191	10.5	31.4	107
THE N.Y. TIMES DAILY EDITION	2739	1548	1.4	56.5	88	520	1.4	19.0	85	282	1.4	10.3	85	745	1.5	27.2	92
THE N.Y. TIMES MAGAZINE	4443	2636	2.5	59.3	93	901	2.4	20.3	91	564	2.8	12.7	104	1171	2.4	26.4	89
OMNI	2799	1938	1.8	69.2	108	549	1.5	19.6	88	304	1.5	10.9	89	1085	2.2	38.8	132
ON CABLE	2209	1604	1.5	72.6	114	411	1.1	18.6	83	254	1.2	11.5	95	939	1.9	42.5	144
1001 HOME IDEAS	3959	3011	2.8	76.1	119	1093	2.9	27.6	124	530	2.6	13.4	110	1389	2.8	35.1	119
ORGANIC GARDENING	3111	1948	1.8	62.6	98	605	1.6	19.4	87	414	2.0	13.3	109	929	1.9	29.9	101
OUTDOOR LIFE	5024	3552	3.3	70.7	111	1238	3.3	24.6	110	772	3.8	15.4	126	1543	3.1	30.7	104
PARADE MAGAZINE	51292	33012	30.8	64.4	101	11107	29.7	21.7	97	6755	33.1	13.2	108	15150	30.7	29.5	100

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	107213	100.0	63.9	100	37416	100.0	22.3	100	20400	100.0	12.2	100	49397	100.0	29.5	100
PARENTS	5298	3984	3.7	75.2	118	1367	3.7	25.8	116	754	3.7	14.2	117	1863	3.8	35.2	119
PENTHOUSE	5129	3572	3.3	69.6	109	1164	3.1	22.7	102	659	3.2	12.8	106	1749	3.5	34.1	116
PEOPLE	21070	14423	13.5	68.5	107	4532	12.1	21.5	96	3037	14.9	14.4	119	6854	13.9	32.5	110
PLAYBOY	10562	7324	6.8	69.3	108	2290	6.1	21.7	97	1465	7.2	13.9	114	3569	7.2	33.8	115
POPULAR HOT RODDING	2498	1705	1.4	68.3	107	558	1.5	22.3	100	309	1.5	12.4	102	837	1.7	33.5	114
POPULAR MECHANICS	5887	3962	3.7	67.3	105	1310	3.5	22.3	100	766	3.8	13.0	107	1886	3.8	32.0	109
POPULAR SCIENCE	4317	2958	2.8	68.5	107	907	2.4	21.0	94	628	3.1	14.5	120	1424	2.9	33.0	112
PREVENTION	5792	3556	3.3	61.4	96	1267	3.4	21.9	98	603	3.0	10.4	86	1686	3.4	29.1	99
PSYCHOLOGY TODAY	3284	2243	2.1	68.3	107	791	2.1	24.1	108	306	1.5	9.3	77	1146	2.3	34.9	118
READER'S DIGEST	40046	26513	24.7	66.2	104	9061	24.2	22.6	101	5125	25.1	12.8	105	12328	25.0	30.8	105
REDBOOK	9584	6882	6.4	71.8	112	2327	6.2	24.3	109	1396	6.8	14.6	120	3160	6.4	33.0	112
ROAD & TRACK	2590	1620	1.5	62.5	98	447	1.2	17.3	77	*293	1.4	11.3	93	880	1.8	34.0	115
ROLLING STONE	3302	2320	2.2	70.3	110	764	2.0	23.1	104	433	2.1	13.1	108	1122	2.3	34.0	115
RUNNER'S WORLD	1229	761	0.7	61.9	97	*197	0.5	16.0	72	*125	0.6	10.2	84	439	0.9	35.7	121
SATURDAY EVENING POST	2110	1313	1.2	62.2	97	488	1.3	23.1	104	244	1.2	11.6	95	581	1.2	27.5	93
SCIENCE 84	1543	1105	1.0	71.6	112	392	1.0	25.4	114	*182	0.9	11.8	97	531	1.1	34.4	117
SCIENCE DIGEST	1747	1166	1.1	66.7	104	344	0.9	19.7	88	*168	0.8	9.6	79	654	1.3	37.4	127
SCIENTIFIC AMERICAN	1994	1240	1.2	62.2	97	357	1.0	17.9	80	*204	1.0	10.2	84	680	1.4	34.1	116
SELF	3119	1964	1.8	63.0	99	624	1.7	20.0	90	460	2.3	14.7	121	880	1.8	28.2	96
SEVENTEEN	3923	2662	2.5	67.9	106	995	2.7	25.4	114	402	2.0	10.2	84	1266	2.6	32.3	110
SKI	1501	945	0.9	63.0	98	244	0.7	16.3	73	*146	0.7	9.7	80	555	1.1	37.0	126
SMITHSONIAN	5976	3762	3.5	63.0	98	1223	3.3	20.5	92	597	2.9	10.0	82	1942	3.9	32.5	110
SOAP OPERA DIGEST	4228	3041	2.8	71.9	113	1249	3.3	29.5	132	524	2.6	12.4	102	1268	2.6	30.0	102
SOUTHERN LIVING	6488	4430	4.1	68.3	107	1765	4.7	27.2	122	618	3.0	9.5	78	2047	4.1	31.6	107
SPORT	3500	2409	2.2	68.8	108	838	2.2	23.9	107	469	2.3	13.4	110	1102	2.2	31.5	107
THE SPORTING NEWS	2456	1694	1.6	69.0	108	637	1.7	25.9	116	283	1.4	11.5	95	774	1.6	31.5	107
SPORTS AFIELD	3648	2435	2.3	66.7	104	718	1.9	19.7	88	562	2.8	15.4	127	1154	2.3	31.6	107
SPORTS ILLUSTRATED	14484	9464	8.8	65.3	102	3083	8.2	21.3	95	1972	9.7	13.6	112	4408	8.9	30.4	103
STAR	12661	8568	8.0	67.7	106	2997	8.0	23.7	106	1585	7.8	12.5	103	3985	8.1	31.5	107
SUNDAY	52799	33348	31.1	63.2	99	10605	28.3	20.1	90	7176	35.2	13.6	112	15567	31.5	29.5	100
SUNSET	3513	2355	2.2	67.0	105	587	1.6	16.7	75	418	2.0	11.9	98	1350	2.7	38.4	130
TV GUIDE	42766	28833	26.9	64.4	105	10227	27.3	23.9	107	5622	27.6	13.1	108	12984	26.3	30.4	103
TENNIS	1254	823	0.8	65.6	103	298	0.8	23.8	107	*124	0.6	9.9	81	401	0.8	32.0	99
TIME	22054	14323	13.4	64.9	102	4356	11.6	19.8	89	2755	13.5	12.5	103	7212	14.6	32.7	111
TOWN & COUNTRY	1555	1058	1.0	68.0	106	379	1.0	24.4	109	*153	0.8	9.8	81	526	1.1	33.8	115
TRAVEL & LEISURE	2173	1336	1.2	61.5	96	353	0.9	16.2	73	340	1.7	15.6	129	643	1.3	29.6	100
TRUE STORY	4636	3179	3.0	68.6	107	1193	3.2	25.7	115	651	3.2	14.0	115	1335	2.7	28.8	98
U.S. NEWS & WORLD REPORT	10353	6646	6.2	64.2	100	2032	5.4	19.6	88	1379	6.8	13.3	110	3235	6.5	31.2	106
USA TODAY	4994	3309	3.1	66.3	104	928	2.5	18.6	83	703	3.4	14.1	116	1677	3.4	33.6	114
US	3528	2492	2.3	70.6	111	769	2.1	21.8	98	677	3.3	19.2	158	1046	2.1	29.6	101
VOGUE	5424	3556	3.3	65.6	103	1203	3.2	22.2	99	728	3.6	13.4	110	1625	3.3	30.0	102
WALL STREET JOURNAL	6292	4081	3.8	64.9	101	1206	3.2	19.2	86	773	3.8	12.3	101	2102	4.3	33.4	113
WEIGHT WATCHERS	2762	1736	1.6	62.9	98	621	1.7	22.5	101	260	1.3	9.4	77	855	1.7	31.0	105
WOMAN'S DAY	16320	11173	10.4	68.5	107	4270	11.4	26.2	117	2066	10.1	12.7	104	4838	9.8	29.6	101
WORKING MOTHER	1496	1144	1.1	76.5	120	423	1.1	28.3	127	*264	1.3	17.6	145	457	0.9	30.5	104
WORKING WOMAN	1851	1345	1.3	72.7	114	503	1.3	27.2	122	*212	1.0	11.5	94	630	1.3	34.0	116
WORLD TENNIS	580	357	0.3	61.6	96	*164	0.4	28.3	127	*46	0.2	7.9	65	*147	0.3	25.3	86
ZIFF-DAVIS MAG NETHK (GROSS)	12412	8338	7.8	67.2	105	2741	7.3	22.1	99	1682	8.2	13.6	111	3915	7.9	31.5	107
BLAIR INSERTS	91671	59003	55.0	64.4	101	19458	52.0	21.2	95	11966	58.7	13.1	107	27579	55.8	30.1	102
DAILY NEWSPAPERS																	
READ ANY	109190	70136	65.4	64.2	100	23983	64.1	22.0	98	13374	65.6	12.2	101	32778	66.4	30.0	102
READ ONE	89587	57827	53.9	64.5	101	20186	54.0	22.5	101	10694	52.4	11.9	98	26947	54.6	30.1	102
READ TWO OR MORE	19602	12309	11.5	62.8	98	3797	10.1	19.4	87	2680	13.1	13.7	112	5831	11.8	29.7	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	71246	66.5	65.0	102	23812	63.6	21.7	97	14078	69.0	12.8	106	33357	67.5	30.4	103
READ ONE	95074	61915	57.7	65.1	102	20995	56.1	22.1	99	12134	59.5	12.8	105	28786	58.3	30.3	103
READ TWO OR MORE	14588	9331	8.7	64.0	100	2816	7.5	19.3	87	1944	9.5	13.3	110	4571	9.3	31.3	106
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	29.97				28.86				31.79				30.04			
30 DAY REACH	149706	96400	89.9	64.4	101	33332	89.1	22.3	100	18330	89.9	12.2	101	44737	90.6	29.9	101
50 SHMG - 30 DAY AV FREQ	15.16	15.69				15.16				16.56				15.72			
30 DAY REACH	142406	92185	86.0	64.7	101	31761	84.9	22.3	100	17625	86.4	12.4	102	42799	86.6	30.1	102
25 SHMG - 30 DAY AV FREQ	8.23	8.49				8.27				8.92				8.48			
30 DAY REACH	131152	85162	79.4	64.9	102	29137	77.9	22.2	100	16423	80.5	12.5	103	39603	80.2	30.2	103
CABLE TV: HOME WIRED	66879	44899	41.9	67.1	105	15103	40.4	22.6	101	8518	41.8	12.7	105	21278	43.1	31.8	108
HOME NOT WIRED	100848	62314	58.1	61.8	97	22314	59.6	22.1	99	11882	58.2	11.8	97	28119	56.9	27.9	95
HAVE PAY CABLE	35024	25078	23.4	71.6	112	8332	22.3	23.8	107	5109	25.0	14.6	120	11637	23.6	33.2	113

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	107213	100.0	63.9	100	37416	100.0	22.3	100	20400	100.0	12.2	100	49397	100.0	29.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	63678	59.4	66.6	104	21504	57.5	22.5	101	12173	59.7	12.7	105	30001	60.7	31.4	107
10:00 AM - 3:00 PM	63599	42003	39.2	66.0	103	14657	39.2	23.0	103	8070	39.6	12.7	104	19276	39.0	30.3	103
3:00 PM - 7:00 PM	72097	48105	44.9	66.7	104	16137	43.1	22.4	100	9388	46.0	13.0	107	22581	45.7	31.3	106
7:00 PM - MIDNIGHT	36670	24022	22.4	65.5	102	8056	21.5	22.0	98	4738	23.2	12.9	106	11228	22.7	30.6	104
MIDNIGHT - 6:00 AM	21908	14663	13.7	66.9	105	4922	13.2	22.5	101	2755	13.5	12.6	103	6986	14.1	31.9	108
6:00 AM - MIDNIGHT	127571	83949	78.3	65.8	103	28595	76.4	22.4	100	16064	78.7	12.6	104	39290	79.5	30.8	105
ENTIRE DAY	129239	84961	79.2	65.7	103	28987	77.5	22.4	101	16212	79.5	12.5	103	39761	80.5	30.8	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	22802	21.3	67.0	105	7381	19.7	21.7	97	4620	22.6	13.6	112	10801	21.9	31.8	108
ALL NEWS	6062	3762	3.5	62.1	97	953	2.5	15.7	70	851	4.2	14.0	115	1958	4.0	32.3	110
AOR/PROGRESSIVE	11884	7927	7.4	66.7	104	2446	6.5	20.6	92	1620	7.9	13.6	112	3860	7.8	32.5	110
BEAUTIFUL MUSIC	11180	7069	6.6	63.2	99	2538	6.8	22.7	102	1289	6.3	11.5	95	3242	6.6	29.0	98
BLACK	4538	3085	2.9	68.0	106	1267	3.4	27.9	125	533	2.6	11.7	97	1285	2.6	28.3	96
CLASSICAL	3857	2506	2.3	65.0	102	781	2.1	20.2	91	527	2.6	13.7	112	1198	2.4	31.1	105
CHR/ROCK	21946	15394	14.4	70.1	110	5007	13.4	22.8	102	3159	15.5	14.4	118	7228	14.6	32.9	112
COUNTRY	27262	18994	17.7	69.7	109	6758	18.1	24.8	111	3812	18.7	14.0	115	8424	17.1	30.9	105
GOLDEN OLDIES	3339	2158	2.0	64.6	101	764	2.0	22.9	103	345	1.7	10.3	85	1049	2.1	31.4	107
MOR/NOCTALGIA	10346	6401	6.0	61.9	97	2209	5.9	21.4	96	963	4.7	9.3	77	3229	6.5	31.2	106
NEWS/TALK	8929	5496	5.1	61.6	96	1834	4.9	20.5	92	920	4.5	10.3	85	2742	5.6	30.7	104
RELIGIOUS	5488	3194	3.0	58.2	91	1234	3.3	22.5	101	521	2.6	9.5	78	1439	2.9	26.2	89
SOFT ROCK	1232	762	0.7	61.9	97	*168	0.4	13.6	61	**149	0.7	12.1	99	444	0.9	36.0	122
URBAN CONTEMPORARY	3184	2120	2.0	66.6	104	920	2.5	28.9	130	307	1.5	9.6	79	894	1.8	28.1	95
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	4881	4.6	70.6	110	1712	4.6	24.8	111	1122	5.5	16.2	133	2047	4.1	29.6	101
ABC DIRECTION	5212	3405	3.2	65.3	102	1237	3.3	23.7	106	611	3.0	11.7	96	1557	3.2	29.9	101
ABC ENTERTAINMENT	10385	6681	6.2	64.3	101	2150	5.7	20.7	93	1312	6.4	12.6	104	3218	6.5	31.0	105
ABC FM	4762	3459	3.2	72.6	114	1225	3.3	25.7	115	737	3.6	15.5	127	1498	3.0	31.5	107
ABC INFORMATION	11339	7572	7.1	66.8	104	2642	7.1	23.3	104	1445	7.1	12.7	105	3485	7.1	30.7	104
ABC ROCK	4878	3277	3.1	67.2	105	973	2.6	19.9	89	700	3.4	14.4	118	1604	3.2	32.9	112
CBS	10709	6935	6.5	64.8	101	2113	5.6	19.7	88	1460	7.2	13.6	112	3362	6.8	31.4	107
MUTUAL	10251	6682	6.2	65.2	102	2501	6.7	24.4	109	1183	5.8	11.5	95	2998	6.1	29.2	99
NBC	12243	7932	7.4	64.8	101	2556	6.8	20.9	94	1393	6.8	11.4	94	3983	8.1	32.5	110
RADIORADIO	4606	3102	2.9	67.3	105	1141	3.0	24.8	111	635	3.1	13.8	113	1326	2.7	28.8	98
RKO ONE	5148	3644	3.4	70.8	111	1295	3.5	25.2	113	621	3.0	12.1	99	1728	3.5	33.6	114
RKO TWO	7313	4811	4.5	65.8	103	1739	4.6	23.8	107	1067	5.2	14.6	120	2006	4.1	27.4	93
THE SOURCE	5981	4034	3.8	67.4	106	1460	3.9	24.4	109	792	3.9	13.2	109	1782	3.6	29.8	101
NON-WIRED : BLAIR	19329	13117	12.2	67.9	106	4419	11.8	22.9	102	2739	13.4	14.2	117	5960	12.1	30.8	105
INTERNET	27139	18258	17.0	67.3	105	5534	14.8	20.4	91	3330	16.3	12.3	101	9394	19.0	34.6	118
KATZ RADIO GROUP	36319	23734	22.1	65.3	102	8143	21.8	22.4	101	4832	23.7	13.3	109	10759	21.8	29.6	101
SUPERNET	22361	15423	14.4	69.0	108	5378	14.4	24.1	108	2816	13.8	12.6	104	7229	14.6	32.3	110
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	8788	8.2	60.5	95	3328	8.9	22.9	103	1644	8.1	11.3	93	3816	7.7	26.3	89
MKDAY 9:00 AM - 1:00 PM	18688	11515	10.7	61.6	96	4355	11.6	23.3	104	2123	10.4	11.4	93	5036	10.2	26.9	92
MKDAY 1:00 PM - 4:30 PM	24061	14929	13.9	62.0	97	5697	15.2	23.7	106	2837	13.9	11.8	97	6396	12.9	26.6	90
MKDAY 4:30 PM - 7:30 PM	44079	27286	25.5	61.9	97	9905	26.5	22.5	101	5001	24.5	11.3	93	12379	25.1	28.1	95
MKDAY 7:30 PM - 8:00 PM	19179	38664	36.1	62.4	98	14095	37.7	22.7	102	7231	35.4	11.7	96	17337	35.1	28.0	95
MKDAY 11:00 PM - 11:30 PM	49084	31111	29.0	63.4	99	11261	30.1	22.9	103	6143	30.1	12.5	103	13707	27.7	27.9	95
MKDAY 11:30 PM - 1:00 AM	16560	10545	9.8	63.7	100	3915	10.5	23.6	106	1973	9.7	11.9	98	4658	9.4	28.1	96
M-SAT 8-11 PM+SUN 7-11 PM	66967	42896	40.0	64.1	100	15303	40.9	22.9	102	8113	39.8	12.1	100	19480	39.4	29.1	99
MKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	6094	5.7	65.7	103	2388	6.4	25.8	115	1104	5.4	11.9	98	2601	5.3	28.1	95
ANOTHER WORLD	N 6138	3774	3.5	61.5	96	1487	4.0	24.2	109	762	3.7	12.4	102	1525	3.1	24.8	84
AS THE WORLD TURNS	C 7707	4664	4.4	60.5	95	1774	4.7	23.0	103	926	4.5	12.0	99	1964	4.0	25.5	87
CAPITOL	C 4688	2851	2.7	60.8	95	1129	3.0	24.1	108	584	2.9	12.5	102	1138	2.3	24.3	82
CBS MORN. NEWS 1	C 2792	1685	1.6	60.4	94	666	1.8	23.9	107	368	1.8	13.2	108	651	1.3	23.3	79
CBS MORN. NEWS 2	C 2071	1193	1.1	57.6	90	498	1.3	24.0	108	225	1.1	10.9	89	471	1.0	22.7	77
DAYS OF OUR LIVES	N 8018	5088	4.7	63.5	99	1804	4.8	22.5	101	1008	4.9	12.6	103	2275	4.6	28.4	96
FACTS OF LIFE - DAYTIME	N 3487	2142	2.0	61.4	96	826	2.2	23.7	106	442	2.2	12.7	104	875	1.8	25.1	85
FAMILY FEUD	A 4817	2974	2.8	61.7	97	1212	3.2	25.2	113	543	2.7	11.3	93	1219	2.5	25.3	86
GENERAL HOSPITAL	A 8333	5364	5.0	64.4	101	2074	5.5	24.9	112	1084	5.3	13.0	107	2206	4.5	26.5	90
GOOD MORNING, AMERICA-730 A	A 5472	3497	3.3	63.9	100	1312	3.5	24.0	107	662	3.2	12.1	99	1523	3.1	27.8	95
GOOD MORNING, AMERICA-830 A	A 3965	2519	2.3	63.5	99	963	2.6	24.3	109	455	2.2	11.5	94	1100	2.2	27.7	94
GUIDING LIGHT	C 7542	4654	4.3	61.7	97	1722	4.6	22.8	102	927	4.5	12.3	101	2006	4.1	26.6	90
ONE LIFE TO LIVE	A 6018	3863	3.6	64.2	100	1567	4.2	26.0	117	643	3.2	10.7	88	1652	3.3	27.5	93
PRESS YOUR LUCK	C 3589	2239	2.1	62.4	98	765	2.0	21.3	96	413	2.0	11.5	95	1062	2.1	29.6	100

		TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS																		
167727 107213 100.0 63.9 100 37416 100.0 22.3 100 20400 100.0 12.2 100 49397 100.0 29.5 100																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY																		
NETWORK AFFILIATES - LATE																		
INDEPENDENTS - LATE																		
TV EVENING NTKW 6 PM - 2 AM																		
A TEAM																		
ABC MONDAY NIGHT MOVIE																		
ABC SUNDAY NIGHT MOVIE																		
ABC WORLD NEWS TONIGHT																		
AFTERMASH																		
ALICE																		
AMERICAN PARADE																		
BENSON																		
BLUE THUNDER																		
CAGNEY & LACEY																		
CBS EVENING NEWS-DEAN																		
CBS EVENING NEWS-RATHER																		
CBS SAT. NEWS-SCHIEFFER																		
CBS SATURDAY NIGHT MOVIE																		
CBS WEDNESDAY NIGHT MOVIE																		
CHEERS																		
DALLAS																		
DIFF'RENT STROKES																		
DOUBLE TROUBLE																		
DUCK FACTORY																		
DUKES OF HAZZARD																		
DYNASTY																		
FACTS OF LIFE																		
FALCON CREST																		
FALL GUY																		
FAMILY TIES																		
FANTASY ISLAND																		
FOULUPS, BLEEPs & BLUNDERS																		
FOUR SEASONS																		
GIMME A BREAK																		
HART TO HART																		
HILL STREET BLUES																		
HOTEL																		
JEFFERSONS																		
JENNIFER SLEPT HERE																		
KATE & ALLIE																		
KNIGHT RIDER																		
LOVE BOAT																		
MAGNUM PI																		
MAMA'S FAMILY																		
MASTER, THE																		
MATT HOUSTON																		
NBC MONDAY NIGHT MOVIE																		
NBC NIGHTLY NEWS																		
NBC NIGHTLY NEWS-SAT																		
NBC NIGHTLY NEWS-SUN																		
NBC SUNDAY NIGHT MOVIE																		
NEWMART																		
ONE DAY AT A TIME																		
PEOPLE ARE FUNNY																		
REAL PEOPLE																		
REMINGTON STEELE																		
RIPLEY'S BELIEVE IT - NOT																		
RIPIDE																		
SCARECROW & MRS. KING																		
SIMON & SIMON																		
60 MINUTES																		
ST. ELSEWHERE																		
THREE'S COMPANY																		
T.J. HOOKER																		
TONIGHT SHOW																		
TRAPPER JOHN, M.D.																		
TV BLOOPERS & PRAC. JOKES																		
20/20																		
WEBSTER																		
WORLD NEWS - SUN																		
YELLOW ROSE																		
TV VIEWING SPORTS EVENTS																		
BASEBALL																		
BASKETBALL - COLLEGE GAMES																		
BASKETBALL - PRO GAMES																		
BOWLING																		
BOXING																		
FOOTBALL - COLLEGE GAMES																		
FOOTBALL - PRO GAMES																		
GOLF																		
POST-SEASON COLL. FOOTBALL																		
POST-SEASON PRO FOOTBALL																		
TENNIS																		
WRESTLING - PROFESSIONAL																		

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL MALES	79263	49972	100.0	63.0	100	16962	100.0	21.4	100	9649	100.0	12.2	100	23361	100.0	29.5	100
HOUSEHOLD HEADS	66405	41952	84.0	63.2	100	14335	84.5	21.6	101	8188	84.9	12.3	101	19429	83.2	29.3	99
18 - 24	13945	8631	17.3	61.9	98	2721	16.0	19.5	91	1491	15.5	10.7	88	4419	18.9	31.7	108
25 - 34	19334	13233	26.5	68.4	109	4051	23.9	21.0	98	2484	28.9	14.4	118	6398	27.4	33.1	112
35 - 44	14196	9884	19.8	69.6	110	3325	19.6	23.4	109	2042	21.2	14.4	118	4517	19.3	31.8	108
45 - 54	10894	6916	13.8	63.5	101	2175	12.8	20.0	93	1477	15.3	13.6	111	3264	14.0	30.0	102
55 - 64	10378	5924	11.9	57.1	91	2424	14.3	23.4	109	1026	10.6	9.9	81	2475	10.6	23.8	81
65 OR OLDER	10514	5385	10.8	51.2	81	2268	13.4	21.6	101	829	8.6	7.9	65	2289	9.8	21.8	74
18 - 34	33279	21863	43.8	65.7	104	6771	39.9	20.3	95	4275	44.3	12.8	106	10817	46.3	32.5	110
18 - 49	52904	35268	70.6	66.7	106	11221	66.2	21.2	99	7027	72.8	13.3	109	17020	72.9	32.2	109
25 - 54	44426	30032	60.1	67.6	107	9550	56.3	21.5	100	6304	65.3	14.2	117	14179	60.7	31.9	108
35 - 49	19625	13405	26.8	68.3	108	4450	26.2	22.7	106	2752	28.5	14.0	115	6203	26.6	31.6	107
50 OR OLDER	26359	14704	29.4	55.8	88	5741	33.8	21.8	102	2621	27.2	9.9	82	6341	27.1	24.1	82
GRADUATED COLLEGE	15982	10317	20.6	64.6	102	2693	15.9	16.9	79	2223	23.0	13.9	114	5401	23.1	33.8	115
ATTENDED COLLEGE	13629	9445	18.9	69.3	110	2886	17.0	21.2	99	1953	20.2	14.3	118	4606	19.7	33.8	115
GRADUATED HIGH SCHOOL	28591	17904	35.8	62.6	99	6155	36.3	21.5	101	3413	35.4	11.9	98	9386	35.7	29.2	99
DID NOT GRADUATE HIGH SCHOOL	21061	12306	24.6	58.4	93	5229	30.8	24.8	116	2059	21.3	9.8	80	5018	21.5	23.8	81
EMPLOYED FULL-TIME	52316	34396	68.8	65.7	104	10957	64.6	20.9	98	6960	72.1	13.3	109	16479	70.5	31.5	107
EMPLOYED PART-TIME	4113	2577	5.2	62.7	99	833	4.9	20.3	95	505	5.2	12.3	101	1239	5.3	30.1	102
NOT EMPLOYED	22834	12999	26.0	56.9	90	5172	30.5	22.7	106	2183	22.6	9.6	79	5643	24.2	24.7	84
PROFESSIONAL/MANAGER	15034	9905	19.8	65.9	105	2639	15.6	17.6	82	2322	24.1	15.4	127	4944	21.2	32.9	112
TECH/CLERICAL/SALES	11255	7374	14.8	65.5	104	2088	12.3	18.6	87	1305	13.5	11.6	95	3982	17.0	35.4	120
PRECISION/CRAFT	11607	7636	15.3	65.8	104	2692	15.9	23.2	108	1592	16.5	13.7	113	3352	14.3	28.9	98
OTHER EMPLOYED	18534	12058	24.1	65.1	103	4372	25.8	23.6	110	2247	23.3	12.1	100	5440	23.3	29.4	100
SINGLE	19562	11824	23.7	60.4	96	3707	21.9	18.9	89	2241	23.2	11.5	94	5876	25.2	30.0	102
MARRIED	51896	33393	66.8	64.3	102	11350	66.9	21.9	102	6455	66.9	12.4	102	15589	66.7	30.0	102
DIVORCED/SEPARATED/WIDOWED	7804	4755	9.5	60.9	97	1906	11.2	24.4	114	953	9.9	12.2	100	1896	8.1	24.3	82
PARENTS	25372	17773	35.6	70.0	111	5884	34.7	23.2	108	3356	34.8	13.2	109	8533	36.5	33.6	114
WHITE	59458	44175	88.4	63.4	101	14697	86.6	21.1	99	8539	88.5	12.3	101	20939	89.6	30.1	102
BLACK	7909	4789	9.6	60.6	96	1963	11.6	24.8	116	922	9.6	11.7	96	1905	8.2	24.1	82
OTHER	1696	1008	2.0	59.4	94	*3303	1.8	17.9	83	**188	1.9	11.1	91	*517	2.2	30.5	103
NORTHEAST-CENSUS	17202	10112	20.2	58.8	93	3080	18.2	17.9	84	1987	20.6	11.6	95	5044	21.6	29.3	99
NORTH CENTRAL	20461	13375	26.8	65.4	104	4299	25.3	21.0	98	2601	27.0	12.7	104	6475	27.7	31.6	107
SOUTH	26695	17268	34.6	64.7	103	6875	40.5	25.8	120	3480	36.1	13.0	107	6912	29.6	25.9	88
WEST	14906	9218	18.4	61.8	98	2708	16.0	18.2	85	1580	16.4	10.6	87	4930	21.1	33.1	112
NORTHEAST-MKTG.	17962	10271	20.6	57.2	91	3349	19.7	18.6	87	2067	21.4	11.5	95	4855	20.8	27.0	92
EAST CENTRAL	11741	7603	15.2	64.8	103	2430	14.3	20.7	97	1527	15.8	13.0	107	3646	15.6	31.1	105
WEST CENTRAL	13518	8903	17.8	65.9	104	2766	16.3	20.5	96	1553	16.1	11.5	94	4584	19.6	33.9	115
SOUTH	23168	15275	30.6	65.9	105	6081	35.9	26.2	123	3115	32.3	13.4	110	6080	26.0	26.2	89
PACIFIC	12874	7920	15.8	61.5	98	2337	13.8	18.2	85	1387	14.4	10.8	89	4196	18.0	32.6	111
COUNTY SIZE A	32596	19958	39.9	61.2	97	6103	36.0	18.7	87	4032	41.8	12.4	102	9823	42.0	30.1	102
COUNTY SIZE B	23814	15203	30.4	63.8	101	5007	29.5	21.0	98	3318	34.4	13.9	114	6877	29.4	28.9	98
COUNTY SIZE C	12663	7931	15.9	62.6	99	3024	17.8	23.9	112	1155	12.0	9.1	75	3572	16.1	29.6	101
COUNTY SIZE D	10190	6880	13.8	67.5	107	2828	16.7	27.8	130	1143	11.8	11.2	92	2910	12.5	28.6	97
METRO CENTRAL CITY	23190	14237	28.5	61.4	97	4656	27.4	20.1	94	3043	31.5	13.1	108	6538	28.0	28.2	96
METRO SUBURBAN	36920	23437	46.9	63.5	101	7427	43.8	20.1	94	4680	48.5	12.7	104	11330	48.5	30.7	104
NON METRO	19152	12298	24.6	64.2	102	4879	28.8	25.5	119	1925	20.0	10.1	83	5494	23.5	28.7	97
TOP 5 ADI'S	18703	11486	23.0	61.4	97	3585	21.1	19.2	90	2185	22.6	11.7	96	5716	24.5	30.6	104
TOP 10 ADI'S	26158	15829	31.7	60.5	96	4939	29.1	18.9	88	3182	33.0	12.2	100	7708	33.0	29.5	100
TOP 20 ADI'S	36612	22477	45.0	61.4	97	7035	41.5	19.2	90	4468	46.3	12.2	100	10975	47.0	30.0	102
HSHLD INC. \$50,000 OR MORE	9326	5702	11.4	61.1	97	1757	10.4	18.8	88	1243	12.9	13.3	109	2701	11.6	29.0	98
\$40,000 OR MORE	18002	11204	22.4	62.2	99	3206	18.9	17.8	83	2418	25.1	13.4	110	5580	23.9	31.0	105
\$30,000 OR MORE	31361	20063	40.1	64.0	101	6013	35.4	19.2	90	4185	43.4	13.3	110	9866	42.2	31.5	107
\$25,000 OR MORE	39858	25744	51.5	64.6	102	7599	44.8	19.1	89	5367	55.6	13.5	111	12779	54.7	32.1	109
\$20,000 - \$24,999	8664	5704	11.4	65.8	104	1926	11.4	22.2	104	1152	11.9	13.3	109	2627	11.2	30.3	103
\$15,000 - \$19,999	7964	4959	9.9	62.3	99	1881	11.1	23.6	110	968	10.0	12.2	100	2110	9.0	26.5	90
\$10,000 - \$14,999	11093	6723	13.5	60.6	96	2670	15.7	24.1	112	1021	10.6	9.2	76	3032	13.0	27.3	93
UNDER \$10,000	11683	6842	13.7	58.6	93	2887	17.0	24.7	115	1141	11.8	9.8	80	2814	12.0	24.1	82
HOUSEHOLD OF 1 PERSON	7453	4326	8.7	58.0	92	1602	9.4	21.5	100	902	9.3	12.1	99	1822	7.8	24.4	83
2 PEOPLE	24757	14819	29.7	59.9	95	4914	29.0	19.8	93	2704	28.0	10.9	90	7201	30.8	29.1	99
3 OR 4 PEOPLE	32682	21510	43.0	65.8	104	7321	43.2	22.4	105	4261	44.2	13.0	107	9928	42.5	30.4	103
5 OR MORE PEOPLE	14370	9317	18.6	64.8	103	3125	18.4	21.7	102	1782	18.5	12.4	102	4410	18.9	30.7	104
NO CHILD IN HSHLD	46768	27971	56.0	59.8	95	9679	57.1	20.7	97	5585	57.9	11.9	98	12706	54.4	27.2	92
CHILD(REN) UNDER 2 YRS	4799	3344	6.7	69.7	111	988	5.8	20.6	96	549	5.7	11.4	94	1807	7.7	37.7	128
2 - 5 YEARS	11125	8227	16.5	74.0	117	2397	14.1	21.5	101	1603	16.6	14.4	118	4226	18.1	38.0	129
6 - 11 YEARS	14193	10079	20.2	71.0	113	3614	21.3	25.5	119	2091	21.7	14.7	121	4374	18.7	30.8	105
12 - 17 YEARS	17402	11282	22.6	64.8	103	3953	23.3	22.7	106	2035	21.1	11.7	96	5295	22.7	30.4	103
RESIDENCE OWNED	56398	35619	71.3	63.2	100	11979	70.6	21.2	99	6743	69.9	12.0	98	16896	72.3	30.0	102
VALUE: \$50,000 OR MORE	34811	21910	43.8	62.9	100	6769	39.9	19.4	91	4336	44.9	12.5	102	10805	46.3	31.0	105
VALUE: UNDER \$50,000	21587	13709	27.4	63.5	101	5210	30.7	24.1	113	2407	24.9	11.2	92	6091	26.1	28.2	96

		HEAVY USERS 2 TIMES A MONTH OR MORE										MEDIUM USERS ONCE A MONTH TO ONCE EVERY 2 MONTHS										LIGHT USERS ONCE EVERY 3 MONTHS OR LESS									
		TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX													
TOTAL MALES		79263	49972	100.0	63.0	100	16962	100.0	21.4	100	9649	100.0	12.2	100	23361	100.0	29.5	100													
MAGAZINES	QUINTILE 1	16033	10714	21.4	66.8	106	3383	19.9	21.1	99	2123	22.0	13.2	109	5209	22.3	32.5	110													
	QUINTILE 2	15354	10127	20.3	66.0	105	3207	18.9	20.9	98	1930	20.0	12.6	103	4991	21.4	32.5	110													
	QUINTILE 3	15888	10005	20.0	63.0	100	3372	19.9	21.2	99	1965	20.4	12.4	102	4668	20.0	29.4	100													
	QUINTILE 4	17310	10790	21.6	62.3	99	3683	21.7	21.3	99	2156	22.3	12.5	102	4951	21.2	28.6	97													
	QUINTILE 5	14677	8336	16.7	56.8	90	3319	19.6	22.6	106	1475	15.3	10.0	83	3543	15.2	24.1	82													
NEWSPAPERS	QUINTILE 1	15277	9487	19.0	62.1	98	2870	16.9	18.8	88	2119	22.0	13.9	114	4498	19.3	29.4	100													
	QUINTILE 2	22745	14607	29.2	64.2	102	4677	27.6	20.6	96	2806	29.1	12.3	101	7124	30.5	31.3	106													
	QUINTILE 3	10692	6884	13.8	64.4	102	2402	14.2	22.5	105	1494	15.5	14.0	115	2989	12.8	28.0	95													
	QUINTILE 4	11646	7512	15.0	64.5	102	2775	16.4	23.8	111	1275	13.2	10.9	90	3461	14.8	29.7	101													
	QUINTILE 5	18903	11483	23.0	60.7	96	4238	25.0	22.4	105	1955	20.3	10.3	85	5289	22.6	28.0	95													
OUTDOOR	QUINTILE 1	16620	10740	21.5	64.6	102	3356	19.8	20.2	94	2391	24.8	14.4	118	4993	21.4	30.0	102													
	QUINTILE 2	16377	10756	21.5	65.7	104	3494	20.6	21.3	100	2208	22.9	13.5	111	5054	21.6	30.9	105													
	QUINTILE 3	15995	10078	20.2	63.0	100	3406	20.1	21.3	100	1658	17.2	10.4	85	5014	21.5	31.3	106													
	QUINTILE 4	15592	9555	19.1	61.3	97	3416	20.1	21.9	102	1896	19.6	12.2	100	4243	18.2	27.2	92													
	QUINTILE 5	14679	8845	17.7	60.3	96	3291	19.4	22.4	105	1496	15.5	10.2	84	4058	17.4	27.6	94													
RADIO-DRIVE TIME	QUINTILE 1	15746	10304	20.6	65.4	104	3576	21.1	22.7	106	2045	21.2	13.0	107	4683	20.0	29.7	101													
	QUINTILE 2	15067	9335	18.7	62.0	98	2872	16.9	19.1	89	2124	22.0	14.1	116	4340	18.6	28.8	98													
	QUINTILE 3	15631	10205	20.4	65.3	104	3307	19.5	21.2	99	1976	20.5	12.6	104	4923	21.1	31.5	107													
	QUINTILE 4	16245	10472	21.0	64.5	102	3613	21.3	22.2	104	1772	18.4	10.9	90	5087	21.8	31.3	106													
	QUINTILE 5	16573	9655	19.3	58.3	92	3595	21.2	21.7	101	1731	17.9	10.4	86	4329	18.5	26.1	89													
RADIO-MID- DAY	TERCILE 1	21788	14201	28.4	65.2	103	4673	27.5	21.4	100	3042	31.5	14.0	115	6486	27.8	29.8	101													
	TERCILE 2	21151	13038	26.1	61.6	98	4523	26.7	21.4	100	2209	22.9	10.4	86	6305	27.0	29.8	101													
	TERCILE 3	36323	22733	45.5	62.6	99	7766	45.8	21.4	100	4397	45.6	12.1	99	10570	45.2	29.1	99													
RADIO-TOTAL	QUINTILE 1	15977	10544	21.1	66.0	105	3440	20.3	21.5	101	2037	21.1	12.7	105	5067	21.7	31.7	108													
	QUINTILE 2	15923	9585	19.2	60.2	95	3032	17.9	19.0	89	2178	22.6	13.7	112	4375	18.7	27.5	93													
	QUINTILE 3	14980	9710	19.4	64.8	103	3163	18.6	21.1	99	1918	19.9	12.8	105	4629	19.8	30.9	105													
	QUINTILE 4	17123	11081	22.2	64.7	103	3977	23.4	23.2	109	1874	19.4	10.9	90	5230	22.4	30.5	104													
	QUINTILE 5	15260	9053	18.1	59.3	94	3351	19.8	22.0	103	1641	17.0	10.8	88	4061	17.4	26.6	90													
TV-PRIME TIME	QUINTILE 1	15674	9789	19.6	62.5	99	3416	20.1	21.8	102	1801	18.7	11.5	94	4572	19.6	29.2	99													
	QUINTILE 2	15944	10420	20.9	65.4	104	3635	21.4	22.8	107	1884	19.5	11.8	97	4900	21.0	30.7	104													
	QUINTILE 3	16037	10700	21.4	66.7	106	3597	21.2	22.4	105	2222	23.0	13.9	114	4881	20.9	30.4	103													
	QUINTILE 4	15412	9617	19.2	62.4	99	3117	18.4	20.2	95	1798	18.6	11.7	96	4702	20.1	30.5	104													
	QUINTILE 5	16194	9446	18.9	58.3	93	3198	18.9	19.7	92	1943	20.1	12.0	99	4306	18.4	26.6	90													
TV-DAYTIME	TERCILE 1	19156	11751	23.5	61.3	97	4394	25.9	22.9	107	2126	22.0	11.1	91	5231	22.4	27.3	93													
	TERCILE 2	19363	12483	25.0	64.5	102	4307	25.4	22.3	104	2387	24.7	12.3	101	5789	24.8	29.9	102													
	TERCILE 3	40764	25738	51.5	63.1	100	8261	48.7	20.3	95	5136	53.2	12.6	103	12341	52.8	30.3	103													
TV-TOTAL	QUINTILE 1	15844	9564	19.1	60.4	96	3615	21.3	22.8	107	1705	17.7	10.8	88	4245	18.2	26.8	91													
	QUINTILE 2	15767	10334	20.7	65.5	104	3750	22.1	23.8	111	1896	19.6	12.0	99	4689	20.1	29.7	101													
	QUINTILE 3	15775	10080	20.2	63.9	101	3205	18.9	20.3	95	2126	22.0	13.5	111	4750	20.3	30.1	102													
	QUINTILE 4	15903	10464	20.9	65.8	104	3216	19.0	20.2	94	2056	21.3	12.9	106	5192	22.2	32.6	111													
	QUINTILE 5	15974	9530	19.1	59.7	95	3177	18.7	19.9	93	1866	19.3	11.7	96	4486	19.2	28.1	95													
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		21225	14104	28.2	66.4	105	4397	25.9	20.7	97	2954	30.6	13.9	114	6753	28.9	31.8	108													
		17728	11668	23.3	65.8	104	3964	23.4	22.4	104	2007	20.8	11.3	93	5696	24.4	32.1	109													
		22987	13976	28.0	60.8	96	4621	27.2	20.1	94	2882	29.9	12.5	103	6474	27.7	28.2	96													
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		16244	11057	22.1	68.1	108	3271	19.3	20.1	94	2194	22.7	13.5	111	5592	23.9	34.4	117													
		24016	15349	30.7	63.9	101	5373	31.7	22.4	105	2764	28.6	11.5	95	7212	30.9	30.0	102													
		26020	16007	32.0	61.5	98	5540	32.7	21.3	99	3342	34.6	12.8	106	7125	30.5	27.4	93													
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		16918	11364	22.7	67.2	107	3433	20.2	20.3	95	2390	24.8	14.1	116	5542	23.7	32.8	111													
		23456	15293	30.6	65.2	103	5149	30.4	22.0	103	2777	28.8	11.8	97	7367	31.5	31.4	107													
		23900	14317	28.7	59.9	95	4902	28.9	20.5	96	2916	30.2	12.2	100	6499	27.8	27.2	92													
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15791	10528	21.1	66.7	106	3672	21.6	23.3	109	1969	20.4	12.5	102	4888	20.9	31.0	105													
		25476	16640	33.3	65.3	104	4909	28.9	19.3	90	3379	35.0	13.3	109	8352	35.8	32.8	111													
		25744	15494	31.0	60.2	95	5729	33.8	22.3	104	2931	30.4	11.4	94	6834	29.3	26.5	90													
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		17628	11533	23.1	65.4	104	3619	21.3	20.5	96	2371	24.6	13.5	110	5544	23.7	31.4	107													
		26414	16348	32.7	61.9	98	5454	32.2	20.6	96	3251	33.7	12.3	101	7643	32.7	28.9	98													
		23059	14773	29.6	64.1	102	5125	30.2	22.2	104	2886	29.9	12.5	103	6761	28.9	29.3	99													
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17996	11404	22.8	63.4	101	3396	20.0	18.9	88	2629	27.2	14.6	120	5379	23.0	29.9	101													
		26269	16798	33.6	63.9	101	5581	32.9	21.2	99	3256	33.7	12.4	102	7961	34.1	30.3	103													
		21342	13513	27.0	63.3	100	4824	28.4	22.6	106	2446	25.3	11.5	94	6244	26.7	29.3	99													
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17359	11023	22.1	63.5	101	3560	21.0	20.5	96	2135	22.1	12.3	101	5329	22.8	30.7	104													
		26889	17118	34.3	63.7	101	5318	31.4	19.8	92	3652	37.8	13.6	112	8148	34.9	30.3	103													
		21698	13627	27.3	62.8	100	5356	31.6	24.7	115	2376	24.6	11.0	90	5896	25.2	27.2	92													
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		16456	10743	21.5	65.3	104	3404	20.1	20.7	97	2351	24.4	14.3	117	4988	21.4	30.3	103													
		25870	16520	33.1	6																										

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	49972	100.0	63.0	100	16962	100.0	21.4	100	9649	100.0	12.2	100	23361	100.0	29.5	100
ATLANTIC MONTHLY	452	325	0.7	71.9	114	**46	0.3	10.2	48	**44	0.5	9.7	80	*236	1.0	52.2	177
BARRON'S	1058	662	1.3	62.6	99	*134	0.8	12.7	59	*173	1.8	16.4	134	356	1.5	33.6	114
BETTER HOMES & GARDENS	4773	3130	6.3	65.6	104	1157	6.8	24.2	113	643	6.7	13.5	111	1330	5.7	27.9	95
BON APPETIT	1037	598	1.2	57.7	91	*131	0.8	12.6	59	*119	1.2	11.5	94	348	1.5	33.6	114
BUSINESS WEEK	3193	1879	3.8	58.8	93	614	3.6	19.2	90	396	4.1	12.4	102	869	3.7	27.2	92
CAR AND DRIVER	2705	1768	3.5	65.4	104	562	3.3	20.8	97	493	5.1	18.2	150	712	3.0	26.3	89
CBS MAGAZINE NETWORK (GROSS)	5678	3540	7.1	62.3	99	1082	6.4	19.1	89	527	5.5	9.3	76	1931	8.3	34.0	115
CHANGING TIMES	1847	1168	2.3	63.2	100	319	1.9	17.3	81	263	2.7	14.2	117	586	2.5	31.7	108
COLONIAL HOMES	492	266	0.5	54.1	86	**46	0.3	9.3	44	**45	0.5	9.1	75	*176	0.8	35.8	121
CONDE NAST MAG. PKG. (GROSS)	2066	1195	2.4	57.8	92	424	2.5	20.5	96	206	2.1	10.0	82	564	2.4	27.3	93
CONSUMERS DIGEST	1719	1017	2.0	59.2	94	318	1.9	18.5	86	*263	2.7	15.3	126	437	1.9	25.4	86
COSMOPOLITAN	1762	1112	2.2	63.1	100	437	2.6	24.8	116	*181	1.9	10.3	84	494	2.1	28.0	95
COUNTRY LIVING	1110	832	1.7	75.0	119	*284	1.7	25.6	120	*160	1.7	14.4	118	388	1.7	35.0	119
CUISINE	660	487	1.0	73.8	117	*142	0.8	21.5	101	*87	0.9	13.2	108	258	1.1	39.1	133
CYCLE WORLD	1924	1222	2.4	63.5	101	379	2.2	19.7	92	*166	1.7	8.6	71	678	2.9	35.2	120
DCI:CREATIVE IDEAS FOR LIV	437	290	0.6	66.4	105	**95	0.6	21.7	102	**44	0.5	10.1	83	*150	0.6	34.3	116
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1673	3.3	67.2	107	569	3.4	22.8	107	242	2.5	9.7	80	862	3.7	34.6	117
DISCOVER	1279	812	1.6	63.5	101	317	1.9	24.8	116	*117	1.2	9.1	75	378	1.6	29.6	100
EBONY	2898	1849	3.7	63.8	101	748	4.4	25.8	121	347	3.6	12.0	98	754	3.2	26.0	88
ESQUIRE	1384	943	1.9	68.1	108	245	1.4	17.7	83	*150	1.6	10.8	89	548	2.3	39.6	134
ESSENCE	850	590	1.2	69.4	110	*264	1.6	31.1	145	*107	1.1	12.6	103	*218	0.9	25.6	87
FAMILY CIRCLE	2430	1670	3.3	68.7	109	612	3.6	25.2	118	284	2.9	11.7	96	774	3.3	31.9	108
THE FAMILY HANDYMAN	2356	1564	3.1	66.4	105	476	2.8	20.2	94	326	3.4	13.8	114	762	3.3	32.3	110
FAMILY WEEKLY	11533	7637	15.3	66.2	105	2453	14.5	21.3	99	1262	13.1	10.9	90	3922	16.8	34.0	115
FIELD & STREAM	7444	5041	10.1	67.7	107	1827	10.8	24.5	115	853	8.8	11.5	94	2361	10.1	31.7	108
FOOD & WINE	416	306	0.6	73.6	117	**76	0.4	18.3	85	**32	0.3	7.7	63	*198	0.8	47.6	161
FORBES	1865	1203	2.4	64.5	102	299	1.8	16.0	75	301	3.1	16.1	133	603	2.6	32.3	110
FORTUNE	1849	1260	2.5	68.1	108	353	2.1	19.1	89	233	2.4	12.6	104	674	2.9	36.5	124
GENTLEMEN'S QUARTERLY	2284	1554	3.1	68.0	108	506	3.0	22.2	104	299	3.1	13.1	108	750	3.2	32.8	111
GLAMOUR	538	307	0.6	57.1	91	*122	0.7	22.7	106	**57	0.6	10.6	87	**128	0.5	23.8	81
GOLF DIGEST	1649	1162	2.3	70.5	112	327	1.9	19.8	93	278	2.9	16.9	138	557	2.4	33.8	115
GOLF DIGEST/TENNIS (GROSS)	2294	1607	3.2	70.1	111	508	3.0	22.1	103	368	3.8	16.0	132	732	3.1	31.9	108
GOLF MAGAZINE	1577	1141	2.3	72.4	115	375	2.2	23.8	111	*207	2.1	13.1	108	560	2.4	35.5	120
GOLF MAGAZINE/SKI (GROSS)	2487	1684	3.4	67.7	107	561	3.3	22.6	105	285	3.0	11.5	94	838	3.6	33.7	114
GOOD HOUSEKEEPING	2569	1659	3.3	64.6	102	592	3.5	23.0	108	290	3.0	11.3	93	776	3.3	30.2	102
HARPER'S BAZAAR	431	*255	0.5	59.2	94	**84	0.5	19.5	91	**40	0.4	9.3	76	**131	0.6	30.4	103
HEALTH	788	503	1.0	63.8	101	*152	0.9	19.3	90	*123	1.3	15.6	128	*229	1.0	29.1	99
HEARST MAG CORP. BUY (GROSS)	18781	12367	24.7	65.8	104	3954	23.3	21.1	98	2341	24.3	12.5	102	6072	26.0	32.3	110
HEARST MAN POWER (GROSS)	9169	6049	12.1	66.0	105	1831	10.8	20.0	93	1162	12.0	12.7	104	3056	13.1	33.3	113
HEARST WOMAN POWER (GROSS)	5452	3495	7.0	64.1	102	1307	7.7	24.0	112	616	6.4	11.3	93	1572	6.7	28.8	98
HOUSE BEAUTIFUL	1020	701	1.4	68.7	109	*154	0.9	15.1	71	*189	2.0	18.5	152	358	1.5	35.1	119
INC.	993	579	1.2	58.3	92	*159	0.9	16.0	75	*110	1.1	11.1	91	310	1.3	31.2	106
JET	2808	1785	3.6	63.6	101	660	3.9	23.5	110	327	3.4	11.6	96	798	3.4	28.4	96
LADIES' HOME JOURNAL	1868	1228	2.5	65.7	104	414	2.4	22.2	104	*178	1.8	9.5	78	636	2.7	34.0	116
LHJ FAMILY GRP COMBO(GROSS)	3582	2448	4.9	68.3	108	814	4.8	22.7	106	463	4.8	12.9	106	1172	5.0	32.7	111
LIFE	4817	3121	6.2	64.8	103	1097	6.5	22.8	106	581	6.0	12.1	99	1443	6.2	30.0	102
L.A. TIMES HOME MAGAZINE	1465	959	1.9	65.5	104	*151	0.9	10.3	48	*220	2.3	15.0	123	589	2.5	40.2	136
MADEMOISELLE	460	*247	0.5	53.7	85	**65	0.4	14.1	66	**28	0.3	6.1	50	**154	0.7	33.5	114
MC CALL'S	1764	1209	2.4	68.5	109	514	3.0	29.1	136	*210	2.2	11.9	98	485	2.1	27.5	93
MC CALL'S/WRK MOTHER (GROSS)	2062	1456	2.9	70.6	112	612	3.6	29.7	139	247	2.6	12.0	98	596	2.6	28.9	98
MECHANIX ILLUSTRATED	3625	2410	4.8	66.5	105	774	4.6	21.4	100	447	4.6	12.3	101	1189	5.1	32.8	111
METROPOLITAN HOME	495	395	0.8	79.8	127	**116	0.7	23.4	110	**67	0.7	13.5	111	*213	0.9	43.0	146
MONEY	3017	2019	4.0	66.9	106	533	3.1	17.7	83	517	5.4	17.1	141	969	4.1	32.1	109
MOTHER EARTH NEWS	1203	882	1.8	73.3	116	*227	1.3	18.9	88	*153	1.6	12.7	104	502	2.1	41.7	142
MS.	*257	**152	0.3	59.1	94	**58	0.3	22.6	105	**10	0.1	3.9	32	**84	0.4	32.7	111
NATIONAL ENQUIRER	6921	4502	9.0	65.0	103	1532	9.0	22.1	103	870	9.0	12.6	103	2101	9.0	30.4	103
NATIONAL GEOGRAPHIC	11626	7428	14.9	63.9	101	2215	13.1	19.1	89	1337	13.9	11.5	94	3876	16.6	33.3	113
NATIONAL SUNDAY MAGAZINE PKG	49424	31573	63.2	63.9	101	9917	58.5	20.1	94	6490	67.3	13.1	108	15166	64.9	30.7	104
NATURAL HISTORY	753	423	0.8	56.2	89	*123	0.7	16.3	76	**35	0.4	4.6	38	*265	1.1	35.2	119
NEW WOMAN	*296	*207	0.4	69.9	111	**108	0.6	36.5	171	**9	0.1	3.0	25	**90	0.4	30.4	103
NEW YORK INCLUDING CUE	541	345	0.7	63.8	101	**87	0.5	16.1	75	**89	0.9	16.5	135	*169	0.7	31.2	106
THE NEW YORKER	1078	718	1.4	66.6	106	*187	1.1	17.3	81	*125	1.3	11.6	95	406	1.7	37.7	128
NEWSWEEK	9602	6264	12.5	65.2	103	1907	11.2	19.9	93	1382	14.3	14.4	118	2975	12.7	31.0	105
THE N.Y. TIMES DAILY EDITION	1376	739	1.5	53.7	85	226	1.3	16.4	77	*159	1.6	11.6	95	355	1.5	25.8	88
THE N.Y. TIMES MAGAZINE	2110	1220	2.4	57.8	92	381	2.2	18.1	84	279	2.9	13.2	109	560	2.4	26.5	90
OMNI	1927	1278	2.6	66.3	105	337	2.0	17.5	82	*192	2.0	10.0	82	749	3.2	38.9	132
ON CABLE	911	627	1.3	68.8	109	*173	1.0	19.0	89	**63	0.7	6.9	57	391	1.7	42.9	146
1001 HOME IDEAS	927	717	1.4	77.3	123	*248	1.5	26.8	125	*161	1.7	17.4	143	308	1.3	33.2	113
ORGANIC GARDENING	1430	896	1.8	62.7	99	282	1.7	19.7	92	*166	1.7	11.6	95	448	1.9	31.3	106
OUTDOOR LIFE	4064	2841	5.7	69.9	111	1004	5.9	24.7	115	579	6.0	14.2	117	1258	5.4	31.0	105
PARADE MAGAZINE	24538	15344	30.7	62.5	99	4989	29.4	20.3	95	3451	35.8	14.1	116	6905	29.6	28.1	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE A MONTH TO EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	49972	100.0	63.0	100	16962	100.0	21.4	100	9649	100.0	12.2	100	23361	100.0	29.5	100
PARENTS	1126	893	1.8	79.3	126	276	1.6	24.5	115	*178	1.8	15.8	130	439	1.9	39.0	132
PENTHOUSE	4157	2825	5.7	68.0	108	908	5.4	21.8	102	524	5.4	12.6	104	1392	6.0	33.5	114
PEOPLE	7591	4935	9.9	65.0	103	1436	8.5	18.9	88	1097	11.4	14.5	119	2403	10.3	31.7	107
PLAYBOY	8379	5755	11.5	68.7	109	1686	9.9	20.1	94	1234	12.8	14.7	121	2835	12.1	33.8	115
POPULAR HOT RODDING	2110	1417	2.8	67.2	107	468	2.8	22.2	104	*254	2.6	12.0	99	694	3.0	32.9	112
POPULAR MECHANICS	4850	3244	6.5	66.9	106	986	5.8	20.3	95	628	6.5	12.9	106	1631	7.0	33.6	114
POPULAR SCIENCE	3397	2288	4.6	67.4	107	650	3.8	19.1	89	532	5.5	15.7	129	1106	4.7	32.6	110
PREVENTION	1720	1049	2.1	61.0	97	369	2.2	21.5	100	*224	2.3	13.0	107	456	2.0	26.5	90
PSYCHOLOGY TODAY	1344	928	1.9	69.0	110	*276	1.6	20.5	96	*138	1.4	10.3	84	513	2.2	38.2	130
READER'S DIGEST	16016	10552	21.1	65.9	105	3496	20.6	21.8	102	1888	19.6	11.8	97	5168	22.1	32.3	109
REDBOOK	1121	725	1.5	64.7	103	*278	1.6	24.8	116	*145	1.5	12.9	106	302	1.3	26.9	91
ROAD & TRACK	2161	1296	2.6	60.0	95	349	2.1	16.1	75	*230	2.4	10.6	87	718	3.1	33.2	113
ROLLING STONE	1948	1360	2.7	69.8	111	427	2.5	21.9	102	*258	2.7	13.2	109	675	2.9	34.7	118
RUNNER'S WORLD	899	565	1.1	62.8	100	**142	0.8	15.8	74	*91	0.9	10.1	83	*331	1.4	36.8	125
SATURDAY EVENING POST	841	573	1.1	68.1	108	*235	1.4	27.9	131	*71	0.7	8.4	69	267	1.1	31.7	108
SCIENCE 84	841	580	1.2	69.0	109	*198	1.2	23.5	110	**101	1.0	12.0	99	*281	1.2	33.4	113
SCIENCE DIGEST	1194	741	1.5	62.1	98	*216	1.3	18.1	85	*95	1.0	8.0	65	430	1.8	36.0	122
SCIENTIFIC AMERICAN	1379	909	1.8	65.9	105	*245	1.4	17.8	83	*139	1.4	10.1	83	524	2.2	38.0	129
SELF	436	*254	0.5	58.3	92	*97	0.6	22.2	104	*49	0.5	11.2	92	**108	0.5	24.8	84
SEVENTEEN	614	430	0.9	70.0	111	**111	0.7	18.1	84	*71	0.7	11.6	95	**248	1.1	40.4	137
SKI	910	543	1.1	59.7	95	*186	1.1	20.4	96	**79	0.8	8.7	71	278	1.2	30.5	104
SMITHSONIAN	2937	1931	3.9	65.7	104	663	3.9	22.6	105	314	3.3	10.7	88	954	4.1	32.5	110
SOAP OPERA DIGEST	545	373	0.7	68.4	109	*145	0.9	26.6	124	*51	0.5	9.4	77	*177	0.8	32.5	110
SOUTHERN LIVING	2054	1384	2.8	67.4	107	474	2.8	23.1	108	*198	2.1	9.6	79	711	3.0	34.6	117
SPORT	2799	1960	3.9	70.0	111	686	4.0	24.5	115	422	4.4	15.1	124	852	3.6	30.4	103
THE SPORTING NEWS	1938	1322	2.6	68.2	108	520	3.1	26.8	125	*210	2.2	10.8	89	592	2.5	30.5	104
SPORTS AFIELD	3125	2064	4.1	66.0	105	629	3.7	20.1	94	439	4.5	14.0	115	995	4.3	31.8	108
SPORTS ILLUSTRATED	11159	7080	14.2	63.4	101	2284	13.5	20.5	96	1495	15.5	13.4	110	3301	14.1	29.6	100
STAR	4095	2577	5.2	62.9	100	874	5.2	21.3	100	462	4.8	11.3	93	1241	5.3	30.3	103
SUNDAY	25169	15614	31.2	62.0	98	4578	27.0	18.2	85	3628	37.6	14.4	118	7408	31.7	29.4	100
SUNSET	1294	796	1.6	61.5	98	*258	1.5	19.9	93	**151	1.6	11.7	96	386	1.7	29.8	101
TV GUIDE	18508	11840	23.7	64.0	101	4159	24.5	22.5	105	2304	23.9	12.4	102	5377	23.0	29.1	99
TENNIS	645	445	0.9	69.0	109	*181	1.1	28.1	131	*90	0.9	14.0	115	*174	0.7	27.0	92
TIME	12124	7551	15.1	62.3	99	2183	12.9	18.0	84	1529	15.8	12.6	104	3838	16.4	31.7	107
TOWN & COUNTRY	493	342	0.7	69.4	110	*91	0.5	18.5	86	*71	0.7	14.4	118	*180	0.8	36.5	124
TRAVEL & LEISURE	1122	739	1.5	65.9	104	*155	0.9	13.8	65	*237	2.5	21.1	174	347	1.5	30.9	105
TRUE STORY	690	485	1.0	70.3	111	*203	1.2	29.4	137	*80	0.8	11.6	95	**201	0.9	29.1	99
U.S. NEWS & WORLD REPORT	6571	4226	8.5	64.3	102	1359	8.0	20.7	97	916	9.5	13.9	115	1951	8.4	29.7	101
USA TODAY	3120	2149	4.3	68.9	109	526	3.1	16.9	79	568	5.9	18.2	150	1055	4.5	33.8	115
US	1315	961	1.9	73.1	116	*278	1.6	21.1	99	*293	3.0	22.3	183	390	1.7	29.7	101
VOGUE	632	387	0.8	61.2	97	**140	0.8	22.2	104	**73	0.8	11.6	95	*174	0.7	27.5	93
WALL STREET JOURNAL	4247	2780	5.6	65.5	104	803	4.7	18.9	88	596	6.2	14.0	115	1381	5.9	32.5	110
WEIGHT WATCHERS	398	*274	0.5	68.8	109	**73	0.4	18.3	86	**75	0.8	18.8	155	**126	0.5	31.7	107
WOMAN'S DAY	1139	709	1.4	62.2	99	352	2.1	30.9	144	**115	1.2	10.1	83	242	1.0	21.2	72
WORKING MOTHER	*298	*247	0.5	82.9	131	**98	0.6	32.9	154	*37	0.4	12.4	102	**112	0.5	37.6	128
WORKING WOMAN	327	*216	0.4	66.1	105	**83	0.5	25.4	119	**14	0.1	4.3	35	**118	0.5	36.1	122
WORLD TENNIS	397	*260	0.5	65.5	104	**124	0.7	31.2	146	*30	0.3	7.6	62	**107	0.5	27.0	91
ZIFF-DAVIS MAG NETWK (GROSS)	.9635	6468	12.9	67.1	106	2109	12.4	21.9	102	1292	13.4	13.4	110	3067	13.1	31.8	108
BLAIR INSERTS	43762	27581	55.2	63.0	100	8484	50.0	19.4	91	6029	62.5	13.8	113	13067	55.9	29.9	101
DAILY NEWSPAPERS																	
READ ANY	52459	33320	66.7	63.5	101	11138	65.7	21.2	99	6481	67.2	12.4	101	15700	67.2	29.9	102
READ ONE	41891	26760	53.5	63.9	101	9259	54.6	22.1	103	4898	50.8	11.7	96	12603	53.9	30.1	102
READ TWO OR MORE	10568	6560	13.1	62.1	98	1879	11.1	17.8	83	1584	16.4	15.0	123	3097	13.3	29.3	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	33091	66.2	63.7	101	10454	61.6	20.1	94	6860	71.1	13.2	109	15777	67.5	30.4	103
READ ONE	44561	28437	56.9	63.8	101	9180	54.1	20.6	96	5727	59.4	12.9	106	13531	57.9	30.4	103
READ TWO OR MORE	7368	4654	9.3	63.2	100	1274	7.5	17.3	81	1133	11.7	15.4	126	2246	9.6	30.5	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.29				29.01				32.87				30.13			
30 DAY REACH	71522	45264	90.6	63.3	100	15110	89.1	21.1	99	8798	91.2	12.3	101	21356	91.4	29.9	101
50 SHWG - 30 DAY AV FREQ	15.55	15.83				15.26				17.06				15.73			
30 DAY REACH	68168	43288	86.6	63.5	101	14375	84.7	21.1	99	8488	88.0	12.5	102	20424	87.4	30.0	102
25 SHWG - 30 DAY AV FREQ	8.43	8.59				8.32				9.14				8.56			
30 DAY REACH	62898	39891	79.8	63.4	101	13206	77.9	21.0	98	7925	82.1	12.6	104	18761	80.3	29.8	101
CABLE TV: HOME WIRED	31664	20932	41.9	66.1	105	6902	40.7	21.8	102	3848	39.9	12.2	100	10181	43.6	32.2	109
HOME NOT WIRED	47599	29041	58.1	61.0	97	10060	59.3	21.1	99	5800	60.1	12.2	100	13180	56.4	27.7	94
HAVE PAY CABLE	17139	11817	23.6	68.9	109	3987	23.5	23.3	109	2367	24.5	13.8	113	5463	23.4	31.9	108

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	49972	100.0	63.0	100	16962	100.0	21.4	100	9649	100.0	12.2	100	23361	100.0	29.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	30927	61.9	64.9	103	10281	60.6	21.6	101	6015	62.3	12.6	104	14631	62.6	30.7	104
10:00 AM - 3:00 PM	29926	19161	38.3	64.0	102	6335	37.3	21.2	99	3878	40.2	13.0	106	8947	38.3	29.9	101
3:00 PM - 7:00 PM	37666	24332	48.7	64.6	102	7958	46.9	21.1	99	4749	49.2	12.6	104	11625	49.8	30.9	105
7:00 PM - MIDNIGHT	18909	11971	24.0	63.3	100	3922	23.1	20.7	97	2374	24.6	12.6	103	5675	24.3	30.0	102
MIDNIGHT - 6:00 AM	11822	7823	15.7	66.2	105	2578	15.2	21.8	102	1464	15.2	12.4	102	3780	16.2	32.0	108
6:00 AM - MIDNIGHT	63254	40586	81.2	64.2	102	13410	79.1	21.2	99	7851	81.4	12.4	102	19325	82.7	30.6	104
ENTIRE DAY	64057	41040	82.1	64.1	102	13578	80.0	21.2	99	7920	82.1	12.4	102	19541	83.6	30.5	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	10749	21.5	64.8	103	3557	21.0	21.4	100	2097	21.7	12.6	104	5094	21.8	30.7	104
ALL NEWS	3542	2214	4.4	62.5	99	605	3.6	17.1	80	492	5.1	13.9	114	1117	4.8	31.5	107
AOR/PROGRESSIVE	7465	4766	9.5	63.8	101	1442	8.5	19.3	90	939	9.7	12.6	103	2385	10.2	31.9	108
BEAUTIFUL MUSIC	5061	3106	6.2	61.4	97	1116	6.6	22.1	103	567	5.9	11.2	92	1423	6.1	28.1	95
BLACK	1914	1224	2.4	63.9	101	441	2.6	23.0	108	*221	2.3	11.5	95	561	2.4	29.3	99
CLASSICAL	2304	1501	3.0	65.1	103	440	2.6	19.1	89	332	3.4	14.4	118	729	3.1	31.6	107
CHR/ROCK	10663	7160	14.3	67.1	107	2273	13.4	21.3	100	1405	14.6	13.2	108	3481	14.9	32.6	111
COUNTRY	13919	9564	19.1	68.7	109	3387	20.0	24.3	114	1940	20.1	13.9	114	4237	18.1	30.4	103
GOLDEN OLDIES	2040	1284	2.6	62.9	100	432	2.5	21.2	99	230	2.4	11.3	93	622	2.7	30.5	103
MOR/NOSTALGIA	5105	3176	6.4	62.2	99	1084	6.4	21.2	99	551	5.7	10.8	89	1541	6.6	30.2	102
NEWS/TALK	4764	2880	5.8	60.5	96	1034	6.1	21.7	101	486	5.0	10.2	84	1360	5.8	28.5	97
RELIGIOUS	2164	1166	2.3	53.9	85	326	1.9	15.1	70	*287	3.0	13.3	109	553	2.4	25.6	87
SOFT ROCK	623	349	0.7	56.0	89	**69	0.4	11.1	52	**49	0.5	7.9	65	*230	1.0	36.9	125
URBAN CONTEMPORARY	1331	848	1.7	63.7	101	353	2.1	26.5	124	*124	1.3	9.3	77	371	1.6	27.9	95
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	2217	4.4	69.6	110	751	4.4	23.6	110	570	5.9	17.9	147	896	3.8	28.1	95
ABC DIRECTION	2724	1684	3.4	61.8	98	605	3.6	22.2	104	330	3.4	12.1	100	749	3.2	27.5	93
ABC ENTERTAINMENT	5256	3242	6.5	61.7	98	1103	6.5	21.0	98	654	6.8	12.4	102	1485	6.4	28.3	96
ABC FM	2263	1592	3.2	70.3	112	527	3.1	23.3	109	389	4.0	17.2	141	675	2.9	29.8	101
ABC INFORMATION	5618	3654	7.3	65.0	103	1292	7.6	23.0	107	717	7.4	12.8	105	1645	7.0	29.3	99
ABC ROCK	2857	1765	3.5	61.8	98	520	3.1	18.2	85	322	3.3	11.3	93	923	4.0	32.3	110
CBS	5953	3826	7.7	64.3	102	1213	7.2	20.4	95	825	8.6	13.9	114	1788	7.7	30.0	102
MUTUAL	4979	3145	6.3	63.2	100	1102	6.5	22.1	103	571	5.9	11.5	94	1472	6.3	29.6	100
NBC	7279	4689	9.4	64.4	102	1552	9.1	21.3	100	790	8.2	10.9	89	2347	10.0	32.2	109
RADIORADIO	2389	1504	3.0	63.0	100	560	3.3	23.4	110	253	2.6	10.6	87	690	3.0	28.9	98
RKO ONE	2583	1703	3.4	65.9	105	671	4.0	26.0	121	*205	2.1	7.9	65	827	3.5	32.0	109
RKO TWO	3674	2310	4.6	62.9	100	798	4.7	21.7	101	594	6.2	16.2	133	918	3.9	25.0	85
THE SOURCE	3514	2284	4.6	65.0	103	807	4.8	23.0	107	474	4.9	13.5	111	1003	4.3	28.5	97
NON-WIRED : BLAIR	9864	6502	13.0	65.9	105	2169	12.8	22.0	103	1409	14.6	14.3	117	2925	12.5	29.7	101
INTERNET	13522	8671	17.4	64.1	102	2550	15.0	18.9	88	1592	16.5	11.8	97	4529	19.4	33.5	114
KATZ RADIO GROUP	19321	12146	24.3	62.9	100	4200	24.8	21.7	102	2382	24.7	12.3	101	5564	23.8	28.8	98
SUPERNET	10739	7266	14.5	67.7	107	2399	14.1	22.3	104	1407	14.6	13.1	108	3459	14.8	32.2	109
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	3132	6.3	61.3	97	1081	6.4	21.2	99	601	6.2	11.8	97	1450	6.2	28.4	96
WKDAY 9:00 AM - 1:00 PM	5383	3290	6.6	61.1	97	1240	7.3	23.0	108	567	5.9	10.5	87	1484	6.4	27.6	94
WKDAY 1:00 PM - 4:30 PM	6469	3916	7.8	60.5	96	1495	8.8	23.1	108	698	7.2	10.8	89	1722	7.4	26.6	90
WKDAY 4:30 PM - 7:30 PM	19661	12187	24.4	62.0	98	4350	25.6	22.1	103	2095	21.7	10.7	88	5742	24.6	29.2	99
WKDAY 7:30 PM - 8:00 PM	27579	17154	34.3	62.2	99	6118	36.1	22.2	104	3095	32.1	11.2	92	7941	34.0	28.8	98
WKDAY 11:00 PM - 11:30 PM	22964	14505	29.0	63.2	100	5118	30.2	22.3	104	2943	30.5	12.8	105	6443	27.6	28.1	95
WKDAY 11:30 PM - 1:00 AM	8158	5130	10.3	62.9	100	1827	10.8	22.4	105	985	10.2	12.1	99	2317	9.9	28.4	96
M-SAT 8-11 PM+SUN 7-11 PM	30140	19173	38.4	63.6	101	6651	39.2	22.1	103	3603	37.3	12.0	98	8919	38.2	29.6	100
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN-	A 2048	1327	2.7	64.8	103	498	2.9	24.3	114	194	2.0	9.5	78	635	2.7	31.0	105
ANOTHER WORLD	A 1214	721	1.4	59.4	94	296	1.7	24.4	114	135	1.4	11.1	91	290	1.2	23.9	88
AS THE WORLD TURNS	C 1740	1025	2.1	58.9	93	375	2.2	21.6	101	241	2.5	13.9	114	408	1.7	23.4	80
CAPITOL	C 1016	610	1.2	60.0	95	251	1.5	24.7	115	*96	1.0	9.4	78	262	1.1	25.8	87
CBS MORN. NEWS 1	C 1203	738	1.5	61.3	97	238	1.4	19.8	92	141	1.5	11.7	96	360	1.5	29.9	102
CBS MORN. NEWS 2	C 773	459	0.9	59.4	94	180	1.1	23.3	109	102	1.1	13.2	108	176	0.8	22.8	77
DAYS OF OUR LIVES	N 1629	997	2.0	61.2	97	359	2.1	22.0	103	210	2.2	12.9	106	428	1.8	26.3	89
FACTS OF LIFE - DAYTIME	N 961	630	1.3	65.6	104	261	1.5	27.2	127	100	1.0	10.4	85	269	1.2	28.0	95
FAMILY FEUD	A 1390	850	1.7	61.2	97	399	2.4	28.7	134	176	1.8	12.7	104	276	1.2	19.9	67
GENERAL HOSPITAL	A 1463	927	1.9	63.4	101	392	2.3	26.8	125	155	1.6	10.6	87	380	1.6	26.0	88
GOOD MORNING, AMERICA-730	A 1705	1025	2.1	60.1	95	388	2.3	22.8	106	172	1.8	10.1	83	446	2.0	27.3	93
GOOD MORNING, AMERICA-830	A 889	490	1.0	55.1	87	163	1.0	18.3	86	82	0.8	9.2	76	244	1.0	27.4	93
GUIDING LIGHT	C 1754	1026	2.1	58.5	93	355	2.1	20.2	95	217	2.2	12.4	102	454	1.9	25.9	88
ONE LIFE TO LIVE	A 1100	666	1.3	60.5	96	275	1.6	25.0	117	96	1.0	8.7	72	*295	1.3	26.8	91
PRESS YOUR LUCK	C 1222	792	1.6	64.8	103	305	1.8	25.0	117	*137	1.4	11.2	92	351	1.5	28.7	97
PRICE IS RIGHT 1	C 2692	1791	3.6	66.5	106	592	3.5	22.0	103	320	3.3	11.					

		TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES		79263	49972	100.0	63.0	100	16962	100.0	21.4	100	9649	100.0	12.2	100	23361	100.0	29.5	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	14943	29.9	61.4	97	5339	31.5	22.0	103	2659	27.6	10.9	90	6945	29.7	28.6	97
NETWORK AFFILIATES - LATE		17197	10784	21.6	62.7	99	3830	22.6	22.3	104	2217	23.0	12.9	106	4737	20.3	27.5	93
INDEPENDENTS - LATE		2887	1787	3.6	61.9	98	552	3.3	19.1	89	388	4.0	13.4	110	847	3.6	29.3	100
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		M 11301	7241	14.5	64.1	102	2658	15.7	23.5	110	1409	14.6	12.5	102	3174	13.6	28.1	95
ABC MONDAY NIGHT MOVIE		A 4379	2714	5.4	62.0	98	860	5.1	19.6	92	498	5.2	11.4	93	1356	5.8	31.0	105
ABC SUNDAY NIGHT MOVIE		A 9910	6517	13.0	65.8	104	2283	13.5	23.0	108	1301	13.5	13.1	108	2934	12.6	29.6	100
ABC WORLD NEWS TONIGHT		A 6212	3804	7.6	61.2	97	1335	7.9	21.5	100	605	6.3	9.7	80	1864	8.0	30.0	102
AFTERMASH		C 4575	2764	5.5	60.4	96	983	5.8	21.5	100	447	4.6	9.8	80	1335	5.7	29.2	99
ALICE		C 6777	4176	8.4	61.6	98	1603	9.5	23.7	111	733	7.6	10.8	89	1841	7.9	27.2	92
AMERICAN PARADE		C 4868	2951	5.9	60.6	96	1088	6.4	22.4	104	510	5.3	10.5	86	1353	5.8	27.8	94
BENSON		A 7593	4702	9.4	61.9	98	1697	10.0	22.3	104	825	8.6	10.9	89	2180	9.3	28.7	97
BLUE THUNDER		A 6036	3665	7.3	60.7	96	1352	8.0	22.4	105	619	6.4	10.3	84	1694	7.3	28.1	95
CAGNEY & LACEY		C 7938	4836	9.7	62.8	100	1752	10.3	22.8	106	938	9.7	12.2	100	2147	9.2	27.9	95
CBS EVENING NEWS-DEAN		C 4066	2311	4.6	56.8	90	730	4.3	18.0	84	383	4.0	9.4	77	1198	5.1	29.5	100
CBS EVENING NEWS-RATHER		C 8092	4905	9.8	60.6	96	1738	10.2	21.5	100	963	10.0	11.9	98	2204	9.4	27.2	92
CBS SAT. NEWS-SCHIEFFER		C 4795	2803	5.6	58.5	93	1050	6.2	21.9	102	498	5.2	10.4	85	1255	5.4	26.2	89
CBS SATURDAY NIGHT MOVIE		C 6034	3632	7.3	60.2	95	1227	7.2	20.3	95	723	7.5	12.0	98	1682	7.2	27.9	95
CBS WEDNESDAY NIGHT MOVIE		C 4993	2911	5.8	58.3	92	945	5.6	18.9	88	638	6.6	12.8	105	1328	5.7	26.6	90
CHEERS		M 6976	4669	9.3	66.9	106	1618	9.5	23.2	108	945	9.8	13.5	111	2106	9.0	30.2	102
DALLAS		C 13575	8846	17.7	65.2	103	3408	20.1	25.1	117	1545	16.0	11.4	93	3893	16.7	28.7	97
DIFF'RENT STROKES		N 3684	2312	4.6	62.8	100	890	5.2	24.2	113	461	4.8	12.5	103	960	4.1	26.1	88
DOUBLE TROUBLE		M 4462	2853	5.7	63.9	101	1156	6.8	25.9	121	505	5.2	11.3	93	1191	5.1	26.7	91
DUCK FACTORY		N 4810	3133	6.3	65.1	103	1103	6.5	22.9	107	583	6.0	12.1	100	1447	6.2	30.1	102
DUKES OF HAZZARD		C 5951	3623	7.3	60.9	97	1493	8.8	25.1	117	622	6.4	10.5	86	1507	6.5	25.3	86
DYNASTY		A 11325	7215	14.4	63.7	101	2578	15.2	22.8	106	1321	13.7	11.7	96	3316	14.2	29.3	99
FACTS OF LIFE		N 4512	3080	6.2	68.3	108	1210	7.1	26.8	125	682	7.1	15.1	124	1188	5.1	26.3	89
FALCON CREST		C 9215	5926	11.9	64.3	102	2140	12.6	23.2	109	1081	11.2	11.7	96	2704	11.6	29.3	100
FALL GUY		A 8604	5363	10.7	62.3	99	1931	11.4	22.4	105	923	9.6	10.7	88	2508	10.7	29.1	99
FAMILY TIES		N 4179	2491	5.0	59.6	95	975	5.7	23.3	109	490	5.1	11.7	96	1026	4.4	24.6	83
FANTASY ISLAND		A 4781	3120	6.2	65.3	104	1035	6.1	21.6	101	534	5.5	11.2	92	1551	6.6	32.4	110
FOULUPS, BLEEPS & BLUNDERS		A 6697	4005	8.0	59.8	95	1456	8.6	21.7	102	670	6.9	10.0	82	1879	8.0	28.1	95
FOUR SEASONS		C 3873	2215	4.4	57.2	91	874	5.2	22.6	105	316	3.3	8.2	67	1025	4.4	26.5	90
GIMME A BREAK		N 4310	2636	5.3	61.2	97	1044	6.2	24.2	113	508	5.3	11.8	97	1084	4.6	25.2	85
HART TO HART		A 5751	3591	7.2	62.4	99	1300	7.7	22.6	106	760	7.9	13.2	109	1532	6.6	26.6	90
HILL STREET BLUES		N 8568	5640	11.3	65.8	104	1927	11.4	22.5	105	1116	11.6	13.0	107	2597	11.1	30.3	103
HOTEL		A 8801	5499	11.0	62.5	99	1971	11.6	22.4	105	1082	11.2	12.3	101	2446	10.5	27.8	94
JEFFERSONS		C 6978	4113	8.2	58.9	93	1537	9.1	22.0	103	684	7.1	9.8	81	1891	8.1	27.1	92
JENNIFER SLEPT HERE		N 3021	1893	3.8	62.7	99	704	4.2	23.3	109	427	4.4	14.1	116	762	3.3	25.2	86
KATE & ALLIE		C 6811	4477	9.0	65.7	104	1477	8.7	21.7	101	873	9.0	12.8	105	2127	9.1	31.2	106
KNIGHT RIDER		N 5256	3395	6.8	64.6	102	1222	7.2	23.2	109	615	6.4	11.7	96	1558	6.7	29.6	101
LOVE BOAT		A 7174	4499	9.0	62.7	99	1720	10.1	24.0	112	776	8.0	10.8	89	2004	8.6	27.9	95
MAGNUM PI		C 10438	6867	13.7	65.8	104	2482	14.6	23.8	111	1239	12.8	11.9	98	3146	13.5	30.1	102
MAMA'S FAMILY		N 3488	2099	4.2	60.2	95	905	5.3	25.9	121	335	3.5	9.6	79	859	3.7	24.6	84
MASTER, THE		N 4127	2621	5.2	63.5	101	918	5.4	22.2	104	503	5.2	12.2	100	1200	5.1	29.1	99
MATT HOUSTON		A 5978	3714	7.4	62.1	99	1385	8.2	23.2	108	593	6.1	9.9	81	1736	7.4	29.0	99
NBC MONDAY NIGHT MOVIE		N 10446	6935	13.9	66.4	105	2234	13.2	21.4	100	1291	13.4	12.4	102	3410	14.6	32.6	111
NBC NIGHTLY NEWS		N 5571	3313	6.6	59.5	94	1105	6.5	19.8	93	546	5.7	9.8	81	1661	7.1	29.8	101
NBC NIGHTLY NEWS-SAT		N 3675	2146	4.3	58.4	93	710	4.2	19.3	90	436	4.5	11.9	97	1000	4.3	27.2	92
NBC NIGHTLY NEWS-SUN		N 2905	1707	3.4	58.8	93	539	3.2	18.6	87	278	2.9	9.6	79	891	3.8	30.7	104
NBC SUNDAY NIGHT MOVIE		N 8352	5744	11.5	68.8	109	1745	10.3	20.9	98	1105	11.5	13.2	109	2894	12.4	34.7	118
NEWHART		C 6864	4462	8.9	65.0	103	1649	9.7	24.0	112	743	7.7	10.8	89	2070	8.9	30.2	102
ONE DAY AT A TIME		C 3866	2349	4.7	60.8	96	918	5.4	23.7	111	428	4.4	11.1	91	1004	4.3	26.0	88
PEOPLE ARE FUNNY		N 3956	2336	4.7	59.0	94	973	5.7	24.6	115	339	3.5	8.6	70	1024	4.4	25.9	88
REAL PEOPLE		M 6305	3964	7.9	62.9	100	1494	8.8	23.7	111	751	7.8	11.9	98	1719	7.4	27.3	93
REMINGTON STEELE		N 5884	3726	7.5	63.3	100	1164	6.9	19.8	92	763	7.9	13.0	107	1798	7.7	30.6	104
RIPLEY'S BELIEVE IT - NOT		A 5706	3745	7.5	65.6	104	1278	7.5	22.4	105	735	7.6	12.9	106	1732	7.4	30.4	103
RIPTIDE		N 6202	3772	7.5	60.8	96	1251	7.4	20.2	94	825	8.6	13.3	109	1697	7.3	27.4	93
SCARECROW & MRS. KING		C 6513	4330	8.7	66.5	105	1500	8.8	23.0	108	728	7.5	11.2	92	2102	9.0	32.3	110
SIMON & SIMON		C 8593	5523	11.1	64.3	102	1898	11.2	22.1	103	927	9.6	10.8	89	2698	11.5	31.4	107
60 MINUTES		C 13342	7926	15.9	59.4	94	2752	16.2	20.6	96	1422	14.7	10.7	88	3753	16.1	28.1	95
ST. ELSEWHERE		N 6029	4034	8.1	66.9	106	1418	8.4	23.5	110	854	8.9	14.2	116	1762	7.5	29.2	99
THREE'S COMPANY		A 8565	5575	11.2	65.1	103	2061	12.2	24.1	112	1096	11.4	12.8	105	2419	10.4	28.2	96
T.J. HOOKER		A 7400	4794	9.6	64.8	103	1737	10.2	23.5	110	808	8.4	10.9	90	2248	9.6	30.4	103
TONIGHT SHOW		N 2433	1555	3.1	63.9	101	599	3.5	24.6	115	278	2.9	11.4	94	678	2.9	27.9	95
TRAPPER JOHN, M.D.		C 5958	3716	7.4	62.4	99	1259	7.4	21.1	99	703	7.3	11.8	97	1755	7.5	29.5	100
TV BLOOPERS & PRAC. JOKES		N 9086	5986	12.0	65.9	104	2209	13.0	24.3	114	1002	10.4	11.0	91	2775	11.1	30.5	104
20/20		A 8306	4995	10.0	60.1	95	1737	10.2	20.9	98	900	9.3	10.8	89	2359	10.1	28.4	96
WEBSTER		A 6788	4192	8.4	61.8	98	1668	9.8	24.6	115	670	6.9	9.9	81	1854	7.9	27.3	93
WORLD NEWS - SUN		A 2036	1341	2.7	65.9	104	466	2.7	22.9	107	262	2.7	12.9	106	612	2.6	30.10	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	57241	100.0	64.7	100	20454	100.0	23.1	100	10751	100.0	12.2	100	26036	100.0	29.4	100
FEMALE HOMEOWNERS	80986	51992	90.8	64.2	99	18822	92.0	23.2	101	9682	90.1	12.0	98	23488	90.2	29.0	99
EMPLOYED MOTHERS	18702	14052	24.5	75.1	116	4793	23.4	25.6	111	2687	25.0	14.4	118	6572	25.2	35.1	119
18 - 24	14726	9859	17.2	66.9	103	2948	14.4	20.0	87	2043	19.0	13.9	114	4867	18.7	33.1	112
25 - 34	20202	15415	26.9	76.3	118	5170	25.3	25.6	111	2956	27.5	14.6	120	7289	28.0	36.1	123
35 - 44	14781	10444	18.2	70.7	109	3614	17.7	24.5	106	1918	17.8	13.0	107	4912	18.9	33.2	113
45 - 54	11449	7246	12.7	63.3	98	2812	13.7	24.6	106	1116	10.4	9.7	80	3319	12.7	29.0	98
55 - 64	11846	6804	11.9	57.4	89	2641	12.9	22.3	96	1285	12.0	10.8	89	2878	11.1	24.3	83
65 OR OLDER	15459	7474	13.1	48.3	75	3269	16.0	21.1	91	1434	13.3	9.3	76	2771	10.6	17.9	66
18 - 34	34928	25274	44.2	72.4	112	8119	39.7	23.2	101	4999	46.5	14.3	118	12156	46.7	34.8	118
18 - 49	55154	39425	68.9	71.5	110	13030	63.7	23.6	102	7613	70.8	13.8	114	18782	72.1	34.1	116
25 - 54	46433	33105	57.8	71.3	110	11595	56.7	25.0	108	5990	55.7	12.9	106	15520	59.6	33.4	114
35 - 49	20226	14152	24.7	70.0	108	4912	24.0	24.3	105	2614	24.3	12.9	106	6626	25.4	32.8	111
50 OR OLDER	33310	17816	31.1	53.5	83	7424	36.3	22.3	96	3138	29.2	9.4	78	7254	27.9	21.8	74
GRADUATED COLLEGE	12110	8103	14.2	66.9	103	2379	11.6	19.6	85	1687	15.7	13.9	115	4037	15.5	33.3	113
ATTENDED COLLEGE	15309	10368	18.1	67.7	105	3362	16.4	22.0	95	2189	20.4	14.3	118	4817	18.5	31.5	107
GRADUATED HIGH SCHOOL	36912	25079	43.8	67.9	105	8685	42.5	23.5	102	4361	40.6	11.8	97	12033	46.2	32.6	111
DID NOT GRADUATE HIGH SCHOOL	24134	13692	23.9	56.7	88	6029	29.5	25.0	108	2515	23.4	10.4	86	5149	19.8	21.3	72
EMPLOYED FULL-TIME	35457	25461	44.5	71.8	111	8435	41.2	23.8	103	4621	43.0	13.0	107	12404	47.6	35.0	119
EMPLOYED PART-TIME	8514	5753	10.1	67.6	104	1815	8.9	21.3	92	1227	11.4	14.4	119	2711	10.4	31.8	108
NOT EMPLOYED	44494	26028	45.5	58.5	90	10203	49.9	22.9	99	4903	45.6	11.0	91	10921	41.9	24.5	83
PROFESSIONAL/MANAGER	10811	7522	13.1	69.6	108	2280	11.1	21.1	91	1571	14.6	14.5	120	3671	14.1	34.0	115
TECH/CLERICAL/SALES	19640	14239	24.9	72.5	112	4142	20.3	21.1	91	2821	26.2	14.4	118	7276	27.9	37.0	126
PRECISION/CRAFT	1023	677	1.2	66.2	102	**265	1.3	25.9	112	**110	1.0	10.8	88	*303	1.2	29.6	101
OTHER EMPLOYED	12498	8775	15.3	70.2	109	3563	17.4	28.5	123	1346	12.5	10.8	89	3866	14.8	30.9	105
SINGLE	15995	10599	18.5	66.3	102	3408	16.7	21.3	92	2326	21.6	14.5	120	4866	18.7	30.4	103
MARRIED	51689	34935	61.0	67.6	104	12201	59.7	23.6	102	6269	58.3	12.1	100	16465	63.2	31.9	108
DIVORCED/SEPARATED/WIDOWED	20780	11706	20.5	56.3	87	4845	23.7	23.3	101	2156	20.1	10.4	85	4705	18.1	22.6	77
PARENTS	33922	24642	43.0	72.6	112	8833	43.2	26.0	113	4546	42.3	13.4	110	11263	43.3	33.2	113
WHITE	76422	49847	87.1	65.2	101	17186	84.0	22.5	97	9501	88.4	12.4	102	23160	89.0	30.3	103
BLACK	10066	6156	10.8	61.2	95	2989	14.6	29.7	128	1024	9.5	10.2	84	2144	8.2	21.3	72
OTHER	1976	1238	2.2	62.7	97	**278	1.4	14.1	61	**227	2.1	11.5	95	*732	2.8	37.0	126
NORTHEAST-CENSUS	19803	12212	21.3	61.7	95	4366	21.3	22.0	95	2583	24.0	13.0	107	5263	20.2	26.6	90
NORTH CENTRAL	22181	14643	25.6	66.0	102	4672	22.8	21.1	91	2985	27.8	13.5	111	6986	26.8	31.5	107
SOUTH	30082	19533	34.1	64.9	100	8656	42.3	28.8	124	3130	29.1	10.4	86	7747	29.8	25.8	88
WEST	16398	10853	19.0	66.2	102	2760	13.5	16.8	73	2053	19.1	12.5	103	6040	23.2	36.8	125
NORTHEAST-MKTG.	20163	12392	21.6	61.5	95	4689	22.9	23.3	101	2585	24.0	12.8	105	5118	19.7	25.4	86
EAST CENTRAL	13054	8605	15.0	65.9	102	2730	13.3	20.9	90	1805	16.8	13.8	114	4070	15.6	31.2	106
WEST CENTRAL	14993	9907	17.3	66.1	102	3159	15.4	21.1	91	1912	17.8	12.8	105	4836	18.6	32.3	110
SOUTH	25785	16749	29.3	65.0	100	7515	36.7	29.1	126	2639	24.5	10.2	84	6595	25.3	25.6	87
PACIFIC	14470	9588	16.8	66.3	102	2361	11.5	16.3	71	1810	16.8	12.5	103	5417	20.8	37.4	127
COUNTY SIZE A	36705	23668	41.3	64.5	100	7831	38.3	21.3	92	4141	38.5	11.3	93	11696	44.9	31.9	108
COUNTY SIZE B	26819	17188	30.0	64.1	99	6490	31.7	24.2	105	3019	28.1	11.3	93	7679	29.5	28.6	97
COUNTY SIZE C	13597	9293	16.2	68.3	106	3421	16.7	25.2	109	2074	19.3	15.3	126	3798	14.6	27.9	95
COUNTY SIZE D	11344	7092	12.4	62.5	97	2711	13.3	23.9	103	1517	14.1	13.4	110	2863	11.0	25.2	86
METRO CENTRAL CITY	26825	16592	29.0	61.9	96	6026	29.5	22.5	97	2824	26.3	10.5	87	7742	29.7	28.9	98
METRO SUBURBAN	39912	27115	47.4	67.9	105	9315	45.5	23.3	101	5069	47.1	12.7	105	12731	48.9	31.9	108
NON METRO	21728	13534	23.6	62.3	96	5113	25.0	23.5	102	2858	26.6	13.2	108	5563	21.4	25.6	87
TOP 5 ADI'S	20847	13767	24.1	66.0	102	4255	20.8	20.4	88	2557	23.8	12.3	101	6956	26.7	33.4	113
TOP 10 ADI'S	28719	18336	32.0	63.9	99	6134	30.0	21.4	92	3374	31.4	11.7	97	8831	33.9	30.7	104
TOP 20 ADI'S	40904	25904	45.3	63.3	98	8522	41.7	20.8	90	4558	42.4	11.1	92	12824	49.3	31.4	107
HSGLD INC. \$50,000 OR MORE	7931	5728	10.0	72.2	112	1704	8.3	21.5	93	1055	9.8	13.3	109	2970	11.4	37.4	127
\$40,000 OR MORE	15233	10720	18.7	70.4	109	3204	15.7	21.0	91	2034	18.9	13.4	110	5482	21.1	36.0	122
\$30,000 OR MORE	28333	19719	34.4	69.6	108	6086	29.8	21.5	93	3770	35.1	13.3	109	9862	37.9	34.8	118
\$25,000 OR MORE	36417	25468	44.5	69.9	108	8089	39.5	22.2	96	4725	43.9	13.0	107	12655	48.6	34.8	118
\$20,000 - \$24,999	9943	6712	11.7	67.5	104	2321	11.3	23.3	101	1228	11.4	12.4	102	3163	12.1	31.8	108
\$15,000 - \$19,999	9211	6173	10.8	67.0	104	2268	11.1	24.6	106	1103	10.3	12.0	99	2802	10.8	30.4	103
\$10,000 - \$14,999	13477	8378	14.6	62.2	96	3284	16.1	24.4	105	1663	15.5	12.3	102	3431	13.2	25.5	87
UNDER \$10,000	19418	10510	18.4	54.1	84	4492	22.0	23.1	100	2033	18.9	10.5	86	3985	15.3	20.5	70
HOUSEHOLD OF 1 PERSON	11987	6195	10.8	51.7	80	2368	11.6	19.8	85	1144	10.6	9.5	79	2683	10.3	22.4	76
2 PEOPLE	27046	16460	28.8	60.9	94	5971	29.2	22.1	95	3300	30.7	12.2	100	7189	27.6	26.6	90
3 OR 4 PEOPLE	34251	23793	41.6	69.5	107	8157	39.9	23.8	103	4253	39.6	12.4	102	11383	43.7	33.2	113

		TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	57241	100.0	64.7	100	20454	100.0	23.1	100	10751	100.0	12.2	100	26036	100.0	29.4	100
MAGAZINES	QUINTILE 1	17988	12588	22.0	70.0	108	4527	22.1	25.2	109	2378	22.1	13.2	109	5682	21.8	31.6	107
	QUINTILE 2	19446	13214	23.1	68.0	105	4539	22.2	23.3	101	2511	23.4	12.9	106	6165	23.7	31.7	108
	QUINTILE 3	14626	9787	17.1	66.9	103	3276	16.0	22.4	97	1983	18.4	13.6	112	4528	17.4	31.0	105
	QUINTILE 4	16014	10260	17.9	64.1	99	3608	17.6	22.5	97	2003	18.6	12.5	103	4649	17.9	29.0	99
	QUINTILE 5	20389	11392	19.9	55.9	86	4504	22.0	22.1	96	1877	17.5	9.2	76	5012	19.3	24.6	84
NEWSPAPERS	QUINTILE 1	13830	9003	15.7	65.1	101	3122	15.3	22.6	98	1592	14.8	11.5	95	4289	16.5	31.0	105
	QUINTILE 2	26350	17202	30.1	65.3	101	6059	29.6	23.0	99	3262	30.3	12.4	102	7882	30.3	29.9	102
	QUINTILE 3	12415	8397	14.7	67.6	105	2905	14.2	23.4	101	1672	15.6	13.5	111	3820	14.7	30.8	105
	QUINTILE 4	21911	14071	24.6	64.2	99	4936	24.1	22.5	97	2783	25.9	12.7	105	6352	24.4	29.0	99
	QUINTILE 5	13960	8568	15.0	61.4	95	3432	16.8	24.6	106	1443	13.4	10.3	85	3694	14.2	26.5	90
OUTDOOR	QUINTILE 1	16810	11791	20.6	70.1	108	3943	19.3	23.5	101	2194	20.4	13.1	107	5653	21.7	33.6	114
	QUINTILE 2	17101	11661	20.4	68.2	105	4211	20.6	24.6	107	2330	21.7	13.6	112	5120	19.7	29.9	102
	QUINTILE 3	17579	11115	19.4	63.2	98	4046	19.8	23.0	100	1904	17.7	10.8	89	5164	19.8	29.4	100
	QUINTILE 4	18343	11654	20.4	63.5	98	4124	20.2	22.5	97	2226	20.7	12.1	100	5304	20.4	28.9	98
	QUINTILE 5	18631	11021	19.3	59.2	91	4130	20.2	22.2	96	2096	19.5	11.3	93	4795	18.4	25.7	87
RADIO-DRIVE TIME	QUINTILE 1	17390	12160	21.2	69.9	108	4073	19.9	23.4	101	2488	23.1	14.3	118	5599	21.5	32.2	109
	QUINTILE 2	16591	10963	19.2	66.1	102	4168	20.4	25.1	109	2034	18.9	12.3	101	4760	18.3	28.7	97
	QUINTILE 3	16910	11310	19.8	66.9	103	3972	19.4	23.5	102	2142	19.9	12.7	104	5196	20.0	30.7	104
	QUINTILE 4	18002	11702	20.4	65.0	100	3994	19.5	22.2	96	2120	19.7	11.8	97	5588	21.5	31.0	105
	QUINTILE 5	19572	11106	19.4	56.7	88	4246	20.8	21.7	94	1967	18.3	10.1	83	4893	18.8	25.0	85
RADIO-MID- DAY	TERCILE 1	23248	15819	27.6	68.0	105	5834	28.5	25.1	109	2845	26.5	12.2	101	7140	27.4	30.7	104
	TERCILE 2	23667	15904	27.8	67.2	104	5713	27.9	24.1	104	3011	28.0	12.7	105	7180	27.6	30.3	103
	TERCILE 3	41549	25518	44.6	61.4	95	8907	43.5	21.4	93	4895	45.5	11.8	97	11716	45.0	28.2	96
RADIO-TOTAL	QUINTILE 1	17786	12229	21.4	68.8	106	4576	22.4	25.7	111	2012	18.7	11.3	93	5641	21.7	31.7	108
	QUINTILE 2	17316	11849	20.7	68.4	106	3834	18.7	22.1	96	2689	25.0	15.5	128	5325	20.5	30.8	104
	QUINTILE 3	18428	12234	21.4	66.4	103	4375	21.4	23.7	103	2391	22.2	13.0	107	5468	21.0	29.7	101
	QUINTILE 4	17669	11315	19.8	64.0	99	4077	19.9	23.1	100	1966	18.3	11.1	92	5272	20.2	29.8	101
	QUINTILE 5	17265	9614	16.8	55.7	86	3592	17.6	20.8	90	1694	15.8	9.8	81	4329	16.6	25.1	85
TV-PRIME TIME	QUINTILE 1	17416	10863	19.0	62.4	96	4193	20.5	24.1	104	2011	18.7	11.5	95	4658	17.9	26.7	91
	QUINTILE 2	17413	11330	19.8	65.1	101	4150	20.3	23.8	103	2246	20.9	12.9	106	4935	19.0	28.3	96
	QUINTILE 3	17943	11963	20.9	66.7	103	4027	19.7	22.4	97	2390	22.2	13.3	110	5546	21.3	30.9	105
	QUINTILE 4	18442	12110	21.2	65.7	101	4311	21.1	23.4	101	2182	20.3	11.8	97	5617	21.6	30.5	103
	QUINTILE 5	17250	10976	19.2	63.6	98	3773	18.4	21.9	95	1923	17.9	11.1	92	5280	20.3	30.6	104
TV-DAYTIME	TERCILE 1	29966	18615	32.5	62.1	96	6985	34.1	23.3	101	3553	33.0	11.9	98	8077	31.0	27.0	92
	TERCILE 2	29480	19376	33.8	65.7	102	6783	33.2	23.0	100	3732	34.7	12.7	104	8861	34.0	30.1	102
	TERCILE 3	29018	19250	33.6	66.3	103	6686	32.7	23.0	100	3466	32.2	11.9	98	9098	34.9	31.4	107
TV-TOTAL	QUINTILE 1	17740	10618	18.5	59.9	93	4124	20.2	23.2	101	2158	20.1	12.2	100	4336	16.7	24.4	83
	QUINTILE 2	17674	11463	20.0	64.9	100	4278	20.9	24.2	105	2150	20.0	12.2	100	5034	19.3	28.5	97
	QUINTILE 3	17730	11330	19.8	63.9	99	3837	18.8	21.6	94	2246	20.9	12.7	104	5247	20.2	29.6	101
	QUINTILE 4	17563	12176	21.3	69.3	107	4230	20.7	24.1	104	2223	20.7	12.7	104	5723	22.0	32.6	111
	QUINTILE 5	17757	11655	20.4	65.6	101	3985	19.5	22.4	97	1975	18.4	11.1	92	5695	21.9	32.1	109
MAGAZINES-NEWSPAPERS: DUAL		23278	15689	27.4	67.4	104	5736	28.0	24.6	107	2823	26.3	12.1	100	7129	27.4	30.6	104
MAGAZINE IMPERATIVE		21634	15135	26.4	70.0	108	4963	24.3	22.9	99	3160	29.4	14.6	120	7012	26.9	32.4	110
NEWSPAPER IMPERATIVE		23455	14743	25.8	62.9	97	4996	24.4	21.3	92	2903	27.0	12.4	102	6845	26.3	29.2	99
MAGAZINES-OUTDOOR: DUAL		17482	12639	22.1	72.3	112	4161	20.3	23.8	103	2493	23.2	14.3	117	5984	23.0	34.2	116
MAGAZINE IMPERATIVE		28830	18894	33.0	65.5	101	6913	33.8	24.0	104	3475	32.3	12.1	99	8506	32.7	29.5	100
OUTDOOR IMPERATIVE		26119	16383	28.6	62.7	97	5893	28.8	22.6	98	3071	28.6	11.8	97	7419	28.5	28.4	97
MAGAZINES-RADIO: DUAL		20162	14086	24.6	69.9	108	5104	25.0	25.3	109	2751	25.6	13.6	112	6231	23.9	30.9	105
MAGAZINE IMPERATIVE		26292	17480	30.5	66.5	103	5917	28.9	22.5	97	3202	29.8	12.2	100	8361	32.1	31.8	108
RADIO IMPERATIVE		25308	16450	28.7	65.0	100	5711	27.9	22.6	98	3173	29.5	12.5	103	7566	29.1	29.9	102
MAGAZINES-TELEVISION: DUAL		17312	11754	20.5	67.9	105	4430	21.7	25.6	111	2269	21.1	13.1	108	5055	19.4	29.2	99
MAGAZINE IMPERATIVE		29099	20199	35.3	69.4	107	6555	32.0	22.5	97	3820	35.5	13.1	108	9823	37.7	33.8	115
TELEVISION IMPERATIVE		27505	16087	28.1	58.5	90	5931	29.0	21.6	93	3196	29.7	11.6	96	6960	26.7	25.3	86
NEWSPAPERS-OUTDOOR: DUAL		18628	12663	22.1	68.0	105	4312	21.1	23.1	100	2369	22.0	12.7	105	5982	23.0	32.1	109
NEWSPAPER IMPERATIVE		29178	18486	32.3	63.4	98	6644	32.5	22.8	98	3406	31.7	11.7	96	8436	32.4	28.9	98
OUTDOOR IMPERATIVE		25260	16933	29.6	67.0	104	6159	30.1	24.4	105	3225	30.0	12.8	105	7549	29.0	29.9	102
NEWSPAPERS-RADIO: DUAL		19246	13400	23.4	69.6	108	4678	22.9	24.3	105	2631	24.5	13.7	112	6091	23.4	31.6	108
NEWSPAPER IMPERATIVE		28155	17618	30.8	62.6	97	6101	29.8	21.7	94	3284	30.5	11.7	96	8234	31.6	29.2	99
RADIO IMPERATIVE		25308	17239	30.1	68.1	105	6095	29.8	24.1	104	3367	31.3	13.3	109	7777	29.9	30.7	104
NEWSPAPERS-TELEVISION: DUAL		18615	11895	20.8	63.9	99	4197	20.5	22.5	98	2297	21.4	12.3	102	5402	20.7	29.0	99
NEWSPAPER IMPERATIVE		29207	19488	34.0	66.7	103	6705	32.8	23.0	99	3559	33.1	12.2	100	9224	35.4	31.6	107
TELEVISION IMPERATIVE		25472	15826	27.6	62.1	96	6087	29.8	23.9	103	3133	29.1	12.3	101	6606	25.4	25.9	88
OUTDOOR-RADIO: DUAL		17292	12286	21.5														

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE A MONTH TO EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	57241	100.0	64.7	100	20454	100.0	23.1	100	10751	100.0	12.2	100	26036	100.0	29.4	100
ATLANTIC MONTHLY	415	309	0.5	74.5	115	**110	0.5	26.5	115	**63	0.6	15.2	125	*135	0.5	32.5	111
BARRON'S	522	369	0.6	70.7	109	**86	0.4	16.5	71	**64	0.6	12.3	101	*218	0.8	41.8	142
BETTER HOMES & GARDENS	17429	11656	20.4	66.9	103	4011	19.6	23.0	100	2284	21.2	13.1	108	5361	20.6	30.8	105
BON APPETIT	2772	1853	3.2	66.8	103	697	3.4	25.1	109	358	3.3	12.9	106	798	3.1	28.8	98
BUSINESS WEEK	1469	884	1.5	60.2	93	289	1.4	19.7	85	*130	1.2	8.8	73	465	1.8	31.7	108
CAR AND DRIVER	397	332	0.6	83.6	129	**104	0.5	26.2	113	**57	0.5	14.4	118	*171	0.7	43.1	146
CBS MAGAZINE NETWORK (GROSS)	1633	1130	2.0	69.2	107	360	1.8	22.0	95	*340	3.2	20.8	171	430	1.7	26.3	89
CHANGING TIMES	1554	948	1.7	61.0	94	298	1.5	19.2	83	*217	2.0	14.0	115	434	1.7	27.9	95
COLONIAL HOMES	1304	892	1.6	68.4	106	289	1.4	22.2	96	*153	1.4	11.7	97	450	1.7	34.5	117
CONDE NAST MAG. PKG. (GROSS)	17858	12196	21.3	68.3	106	4218	20.6	23.6	102	2375	22.1	13.3	109	5603	21.5	31.4	107
CONSUMERS DIGEST	1406	888	1.6	63.2	98	260	1.3	18.5	80	*220	2.0	15.6	129	408	1.6	29.0	99
COSMOPOLITAN	8815	6135	10.7	69.6	108	2109	10.3	23.9	103	1156	10.8	13.1	108	2870	11.0	32.6	111
COUNTRY LIVING	2636	1938	3.4	73.5	114	778	3.8	29.5	128	340	3.2	12.9	106	820	3.1	31.1	106
CUISINE	1554	1094	1.9	70.4	109	473	2.3	30.4	132	**171	1.6	11.0	91	450	1.7	29.0	98
CYCLE WORLD	469	369	0.6	78.7	122	**107	0.5	22.8	99	**122	1.1	26.0	214	**140	0.5	29.9	101
DCI:CREATIVE IDEAS FOR LIV	2631	1896	3.3	72.1	111	686	3.4	26.1	113	325	3.0	12.4	102	885	3.4	33.6	114
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	4942	8.6	70.0	108	1977	9.7	28.0	121	745	6.9	10.5	87	2220	8.5	31.4	107
DISCOVER	998	734	1.3	73.5	114	243	1.2	24.3	105	**136	1.3	13.6	112	355	1.4	35.6	121
EBONY	4289	2817	4.9	65.7	102	1392	6.8	32.5	140	510	4.7	11.9	98	915	3.5	21.3	72
ESQUIRE	1176	788	1.4	67.0	104	310	1.5	26.4	114	*142	1.3	12.1	99	336	1.3	28.6	97
ESSENCE	2392	1617	2.8	67.6	104	765	3.7	32.0	138	269	2.5	11.2	93	583	2.2	24.4	83
FAMILY CIRCLE	17209	11697	20.4	68.0	105	4117	20.1	23.9	103	2429	22.6	14.1	116	5152	19.8	29.9	102
THE FAMILY HANDYMAN	1184	840	1.5	70.9	110	363	1.8	30.7	133	*171	1.6	14.4	119	306	1.2	25.8	88
FAMILY WEEKLY	12391	8510	14.9	68.7	106	3038	14.9	24.5	106	1622	15.1	13.1	108	3850	14.8	31.1	106
FIELD & STREAM	2438	1772	3.1	72.7	112	687	3.4	28.2	122	*361	3.4	14.8	122	724	2.8	29.7	101
FOOD & WINE	614	447	0.8	72.8	113	*202	1.0	32.9	142	**65	0.6	10.6	87	*180	0.7	29.3	100
FORBES	813	501	0.9	61.6	95	*151	0.7	18.6	80	**45	0.4	5.5	46	305	1.2	37.5	127
FORTUNE	1083	758	1.3	70.0	108	*252	1.2	23.3	101	**96	0.9	8.9	73	410	1.6	37.9	129
GENTLEMEN'S QUARTERLY	1197	857	1.5	71.6	111	377	1.8	31.5	136	*132	1.2	11.0	91	348	1.3	29.1	99
GLAMOUR	6625	4764	8.3	71.9	111	1666	8.1	25.1	109	904	8.4	13.6	112	2194	8.4	33.1	113
GOLF DIGEST	707	506	0.9	71.6	111	*214	1.0	30.3	131	**76	0.7	10.7	88	*216	0.8	30.6	104
GOLF DIGEST/TENNIS (GROSS)	1316	884	1.5	67.2	104	331	1.6	25.2	109	*110	1.0	8.4	69	443	1.7	33.7	114
GOLF MAGAZINE	469	308	0.5	65.7	101	**134	0.7	28.6	124	*220	0.2	4.3	35	**154	0.6	32.8	112
GOLF MAGAZINE/SKI (GROSS)	1060	710	1.2	67.0	104	*192	0.9	18.1	78	**88	0.8	8.3	68	430	1.7	40.6	138
GOOD HOUSEKEEPING	17784	12141	21.2	68.3	106	4224	20.7	23.8	103	2168	20.2	12.2	100	5750	22.1	32.3	110
HARPER'S BAZAAR	2931	2058	3.6	70.2	109	735	3.6	25.1	108	371	3.5	12.7	104	952	3.7	32.5	110
HEALTH	2199	1468	2.6	66.8	103	434	2.1	19.7	85	292	2.7	13.3	109	742	2.8	33.7	115
HEARST MAG CORP. BUY (GROSS)	49148	34271	59.9	69.7	108	12015	58.7	24.4	106	6273	58.3	12.8	105	15984	61.4	32.5	111
HEARST MAN POWER (GROSS)	2113	1513	2.6	71.6	111	541	2.6	25.6	111	335	3.1	15.9	130	638	2.5	30.2	103
HEARST WOMAN POWER (GROSS)	35062	24434	42.7	69.7	108	8382	41.0	23.9	103	4575	42.6	13.0	107	11477	44.1	32.7	111
HOUSE BEAUTIFUL	3865	2579	4.5	66.7	103	988	4.8	25.6	111	375	3.5	9.7	80	1217	4.7	31.5	107
INC.	315	*198	0.3	62.9	97	**36	0.2	11.4	49	**53	0.5	16.8	138	**109	0.4	34.6	118
JET	3690	2404	4.2	65.1	101	1156	5.7	31.3	135	340	3.2	9.2	76	908	3.5	24.6	84
LADIES' HOME JOURNAL	12930	9009	15.7	69.7	108	3281	16.0	25.4	110	1799	16.7	13.9	114	3930	15.1	30.4	103
LHJ FAMILY GRP COMBO(GROSS)	18161	12772	22.3	70.3	109	4559	22.3	25.1	109	2459	22.9	13.5	111	5753	22.1	31.7	108
LIFE	5065	3389	5.9	66.9	103	1063	5.2	21.0	91	616	5.7	12.2	100	1710	6.6	33.8	115
L.A. TIMES HOME MAGAZINE	1310	845	1.5	64.5	100	*137	0.7	10.5	45	**140	1.3	10.7	88	568	2.2	43.4	147
MADEMOISELLE	3759	2553	4.5	67.9	105	963	4.7	25.6	111	404	3.8	10.7	88	1186	4.6	31.6	107
MC CALL'S	14658	9946	17.4	67.9	105	3615	17.7	24.7	107	1946	18.1	13.3	109	4385	16.8	29.9	102
MC CALL'S/WRK MOTHER (GROSS)	15857	10843	18.9	68.4	106	3940	19.3	24.8	107	2173	20.2	13.7	113	4730	18.2	29.8	101
MECHANIX ILLUSTRATED	809	570	1.0	70.5	109	*192	0.9	23.7	103	**111	1.0	13.7	113	*268	1.0	33.1	113
METROPOLITAN HOME	1009	585	1.0	58.0	90	*143	0.7	14.2	61	**55	0.5	5.5	45	387	1.5	38.4	130
MONEY	1707	1099	1.9	64.4	100	368	1.8	21.6	93	*218	2.0	12.8	105	513	2.0	30.1	102
MOTHER EARTH NEWS	1123	855	1.5	76.1	118	*260	1.3	23.2	100	*233	2.2	20.7	171	362	1.4	32.2	110
MS.	932	695	1.2	74.6	115	218	1.1	23.4	101	*169	1.6	18.1	149	309	1.2	33.2	113
NATIONAL ENQUIRER	11971	8166	14.3	68.2	105	3311	16.2	27.7	120	1324	12.3	11.1	91	3531	13.6	29.5	100
NATIONAL GEOGRAPHIC	10503	7074	12.4	67.4	104	2399	11.7	22.8	99	1423	13.2	13.5	111	3252	12.5	31.0	105
NATIONAL SUNDAY MAGAZINE PKG	54325	35933	62.8	66.1	102	12529	61.3	23.1	100	6694	62.3	12.3	101	16710	64.2	30.8	105
NATURAL HISTORY	626	396	0.7	63.3	98	**87	0.4	13.9	60	**78	0.7	12.5	103	*231	0.9	36.9	125
NEW WOMAN	1992	1215	2.1	61.0	94	401	2.0	20.1	87	*157	1.5	7.9	65	657	2.5	33.0	112
NEW YORK INCLUDING CUE	547	336	0.6	61.4	95	*144	0.7	26.3	114	**51	0.5	9.3	77	*140	0.5	25.6	87
THE NEW YORKER	1380	905	1.6	65.6	101	258	1.3	18.7	81	*218	2.0	15.8	130	429	1.6	31.1	106
NEWSWEEK	6925	4566	8.0	65.9	102	1355	6.6	19.6	85	996	9.3	14.4	118	2216	8.5	32.0	109
THE N.Y. TIMES DAILY EDITION	1363	809	1.4	59.4	92	295	1.4	21.6	94	*123	1.1	9.0	74	391	1.5	28.7	97
THE N.Y. TIMES MAGAZINE	2333	1416	2.5	60.7	94	520	2.5	22.3	96	285	2.7	12.2	101	610	2.3	26.1	89
OWNI	872	660	1.2	75.7	117	*212	1.0	24.3	105	**112	1.0	12.8	106	336	1.3	38.5	131
ON CABLE	1298	977	1.7	75.3	116	*239	1.2	18.4	80	*191	1.8	14.7	121	548	2.1	42.2	143
1001 HOME IDEAS	3032	2295	4.0	75.7	117	845	4.1	27.9	121	369	3.4	12.2	100	1081	4.2	35.7	121
ORGANIC GARDENING	1680	1052	1.8	62.6	97	324	1.6	19.3	83	*248	2.3	14.8	121	481	1.8	28.6	97
OUTDOOR LIFE	960	711	1.2	74.1	114	234	1.1	24.4	105	*192	1.8	20.0	165	285	1.1	29.7	101
PARADE MAGAZINE	26755	17668	30.9	66.0	102	6118	29.9	22.9	99	3304	30.7	12.3	102	8245	31.7	30.8	105

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	57241	100.0	64.7	100	20454	100.0	23.1	100	10751	100.0	12.2	100	26036	100.0	29.4	100
PARENTS	4173	3091	5.4	74.1	114	1092	5.3	26.2	113	576	5.4	13.8	114	1424	5.5	34.1	116
PENTHOUSE	973	747	1.3	76.8	119	*256	1.3	26.3	114	**135	1.3	13.9	114	*357	1.4	36.7	125
PEOPLE	13479	9488	16.6	70.4	109	3096	15.1	23.0	99	1941	18.1	14.4	118	4451	17.1	33.0	112
PLAYBOY	2183	1569	2.7	71.9	111	603	2.9	27.6	119	*232	2.2	10.6	87	734	2.8	33.6	114
POPULAR HOT RODDING	388	*288	0.5	74.2	115	**90	0.4	23.2	100	**55	0.5	14.2	117	**143	0.5	36.9	125
POPULAR MECHANICS	1037	718	1.3	69.2	107	*324	1.6	31.2	135	**138	1.3	13.3	110	*255	1.0	24.6	84
POPULAR SCIENCE	920	670	1.2	72.8	113	*257	1.3	27.9	121	**96	0.9	10.4	86	*318	1.2	34.6	117
PREVENTION	4071	2507	4.4	61.6	95	899	4.4	22.1	96	379	3.5	9.3	77	1230	4.7	30.2	103
PSYCHOLOGY TODAY	1940	1315	2.3	67.8	105	514	2.5	26.5	115	*168	1.6	8.7	71	633	2.4	32.6	111
READER'S DIGEST	24031	15961	27.9	66.4	103	5565	27.2	23.2	100	3236	30.1	13.5	111	7160	27.5	29.8	101
REDBOOK	8464	6158	10.8	72.8	112	2049	10.0	24.2	105	1251	11.6	14.8	122	2858	11.0	33.8	115
ROAD & TRACK	429	324	0.6	75.5	117	**98	0.5	22.8	99	**63	0.6	14.7	121	**162	0.6	37.8	128
ROLLING STONE	1355	960	1.7	70.8	109	337	1.6	24.9	108	*176	1.6	13.0	107	447	1.7	30.0	112
RUNNER'S WORLD	329	*197	0.3	59.9	93	*255	0.3	16.7	72	*34	0.3	10.3	85	**108	0.4	32.8	112
SATURDAY EVENING POST	1268	740	1.3	58.4	90	253	1.2	20.0	86	*173	1.3	13.6	112	314	1.2	24.8	84
SCIENCE 84	702	526	0.9	74.9	116	*194	0.9	27.6	120	**82	0.8	11.7	96	*250	1.0	35.6	121
SCIENCE DIGEST	553	425	0.7	76.9	119	*128	0.6	23.1	100	**73	0.7	13.2	109	*224	0.9	40.5	138
SCIENTIFIC AMERICAN	615	332	0.6	54.0	83	*111	0.5	18.0	78	**64	0.6	10.4	86	*156	0.6	25.4	86
SELF	2683	1711	3.0	63.8	99	527	2.6	19.6	85	412	3.8	15.4	126	772	3.0	28.8	98
SEVENTEEN	3309	2232	3.9	67.5	104	884	4.3	26.7	116	330	3.1	10.0	82	1018	3.9	30.8	105
SKI	591	402	0.7	68.0	105	**58	0.3	9.8	42	**68	0.6	11.5	95	*276	1.1	46.7	159
SMITHSONIAN	3039	1831	3.2	60.3	93	561	2.7	18.5	80	284	2.6	9.3	77	987	3.8	32.5	110
SOAP OPERA DIGEST	3683	2668	4.7	72.4	112	1104	5.4	30.0	130	473	4.4	12.8	106	1090	4.2	29.6	101
SOUTHERN LIVING	4434	3047	5.3	68.7	106	1291	6.3	29.1	126	420	3.9	9.5	78	1335	5.1	30.1	102
SPORT	701	449	0.8	64.1	99	*152	0.7	21.7	94	**47	0.4	6.7	55	*250	1.0	35.7	121
THE SPORTING NEWS	518	*371	0.6	71.6	111	**117	0.6	22.6	98	**72	0.7	13.9	114	**182	0.7	35.1	119
SPORTS AFIELD	523	371	0.6	70.9	110	**89	0.4	17.0	74	**123	1.1	23.5	194	*159	0.6	30.4	103
SPORTS ILLUSTRATED	3325	2384	4.2	71.7	111	799	3.9	24.0	104	477	4.4	14.3	118	1108	4.3	33.3	113
STAR	8567	5991	10.5	69.9	108	2123	10.4	24.8	107	1123	10.4	13.1	108	2744	10.5	32.0	109
SUNDAY	27630	17734	31.0	64.2	99	6027	29.5	21.8	94	3548	33.0	12.8	106	8159	31.3	29.5	100
SUNSET	2219	1559	2.7	70.3	109	329	1.6	14.8	64	*266	2.5	12.0	99	963	3.7	43.4	147
TV GUIDE	24258	16992	29.7	70.0	108	6067	29.7	25.0	108	3318	30.9	13.7	113	7607	29.2	31.4	107
TENNIS	609	378	0.7	62.1	96	*118	0.6	19.4	84	**34	0.3	5.6	46	*226	0.9	37.1	126
TIME	9929	6772	11.8	68.2	105	2173	10.6	21.9	95	1225	11.4	12.3	102	3374	13.0	34.0	115
TOWN & COUNTRY	1062	716	1.3	67.4	104	289	1.4	27.2	118	*82	0.8	7.7	64	345	1.3	32.5	110
TRAVEL & LEISURE	1051	597	1.0	56.8	88	*197	1.0	18.7	81	*103	1.0	9.8	81	296	1.1	28.2	96
TRUE STORY	3946	2694	4.7	68.3	106	990	4.8	25.1	109	571	5.3	14.5	119	1134	4.4	28.7	98
U.S. NEWS & WORLD REPORT	3782	2420	4.2	64.0	99	673	3.3	17.8	77	463	4.3	12.2	101	1284	4.9	34.0	115
USA TODAY	1874	1160	2.0	61.9	96	403	2.0	21.5	93	*135	1.3	7.2	59	622	2.4	33.2	113
US	2213	1530	2.7	69.1	107	490	2.4	22.1	96	384	3.6	17.4	143	656	2.5	29.6	101
VOGUE	4792	3169	5.5	66.1	102	1062	5.2	22.2	96	655	6.1	13.7	112	1451	5.6	30.3	103
MALL STREET JOURNAL	2045	1301	2.3	63.6	98	403	2.0	19.7	85	*177	1.6	8.7	71	721	2.8	35.3	120
WEIGHT WATCHERS	2364	1462	2.6	61.8	96	548	2.7	23.2	100	*185	1.7	7.8	64	729	2.8	30.8	105
WOMAN'S DAY	15182	10465	18.3	68.9	107	3917	19.2	25.8	112	1951	18.1	12.9	106	4596	17.7	30.3	103
WORKING MOTHER	1198	898	1.6	75.0	116	325	1.6	27.1	117	*227	2.1	18.9	156	346	1.3	28.9	98
WORKING WOMAN	1523	1130	2.0	74.2	115	420	2.1	27.6	119	*198	1.8	13.0	107	511	2.0	33.6	114
WORLD TENNIS	*183	**97	0.2	53.0	82	**40	0.2	21.9	95	*116	0.1	8.7	72	**41	0.2	22.4	76
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1870	3.3	67.4	104	632	3.1	22.8	98	390	3.6	14.0	116	848	3.3	30.5	104
BLAIR INSERTS	47909	31422	54.9	65.6	101	10974	53.7	22.9	99	5937	55.2	12.4	102	14512	55.7	30.3	103
DAILY NEWSPAPERS																	
READ ANY	56731	36816	64.3	64.9	100	12845	62.8	22.6	98	6893	64.1	12.2	100	17078	65.6	30.1	102
READ ONE	47696	31067	54.3	65.1	101	10927	53.4	22.9	99	5796	53.9	12.2	100	14344	55.1	30.1	102
READ TWO OR MORE	9034	5749	10.0	63.6	98	1918	9.4	21.2	92	1097	10.2	12.1	100	2734	10.5	30.3	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	38156	66.7	66.1	102	13358	65.3	23.1	100	7218	67.1	12.5	103	17580	67.5	30.5	103
READ ONE	50513	33478	58.5	66.3	102	11816	57.8	23.4	101	6407	59.6	12.7	104	15255	58.6	30.2	103
READ TWO OR MORE	7219	4677	8.2	64.8	100	1542	7.5	21.4	92	811	7.5	11.2	92	2325	8.9	32.2	109
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.68				28.73				30.78				29.97			
30 DAY REACH	78184	51136	89.3	65.4	101	18223	89.1	23.3	101	9533	88.7	12.2	100	23381	89.8	29.9	102
50 SHWG - 30 DAY AV FREQ	14.80	15.56			15.07					16.10				15.72			
30 DAY REACH	74239	48897	85.4	65.9	102	17386	85.0	23.4	101	9137	85.0	12.3	101	22375	85.9	30.1	102
25 SHWG - 30 DAY AV FREQ	8.05	8.40			8.22					8.71				8.41			
30 DAY REACH	68254	45271	79.1	66.3	103	15931	77.9	23.3	101	8498	79.0	12.5	102	20842	80.1	30.5	104
CABLE TV: HOME WIRED	35215	23967	41.9	68.1	105	8201	40.1	23.3	101	4670	43.4	13.3	109	11097	42.6	31.5	107
HOME NOT WIRED	53250	33274	58.1	62.5	97	12253	59.9	23.0	100	6081	56.6	11.4	94	14939	57.4	28.1	95
HAVE PAY CABLE	17885	13260	23.2	74.1	115	4345	21.2	24.3	105	2742	25.5	15.3	126	6173	23.7	34.5	117

	TOTAL U.S. '000	ALL USERS				HEAVY USERS 2 TIMES A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALES	88464	57241	100.0	64.7	100	20454	100.0	23.1	100	10751	100.0	12.2	100	26036	100.0	29.4	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47994	32751	57.2	68.2	105	11223	54.9	23.4	101	6158	57.3	12.8	106	15370	59.0	32.0	109	
10:00 AM - 3:00 PM	33674	22843	39.9	67.8	105	8322	40.7	24.7	107	4192	39.0	12.4	102	10329	39.7	30.7	104	
3:00 PM - 7:00 PM	34431	23774	41.5	69.0	107	8179	40.0	23.8	103	4639	43.1	13.5	111	10956	42.1	31.8	108	
7:00 PM - MIDNIGHT	17761	12051	21.1	67.9	105	4734	20.2	23.3	101	2364	22.0	13.3	110	5553	21.3	31.3	106	
MIDNIGHT - 6:00 AM	10087	6840	11.9	67.8	105	2344	11.5	23.2	101	1290	12.0	12.8	105	3206	12.3	31.8	108	
6:00 AM - MIDNIGHT	64318	43363	75.8	67.4	104	15186	74.2	23.6	102	8213	76.4	12.8	105	19965	76.7	31.0	105	
ENTIRE DAY	65181	43921	76.7	67.4	104	15409	75.3	23.6	102	8292	77.1	12.7	105	20220	77.7	31.0	105	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	17411	12053	21.1	69.2	107	3824	18.7	22.0	95	2522	23.5	14.5	119	5707	21.9	32.8	111	
ALL NEWS	2520	1549	2.7	61.5	95	348	1.7	13.8	60	359	3.3	14.2	117	842	3.2	33.4	114	
AOR/PROGRESSIVE	4419	3161	5.5	71.5	111	1004	4.9	22.7	98	681	6.3	15.4	127	1475	5.7	33.4	113	
BEAUTIFUL MUSIC	6119	3963	6.9	64.8	100	1422	7.0	23.2	101	722	6.7	11.8	97	1819	7.0	29.7	101	
BLACK	2623	1861	3.3	70.9	110	826	4.0	31.5	136	312	2.9	11.9	98	724	2.8	27.6	94	
CLASSICAL	1553	1004	1.8	64.6	100	341	1.7	22.0	95	*196	1.8	12.6	104	468	1.8	30.1	102	
CHR/ROCK	11282	8235	14.4	73.0	113	2734	13.4	24.2	105	1754	16.3	15.5	128	3747	14.4	33.2	113	
COUNTRY	13343	9430	16.5	70.7	109	3371	16.5	25.3	109	1871	17.4	14.0	115	4187	16.1	31.4	107	
GOLDEN OLDIES	1299	874	1.5	67.3	104	333	1.6	25.6	111	**115	1.1	8.9	73	426	1.6	32.8	111	
MOR/NOSTALGIA	5241	3226	5.6	61.6	95	1125	5.5	21.5	93	413	3.8	7.9	65	1688	6.5	32.2	109	
NEWS/TALK	4165	2617	4.6	62.8	97	800	3.9	19.2	83	434	4.0	10.4	86	1382	5.3	33.2	113	
RELIGIOUS	3324	2029	3.5	61.0	94	908	4.4	27.3	118	235	2.2	7.1	58	886	3.4	26.7	91	
SOFT ROCK	609	413	0.7	67.8	105	*99	0.5	16.3	70	**100	0.9	16.4	135	*214	0.8	35.1	119	
URBAN CONTEMPORARY	1853	1272	2.2	68.6	106	567	2.8	30.6	132	*182	1.7	9.8	81	522	2.0	28.2	96	
HIRED NETWORKS:																		
ABC CONTEMPORARY	3724	2664	4.7	71.5	111	961	4.7	25.8	112	552	5.1	14.8	122	1151	4.4	30.9	105	
ABC DIRECTION	2488	1722	3.0	69.2	107	632	3.1	25.4	110	281	2.6	11.3	93	808	3.1	32.5	110	
ABC ENTERTAINMENT	5129	3440	6.0	67.1	104	1048	5.1	20.4	88	659	6.1	12.8	106	1733	6.7	33.8	115	
ABC FM	2498	1868	3.3	74.8	116	698	3.4	27.9	121	347	3.2	13.9	114	822	3.2	32.9	112	
ABC INFORMATION	5721	3918	6.8	68.5	106	1350	6.6	23.6	102	729	6.8	12.7	105	1840	7.1	32.2	109	
ABC ROCK	2021	1512	2.6	74.8	116	452	2.2	22.4	97	378	3.5	18.7	154	682	2.6	33.7	115	
CBS	4756	3108	5.4	65.3	101	900	4.4	18.9	82	635	5.9	13.4	110	1573	6.0	33.1	112	
MUTUAL	5272	3536	6.2	67.1	104	1400	6.8	26.6	115	611	5.7	11.6	95	1526	5.9	28.9	98	
NBC	4964	3242	5.7	65.3	101	1004	4.9	20.2	87	603	5.6	12.1	100	1636	6.3	33.0	112	
RADIORADIO	2218	1598	2.8	72.0	111	581	2.8	26.2	113	382	3.6	17.2	142	635	2.4	28.6	97	
RKO ONE	2565	1941	3.4	75.7	117	624	3.1	24.3	105	416	3.9	16.2	133	901	3.5	35.1	119	
RKO TWO	3640	2501	4.4	68.7	106	941	4.6	25.9	112	472	4.4	13.0	107	1088	4.2	29.9	102	
THE SOURCE	2467	1751	3.1	71.0	110	654	3.2	26.5	115	318	3.0	12.9	106	780	3.0	31.6	107	
NON-MIRED : BLAIR	9466	6616	11.6	69.9	108	2250	11.0	23.8	103	1330	12.4	14.1	116	3035	11.7	32.1	109	
INTERNET	13616	9587	16.7	70.4	109	2984	14.6	21.9	95	1738	16.2	12.8	105	4865	18.7	35.7	121	
KATZ RADIO GROUP	16998	11588	20.2	68.2	105	3943	19.3	23.2	100	2450	22.8	14.4	119	5195	20.0	30.6	104	
SUPERNET	11622	8157	14.3	70.2	108	2979	14.6	25.6	111	1409	13.1	12.1	100	3770	14.5	32.4	110	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	9425	5656	9.9	60.0	93	2247	11.0	23.8	103	1043	9.7	11.1	91	2366	9.1	25.1	85	
MKDAY 9:00 AM - 1:00 PM	13304	8224	14.4	61.8	96	3115	15.2	23.4	101	1557	14.5	11.7	96	3552	13.6	26.7	91	
MKDAY 1:00 PM - 4:30 PM	17591	11013	19.2	62.6	97	4201	20.5	23.9	103	2138	19.9	12.2	100	4673	17.9	26.6	90	
MKDAY 4:30 PM - 7:30 PM	24418	15098	26.4	61.8	96	5555	27.2	22.7	98	2906	27.0	11.9	98	6637	25.5	27.2	92	
MKDAY 7:30 PM - 8:00 PM	34400	21510	37.6	62.5	97	7978	39.0	23.2	100	4136	38.5	12.0	99	9396	36.1	27.3	93	
MKDAY 11:00 PM - 11:30 PM	26120	16606	29.0	63.6	98	6143	30.0	23.5	102	3200	29.8	12.3	101	7264	27.9	27.8	94	
MKDAY 11:30 PM - 1:00 AM	8402	5416	9.5	64.5	100	2088	10.2	24.9	107	988	9.2	11.8	97	2340	9.0	27.9	95	
M-SAT 8-11 PM-SUN 7-11 PM	36828	23723	41.4	64.4	100	8652	42.3	23.5	102	4510	41.9	12.2	101	10561	40.6	28.7	97	
MKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	7221	4767	8.3	66.0	102	1890	9.2	26.2	113	910	8.5	12.6	104	1966	7.6	27.2	93
ANOTHER WORLD	N	4924	3053	5.3	62.0	96	1191	5.8	24.2	105	627	5.8	12.7	105	1235	4.7	25.1	85
AS THE WORLD TURNS	C	5966	3640	6.4	61.0	94	1399	6.8	23.4	101	685	6.4	11.5	94	1556	6.0	26.1	89
CAPITOL	C	3672	2241	3.9	61.0	94	878	4.3	23.9	103	488	4.5	13.3	109	876	3.4	23.9	81
CBS MORN. NEWS 1	C	1590	947	1.7	59.6	92	429	2.1	27.0	117	227	2.1	14.3	117	291	1.1	18.3	62
CBS MORN. NEWS 2	C	1298	734	1.3	56.5	87	317	1.5	24.4	106	122	1.1	9.4	77	295	1.1	22.7	77
DAYS OF OUR LIVES	N	6389	4091	7.1	64.0	99	1445	7.1	22.6	98	798	7.4	12.5	103	1847	7.1	28.9	98
FACTS OF LIFE - DAYTIME	N	2526	1512	2.6	59.9	93	565	2.8	22.4	97	342	3.2	13.5	111	606	2.3	24.0	82
FAMILY FEUD	A	3427	2124	3.7	62.0	96	813	4.0	23.7	103	368	3.4	10.7	88	943	3.6	27.5	93
GENERAL HOSPITAL	A	6870	4437	7.8	64.6	100	1682	8.2	24.5	106	929	8.6	13.5	111	1826	7.0	26.6	90
GOOD MORNING, AMERICA-730	A	3767	2471	4.3	65.6	101	924	4.5	24.5	106	490	4.6	13.0	107	1057	4.1	28.1	95
GOOD MORNING, AMERICA-830	A	3076	2029	3.5	66.0	102	800	3.9	26.0	112	373	3.5	12.1	100	856	3.3	27.8	95
GUIDING LIGHT	C	5789	3629	6.3	62.7	97	1367	6.7	23.6	102	710	6.6	12.3	101	1551	6.0	26.8	91
ONE LIFE TO LIVE	A	4918	3197	5.6	65.0	100	1292	6.3	26.3	114	547	5.1	11.1	92	1357	5.2	27.6	94
PRESS YOUR LUCK	C	2367	1447	2.5	61.1	94	460	2.2	19.4	84	276	2.6	11.7	96	711	2.7		

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	TOTAL U.S. '000	ALKA-SELTZER PLUS				ALLEREST				CHLOR-TRIMETON				COMTRET			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	15451	100.0	9.2	100	4664	100.0	2.8	100	6806	100.0	4.1	100	11151	100.0	6.6	100
MALES	79263	7943	51.4	10.0	100	2028	43.5	2.6	92	2680	39.4	3.4	83	5452	48.9	6.9	103
FEMALES	88464	7508	48.6	8.5	99	2636	56.5	3.0	107	4126	60.6	4.7	115	5699	51.1	6.4	97
18 - 24	28671	2300	14.9	8.0	87	1009	21.6	3.5	127	991	14.6	3.5	85	2781	24.9	9.7	146
25 - 34	39536	4444	28.8	11.2	122	1284	27.5	3.2	117	2029	29.8	5.1	126	3320	29.8	8.4	126
35 - 44	28978	2813	18.2	9.7	105	962	20.6	3.3	119	1757	25.8	6.1	149	1947	17.5	6.7	101
45 - 54	22345	1979	12.8	8.9	96	*533	11.4	2.4	86	821	12.1	3.7	91	1357	12.2	6.1	91
55 - 64	22224	2012	13.0	9.1	98	*415	8.9	1.9	67	610	9.0	2.7	68	1121	10.1	5.0	76
65 OR OLDER	25973	1904	12.3	7.3	80	462	9.9	1.8	64	599	8.8	2.3	57	626	5.6	2.4	36
18 - 34	68207	6743	43.6	9.9	107	2292	49.1	3.4	121	3020	44.4	4.4	109	6100	54.7	8.9	135
18 - 49	108058	10610	68.7	9.8	107	3524	75.6	3.3	117	5195	76.3	4.8	118	8835	79.2	8.2	123
25 - 54	90859	9235	59.8	10.2	110	2778	59.6	3.1	110	4607	67.7	5.1	125	6624	59.4	7.3	110
35 - 49	39851	3867	25.0	9.7	105	1232	26.4	3.1	111	2175	32.0	5.5	135	2735	24.5	6.9	103
50 OR OLDER	59669	4841	31.3	8.1	88	1140	24.4	1.9	69	1611	23.7	2.7	67	2316	20.8	3.9	58
GRADUATED COLLEGE	28091	2288	14.8	8.1	88	928	19.9	3.3	119	1950	28.7	6.9	171	1527	13.7	5.4	82
ATTENDED COLLEGE	28938	2341	15.2	8.1	88	953	20.4	3.3	118	1636	24.0	5.7	139	2253	20.2	7.8	117
GRADUATED HIGH SCHOOL	65503	6332	41.0	9.7	105	1886	40.4	2.9	104	2507	36.8	3.8	94	4760	42.7	7.3	109
DID NOT GRADUATE HIGH SCHOOL	45195	4491	29.1	9.9	108	897	19.2	2.0	71	712	10.5	1.6	39	2611	23.4	5.8	87
EMPLOYED MALES	56429	5340	34.6	9.5	103	1410	30.2	2.5	90	2186	32.1	3.9	95	3992	35.8	7.1	106
EMPLOYED FEMALES	43971	3896	25.2	8.9	96	1607	34.5	3.7	131	2830	41.6	6.4	159	3280	29.4	7.5	112
EMPLOYED FULL-TIME	87773	8252	53.4	9.4	102	2591	55.6	3.0	106	4411	64.8	5.0	124	6250	56.0	7.1	107
EMPLOYED PART-TIME	12627	984	6.4	7.8	85	*427	9.2	3.4	122	*605	8.9	4.8	118	1021	9.2	8.1	122
NOT EMPLOYED	67327	6215	40.2	9.2	100	1647	35.3	2.4	88	1790	26.3	2.7	66	3880	34.8	5.8	87
PROFESSIONAL/MANAGER	25845	2271	14.7	8.8	95	782	16.8	3.0	109	1707	25.1	6.6	163	1462	13.1	5.7	85
TECH/CLERICAL/SALES	30895	2486	16.1	8.0	87	1008	21.6	3.3	117	1754	25.8	5.7	140	2581	23.1	8.4	126
PRECISION/CRAFT	12629	1206	7.8	9.5	104	*359	7.7	2.8	102	*436	6.4	3.5	85	745	6.7	5.9	89
OTHER EMPLOYED	31031	3273	21.2	10.5	114	868	18.6	2.8	101	1119	16.4	3.6	89	2483	22.3	8.0	120
SINGLE	35557	2869	18.6	8.1	88	1069	22.9	3.0	108	1338	19.7	3.8	93	2769	24.8	7.8	117
MARRIED	103585	10102	65.4	9.8	106	3030	65.0	2.9	105	4516	66.4	4.4	107	6914	62.0	6.7	100
DIVORCED/SEPARATED/WIDOWED	28585	2480	16.1	8.7	94	565	12.1	2.0	71	951	14.0	3.3	82	1469	13.2	5.1	77
PARENTS	59295	6299	40.8	10.6	115	1647	35.3	2.8	100	2946	43.3	5.0	122	4748	42.6	8.0	120
WHITE	146081	12721	82.3	8.7	95	4038	86.6	2.8	99	6297	92.5	4.3	106	9761	87.5	6.7	101
BLACK	17974	2546	16.5	14.2	154	471	10.1	2.6	94	*386	5.7	2.1	53	1308	11.7	7.3	109
OTHER	3672	**184	1.2	5.0	54	**155	3.3	4.2	152	**122	1.8	3.3	82	**83	0.7	2.3	34
NORTHEAST-CENSUS	37005	2420	15.7	6.5	71	699	15.0	1.9	68	1724	25.3	4.7	115	2317	20.8	6.3	94
NORTH CENTRAL	42642	4037	26.1	9.5	103	1173	25.2	2.8	99	1246	18.3	2.9	72	2811	25.2	6.6	99
SOUTH	56777	6134	39.7	10.8	117	1652	35.4	2.9	105	2400	35.3	4.2	104	3888	34.9	6.8	103
WEST	31303	2860	18.5	9.1	99	1140	24.4	3.6	131	1436	21.1	4.6	113	2135	19.1	6.8	103
NORTHEAST-MKTG.	38125	2055	13.3	5.4	59	945	20.3	2.5	89	1908	28.0	5.0	123	2337	21.0	6.1	92
EAST CENTRAL	24794	2378	15.4	9.6	104	560	12.0	2.3	81	756	11.1	3.0	75	1562	14.0	6.3	95
WEST CENTRAL	28511	2815	18.2	9.9	107	827	17.7	2.9	104	976	14.3	3.4	84	2004	18.0	7.0	106
SOUTH	48953	5785	37.4	11.8	128	1327	28.5	2.7	97	1562	28.8	4.0	99	3466	31.1	7.1	106
PACIFIC	27344	2418	15.6	8.8	96	1004	21.5	3.7	132	1203	17.7	4.4	108	1783	16.0	6.5	98
COUNTY SIZE A	69301	5409	35.0	7.8	85	1922	41.2	2.8	100	3211	47.2	4.6	114	4405	39.5	6.4	96
COUNTY SIZE B	50633	4818	31.2	9.5	103	1589	34.1	3.1	113	1978	29.1	3.9	96	3486	31.3	6.9	104
COUNTY SIZE C	26259	2863	18.5	10.9	118	558	12.0	2.1	76	1094	16.1	4.2	103	1835	16.5	7.0	105
COUNTY SIZE D	21534	2360	15.3	11.0	119	595	12.8	2.8	99	522	7.7	2.4	60	1425	12.8	6.6	100
METRO CENTRAL CITY	50014	4046	26.2	8.1	88	1221	26.2	2.4	88	1770	26.0	3.5	87	3510	31.5	7.0	106
METRO SUBURBAN	76832	7027	45.5	9.1	99	2356	50.5	3.1	110	3648	53.6	4.7	117	5148	46.2	6.7	101
NON METRO	40881	4378	28.3	10.7	116	1087	23.3	2.7	96	1388	20.4	3.4	84	2494	22.4	6.1	92
TOP 5 ADI'S	39550	2944	19.1	7.4	81	1184	25.4	3.0	108	1807	26.6	4.6	113	2513	22.5	6.4	96
TOP 10 ADI'S	54877	3834	24.8	7.0	76	1621	34.8	3.0	106	2579	37.9	4.7	116	3430	30.8	6.3	94
TOP 20 ADI'S	77516	6312	40.9	8.1	88	2162	46.4	2.8	100	3543	52.1	4.6	113	4896	43.9	6.3	95
HSHLD INC. \$50,000 OR MORE	17257	1049	6.8	6.1	66	*504	10.8	2.9	105	1035	15.2	6.0	148	1141	10.2	6.6	99
\$40,000 OR MORE	33235	2508	16.2	7.5	82	872	18.7	2.6	94	2048	30.1	6.2	152	2046	18.3	6.2	93
\$30,000 OR MORE	59493	4832	31.3	8.1	88	1735	37.2	2.9	105	3404	50.0	5.7	141	3864	34.7	6.5	97
\$25,000 OR MORE	76275	6341	41.0	8.3	90	2235	47.9	2.9	105	4266	62.7	5.6	138	4982	44.7	6.5	98
\$20,000 - \$24,999	18407	1862	12.1	10.0	109	625	13.4	3.4	121	903	13.3	4.9	120	1345	12.1	7.2	109
\$15,000 - \$19,999	17175	1710	11.1	10.0	108	*486	10.4	2.8	102	566	8.3	3.3	81	1229	11.0	7.2	108
\$10,000 - \$14,999	24569	2455	15.9	10.0	108	729	15.6	3.0	107	581	8.5	2.4	58	1696	15.2	6.9	104
UNDER \$10,000	31101	3083	20.0	9.9	108	589	12.6	1.9	68	489	7.2	1.6	39	1900	17.0	6.1	92
HOUSEHOLD OF 1 PERSON	19441	1471	9.5	7.6	82	376	8.1	1.9	70	580	8.5	3.0	74	918	8.2	4.7	71
2 PEOPLE	51803	4444	28.8	8.6	93	1625	34.8	3.1	113	1960	28.8	3.8	93	3128	28.1	6.0	91
3 OR 4 PEOPLE	66933	6413	41.5	9.6	104	2009	43.1	3.0	108	3117	45.8	4.7	115	4642	41.6	6.9	104
5 OR MORE PEOPLE	29550	3124	20.2	10.6	115	655	14.0	2.2	80	1149	16.9	3.9	96	2465	22.1	8.3	125
NO CHILD IN HSHLD	96587	7948	51.4	8.2	89	2664	57.1	2.8	99	3680	54.1	3.8	94	5415	48.6	5.6	84
CHILD(REN) UNDER 2 YRS	10844	1251	8.1	11.5	125	**287	6.2	2.6	95	*367	5.4	3.4	83	1082	9.7	10.0	150
2 - 5 YEARS	26358	3212	20.8	12.2	132	771	16.5	2.9	105	936	13.8	3.6	88	2020	18.1	7.7	115
6 - 11 YEARS	30453	3593	23.3	11.8	128	838	18.0	2.8	99	1307	19.2	4.3	106	2381	21.4	7.8	118
12 - 17 YEARS	36575	3612	23.4	9.9	107	993	21.3	2.7	98	1842	27.1	5.0	124	3006	27.0	8.2	124
RESIDENCE OWNED	117770	10807	69.9	9.2	100	2950	63.3	2.5	90	4946	72.7	4.2	103	6984	62.6	5.9	89
VALUE: \$50,000 OR MORE	70166	5498	35.6	7.8	85	2080	44.6	3.0	107	3572	52.5	5.1	125	3670	32.9	5.2	79
VALUE: UNDER \$50,000	47604	5309	34.4	11.2	121	871	18.7	1.8	66	1373	20.2	2.9	71	3314	29.7	7.0	105

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	TOTAL U.S. '000	ALKA-SELTZER PLUS				ALLEREST				CHLOR-TRIMETON				COMTREC			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	15451	100.0	9.2	100	4664	100.0	2.8	100	6806	100.0	4.1	100	11151	100.0	6.6	100
ATLANTIC MONTHLY	867	**130	0.8	15.0	163	**22	0.5	2.5	91	**31	0.5	3.6	88	**44	0.4	5.1	76
BARRON'S	1580	**126	0.8	8.0	87	**111	2.4	7.0	253	**158	2.3	10.0	246	**71	0.6	4.5	68
BETTER HOMES & GARDENS	22203	2007	13.0	9.0	98	753	16.1	3.4	122	1161	17.1	5.2	129	1467	13.2	6.6	99
BON APPETIT	3810	*247	1.6	6.5	70	*171	3.7	4.5	161	*348	5.1	9.1	225	*185	1.7	4.9	73
BUSINESS WEEK	4663	377	2.4	8.1	88	*132	2.8	2.8	102	233	3.4	5.0	123	248	2.2	5.3	80
CAR AND DRIVER	3102	*254	1.6	8.2	89	**46	1.0	1.5	53	*167	2.5	5.4	133	322	2.9	10.4	156
CBS MAGAZINE NETWORK (GROSS)	7311	712	4.6	9.7	106	223	4.8	3.1	110	381	5.6	5.2	128	497	4.5	6.8	102
CHANGING TIMES	3400	326	2.1	9.6	104	**74	1.6	2.2	78	*197	2.9	5.8	143	*212	1.9	6.2	94
COLONIAL HOMES	1796	*182	1.2	10.1	110	**44	0.9	2.4	88	**88	1.3	4.9	121	**116	1.0	6.5	97
CONDE NAST MAG. PKG. (GROSS)	19924	1290	8.3	6.5	70	822	17.6	4.1	148	1275	18.7	6.4	158	1613	14.5	8.1	122
CONSUMERS DIGEST	3125	*294	1.9	9.4	102	**100	2.1	3.2	115	**142	2.1	4.5	112	*201	1.8	6.4	97
COSMOPOLITAN	10577	867	5.6	8.2	89	412	8.8	3.9	140	663	9.7	6.3	154	788	7.1	7.5	112
COUNTRY LIVING	3746	403	2.6	10.8	117	**134	2.9	3.6	129	*290	4.3	7.7	191	266	2.4	7.1	107
CUISINE	2214	**143	0.9	6.5	70	**129	2.8	5.8	210	*153	2.2	6.9	170	*139	1.2	6.3	94
CYCLE WORLD	2394	*285	1.8	11.9	129	**63	1.4	2.6	95	*53	0.6	1.8	44	*164	1.5	6.9	103
DCI:CREATIVE IDEAS FOR LIV	3068	250	1.6	8.1	88	**164	3.5	5.3	192	*153	2.2	5.0	123	*221	2.0	7.2	108
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	939	6.1	9.8	107	*355	7.6	3.7	134	564	8.3	5.9	145	642	5.8	6.7	101
DISCOVER	2277	*124	0.8	5.4	59	**65	1.4	2.9	103	*196	2.9	8.6	212	*230	2.1	10.1	152
EBONY	7187	1029	6.7	14.3	155	253	5.4	3.5	127	*178	2.6	2.5	61	553	5.0	7.7	116
ESQUIRE	2560	203	1.3	7.9	86	**104	2.2	4.1	146	*149	2.2	5.8	143	*186	1.7	7.3	109
ESSENCE	3242	423	2.7	13.0	142	**77	1.7	2.4	85	**125	1.8	3.9	95	405	3.6	12.5	188
FAMILY CIRCLE	19639	1553	10.1	7.9	86	588	12.6	3.0	108	1061	15.6	5.4	133	1493	13.4	7.6	114
THE FAMILY HANDYMAN	3540	438	2.8	12.4	134	*109	2.3	3.1	111	**139	2.0	3.9	97	329	3.0	9.3	140
FAMILY WEEKLY	23924	2375	15.4	9.9	108	656	14.1	2.7	99	1213	17.8	5.1	125	1723	15.5	7.2	108
FIELD & STREAM	9883	1337	8.7	13.5	147	*206	4.4	2.1	75	305	4.5	3.1	76	768	6.9	7.8	117
FOOD & WINE	1030	**90	0.6	8.7	95	**38	0.8	3.7	133	**34	0.5	3.3	81	**92	0.8	8.9	134
FORBES	2679	235	1.5	8.8	95	*136	2.9	5.1	183	*173	2.5	6.5	159	*151	1.4	5.6	85
FORTUNE	2931	*256	1.7	8.7	95	*132	2.8	4.5	162	*128	1.9	4.4	108	*224	2.0	7.6	115
GENTLEMAN'S QUARTERLY	3481	303	2.0	8.7	94	**139	3.0	4.0	144	*171	2.5	4.9	121	406	3.6	11.7	175
GLAMOUR	7163	485	3.1	6.8	74	*342	7.3	4.8	172	547	8.0	7.6	188	620	5.6	8.7	130
GOLF DIGEST	2355	274	1.8	11.6	126	**90	1.9	3.8	137	**104	1.5	4.4	109	*132	1.2	5.6	84
GOLF DIGEST/TENNIS (GROSS)	3610	395	2.6	10.9	119	**111	2.4	3.1	111	*151	2.2	4.2	103	*213	1.9	5.9	89
GOLF MAGAZINE	2046	267	1.7	13.0	142	*52	1.1	2.5	91	**109	1.6	5.3	131	**119	1.1	5.8	87
GOLF MAGAZINE/SKI (GROSS)	3547	377	2.4	10.6	115	**115	2.5	3.2	117	*186	2.7	5.2	129	*226	2.0	6.4	96
GOOD HOUSEKEEPING	20353	1695	11.0	8.3	90	727	15.6	3.6	128	1167	17.1	5.7	141	1375	12.3	6.8	102
HARPER'S BAZAAR	3362	*218	1.4	6.5	70	**157	3.4	4.7	168	*195	2.9	5.8	143	*211	1.9	6.3	94
HEALTH	2987	*248	1.6	8.3	90	**129	2.8	4.3	155	**74	1.1	2.5	61	*184	1.7	6.2	93
HEARST MAG CORP. BUY (GROSS)	67928	6146	39.8	9.0	98	2335	50.1	3.4	124	3924	57.7	5.8	142	4695	42.1	6.9	104
HEARST MAN POWER (GROSS)	11282	1212	7.8	10.7	117	265	5.7	2.3	84	552	8.1	4.9	121	751	6.7	6.7	100
HEARST WOMAN POWER (GROSS)	40514	3504	22.7	8.6	94	1440	30.9	3.6	128	2406	35.4	5.9	146	2928	26.3	7.2	109
HOUSE BEAUTIFUL	4885	421	2.7	8.6	94	*213	4.6	4.4	157	*261	3.8	5.3	132	243	2.2	5.0	75
INC.	1308	**81	0.5	6.2	67	**68	1.5	5.2	187	**62	0.9	4.7	117	**82	0.7	6.3	94
JET	6498	943	6.1	14.5	158	245	5.3	3.8	136	*136	2.0	2.1	52	635	5.7	9.8	147
LADIES' HOME JOURNAL	14797	1277	8.3	8.6	94	559	12.0	3.8	136	856	12.6	5.8	143	1111	10.0	7.5	113
LHJ FAMILY GRP COMBO(GROSS)	21743	2015	13.0	9.3	101	825	17.7	3.8	136	1185	17.4	5.5	134	1659	14.9	7.6	115
LIFE	9881	919	5.9	9.3	101	316	6.8	3.2	115	489	7.2	4.9	122	801	7.2	8.1	122
L.A. TIMES HOME MAGAZINE	2775	*260	1.7	9.4	102	**130	2.8	4.7	168	*151	2.2	5.4	134	*172	1.5	6.2	93
MADENOISELLE	4219	314	2.0	7.4	81	*163	3.5	3.9	139	*268	3.9	6.4	157	313	2.8	7.4	112
MC CALL'S	16422	1495	9.7	9.1	99	506	10.8	3.1	111	1001	14.7	6.1	150	1289	11.6	7.8	118
MC CALL'S/MRK MOTHER (GROSS)	17919	1723	11.2	9.6	104	579	12.4	3.2	116	1072	15.8	6.0	147	1392	12.5	7.8	117
MECHANIX ILLUSTRATED	4433	549	3.6	12.4	134	**57	1.2	1.3	46	*128	1.9	2.9	71	287	2.6	6.5	97
METROPOLITAN HOME	1504	**75	0.5	5.0	54	**49	1.1	3.3	117	**95	1.4	6.3	156	*129	1.2	8.6	129
MONEY	4723	364	2.4	7.7	84	*175	3.8	3.7	133	235	3.5	5.0	123	352	3.2	7.5	112
MOTHER EARTH NEWS	2325	*232	1.5	10.0	108	**99	2.1	4.3	153	**129	1.9	5.5	137	*262	2.3	11.3	169
MS.	1189	**95	0.6	8.0	87	**50	1.1	4.2	151	**35	0.5	2.9	73	**89	0.8	7.5	113
NATIONAL ENQUIRER	18892	1974	12.8	10.4	113	493	10.6	2.6	94	674	9.9	3.6	88	1410	12.6	7.5	112
NATIONAL GEOGRAPHIC	22129	1748	11.3	7.9	86	703	15.1	3.2	114	1302	19.1	5.9	145	1487	13.3	6.7	101
NATIONAL SUNDAY MAGAZINE PKG	103750	9232	59.8	8.9	97	3114	66.8	3.0	108	4538	66.7	4.4	108	6974	62.5	6.7	101
NATURAL HISTORY	1379	**117	0.8	8.5	92	**28	0.6	2.0	73	**78	1.1	5.7	139	**78	0.7	5.7	85
NEW WOMAN	2289	*122	0.8	5.3	58	**85	1.8	3.7	134	**121	1.8	5.3	130	*203	1.8	8.9	133
NEW YORK INCLUDING CUE	1088	**35	0.2	3.2	35	**48	1.0	4.4	159	**68	1.0	6.3	154	**65	0.6	6.0	90
THE NEW YORKER	2459	*209	1.4	8.5	92	**57	1.2	2.3	83	*193	2.8	7.8	193	*128	1.1	5.2	78
NEWSWEEK	16527	1394	9.0	8.4	92	484	10.4	2.9	105	838	12.3	5.1	125	1300	11.7	7.9	118
THE N.Y. TIMES DAILY EDITION	2739	*144	0.9	5.3	57	**35	0.8	1.3	46	*151	2.2	5.5	136	*131	1.2	4.8	72
THE N.Y. TIMES MAGAZINE	4443	*170	1.1	3.8	42	*90	1.9	2.0	73	336	4.9	7.6	186	194	1.7	4.4	66
OMNI	2799	*178	1.2	6.4	69	**83	1.8	3.0	107	*214	3.1	7.6	188	*258	2.3	9.2	139
ON CABLE	2209	*227	1.5	10.3	112	**47	1.0	2.1	77	**60	0.9	2.7	67	*122	1.1	5.5	83
1001 HOME IDEAS	3959	490	3.2	12.4	134	**137	2.9	3.5	124	*255	3.7	6.4	159	364	3.3	9.2	138
ORGANIC GARDENING	3111	280	1.8	9.0	98	**124	2.7	4.0	143	**92	1.4	3.0	73	*150	1.3	4.8	73
OUTDOOR LIFE	5024	732	4.7	14.6	158	*163	3.5	3.2	117	*146	2.1	2.9	72	323	2.9	6.4	97
PARADE MAGAZINE	51292	4398	28.5	8.6	93	1652	35.4	3.2	116	2337	34.3	4.6	112	3589	32.2	7.0	105

	TOTAL U.S. '000	ALKA-SELTZER PLUS				ALLEREST				CHLOR-TRIMETON				COMTREC			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	15451	100.0	9.2	100	4664	100.0	2.8	100	6806	100.0	4.1	100	11151	100.0	6.6	100
PARENTS	5298	551	3.6	10.4	113	*160	3.4	3.0	109	274	4.0	5.2	127	454	4.1	8.6	129
PENTHOUSE	5129	447	2.9	8.7	95	*127	2.7	2.5	89	*181	2.7	3.5	87	525	4.7	10.2	154
PEOPLE	21070	1791	11.6	8.5	92	714	15.3	3.4	122	1199	17.6	5.7	140	1745	15.6	8.3	125
PLAYBOY	10562	1024	6.6	9.7	105	222	4.8	2.1	76	379	5.6	3.6	88	951	8.5	9.0	135
POPULAR HOT RODDING	2498	*348	2.3	13.9	151	**33	0.7	1.3	48	**147	2.2	5.9	145	*195	1.7	7.8	117
POPULAR MECHANICS	5887	644	4.2	10.9	119	*131	2.8	2.2	80	*292	4.3	5.0	122	388	3.5	6.6	99
POPULAR SCIENCE	4317	356	2.3	8.2	90	*118	2.5	2.7	98	*303	4.5	7.0	173	*259	2.3	6.0	90
PREVENTION	5792	406	2.6	7.0	76	*194	4.2	3.3	120	238	3.5	4.1	101	303	2.7	5.2	79
PSYCHOLOGY TODAY	3784	*185	1.2	5.6	61	*103	2.2	3.1	113	*310	4.6	9.4	233	265	2.4	8.1	121
READER'S DIGEST	40046	3711	24.0	9.3	101	1084	23.2	2.7	97	2047	30.1	5.1	126	2649	23.8	6.6	99
REDBOOK	9584	942	6.1	9.8	107	301	6.5	3.1	113	576	8.5	6.0	148	765	6.9	8.0	120
ROAD & TRACK	2590	*146	0.9	5.6	61	**98	2.1	3.8	136	*206	3.0	8.0	196	*183	1.6	7.1	106
ROLLING STONE	3302	*263	1.7	8.0	86	**70	1.5	2.1	76	*223	3.3	6.8	166	352	3.2	10.7	160
RUNNER'S WORLD	1229	**180	1.2	14.6	159	**32	0.7	2.6	94	*117	1.7	9.5	235	**65	0.6	5.3	80
SATURDAY EVENING POST	2110	*166	1.1	7.9	85	**80	1.7	3.8	136	*162	2.4	7.7	189	*148	1.3	7.0	106
SCIENCE 84	1543	**151	1.0	9.8	106	**117	2.5	7.6	273	**109	1.6	7.1	174	*149	1.3	9.7	145
SCIENCE DIGEST	1747	*87	0.6	5.0	54	**43	0.9	2.5	89	**120	1.8	6.9	169	**147	1.3	8.4	127
SCIENTIFIC AMERICAN	1994	*154	1.0	7.7	84	**39	0.8	2.0	70	**159	2.3	8.0	197	*156	1.4	7.8	118
SELF	3119	*142	0.9	4.6	49	**116	2.5	3.7	134	*119	1.7	3.8	94	291	2.6	9.3	140
SEVENTEEN	3923	*272	1.8	6.9	75	**108	2.3	2.8	99	*224	3.3	5.7	141	373	3.3	9.5	143
SKI	1501	**110	0.7	7.3	80	**63	1.4	4.2	151	**77	1.1	5.1	126	**107	1.0	7.1	107
SMITHSONIAN	5976	324	2.1	5.4	59	*156	3.3	2.6	94	495	7.3	8.3	204	377	3.4	6.3	95
SOAP OPERA DIGEST	4228	500	3.2	11.8	128	*138	3.0	3.3	117	**148	2.2	3.5	86	409	3.7	9.7	146
SOUTHERN LIVING	6488	689	4.5	10.6	115	*191	4.1	2.9	106	411	6.0	6.3	156	421	3.8	6.5	98
SPORT	3500	344	2.2	9.8	107	*174	3.7	5.0	179	**152	2.2	4.3	107	372	3.3	10.6	160
THE SPORTING NEWS	2456	302	2.0	12.3	133	**156	3.3	6.4	228	**103	1.5	4.2	103	*229	2.1	9.3	140
SPORTS AFIELD	3648	482	3.1	13.2	143	**91	2.0	2.5	90	**139	2.0	3.8	94	*217	1.9	5.9	89
SPORTS ILLUSTRATED	14484	1311	8.5	9.1	98	549	11.8	3.8	136	580	8.5	4.0	99	1154	10.3	8.0	120
STAR	12661	1351	8.7	10.7	116	278	6.0	2.2	79	379	5.6	3.0	74	943	8.5	7.4	112
SUNDAY	52799	4404	28.5	8.3	91	1612	34.6	3.1	110	2296	33.7	4.3	107	3255	29.2	6.2	93
SUNSET	3513	*293	1.9	8.3	91	**108	2.3	3.1	111	*269	4.0	7.7	189	*220	2.0	6.3	94
TV GUIDE	42766	4185	27.1	9.8	106	1324	28.4	3.1	111	1635	24.0	3.8	94	2988	26.8	7.0	105
TENNIS	1254	**121	0.8	9.6	105	**21	0.5	1.7	60	**47	0.7	3.7	92	**81	0.7	6.5	97
TIME	22054	1835	11.9	8.3	90	680	14.6	3.1	111	1153	16.9	5.2	129	1600	14.3	7.3	109
TOWN & COUNTRY	1555	**139	0.9	8.9	97	**65	1.4	4.2	150	**84	1.2	5.4	133	*122	1.1	7.8	118
TRAVEL & LEISURE	2173	*179	1.2	8.2	89	**42	0.9	1.9	70	*97	1.4	4.5	110	*143	1.3	6.6	99
TRUE STORY	4636	420	2.7	9.1	98	**103	2.2	2.2	80	*78	1.1	1.7	41	428	3.8	9.2	139
U.S. NEWS & WORLD REPORT	10353	800	5.2	7.7	84	272	5.8	2.6	94	419	6.2	4.0	100	658	5.9	6.4	96
USA TODAY	4994	462	3.0	9.3	100	*109	2.3	2.2	78	248	3.6	5.0	122	423	3.8	8.5	127
US	3528	232	1.5	6.6	71	**55	1.2	1.6	56	*190	2.8	5.4	133	407	3.6	11.5	174
VOGUE	5424	349	2.3	6.4	70	*202	4.3	3.7	134	341	5.0	6.3	155	389	3.5	7.2	108
WALL STREET JOURNAL	6292	452	2.9	7.2	78	*206	4.4	3.3	118	239	3.5	3.8	94	394	3.5	6.3	94
WEIGHT WATCHERS	2762	*252	1.6	9.1	99	**83	1.8	3.0	108	*159	2.3	5.8	142	*191	1.7	6.9	104
WOMAN'S DAY	16320	1506	9.7	9.2	100	498	10.7	3.1	110	1013	14.9	6.2	153	1256	11.3	7.7	116
WORKING MOTHER	1496	*228	1.5	15.2	165	**73	1.6	4.9	175	**71	1.0	4.7	117	**103	0.9	6.9	104
WORKING WOMAN	1851	*210	1.4	11.3	123	**78	1.7	4.2	152	**119	1.7	6.4	158	*173	1.6	9.3	141
WORLD TENNIS	580	**60	0.4	10.3	112	**11	0.2	1.9	68	**40	0.6	6.9	170	**71	0.6	12.2	184
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1093	7.1	8.8	96	316	6.8	2.5	92	585	8.6	4.7	116	1031	9.2	8.3	125
BLAIR INSERTS	91671	7771	50.3	8.5	92	2788	59.8	3.0	109	3913	57.5	4.3	105	6092	54.6	6.6	100
DAILY NEWSPAPERS																	
READ ANY	109190	9692	62.7	8.9	96	2897	62.1	2.7	95	4712	69.2	4.3	106	7200	64.6	6.6	99
READ ONE	89587	8027	52.0	9.0	97	2382	51.1	2.7	96	3872	56.9	4.3	107	5944	53.3	6.6	100
READ TWO OR MORE	19602	1665	10.8	8.5	92	516	11.1	2.6	95	840	12.3	4.3	106	1255	11.3	6.4	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	9678	62.6	8.8	96	3210	68.8	2.9	105	4821	70.8	4.4	108	7349	65.9	6.7	101
READ ONE	95074	8498	55.0	8.9	97	2784	59.7	2.9	105	4055	59.6	4.3	105	6388	57.3	6.7	101
READ TWO OR MORE	14588	1180	7.6	8.1	88	426	9.1	2.9	105	766	11.3	5.3	129	961	8.6	6.6	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.20				36.17				28.50				29.97			
30 DAY REACH	149706	13733	88.9	9.2	100	4158	89.2	2.8	100	6223	91.4	4.2	102	10180	91.3	6.8	102
50 SHWG - 30 DAY AV FREQ	15.16	15.85				18.94				14.83				15.57			
30 DAY REACH	142406	13098	84.8	9.2	100	3975	85.2	2.8	100	5964	87.6	4.2	103	9799	87.9	6.9	104
25 SHWG - 30 DAY AV FREQ	8.23	8.67				9.88				7.90				8.47			
30 DAY REACH	131152	11983	77.6	9.1	99	3797	81.4	2.9	104	5592	82.2	4.3	105	8970	80.4	6.8	103
CABLE TV: HOME WIRED	66879	6424	41.6	9.6	104	1901	40.8	2.8	102	2833	41.6	4.2	104	4900	43.9	7.3	110
HOME NOT WIRED	100848	9027	58.4	9.0	97	2763	59.2	2.7	99	3973	58.4	3.9	97	6252	56.1	6.2	93
HAVE PAY CABLE	35024	3674	23.8	10.5	114	1154	24.7	3.3	118	1561	22.9	4.5	110	2747	24.6	7.8	118

	TOTAL U.S. '000	ALKA-SELTZER PLUS				ALLEREST				CHLOR-TRIMETON				CONTREX				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL ADULTS	167727	15451	100.0	9.2	100	4664	100.0	2.8	100	6806	100.0	4.1	100	11151	100.0	6.6	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	95620	9010	58.3	9.4	102	2878	61.7	3.0	108	4237	62.3	4.4	109	6569	58.9	6.9	103	
10:00 AM - 3:00 PM	63599	6285	40.7	9.9	107	1951	41.8	3.1	110	2404	35.3	3.8	93	4346	39.0	6.8	103	
3:00 PM - 7:00 PM	72097	6837	44.2	9.5	103	2102	45.1	2.9	105	3368	49.5	4.7	115	5241	47.0	7.3	109	
7:00 PM - MIDNIGHT	36670	3831	24.8	10.4	113	1036	22.2	2.8	102	1652	24.3	4.5	111	2611	23.4	7.1	107	
MIDNIGHT - 6:00 AM	21908	2333	15.1	10.6	116	537	11.5	2.5	88	824	12.1	3.8	93	1491	13.4	6.8	102	
6:00 AM - MIDNIGHT	127571	12254	79.3	9.6	104	3649	78.2	2.9	103	5482	80.5	4.3	106	8797	78.9	6.9	104	
ENTIRE DAY	129239	12424	80.4	9.6	104	3710	79.5	2.9	103	5545	81.5	4.3	106	8862	79.5	6.9	103	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY																		
ALL NEWS	34009	3223	20.9	9.5	103	1035	22.2	3.0	109	1490	21.9	4.4	108	2462	22.1	7.2	109	
AOR/PROGRESSIVE	6062	395	2.6	6.5	71	*164	3.5	2.7	97	384	5.6	6.3	156	287	2.6	4.7	71	
BEAUTIFUL MUSIC	11884	1090	7.1	9.2	100	274	5.9	2.3	83	529	7.8	4.5	110	1093	9.8	9.2	138	
BLACK	11180	936	6.1	8.4	91	302	6.5	2.7	97	552	8.1	4.9	122	710	6.4	6.4	96	
CLASSICAL	4538	718	4.6	15.8	172	*119	2.6	2.6	94	**103	1.5	2.3	56	402	3.6	8.9	133	
CHR/ROCK	3857	*299	1.9	7.8	84	*134	2.9	3.5	125	*143	2.1	3.7	91	*234	2.1	6.1	91	
COUNTRY	21946	2035	13.2	9.3	101	806	17.3	3.7	132	1225	18.0	5.6	138	1751	15.7	8.0	120	
GOLDEN OLDIES	27262	3178	20.6	11.7	127	876	18.8	3.2	116	1065	15.6	3.9	96	2048	18.4	7.5	113	
MOR/NOSTALGIA	3339	289	1.9	8.7	94	**105	2.3	3.1	113	*90	1.3	2.7	66	*252	2.3	7.5	114	
NEWS/TALK	10346	940	6.1	9.1	99	275	5.9	2.7	96	420	6.2	4.1	100	615	5.5	5.9	89	
RELIGIOUS	8929	835	5.4	9.4	102	314	6.7	3.5	126	445	6.5	5.0	123	482	4.3	5.4	81	
SOFT ROCK	5488	577	3.7	10.5	114	*139	3.0	2.5	91	*164	2.4	3.0	74	376	3.4	6.9	103	
URBAN CONTEMPORARY	1232	**118	0.8	9.6	104	*113	0.3	1.1	38	**28	0.4	2.3	56	**89	0.8	7.2	109	
WIRED NETWORKS:	3184	310	2.0	9.7	106	*99	2.1	3.1	112	**111	1.6	3.5	86	*212	1.9	6.7	100	
ABC CONTEMPORARY	6911	772	5.0	11.2	121	*246	5.3	3.6	128	293	4.3	4.2	104	629	5.6	9.1	137	
ABC DIRECTION	5212	439	2.8	8.4	91	*163	3.5	3.1	112	234	3.4	4.5	111	335	3.0	6.4	97	
ABC ENTERTAINMENT	10385	1090	7.1	10.5	114	336	7.2	3.2	116	419	6.2	4.0	99	847	7.6	8.2	123	
ABC FM	4762	580	3.8	12.2	132	*153	3.3	3.2	116	*331	4.9	7.0	171	415	3.7	8.7	131	
ABC INFORMATION	11339	1111	7.2	9.8	106	246	5.3	2.2	78	482	7.1	4.3	105	898	8.1	7.9	119	
ABC ROCK	4878	467	3.0	9.6	104	*96	2.1	2.0	71	*173	2.5	3.5	87	449	4.0	9.2	138	
CBS	10709	924	6.0	8.6	94	281	6.0	2.6	94	420	6.2	3.9	97	606	5.4	5.7	85	
MUTUAL	10251	1006	6.5	9.8	107	387	8.3	3.8	136	564	8.3	5.5	136	567	5.1	5.5	83	
NBC	12243	1338	8.7	10.9	119	336	7.2	2.7	99	482	7.1	3.9	97	609	5.5	5.0	75	
RADIO/AD	4606	399	2.6	8.7	94	*156	3.3	3.4	122	268	3.9	5.8	143	317	2.8	6.9	104	
RKO ONE	5148	487	3.2	9.5	103	**183	3.9	3.6	128	*235	3.5	4.6	112	385	3.5	7.5	112	
RKO TWO	7313	884	5.7	12.1	131	*238	5.1	3.3	117	501	7.4	6.9	169	583	5.2	8.0	120	
THE SOURCE	5981	741	4.8	12.4	134	*120	2.6	2.0	72	*261	3.8	4.4	108	559	5.0	9.3	141	
NON-WIRED : BLAIR	19329	2039	13.2	10.5	115	703	15.1	3.6	131	866	12.7	4.5	110	1502	13.5	7.8	117	
INTERNET	27139	2734	17.7	10.1	109	836	17.9	3.1	111	1086	16.0	4.0	99	2067	18.5	7.6	115	
KATZ RADIO GROUP	36319	3203	20.7	8.8	96	1132	24.3	3.1	112	1759	25.8	4.8	119	2480	22.2	6.8	103	
SUPERNET	22361	2242	14.5	10.0	109	652	14.0	2.9	105	915	13.4	4.1	101	1709	15.3	7.6	115	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	14532	1272	8.2	8.8	95	375	8.0	2.6	93	536	7.9	3.7	91	890	8.0	6.1	92	
MKDAY 9:00 AM - 1:00 PM	18688	1740	11.3	9.3	101	431	9.2	2.3	83	643	9.4	3.4	85	1071	9.6	5.7	86	
MKDAY 1:00 PM - 4:30 PM	24061	2258	14.6	9.4	102	534	11.4	2.2	80	816	12.0	3.4	84	1354	12.1	5.6	85	
MKDAY 4:30 PM - 7:30 PM	44079	3989	25.8	9.0	98	1093	23.4	2.5	89	1572	23.1	3.6	88	2675	24.0	6.1	91	
MKDAY 7:30 PM - 8:00 PM	61979	5654	36.6	9.1	99	1550	33.2	2.5	90	2343	34.4	3.8	93	3801	34.1	6.1	92	
MKDAY 11:00 PM - 11:30 PM	49084	4693	30.4	9.6	104	1446	31.0	2.9	106	2108	31.0	4.3	106	3083	27.6	6.3	94	
MKDAY 11:30 PM - 1:00 AM	16560	1596	10.3	9.6	105	515	11.0	3.1	112	759	11.2	4.6	113	1032	9.3	6.2	94	
M-SAT 8-11 PM-SUN 7-11 PM	66967	6109	39.5	9.1	99	1830	39.2	2.7	98	2793	41.0	4.2	103	4345	39.0	6.5	98	
MKDY DAYTIME NTKK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	834	5.4	9.0	98	234	5.0	2.5	91	280	4.1	3.0	74	542	4.9	5.8	88
ANOTHER WORLD	N	6138	744	4.8	12.1	132	*66	1.4	1.1	39	154	2.3	2.5	62	346	3.1	5.6	85
AS THE WORLD TURNS	C	7707	672	4.3	8.7	95	181	3.9	2.3	84	263	3.9	3.4	84	416	3.7	5.4	81
CAPITOL	C	4688	451	2.9	9.6	104	*73	1.6	1.6	56	*131	1.9	2.8	69	319	2.9	6.8	102
CBS MORN. NEWS 1	C	2792	258	1.7	9.2	100	*60	1.3	2.1	77	*127	1.9	4.5	112	146	1.3	5.2	79
CBS MORN. NEWS 2	C	2071	182	1.2	8.8	95	**45	1.0	2.2	78	*72	1.1	3.5	86	*72	0.6	3.5	52
DAYS OF OUR LIVES	N	8018	918	5.9	11.4	124	205	4.4	2.6	92	302	4.4	3.8	93	436	3.9	5.4	82
FACTS OF LIFE - DAYTIME	N	3487	363	2.3	10.4	113	*54	1.2	1.5	56	*117	1.7	3.4	83	194	1.7	5.6	84
FAMILY FEUD	A	4817	443	2.9	9.2	100	*169	3.6	3.5	126	154	2.3	3.2	79	239	2.1	5.0	75
GENERAL HOSPITAL	A	8333	666	4.3	8.0	87	170	3.6	2.0	73	342	5.0	4.1	101	472	4.2	5.7	85
GOOD MORNING, AMERICA-730A	A	5472	514	3.3	9.4	102	177	3.8	3.2	116	247	3.6	4.5	111	320	2.9	5.8	88
GOOD MORNING, AMERICA-830A	A	3965	335	2.2	8.4	92	119	2.6	3.0	108	145	2.1	3.7	90	211	1.9	5.3	80
GUIDING LIGHT	C	7542	641	4.1	8.5	92	174	3.7	2.3	83	197	2.9	2.6	64	431	3.9	5.7	86
ONE LIFE TO LIVE	A	6018	572	3.7	9.5	103	126	2.7	2.1	75	213	3.1	3.5	87	356	3.2	5.9	89
PRESS YOUR LUCK	C	3589	415	2.7	11.6	126	*83	1.8	2.3	83	147	2.2	4.1	101	208	1.9	5.8	87
PRICE IS RIGHT 1	C	7418	882	5.7	11.9	129	186	4.0	2.5	90	214	3.1	2.9	71	467	4.2	6.3	95
PRICE IS RIGHT 2	C	8276	959	6.2	11.6	126	173	3.7	2.1	75	229	3.4	2.8	68	495	4.4	6.0	90
RYAN'S HOPE	A	4358	398	2.6	9.1	99	*56	1.2	1.3	46								

	TOTAL U.S. '000	ALKA-SELTZER PLUS				ALLEREST				CHLOR-TRIMETON				CONTREX			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	15451	100.0	9.2	100	4664	100.0	2.8	100	6806	100.0	4.1	100	11151	100.0	6.6	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	4705	30.5	9.0	98	1319	28.3	2.5	91	1868	27.4	3.6	88	2943	26.4	5.6	85
NETWORK AFFILIATES - LATE	39164	3735	24.2	9.5	104	1142	24.5	2.9	105	1708	25.1	4.4	107	2332	20.9	6.0	90
INDEPENDENTS - LATE	5133	488	3.2	9.5	103	122	2.6	2.4	85	269	4.0	5.2	129	272	2.4	5.3	80
TV EVENING NTK6 6 PM - 2 AM																	
A TEAM	M 22825	2391	15.5	10.5	114	590	12.7	2.6	93	871	12.8	3.8	94	1671	15.0	7.3	110
ABC MONDAY NIGHT MOVIE	A 11258	1076	7.0	9.6	104	345	7.4	3.1	110	476	7.0	4.2	104	744	6.7	6.6	99
ABC SUNDAY NIGHT MOVIE	A 23600	2099	13.6	8.9	97	811	17.4	3.4	124	1001	14.7	4.2	105	1595	14.3	6.8	102
ABC WORLD NEWS TONIGHT	A 12801	1223	7.9	9.6	104	270	5.8	2.1	76	496	7.3	3.9	95	622	5.6	4.9	73
AFTERMASH	C 10966	1014	6.6	9.2	100	*265	5.7	2.4	87	439	6.5	4.0	99	662	5.9	6.0	91
ALICE	C 17050	1630	10.5	9.6	104	368	7.9	2.2	78	591	8.7	3.5	85	1109	9.9	6.5	98
AMERICAN PARADE	C 11998	948	6.1	7.9	86	272	5.8	2.3	82	379	5.6	3.2	78	734	6.6	6.1	92
BENSON	A 19258	1822	11.8	9.5	103	541	11.6	2.8	101	690	10.1	3.6	88	1178	10.6	6.1	92
BLUE THUNDER	A 11478	1238	8.0	10.8	117	243	5.2	2.1	76	437	6.4	3.8	94	874	7.8	7.6	115
CAGNEY & LACEY	C 18263	1757	11.4	9.6	104	418	9.0	2.3	82	873	12.8	4.8	118	1364	12.2	7.5	112
CBS EVENING NEWS-DEAN	C 7733	578	3.7	7.5	81	*133	2.9	1.7	62	274	4.0	3.5	87	296	2.7	3.8	58
CBS EVENING NEWS-RATHER	C 15653	1295	8.4	8.3	90	318	6.8	2.0	73	486	7.1	3.1	77	919	8.2	5.9	88
CBS SAT. NEWS-SCHIEFFER	C 8744	865	5.6	9.9	107	198	4.2	2.3	81	291	4.3	3.3	82	467	4.2	5.3	80
CBS SATURDAY NIGHT MOVIE	C 12000	1229	8.0	10.2	111	287	6.2	2.4	86	462	6.8	3.8	95	914	8.2	7.6	115
CBS WEDNESDAY NIGHT MOVIE	C 11522	965	6.2	8.4	91	276	5.9	2.4	86	341	5.0	3.0	73	691	6.2	6.0	90
CHEERS	M 16818	1272	8.2	7.6	82	685	14.7	4.1	146	956	14.0	5.7	140	1237	11.1	7.4	111
DALLAS	C 37510	3183	20.6	8.5	92	966	20.7	2.6	93	1380	20.3	3.7	91	2399	21.5	6.4	96
DIFF'RENT STROKES	N 11258	1211	7.8	10.8	117	*158	3.4	1.4	50	472	6.9	4.2	103	599	5.4	5.3	80
DOUBLE TROUBLE	N 12248	1237	8.0	10.1	110	309	6.6	2.5	91	602	8.8	4.9	121	861	7.7	7.0	106
DUCK FACTORY	N 11100	875	5.7	7.9	86	406	8.7	3.7	132	663	9.7	6.0	147	811	7.3	7.3	110
DUKES OF HAZZARD	C 12353	1216	7.9	9.8	107	291	6.2	2.4	85	412	6.1	3.3	82	821	7.4	6.6	100
DYNASTY	A 33279	3110	20.1	9.3	101	893	19.1	2.7	96	1245	18.3	3.7	92	1982	17.8	6.0	90
FACTS OF LIFE	N 13410	1422	9.2	10.6	115	316	6.8	2.4	85	598	8.8	4.5	110	931	8.3	6.9	104
FALCON CREST	C 31093	2671	17.3	8.6	93	818	17.5	2.6	95	1144	16.8	3.7	91	2081	18.7	6.7	101
FALL GUY	A 18649	2076	13.4	11.1	121	427	9.2	2.3	82	608	8.9	3.3	80	1211	10.9	6.5	98
FAMILY TIES	N 13101	1183	7.7	9.0	98	409	8.8	3.1	112	648	9.5	4.9	122	755	6.8	5.8	87
FANTASY ISLAND	A 13069	1149	7.4	8.8	95	340	7.3	2.6	94	397	5.8	3.0	75	788	7.1	6.0	91
FOULUPS, BLEEPES & BLUNDERS	A 16588	1400	9.1	8.4	92	515	11.0	3.1	112	567	8.3	3.4	84	902	8.1	5.4	82
FOUR SEASONS	C 9302	776	5.0	8.3	91	*261	5.6	2.8	101	*391	5.7	4.2	104	559	5.0	6.0	90
GIMME A BREAK	N 13955	1384	9.0	9.9	108	465	10.0	3.3	120	536	7.9	3.8	95	821	7.4	5.9	88
HART TO HART	A 15735	1418	9.2	9.0	98	450	9.6	2.9	103	606	8.9	3.9	95	1004	9.0	6.4	96
HILL STREET BLUES	N 18257	1671	10.8	9.2	99	703	15.1	3.9	138	885	13.0	4.8	119	1267	11.4	6.9	104
HOTEL	A 24236	2118	13.7	8.7	95	678	14.5	2.8	101	880	12.9	3.6	89	1531	13.7	6.3	95
JEFFERSONS	C 17010	1477	9.6	8.7	94	422	9.0	2.5	89	648	9.5	3.8	94	1115	10.0	6.6	99
JENNIFER SLEPT HERE	N 9397	908	5.9	9.7	105	*169	3.6	1.8	65	429	6.3	4.6	113	545	4.9	5.8	87
KATE & ALLIE	C 16762	1430	9.3	8.5	93	408	8.7	2.4	88	775	11.4	4.6	114	1216	10.9	7.3	109
KNIGHT RIDER	N 13164	1348	8.7	10.2	111	403	8.6	3.1	110	563	8.3	4.3	105	979	8.8	7.4	112
LOVE BOAT	A 20400	1856	12.0	9.1	99	584	12.5	2.9	103	778	11.4	3.8	94	1221	10.9	6.0	90
MAGNUM PI	C 22543	2270	14.7	10.1	109	570	12.2	2.5	91	819	12.0	3.6	90	1634	14.7	7.2	109
MAMA'S FAMILY	N 9852	843	5.5	8.6	93	230	4.9	2.3	84	449	6.6	4.6	112	565	5.1	5.7	86
MASTER, THE	N 8082	782	5.1	9.7	105	*203	4.4	2.5	90	368	5.4	4.6	112	429	3.8	5.3	80
MATT HOUSTON	A 12881	1195	7.7	9.3	101	310	6.6	2.4	87	493	7.2	3.8	94	903	8.1	7.0	105
NBC MONDAY NIGHT MOVIE	N 23889	2320	15.0	9.7	105	673	14.4	2.8	101	1028	15.1	4.3	106	1617	14.5	6.8	102
NBC NIGHTLY NEWS	N 11156	1002	6.5	9.0	98	273	5.9	2.4	88	379	5.6	3.4	84	568	5.1	5.1	77
NBC NIGHTLY NEWS-SAT	N 7363	676	4.4	9.2	100	*117	2.5	1.6	57	340	5.0	4.6	114	408	3.7	5.5	83
NBC NIGHTLY NEWS-SUN	N 6214	425	2.8	6.8	74	*180	1.7	1.3	46	*194	2.9	3.1	77	*241	2.2	3.9	58
NBC SUNDAY NIGHT MOVIE	N 17590	1840	11.9	10.5	114	570	12.2	3.2	117	878	12.9	5.0	123	1256	11.3	7.1	107
NEWHART	C 16740	1490	9.6	8.9	97	397	8.5	2.4	85	811	11.9	4.8	119	1271	11.4	7.6	114
ONE DAY AT A TIME	C 11820	920	6.0	7.8	84	293	6.3	2.5	89	442	6.5	3.7	92	678	6.1	5.7	86
PEOPLE ARE FUNNY	N 9938	855	5.5	9.4	102	*167	3.6	1.8	66	420	6.2	4.6	113	466	4.2	5.1	77
REAL PEOPLE	N 15979	1589	10.3	9.9	108	387	8.3	2.4	87	693	10.2	4.3	107	932	8.4	5.8	88
REMINGTON STEELE	N 14395	1283	8.3	8.9	97	407	8.7	2.8	102	690	10.1	4.8	118	1078	9.7	7.5	113
RIPLY'S BELIEVE IT - NOT	A 11362	999	6.5	8.8	95	344	7.4	3.0	109	561	8.2	4.9	122	640	5.7	5.6	85
RIPTIDE	N 13920	1349	8.7	9.7	105	365	7.8	2.6	94	596	8.8	4.3	106	998	8.9	7.2	108
SCARECROW & MRS. KING	C 17571	1440	9.3	8.2	89	510	10.9	2.9	104	612	9.0	3.5	86	1242	11.1	7.1	106
SIMON & SIMON	C 20208	2123	13.7	10.5	114	498	10.7	2.5	89	839	12.3	4.2	102	1256	11.3	6.2	93
60 MINUTES	C 27668	2227	14.4	8.0	87	674	14.5	2.4	88	1094	16.1	4.0	97	1451	13.0	5.2	79
ST. ELSEWHERE	N 13699	1400	9.1	10.2	111	594	12.7	4.3	156	818	12.0	6.0	147	1045	9.4	7.6	115
THREE'S COMPANY	A 20632	1965	12.7	9.5	103	659	14.1	3.2	115	888	13.0	4.3	106	1398	12.5	6.8	102
T.J. HOOKER	A 17136	1673	10.8	9.8	106	427	9.2	2.5	90	567	8.3	3.3	82	1154	10.3	6.7	101
TONIGHT SHOW	N 4963	359	2.3	7.2	79	164	3.5	3.3	119	238	3.5						

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	22839	100.0	13.6	100	6454	100.0	3.8	100	8153	100.0	4.9	100	14060	100.0	8.4	100
MALES	79263	11553	50.6	14.6	107	3116	48.3	3.9	102	3861	47.4	4.9	100	5662	40.3	7.1	85
FEMALES	88464	11286	49.4	12.8	94	3338	51.7	3.8	98	4292	52.6	4.9	100	8399	59.7	9.5	113
18 - 24	28671	3767	16.5	13.1	96	1109	17.2	3.9	101	1235	15.1	4.3	89	2905	20.7	10.1	121
25 - 34	39536	6480	28.4	16.4	120	1774	27.5	4.5	117	2515	30.8	6.4	131	4196	29.8	10.6	127
35 - 44	28978	4617	20.2	15.9	117	1200	18.6	4.1	108	1624	19.9	5.6	115	2391	17.0	8.3	98
45 - 54	22345	2973	13.0	13.3	98	861	13.3	3.9	100	1082	13.3	4.8	100	1657	11.8	7.4	88
55 - 64	22224	2561	11.2	11.5	85	784	12.1	3.5	92	861	10.6	3.9	80	1432	10.2	6.4	77
65 OR OLDER	25973	2440	10.7	9.4	69	727	11.3	2.8	73	836	10.3	3.2	66	1480	10.5	5.7	68
18 - 34	68207	10247	44.9	15.0	110	2883	44.7	4.2	110	3750	46.0	5.5	113	7101	50.5	10.4	124
18 - 49	108058	16507	72.3	15.3	112	4703	72.9	4.4	113	5968	73.2	5.5	114	10295	73.2	9.5	111
25 - 54	90859	14071	61.6	15.5	114	3834	59.4	4.2	110	5221	64.0	5.7	118	8244	58.6	9.1	108
35 - 49	39851	6260	27.4	15.7	115	1821	28.2	4.6	119	2218	27.2	5.6	115	3194	22.7	8.0	96
50 OR OLDER	59669	6331	27.7	10.6	78	1751	27.1	2.9	76	2185	26.8	3.7	75	3765	26.8	6.3	75
GRADUATED COLLEGE	28091	4347	19.0	15.5	114	1603	24.8	5.7	148	1910	23.4	6.8	140	2148	15.3	7.6	91
ATTENDED COLLEGE	28938	4685	20.5	16.2	119	1379	21.4	4.8	124	1603	19.7	5.5	114	2490	17.7	8.6	103
GRADUATED HIGH SCHOOL	65503	8843	38.7	13.5	99	2259	35.0	3.4	90	3417	41.9	5.2	107	5864	41.7	9.0	107
DID NOT GRADUATE HIGH SCHOOL	45195	4964	21.7	11.0	81	1212	18.8	2.7	70	1223	15.0	2.7	56	3558	25.3	7.9	94
EMPLOYED MALES	56429	8934	39.1	15.8	116	2301	35.7	4.1	106	2960	36.3	5.2	108	4157	29.6	7.4	88
EMPLOYED FEMALES	43971	6562	28.7	14.9	110	1735	26.9	3.9	103	2709	33.2	6.2	127	4587	32.6	10.4	124
EMPLOYED FULL-TIME	87773	13777	60.3	15.7	115	3678	57.0	4.2	109	5146	63.1	5.9	121	7600	54.1	8.7	103
EMPLOYED PART-TIME	12627	1719	7.5	13.6	100	*359	5.6	2.8	74	*523	6.4	4.1	85	1144	8.1	9.1	108
NOT EMPLOYED	67327	7343	32.2	10.9	80	2417	37.4	3.6	93	2484	30.5	3.7	76	5316	37.8	7.9	94
PROFESSIONAL/MANAGER	25845	4474	19.6	17.3	127	1346	20.9	5.2	135	1855	22.8	7.2	148	2248	16.0	8.7	104
TECH/CLERICAL/SALES	30895	4677	20.5	15.1	111	1207	18.7	3.9	102	1774	21.8	5.7	118	2781	19.8	9.0	107
PRECISION/CRAFT	12629	1883	8.2	14.9	109	*411	6.4	3.3	85	594	7.3	4.7	97	1019	7.2	8.1	96
OTHER EMPLOYED	31031	4462	19.5	14.4	106	1073	16.6	3.5	90	1446	17.7	4.7	96	2696	19.2	8.7	104
SINGLE	35557	4415	19.3	12.4	91	1445	22.4	4.1	106	1900	23.3	5.3	110	3068	21.8	8.6	103
MARRIED	103585	15235	66.7	14.7	108	3959	61.3	3.8	99	5161	63.3	5.0	102	8906	63.3	8.6	103
DIVORCED/SEPARATED/WIDOWED	28585	3188	14.0	11.2	82	1051	16.3	3.7	96	1092	13.4	3.8	79	2087	14.8	7.3	87
PARENTS	59295	9210	40.3	15.5	114	2450	38.0	4.1	107	3142	38.5	5.3	109	6509	46.3	11.0	131
WHITE	146081	20719	90.7	14.2	104	5843	90.5	4.0	104	7368	90.4	5.0	104	12057	85.8	8.3	98
BLACK	17974	1487	6.5	8.3	61	461	7.1	2.6	67	588	7.2	3.3	67	1691	12.0	9.4	112
OTHER	3672	*632	2.8	17.2	126	**150	2.3	4.1	106	*197	2.4	5.4	110	**313	2.2	8.5	102
NORTHEAST-CENSUS	37005	4945	21.7	13.4	98	1704	26.4	4.6	120	1740	21.3	4.7	97	3112	22.1	8.4	100
NORTH CENTRAL	42642	5756	25.2	13.5	99	1451	22.5	3.4	88	2173	26.7	5.1	105	3524	25.1	8.3	99
SOUTH	56777	6914	30.3	12.2	89	2059	31.9	3.6	94	2422	29.7	4.3	88	4896	34.8	8.6	103
WEST	31303	5223	22.9	16.7	123	1240	19.2	4.0	103	1819	22.3	5.8	120	2529	18.0	8.1	96
NORTHEAST-MKTG.	38125	4625	20.3	12.1	89	1730	26.8	4.5	118	1738	21.3	4.6	94	3151	22.4	8.3	99
EAST CENTRAL	24794	3434	15.0	13.9	102	1146	17.8	4.6	120	1619	19.9	6.5	134	2432	17.3	9.8	117
WEST CENTRAL	28511	4010	17.6	14.1	103	1036	16.1	3.6	94	1184	14.5	4.2	85	2154	15.3	7.6	90
SOUTH	48953	6162	27.0	12.6	92	1518	23.5	3.1	81	2020	24.8	4.1	85	4196	29.8	8.6	102
PACIFIC	27344	4608	20.2	16.9	124	1025	15.9	3.7	97	1593	19.5	5.8	120	2127	15.1	7.8	93
COUNTY SIZE A	69301	9710	42.5	14.0	103	3147	48.8	4.5	118	3442	42.2	5.0	102	5844	41.6	8.4	101
COUNTY SIZE B	50633	7167	31.4	14.2	104	1577	24.4	3.1	81	2313	28.4	4.6	94	4427	31.5	8.7	104
COUNTY SIZE C	26259	3597	15.7	13.7	101	951	14.7	3.6	94	1367	16.8	5.2	107	1941	13.8	7.4	88
COUNTY SIZE D	21534	2365	10.4	11.0	81	779	12.1	3.6	94	1031	12.6	4.8	98	1849	13.2	8.6	102
METRO CENTRAL CITY	50014	6933	30.4	13.9	102	1702	26.4	3.4	88	2212	27.1	4.4	91	4181	29.7	8.4	100
METRO SUBURBAN	76832	10943	47.9	14.2	105	3085	47.8	4.0	104	4060	49.8	5.3	109	6457	45.9	8.4	100
NON METRO	40881	4962	21.7	12.1	89	1668	25.8	4.1	106	1881	23.1	4.6	95	3423	24.3	8.4	100
TOP 5 ADI'S	39550	6173	27.0	15.6	115	1587	24.6	4.0	104	2003	24.6	5.1	104	3520	25.0	8.9	106
TOP 10 ADI'S	54877	7906	34.6	14.4	106	2401	37.2	4.4	114	2681	32.9	4.9	101	4512	32.1	8.2	98
TOP 20 ADI'S	77516	10891	47.7	14.1	103	3322	51.5	4.3	111	3765	46.2	4.9	100	6503	46.3	8.4	100
HSHLD INC. \$50,000 OR MORE	17257	3070	13.4	17.8	131	922	14.3	5.3	139	938	11.5	5.4	112	1236	8.8	7.2	85
\$40,000 OR MORE	33235	5186	22.7	15.6	115	1649	25.6	5.0	129	2238	27.5	6.7	139	2725	19.4	8.2	98
\$30,000 OR MORE	59693	9264	40.6	15.5	114	3063	47.5	5.1	133	3765	46.2	6.3	130	4962	35.3	8.3	99
\$25,000 OR MORE	76275	11747	51.4	15.4	113	3841	59.5	5.0	131	4738	58.1	6.2	128	6399	45.5	8.4	100
\$20,000 - \$24,999	18607	2501	11.0	13.4	99	700	10.8	3.8	98	1020	12.5	5.5	113	1472	10.5	7.9	94
\$15,000 - \$19,999	17175	2544	11.1	14.8	109	640	9.9	3.7	97	799	9.8	4.7	96	1559	11.1	9.1	108
\$10,000 - \$14,999	24569	3174	13.9	12.9	95	678	10.5	2.8	72	868	10.6	3.5	73	2030	14.4	8.3	99
UNDER \$10,000	31101	2873	12.6	9.2	68	596	9.2	1.9	50	729	8.9	2.3	48	2600	18.5	8.4	100
HOUSEHOLD OF 1 PERSON	19441	2074	9.1	10.7	78	676	10.5	3.5	90	713	8.7	3.7	75	1213	8.6	6.2	74
2 PEOPLE	51803	6619	29.0	12.8	94	1949	30.2	3.8	98	2654	32.6	5.1	105	3553	25.3	6.9	82
3 OR 4 PEOPLE	66933	10226	44.8	15.3	112	2572	39.9	3.8	100	3488	42.8	5.2	107	5906	42.0	8.8	

COLD, ALLERGY & SINUS REMEDIES (NON-PRESCRIPTION) - BRANDS USED
(ADULTS)

		TOTAL U.S. '000	A	B	C	D	CONTACT				CORICIDIN				CORICIDIN D				CO-TYLENOL			
			'000	DOWN	%	ACROSS	INDX	'000	DOWN	%	ACROSS	INDX	'000	DOWN	%	ACROSS	INDX	'000	DOWN	%	ACROSS	INDX
TOTAL ADULTS		167727	22839	100.0	13.6	100		6454	100.0	3.8	100		8153	100.0	4.9	100		14060	100.0	8.4	100	
MAGAZINES	QUINTILE 1	34022	5024	22.0	14.8	108		1513	23.4	4.4	116		2235	27.4	6.6	135		3172	22.6	9.3	111	
	QUINTILE 2	34800	5207	22.8	15.0	110		1599	24.8	4.6	119		1968	24.1	5.7	116		3274	23.3	9.4	112	
	QUINTILE 3	30514	4176	18.3	13.7	101		1115	17.3	3.7	95		1579	19.4	5.2	106		2254	16.0	7.4	88	
	QUINTILE 4	33324	4347	19.0	13.0	96		1208	18.7	3.6	94		1343	16.5	4.0	83		2705	19.2	8.1	97	
	QUINTILE 5	35066	4085	17.9	11.6	86		1019	15.8	2.9	76		1028	12.6	2.9	60		2656	18.9	7.6	90	
NEWSPAPERS	QUINTILE 1	29107	4307	18.9	14.8	109		1239	19.2	4.3	111		1597	19.6	5.5	113		2240	15.9	7.7	92	
	QUINTILE 2	49095	6859	30.0	14.0	103		2084	32.3	4.2	110		2692	33.0	5.5	113		3851	27.4	7.8	94	
	QUINTILE 3	23107	2892	12.7	12.5	92		949	14.7	4.1	107		1142	14.0	4.9	102		2022	14.4	8.8	104	
	QUINTILE 4	33556	4275	18.7	12.7	94		1349	20.9	4.0	104		1547	19.0	4.6	95		2966	21.1	8.8	105	
	QUINTILE 5	32863	4506	19.7	13.7	101		833	12.9	2.5	66		1175	14.4	3.6	74		2982	21.2	9.1	108	
OUTDOOR	QUINTILE 1	33431	5445	23.8	16.3	120		1569	24.3	4.7	122		2089	25.6	6.2	129		3011	21.4	9.0	107	
	QUINTILE 2	33478	4683	20.5	14.0	103		1381	21.4	4.1	107		1730	21.2	5.2	106		3082	21.9	9.2	110	
	QUINTILE 3	33574	4601	20.1	13.7	101		1228	19.0	3.7	95		1310	16.1	3.9	80		2678	19.0	8.0	95	
	QUINTILE 4	33935	4383	19.2	12.9	95		1259	19.5	3.7	96		1648	20.2	4.9	100		2939	20.9	8.7	103	
	QUINTILE 5	33310	3727	16.3	11.2	82		1017	15.8	3.1	79		1377	16.9	4.1	85		2351	16.7	7.1	84	
RADIO-DRIVE TIME	QUINTILE 1	33136	4425	19.4	13.4	98		1189	18.4	3.6	93		1636	20.1	4.9	102		3164	22.5	9.5	114	
	QUINTILE 2	31658	4300	18.8	13.6	100		1108	17.2	3.5	91		1423	17.5	4.5	92		2877	20.5	9.1	108	
	QUINTILE 3	32541	4855	21.3	14.9	110		1314	20.4	4.0	105		1738	21.3	5.3	110		2624	18.7	8.1	96	
	QUINTILE 4	34247	4887	21.4	14.3	105		1429	22.1	4.2	108		1748	21.4	5.1	105		2897	20.6	8.5	101	
	QUINTILE 5	36144	4371	19.1	12.1	89		1414	21.9	3.9	102		1609	19.7	4.5	92		2497	17.8	6.9	82	
RADIO-MID- DAY	TERCILE 1	45037	6089	26.7	13.5	99		1608	24.9	3.6	93		2047	25.1	4.5	94		4125	29.3	9.2	109	
	TERCILE 2	44819	5919	25.9	13.2	97		1924	29.8	4.3	112		2282	28.0	5.1	105		3962	28.2	8.8	105	
	TERCILE 3	77872	10830	47.4	13.9	102		2922	45.3	3.8	98		3823	46.9	4.9	101		5973	42.5	7.7	92	
RADIO-TOTAL	QUINTILE 1	33763	4308	18.9	12.8	94		1325	20.5	3.9	102		1737	21.3	5.1	106		3149	22.4	9.3	111	
	QUINTILE 2	33240	4929	21.6	14.8	109		969	15.0	2.9	76		1408	17.3	4.2	87		2888	20.5	8.7	104	
	QUINTILE 3	33408	4624	20.2	13.8	102		1416	21.9	4.2	110		1685	20.7	5.0	104		3075	21.9	9.2	110	
	QUINTILE 4	34792	4755	20.8	13.7	100		1518	23.5	4.4	113		1869	22.9	5.4	111		2851	20.3	8.2	98	
	QUINTILE 5	32524	4223	18.5	13.0	95		1225	19.0	3.8	98		1454	17.8	4.5	92		2097	14.9	6.4	77	
TV-PRIME TIME	QUINTILE 1	33090	4562	20.0	13.8	101		1264	19.6	3.8	99		1707	20.9	5.2	106		2464	17.5	7.4	89	
	QUINTILE 2	33357	4413	19.3	13.2	97		1481	22.9	4.4	115		1503	18.4	4.5	93		2787	19.8	8.4	100	
	QUINTILE 3	33980	4740	20.8	13.9	102		1524	23.6	4.5	117		1932	23.7	5.7	117		2995	21.3	8.8	105	
	QUINTILE 4	33854	4868	21.3	14.4	106		1251	19.4	3.7	96		1713	21.0	5.1	104		3035	21.6	9.0	107	
	QUINTILE 5	33444	4256	18.6	12.7	93		934	14.5	2.8	73		1297	15.9	3.9	80		2781	19.8	8.3	99	
TV-DAYTIME	TERCILE 1	49121	5680	24.9	11.6	85		1794	27.8	3.7	95		2378	29.2	4.8	100		3961	28.2	8.1	96	
	TERCILE 2	48823	6395	28.0	13.1	96		1858	28.8	3.8	99		2318	28.4	4.7	98		4661	33.2	9.5	114	
	TERCILE 3	69782	10763	47.1	15.4	113		2802	43.4	4.0	104		3457	42.4	5.0	102		5438	38.7	7.8	93	
TV-TOTAL	QUINTILE 1	33584	3924	17.2	11.7	86		1329	20.6	4.0	103		1717	21.1	5.1	105		2668	19.0	7.9	95	
	QUINTILE 2	33441	4762	20.9	14.2	105		1184	18.3	3.5	92		1518	18.6	4.5	93		2554	18.2	7.6	91	
	QUINTILE 3	33505	4323	18.9	12.9	95		1292	20.0	3.9	100		1705	20.9	5.1	105		2928	20.8	8.7	104	
	QUINTILE 4	33466	5198	22.8	15.5	114		1634	25.3	4.9	127		1861	22.8	5.6	114		2923	20.8	8.7	104	
	QUINTILE 5	33731	4631	20.3	13.7	101		1015	15.7	3.0	78		1352	16.6	4.0	82		2988	21.3	8.9	106	
MAGAZINES-NEWSPAPERS: DUAL		44503	6583	28.8	14.8	109		1969	30.5	4.4	115		2775	34.0	6.2	128		3638	25.9	8.2	98	
MAGAZINE IMPERATIVE		39363	5581	24.4	14.2	104		1651	25.6	4.2	109		2108	25.9	5.4	110		3930	28.0	10.0	119	
NEWSPAPER IMPERATIVE		46441	6163	27.0	13.3	97		1848	28.6	4.0	103		1994	24.5	4.3	88		3417	24.3	7.4	88	
MAGAZINES-OUTDOOR: DUAL		33726	5230	22.9	15.5	114		1638	25.4	4.9	126		2080	25.5	6.2	127		3404	24.2	10.1	120	
MAGAZINE IMPERATIVE		52846	7245	31.7	13.7	101		2070	32.1	3.9	102		2937	36.0	5.6	114		4271	30.4	8.1	96	
OUTDOOR IMPERATIVE		52140	7217	31.6	13.8	102		1931	29.9	3.7	96		2183	26.8	4.2	86		4188	29.8	8.0	96	
MAGAZINES-RADIO: DUAL		37081	5337	23.4	14.4	106		1451	22.5	3.9	102		2074	25.4	5.6	115		3342	23.8	9.0	108	
MAGAZINE IMPERATIVE		49747	7355	32.2	14.8	109		2335	36.2	4.7	122		3070	37.7	6.2	127		4454	31.7	9.0	107	
RADIO IMPERATIVE		49208	6229	27.3	12.7	93		1552	24.0	3.2	82		1834	22.5	3.7	77		4287	30.5	8.7	104	
MAGAZINES-TELEVISION: DUAL		33103	4603	20.2	13.9	102		1369	21.2	4.1	107		1941	23.8	5.9	121		2863	20.4	8.6	103	
MAGAZINE IMPERATIVE		54575	8293	36.3	15.2	112		2469	38.3	4.5	118		3302	40.5	6.1	124		5101	36.3	9.3	112	
TELEVISION IMPERATIVE		53249	6281	27.5	11.8	87		1777	27.5	3.3	87		2104	25.8	4.0	81		3838	27.3	7.2	86	
NEWSPAPERS-OUTDOOR: DUAL		36255	5353	23.4	14.8	108		1703	26.4	4.7	122		2193	26.9	6.0	124		3045	21.7	8.4	100	
NEWSPAPER IMPERATIVE		55591	7276	31.9	13.1	96		2237	34.7	4.0	105		2727	33.4	4.9	101		4255	30.3	7.7	91	
OUTDOOR IMPERATIVE		48319	6979	30.6	14.4	106		1880	29.1	3.9	101		2168	26.6	4.5	92		4446	31.6	9.2	110	
NEWSPAPERS-RADIO: DUAL		37242	5360	23.5	14.4	106		1573	24.4	4.2	110		2080	25.5	5.6	115		3144	22.4	8.4	101	
NEWSPAPER IMPERATIVE		54423	7475	32.7	13.7	101		2438	37.8	4.5	116		2941	36.1	5.4	111		4108	29.2	7.5	90	
RADIO IMPERATIVE		46650	6157	27.0	13.2	97		1451	22.5	3.1	81		1778	21.8	3.8	78		4524	32.2	9.7	116	
NEWSPAPERS																						

	TOTAL U.S. '000	CONTACT				CORICIDIN				CORICIDIN D				CO-TYLENOL			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	22839	100.0	13.6	100	6454	100.0	3.8	100	8153	100.0	4.9	100	14060	100.0	8.4	100
ATLANTIC MONTHLY	867	**68	0.3	7.8	58	**13	0.2	1.5	39	**66	0.8	7.6	157	**104	0.7	12.0	143
BARRON'S	1580	**153	0.7	9.7	71	**39	0.6	2.5	64	**111	1.4	7.0	145	**118	0.8	7.5	89
BETTER HOMES & GARDENS	22203	3239	14.2	14.6	107	718	11.1	3.2	84	1185	14.5	5.3	110	2040	14.5	9.2	110
BON APPETIT	3810	545	2.4	14.3	105	*186	2.9	4.9	127	*136	1.7	3.6	73	239	1.7	6.3	75
BUSINESS WEEK	4663	611	2.7	13.1	96	*331	5.1	7.1	184	351	4.3	7.5	155	343	2.4	7.4	88
CAR AND DRIVER	3102	455	2.0	14.7	108	*195	3.0	6.3	163	*177	2.2	5.7	117	*218	1.6	7.0	84
CBS MAGAZINE NETWORK (GROSS)	7311	957	4.2	13.1	96	329	5.1	4.5	117	349	4.3	4.8	98	700	5.0	9.6	114
CHANGING TIMES	3400	499	2.2	14.7	108	*111	1.7	3.3	85	*146	1.8	4.3	88	*194	1.4	5.7	68
COLONIAL HOMES	1796	*207	0.9	11.5	85	*330	0.5	1.7	43	*88	1.1	4.9	101	*201	1.4	11.2	134
CONDE NAST MAG. PKG. (GROSS)	19924	3110	13.6	15.6	115	883	13.7	4.4	115	1010	12.4	5.1	104	2108	15.0	10.6	126
CONSUMERS DIGEST	3125	420	1.8	13.4	99	**93	1.4	3.0	77	302	3.7	9.7	199	*252	1.8	8.1	96
COSMOPOLITAN	10577	1634	7.2	15.4	113	531	8.2	5.0	130	410	5.0	3.9	80	1187	8.4	11.2	134
COUNTRY LIVING	3746	344	1.5	9.2	67	*121	1.9	3.2	84	*200	2.5	5.3	110	355	2.5	9.5	113
CUISINE	2214	321	1.4	14.5	106	*125	1.9	5.6	147	**107	1.3	4.8	99	*164	1.2	7.4	88
CYCLE WORLD	2394	343	1.5	14.3	105	**61	0.9	2.5	66	**119	1.5	5.0	102	*289	2.1	12.1	144
DCI:CREATIVE IDEAS FOR LIV	3068	425	1.9	13.9	102	**58	0.9	1.9	49	*218	2.7	7.1	146	319	2.3	10.4	124
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1242	5.4	13.0	95	339	5.3	3.5	92	743	9.1	7.8	160	934	6.6	9.8	117
DISCOVER	2277	406	1.8	17.8	131	**100	1.5	4.4	114	*129	1.6	5.7	117	*174	1.2	7.6	91
EBONY	7187	682	3.0	9.5	70	183	2.8	2.5	66	240	2.9	3.3	69	793	5.6	11.0	132
ESQUIRE	2560	327	1.4	12.8	94	**52	0.8	2.0	53	**133	1.6	5.2	107	302	2.1	11.8	141
ESSENCE	3242	358	1.6	11.0	81	**61	0.9	1.9	49	*129	1.6	4.0	82	445	3.2	13.7	164
FAMILY CIRCLE	19639	2395	10.5	12.2	90	737	11.4	3.8	98	1158	14.2	5.9	121	1727	12.3	8.8	105
THE FAMILY HANDYMAN	3540	567	2.5	16.0	118	*174	2.7	4.9	128	342	4.2	9.7	199	383	2.7	10.8	129
FAMILY WEEKLY	23924	3411	14.9	13.4	105	977	15.1	4.1	106	1404	17.2	5.9	121	2017	14.3	8.4	101
FIELD & STREAM	9883	1377	6.0	13.9	102	419	6.5	4.2	110	610	7.5	6.2	127	974	6.9	9.9	118
FOOD & WINE	1030	*109	0.5	10.6	78	**9	0.1	0.9	23	**58	0.7	5.6	116	**119	0.8	11.6	138
FORBES	2679	393	1.7	14.7	108	*216	3.3	8.1	210	*251	3.1	9.4	193	*253	1.8	9.4	113
FORTUNE	2931	497	2.2	17.0	125	*134	2.1	4.6	119	*230	2.8	7.8	161	364	2.6	12.4	148
GENTLEMAN'S QUARTERLY	3481	634	2.8	18.2	134	*238	3.7	6.8	178	*209	2.6	6.0	124	476	3.4	13.7	163
GLAMOUR	7163	1214	5.3	16.9	124	301	4.7	4.2	109	468	5.7	6.5	134	848	6.0	11.8	141
GOLF DIGEST	2355	554	2.4	23.5	173	*182	2.8	7.7	201	*186	2.3	7.9	162	*208	1.5	8.8	105
GOLF DIGEST/TENNIS (GROSS)	3610	679	3.0	18.8	138	*213	3.3	5.9	153	*235	2.9	6.5	134	319	2.3	8.8	105
GOLF MAGAZINE	2046	450	2.0	22.0	162	**137	2.1	6.7	174	**135	1.7	6.6	136	*204	1.5	10.0	119
GOLF MAGAZINE/SKI (GROSS)	3547	678	3.0	19.1	140	*199	3.1	5.6	146	*202	2.5	5.7	117	281	2.0	7.9	95
GOOD HOUSEKEEPING	20353	2673	11.7	13.1	96	803	12.4	3.9	103	1128	13.8	5.5	114	2087	14.8	10.3	122
HARPER'S BAZAAR	3362	447	2.0	13.3	98	**93	1.4	2.8	72	*222	2.7	6.6	136	351	2.5	10.4	125
HEALTH	2987	*268	1.2	9.0	66	**96	1.5	3.2	84	*249	3.1	8.3	171	335	2.4	11.2	134
HEARST MAG CORP. BUY (GROSS)	67928	9130	40.0	13.4	99	2692	41.7	4.0	103	3704	45.4	5.5	112	6759	48.1	10.0	119
HEARST MAN POWER (GROSS)	11282	1682	7.4	14.9	109	452	7.0	4.0	104	619	7.6	5.5	113	787	5.6	7.0	83
HEARST WOMAN POWER (GROSS)	40514	5699	25.0	14.1	103	1680	26.0	4.1	108	2130	26.1	5.3	108	4388	31.2	10.8	129
HOUSE BEAUTIFUL	4885	467	2.0	9.6	70	*181	2.8	3.7	96	*281	3.4	5.8	118	414	2.9	8.5	101
INC.	1308	*206	0.9	15.7	116	**33	0.5	2.5	66	**70	0.9	5.4	110	**123	0.9	9.4	112
JET	6498	547	2.4	8.4	62	186	2.9	2.9	74	215	2.6	3.3	68	731	5.2	11.2	134
LADIES' HOME JOURNAL	14797	2021	8.8	13.7	100	373	5.8	2.5	66	740	9.1	5.0	103	1459	10.4	9.9	118
LHJ FAMILY GRP COMBO(GROSS)	21743	2845	12.5	13.1	96	567	8.8	2.6	68	1242	15.2	5.7	118	2252	16.0	10.4	124
LIFE	9881	1286	5.6	13.0	96	459	7.1	4.6	121	576	7.1	5.8	120	753	5.4	7.6	91
L.A. TIMES HOME MAGAZINE	2775	457	2.0	16.5	121	*188	2.9	6.8	176	*272	3.3	9.8	202	*161	1.1	5.8	69
MADEMOISELLE	4219	609	2.7	14.4	106	*151	2.3	3.6	93	*177	2.2	4.2	86	419	3.0	9.9	118
MC CALL'S	16422	2224	9.7	13.5	99	559	8.7	3.4	88	1031	12.6	6.3	129	1761	12.5	10.7	128
MC CALL'S/WRK MOTHER (GROSS)	17919	2408	10.5	13.4	99	579	9.0	3.2	84	1127	13.8	6.3	129	1989	14.1	11.1	132
MECHANIX ILLUSTRATED	4433	609	2.7	13.7	101	*149	2.3	3.4	87	*219	2.7	4.9	102	401	2.9	9.0	108
METROPOLITAN HOME	1504	*210	0.9	14.0	103	**83	1.3	5.5	143	**93	1.1	6.2	127	*138	1.0	9.2	109
MONEY	4723	630	2.8	13.3	98	*185	2.9	3.9	102	320	3.9	6.8	139	523	3.7	11.1	132
MOTHER EARTH NEWS	2325	346	1.5	14.9	109	**106	1.6	4.6	118	**132	1.6	5.7	117	*250	1.8	10.8	128
MS.	1189	*169	0.7	14.2	104	**25	0.4	2.1	55	**45	0.6	3.8	78	*166	1.2	14.0	167
NATIONAL ENQUIRER	18892	2585	11.3	13.7	100	680	10.5	3.6	94	853	10.5	4.5	93	1830	13.0	9.7	116
NATIONAL GEOGRAPHIC	22129	3271	14.3	14.8	109	988	15.3	4.5	116	1456	17.9	6.6	135	1840	13.1	8.3	99
NATIONAL SUNDAY MAGAZINE PKG	103750	14561	63.8	14.0	103	4243	65.7	4.1	106	5360	65.7	5.2	106	8616	61.3	8.3	99
NATURAL HISTORY	1379	*174	0.8	12.6	93	**155	0.2	1.1	28	**23	0.3	1.7	34	**96	0.7	7.0	83
NEW WOMAN	2289	341	1.5	14.9	109	**150	2.3	6.6	170	**60	0.7	2.6	54	*206	1.5	9.0	107
NEW YORK INCLUDING CUE	1088	*143	0.6	13.1	97	**37	0.6	3.4	88	**38	0.5	3.5	72	**68	0.5	6.3	75
THE NEW YORKER	2459	358	1.6	14.6	107	*122	1.9	5.0	129	*193	2.4	7.8	161	*196	1.4	8.0	95
NEWSWEEK	16527	2494	10.9	15.1	111	642	9.9	3.9	101	973	11.9	5.9	121	1288	9.2	7.8	93
THE N.Y. TIMES DAILY EDITION	2739	521	2.3	19.0	140	183	2.8	6.7	174	*135	1.7	4.9	101	253	1.8	9.2	110
THE N.Y. TIMES MAGAZINE	4443	887	3.9	20.0	147	285	4.4	6.4	167	283	3.5	6.4	131	333	2.4	7.5	89
OMNI	2799	508	2.2	18.1	133	*176	2.7	6.3	163	*200	2.5	7.1	147	318	2.3	11.4	136
ON CABLE	2209	317	1.4	14.4	105	**59	0.9	2.7	69	**97	1.2	4.4	90	*229	1.6	10.4	124
1001 HOME IDEAS	3959	556	2.4	14.0	103	**98	1.5	2.5	64	*252	3.1	6.4	131	457	3.3	11.5	138
ORGANIC GARDENING	3111	376	1.6	12.1	89	*196	3.0	6.3	164	*122	1.5	3.9	81	*281	2.0	9.0	108
OUTDOOR LIFE	5024	675	3.0	13.4	99	*168	2.6	3.3	87	295	3.6	5.9	121	615	4.4	12.2	146
PARADE MAGAZINE	51292	7060	30.9	13.8	101	2035	31.5	4.0	103	2543	31.2	5.0	102	4237	30.1	8.3	99

	TOTAL U.S. '000	CONTAC				CORICIDIN				CORICIDIN D				CO-TYLENOL			
		A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX
TOTAL ADULTS	167727	22839	100.0	13.6	100	6454	100.0	3.8	100	8153	100.0	4.9	100	14060	100.0	8.4	100
PARENTS	5298	770	3.4	14.5	107	*200	3.1	3.8	98	380	4.7	7.2	148	717	5.1	13.5	161
PENTHOUSE	5129	719	3.1	14.0	103	*250	3.9	4.9	127	286	3.5	5.6	115	520	3.7	10.1	121
PEOPLE	21070	2954	12.9	14.0	103	897	13.9	4.3	111	1216	14.9	5.8	119	1774	12.6	8.4	100
PLAYBOY	10562	1861	8.1	17.6	129	567	8.8	5.4	140	565	6.9	5.3	110	1096	7.8	10.4	124
POPULAR HOT RODDING	2498	372	1.6	14.9	109	**91	1.4	3.6	95	**154	1.9	6.2	127	*198	1.4	7.9	95
POPULAR MECHANICS	5887	913	4.0	15.5	114	280	4.3	4.8	124	293	3.6	5.0	102	400	2.8	6.8	81
POPULAR SCIENCE	4317	723	3.2	16.7	123	*198	3.1	4.6	119	*236	2.9	5.5	112	*245	1.7	5.7	68
PREVENTION	5792	567	2.5	9.8	72	*138	2.1	2.4	62	310	3.8	5.4	110	463	3.3	8.0	95
PSYCHOLOGY TODAY	3284	472	2.1	14.4	106	*95	1.5	2.9	75	*145	1.8	4.4	91	335	2.4	10.2	122
READER'S DIGEST	40046	5687	24.9	14.2	104	1513	23.4	3.8	98	2253	27.6	5.6	116	3361	23.9	8.4	100
REDBOOK	9584	1392	6.1	14.5	107	346	5.4	3.6	94	592	7.3	6.2	127	1115	7.9	11.6	139
ROAD & TRACK	2590	371	1.6	14.3	105	**180	2.8	6.9	181	**96	1.2	3.7	76	*233	1.7	9.0	107
ROLLING STONE	3302	525	2.3	15.9	117	**86	1.3	2.6	68	*101	1.2	3.1	63	281	2.0	8.5	102
RUNNER'S WORLD	1229	*189	0.8	15.4	113	*69	1.1	5.6	146	**90	1.1	7.3	151	**86	0.6	7.0	83
SATURDAY EVENING POST	2110	234	1.0	11.1	81	**73	1.1	3.5	90	**95	1.2	4.5	93	*156	1.1	7.4	88
SCIENCE 84	1543	*268	1.2	17.4	128	**126	2.0	8.2	212	**62	0.8	4.0	83	*133	0.9	8.6	103
SCIENCE DIGEST	1747	*275	1.2	15.7	116	*43	0.7	2.5	64	*95	1.2	5.4	112	**35	0.2	2.0	24
SCIENTIFIC AMERICAN	1994	299	1.3	15.0	110	**153	2.4	7.7	199	*139	1.7	7.0	143	**84	0.6	4.2	50
SELF	3119	482	2.1	15.5	113	*148	2.3	4.7	123	**81	1.0	2.6	53	299	2.1	9.6	114
SEVENTEEN	3923	684	3.0	17.4	128	**80	1.2	2.0	53	*184	2.3	4.7	96	478	3.4	12.2	145
SKI	1501	*228	1.0	15.2	112	**62	1.0	4.1	107	**67	0.8	4.5	92	**77	0.5	5.1	61
SMITHSONIAN	5976	977	4.3	16.3	120	296	4.6	5.0	129	350	4.3	5.9	120	409	2.9	6.8	82
SOAP OPERA DIGEST	4228	535	2.3	12.7	93	**95	1.5	2.2	58	*135	1.7	3.2	66	582	4.1	13.8	164
SOUTHERN LIVING	6488	817	3.6	12.6	92	*281	4.4	4.3	113	525	6.4	8.1	166	615	4.4	9.5	113
SPORT	3500	543	2.4	15.5	114	**135	2.1	3.9	100	*209	2.6	6.0	123	*242	1.7	6.9	82
THE SPORTING NEWS	2456	305	1.3	12.4	91	**164	2.5	6.7	174	**65	0.8	2.6	54	*291	2.1	11.8	141
SPORTS AFIELD	3648	495	2.2	13.6	100	*129	2.0	3.5	92	*232	2.8	6.4	131	352	2.5	9.6	115
SPORTS ILLUSTRATED	14484	2262	9.9	15.6	115	724	11.2	5.0	130	735	9.0	5.1	104	1125	8.0	7.8	93
STAR	12661	1666	7.3	13.2	97	488	7.6	3.9	100	521	6.4	4.1	85	1351	9.6	10.7	127
SUNDAY	52799	7082	31.0	13.4	99	2375	36.8	4.5	117	2585	31.7	4.9	101	4371	31.1	8.3	99
SUNSET	3513	509	2.2	14.5	106	*155	2.4	4.4	115	*268	3.3	7.6	157	*197	1.4	5.6	67
TV GUIDE	42766	6221	27.2	14.5	107	1478	22.9	3.5	90	2433	29.8	5.7	117	3956	28.1	9.3	110
TENNIS	1254	*125	0.5	10.0	73	**31	0.5	2.5	64	*49	0.6	3.9	80	**111	0.8	8.9	106
TIME	22054	3244	14.2	14.7	108	1145	17.7	5.2	135	1324	16.2	6.0	124	1719	12.2	7.8	93
TOWN & COUNTRY	1555	*172	0.8	11.1	81	**116	1.8	7.5	194	**131	1.6	8.4	173	*159	1.1	10.2	122
TRAVEL & LEISURE	2173	350	1.5	16.1	118	**50	0.8	2.3	60	*115	1.4	5.3	109	*133	0.9	6.1	73
TRUE STORY	4636	656	2.9	14.2	104	**156	2.4	3.4	87	*138	1.7	3.0	61	573	4.1	12.4	147
U.S. NEWS & WORLD REPORT	10353	1485	6.5	14.3	105	484	7.5	4.7	121	739	9.1	7.1	147	864	6.1	8.3	100
USA TODAY	4994	828	3.6	16.6	122	297	4.6	5.9	155	340	4.2	6.8	140	445	3.2	8.9	106
US	3528	587	2.6	16.6	122	*145	2.2	4.1	107	*206	2.5	5.8	120	311	2.2	8.8	105
VOGUE	5424	805	3.5	14.8	109	283	4.4	5.2	136	284	3.5	5.2	108	542	3.9	10.0	119
HALL STREET JOURNAL	6292	1109	4.9	17.6	129	398	6.2	6.3	164	311	3.8	4.9	102	459	3.3	7.3	87
WEIGHT WATCHERS	2762	352	1.5	12.7	94	**117	1.8	4.2	110	*162	2.0	5.9	121	292	2.1	10.6	126
WOMAN'S DAY	16320	2189	9.6	13.4	99	616	9.5	3.8	98	887	10.9	5.4	112	1464	10.4	9.0	107
WORKING MOTHER	1496	*184	0.8	12.3	90	**20	0.3	1.3	35	*96	1.2	6.4	132	*228	1.6	15.2	182
WORKING WOMAN	1851	283	1.2	15.3	112	**67	1.0	3.6	94	**118	1.4	6.4	131	*197	1.4	10.6	127
WORLD TENNIS	580	**49	0.2	8.4	62	**8	0.1	1.4	36	**61	0.7	10.5	216	**56	0.4	9.7	115
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1867	8.2	15.0	110	452	7.0	3.6	95	735	9.0	5.9	122	1121	8.0	9.0	108
BLAIR INSERTS	91671	12874	56.4	14.0	103	3896	60.4	4.2	110	4773	58.5	5.2	107	7701	54.8	8.4	100
DAILY NEWSPAPERS																	
READ ANY	109190	14830	64.9	13.6	100	4419	68.5	4.0	105	5735	70.3	5.3	108	8724	62.0	8.0	95
READ ONE	89587	12070	52.8	13.5	99	3539	54.8	4.0	103	4676	57.4	5.2	107	7248	51.6	8.1	97
READ TWO OR MORE	19602	2761	12.1	14.1	103	881	13.7	4.5	117	1060	13.0	5.4	111	1476	10.5	7.5	90
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	15402	67.4	14.0	103	4590	71.1	4.2	109	5753	70.6	5.2	108	9126	64.9	8.3	99
READ ONE	95074	13168	57.7	13.9	102	4002	62.0	4.2	109	4939	60.6	5.2	107	8052	57.3	8.5	101
READ TWO OR MORE	14588	2233	9.8	15.3	112	589	9.1	4.0	105	815	10.0	5.6	115	1074	7.6	7.4	88
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	31.01				32.51				32.79				30.89			
30 DAY REACH	149706	20775	91.0	13.9	102	5954	92.3	4.0	103	7461	91.5	5.0	103	12734	90.6	8.5	101
50 SHMG - 30 DAY AV FREQ	15.16	16.15				16.80				17.19				16.07			
30 DAY REACH	142406	19936	87.3	14.0	103	5779	89.5	4.1	105	7134	87.5	5.0	103	12265	87.2	8.6	103
25 SHMG - 30 DAY AV FREQ	8.23	8.65				9.10				9.31				8.61			
30 DAY REACH	131152	18659	81.7	14.2	104	5331	82.6	4.1	106	6556	80.4	5.0	103	11434	81.3	8.7	104
CABLE TV: HOME WIRED	66879	9825	43.0	14.7	108	2744	42.5	4.1	107	3649	44.8	5.5	112	5793	41.2	8.7	103
HOME NOT WIRED	100848	13014	57.0	12.9	95	3710	57.5	3.7	96	4504	55.2	4.5	92	8268	58.8	8.2	98
HAVE PAY CABLE	35024	5512	24.1	15.7	116	1768	27.4	5.0	131	1987	24.4	5.7	117	3480	24.8	9.9	119

	TOTAL U.S. '000	A '000	CONTAC B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	22839	100.0	13.6	100	6454	100.0	3.8	100	8153	100.0	4.9	100	14060	100.0	8.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	13841	60.6	14.5	106	3729	57.8	3.9	101	4977	61.0	5.2	107	8511	60.5	8.9	106
10:00 AM - 3:00 PM	63599	8529	37.3	13.4	98	2491	38.6	3.9	102	3159	38.7	5.0	102	5810	41.3	9.1	109
3:00 PM - 7:00 PM	72097	10567	46.3	14.7	108	2756	42.7	3.8	99	3649	44.8	5.1	104	6683	47.5	9.3	111
7:00 PM - MIDNIGHT	36670	4949	21.7	13.5	99	1549	24.0	4.2	110	1714	21.0	4.7	96	3343	23.8	9.1	109
MIDNIGHT - 6:00 AM	21908	3025	13.2	13.8	101	840	13.0	3.8	100	1156	14.2	5.3	109	1875	13.3	8.6	102
6:00 AM - MIDNIGHT	127571	18116	79.3	14.2	104	4927	76.3	3.9	100	6388	78.4	5.0	103	11353	80.7	8.9	106
ENTIRE DAY	129239	18301	80.1	14.2	104	4977	77.1	3.9	100	6491	79.6	5.0	103	11472	81.6	8.9	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4872	21.3	14.3	105	1293	20.0	3.8	99	1582	19.4	4.7	96	2796	19.9	8.2	98
ALL NEWS	6062	874	3.8	14.4	106	273	4.2	4.5	117	460	5.6	7.6	156	459	3.3	7.6	90
AOR/PROGRESSIVE	11884	1987	8.7	16.7	123	533	8.3	4.5	117	552	6.8	4.6	96	1105	7.9	9.3	111
BEAUTIFUL MUSIC	11180	1394	6.1	12.5	92	514	8.0	4.6	119	748	9.2	6.7	138	805	5.7	7.2	86
BLACK	4538	582	2.5	12.8	94	*162	2.5	3.6	93	*163	2.0	3.6	74	563	4.0	12.4	148
CLASSICAL	3857	524	2.3	13.6	100	*184	2.9	4.8	124	*219	2.7	5.7	117	273	1.9	7.1	84
CHR/ROCK	21946	3580	15.7	16.3	120	964	14.9	4.4	114	1309	16.1	6.0	123	2147	15.3	9.8	117
COUNTRY	27262	4144	18.1	15.2	112	981	15.2	3.6	94	1244	15.3	4.6	94	2430	17.3	8.9	106
GOLDEN OLDIES	3339	421	1.8	12.6	93	*176	2.7	5.3	137	*173	2.1	5.2	107	228	1.6	6.8	81
MOR/NOSTALGIA	10346	1401	6.1	13.5	99	360	5.6	3.5	90	422	5.2	4.1	84	852	6.1	8.2	98
NEWS/TALK	8929	1259	5.5	14.1	104	399	6.2	4.5	116	544	6.7	6.1	125	784	5.6	8.8	105
RELIGIOUS	5488	628	2.7	11.4	84	*226	3.5	4.1	107	*221	2.7	4.0	83	606	4.3	11.0	132
SOFT ROCK	1232	*166	0.7	13.5	99	*119	0.3	1.5	40	*112	0.1	1.0	20	*108	0.8	8.8	105
URBAN CONTEMPORARY	3184	277	1.2	8.7	64	*110	1.7	3.5	90	*140	1.7	4.4	90	411	2.9	12.9	154
HIRE NETWORKS:																	
ABC CONTEMPORARY	6911	947	4.1	13.7	101	360	5.6	5.2	135	341	4.2	4.9	102	855	6.1	12.4	148
ABC DIRECTION	5212	668	2.9	12.8	94	155	2.4	3.0	77	*168	2.1	3.2	66	475	3.4	9.1	109
ABC ENTERTAINMENT	10385	1412	6.2	13.6	100	268	4.2	2.6	67	568	7.0	5.5	113	810	5.8	7.8	93
ABC FM	4762	615	2.7	12.9	95	*115	1.8	2.4	63	*236	2.9	5.0	102	445	3.2	9.3	111
ABC INFORMATION	11339	1701	7.4	15.0	110	507	7.9	4.5	116	577	7.1	5.1	105	930	6.6	8.2	98
ABC ROCK	4878	926	4.1	19.0	139	*225	3.5	4.6	120	*213	2.6	4.4	90	438	3.1	9.0	107
CBS	10709	1564	6.8	14.6	107	413	6.4	3.9	100	622	7.6	5.8	119	852	6.1	8.0	95
MUTUAL	10251	1290	5.6	12.6	92	335	5.2	3.3	85	489	6.0	4.8	98	818	5.8	8.0	95
NBC	12243	1662	7.3	13.6	100	422	6.5	3.4	90	617	7.6	5.0	104	955	6.8	7.8	93
RADIORADIO	4606	669	2.9	14.5	107	*222	3.4	4.8	125	*257	3.2	5.6	115	388	2.8	8.4	100
RKO ONE	5148	878	3.8	17.1	125	*135	2.1	2.6	68	*251	3.1	4.9	100	530	3.8	10.3	123
RKO TWO	7313	1144	5.0	15.6	115	*273	4.2	3.7	97	309	3.8	4.2	87	646	4.6	8.8	105
THE SOURCE	5981	913	4.0	15.3	112	262	4.1	4.4	114	337	4.1	5.6	116	501	3.6	8.4	100
NON-HIRE: BLAIR	19329	2783	12.2	14.4	106	755	11.7	3.9	102	820	10.1	4.2	87	1648	11.7	8.5	102
INTERNET	27139	3884	17.0	14.3	105	1193	18.5	4.4	114	1363	16.7	5.0	103	2708	19.3	10.0	119
KATZ RADIO GROUP	36319	5290	23.2	14.6	107	1339	20.7	3.7	96	1770	21.7	4.9	100	2828	20.1	7.8	93
SUPERNET	22361	2977	13.0	13.3	98	765	11.9	3.4	89	1008	12.4	4.5	93	2192	15.6	9.8	117
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1817	8.0	12.5	92	622	9.6	4.3	111	787	9.7	5.4	111	1118	8.0	7.7	92
WKDAY 9:00 AM - 1:00 PM	18688	2096	9.2	11.2	82	729	11.3	3.9	101	873	10.7	4.7	96	1650	11.7	8.8	105
WKDAY 1:00 PM - 4:30 PM	24061	2638	11.6	11.0	81	857	13.3	3.6	93	1104	13.5	4.6	94	2081	14.8	8.6	103
WKDAY 4:30 PM - 7:30 PM	44079	5652	24.7	12.8	94	1622	25.1	3.7	96	2212	27.1	5.0	103	3535	25.1	8.0	96
WKDAY 7:30 PM - 8:00 PM	61979	7979	34.9	12.9	95	2306	35.7	3.7	97	3091	37.9	5.0	103	4755	33.8	7.7	92
WKDAY 11:00 PM - 11:30 PM	49084	6352	27.8	12.9	95	1646	25.5	3.4	87	2266	27.8	4.6	95	3990	28.4	8.1	97
WKDAY 11:30 PM - 1:00 AM	16560	2211	9.7	13.4	98	597	9.3	3.6	94	740	9.1	4.5	92	1452	10.3	8.8	105
M-SAT 8-11 PM+SUN 7-11 PM	66967	9144	40.0	13.7	100	2686	41.6	4.0	104	3315	40.7	5.0	102	5459	38.8	8.2	97
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1142	5.0	12.3	90	344	5.3	3.7	96	427	5.2	4.6	95	913	6.5	9.9	118
ANOTHER WORLD	A 6138	609	2.7	9.9	73	123	1.9	2.0	52	314	3.9	5.1	105	556	4.0	9.1	108
AS THE WORLD TURNS	C 7707	725	3.2	9.4	69	334	5.2	4.3	113	416	5.1	5.4	111	488	3.5	6.3	76
CAPITOL	C 4688	427	1.9	9.1	67	228	3.5	4.9	126	245	3.0	5.2	108	337	2.4	7.2	86
CBS MORN. NEWS 1	C 2792	367	1.6	13.1	97	*144	2.2	5.2	134	122	1.5	4.4	90	157	1.1	5.6	67
CBS MORN. NEWS 2	C 2071	206	0.9	9.9	73	*101	1.6	4.9	127	143	1.8	6.9	142	109	0.8	5.3	63
DAYS OF OUR LIVES	N 8018	875	3.8	10.9	80	282	4.4	3.5	91	398	4.9	5.0	102	755	5.4	9.4	112
FACTS OF LIFE - DAYTIME	N 3487	322	1.4	9.2	68	141	2.2	4.0	105	164	2.0	4.7	97	374	2.7	10.7	128
FAMILY FEUD	A 4817	533	2.3	11.1	81	212	3.3	4.4	114	206	2.5	4.3	88	437	3.1	9.1	108
GENERAL HOSPITAL	A 8333	1147	5.0	13.8	101	221	3.4	2.7	69	247	3.0	3.0	61	932	6.6	11.2	133
GOOD MORNING, AMERICA-730 A	5472	699	3.1	12.8	94	210	3.3	3.8	100	408	5.0	7.5	153	404	2.9	7.4	88
GOOD MORNING, AMERICA-830 A	3965	469	2.1	11.8	87	205	3.2	5.2	134	281	3.4	7.1	146	361	2.6	9.1	109
GUILDING LIGHT	C 7542	714	3.1	9.5	70	354	5.5	4.7	122	481	5.9	6.4	131	516	3.7	6.8	82
ONE LIFE TO LIVE	A 6018	742	3.2	12.3	91	162	2.5	2.7	70	179	2.2	3.0	61	673	4.8	11.2	133
PRESS YOUR LUCK	C 3589	418	1.8	11.6	86	*106	1.6	3.0	77	213	2.6	5.9	122	381	2.7	10.6	127
PRICE IS RIGHT 1	C 7418	834	3.7	11.2	83	258	4.0	3.5	90	294	3.6	4.0	82	761	5.4	10.3	122
PRICE IS RIGHT 2	C 8276	960	4.2	11.6	85	275	4.3	3.3	86	355	4.4	4.3	88	826	5.9	10.0	119
RYAN'S HOPE	A 4358	538	2.4	12.3	91	157	2.4	3.6	94	153	1.9	3.5	72	524	3.7	12.0	143
SALE OF THE CENTURY	N 3749	342	1.5	9.1	67	*154	2.4	4.1	107	210	2.6	5.6	115	434	3.1	11.6	138
SEARCH FOR TOMORROW	N 2884	218	1.0	7.6	56	*97	1.5	3.4	87	*126	1.5	4.4	90	284	2.0	9.8	117
TODAY SHOW 1	N 4869	480	2.1	9.9	72	166	2.6	3.4	89	236	2.9	4.8	100	404	2.9	8.3	99
TODAY SHOW 2	N 4135	361	1.6	8.7	64	153	2.4	3.7	96	160	2.0	3.9	80	290	2.1	7.0	84
\$25,000 PYRAMID	C 4361	434	1.9	10.0	73	147	2.3	3.4	88	246	3.0	5.6	116	389	2.8	8.9	106
WHEEL OF FORTUNE	N 6187	582	2.5	9.4	69	201	3.1	3.2	84	266	3.3	4.3	88	530	3.8	8.6	102
YOUNG AND THE RESTLESS	C 8186	947	4.1	11.6	85	326	5.1	4.0	103	372	4.6	4.5	93	638	4.5	7.8	93
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	751	3.3	15.9	117	268	4.2	5.7	147	269	3.3	5.7	117	370	2.6	7.8	93
NBA PLAYOFF GAME -1 C	5127	752	3.3	14.7	108												

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	22839	100.0	13.6	100	6454	100.0	3.8	100	8153	100.0	4.9	100	14060	100.0	8.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	6559	28.7	12.5	92	1800	27.9	3.4	89	2645	32.4	5.1	104	3807	27.1	7.3	87
NETWORK AFFILIATES - LATE	39164	5065	22.2	12.9	95	1307	20.3	3.3	87	1786	21.9	4.6	94	3116	22.2	8.0	95
INDEPENDENTS - LATE	5133	723	3.2	14.1	103	256	4.0	5.0	130	236	2.9	4.6	95	426	3.0	8.3	99
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 22825	2787	12.2	12.2	90	795	12.3	3.5	91	1085	13.3	4.8	98	2063	14.7	9.0	108
ABC MONDAY NIGHT MOVIE	A 11258	1593	7.0	14.1	104	395	6.1	3.5	91	554	6.8	4.9	101	943	6.7	8.4	100
ABC SUNDAY NIGHT MOVIE	A 23600	3283	14.4	13.9	102	945	14.6	4.0	104	1266	15.5	5.4	110	2014	14.3	8.5	102
ABC WORLD NEWS TONIGHT	A 12801	1566	6.9	12.2	90	450	7.0	3.5	91	720	8.8	5.6	116	958	6.8	7.5	87
AFTERMASH	C 10966	1509	6.6	13.8	101	350	5.4	3.2	83	458	5.6	4.2	86	1007	7.2	9.2	110
ALICE	C 17050	2080	9.1	12.2	90	485	7.5	2.8	74	750	9.2	4.4	90	1518	10.8	8.9	106
AMERICAN PARADE	C 11998	1555	6.8	13.0	95	417	6.5	3.5	90	640	7.8	5.3	110	935	6.7	7.8	93
BENSON	A 19258	2215	9.7	11.5	84	721	11.2	3.7	97	978	12.0	5.1	104	1499	10.7	7.8	93
BLUE THUNDER	A 11478	1406	6.2	12.2	90	505	7.8	4.4	114	649	8.0	5.7	116	936	6.7	8.2	97
CAGNEY & LACEY	C 18263	2506	11.0	13.7	101	696	10.8	3.8	99	790	9.7	4.3	89	1558	11.1	8.5	102
CBS EVENING NEWS-DEAN	C 7733	815	3.6	10.5	77	257	4.0	3.3	86	434	5.3	5.6	115	477	3.4	6.2	74
CBS EVENING NEWS-RATHER	C 15653	1881	8.2	12.0	88	570	8.8	3.6	95	711	8.7	4.5	93	1160	8.3	7.4	88
CBS SAT. NEWS-SCHIEFFER	C 8744	963	4.2	11.0	81	326	5.1	3.7	97	400	4.9	4.6	94	658	4.7	7.5	90
CBS SATURDAY NIGHT MOVIE	C 12000	1595	7.0	13.3	98	602	9.3	5.0	130	558	6.8	4.6	96	981	7.0	8.2	98
CBS WEDNESDAY NIGHT MOVIE	C 11522	1500	6.6	13.0	96	355	5.5	3.1	80	521	6.4	4.5	93	844	6.0	7.3	87
CHEERS	M 16818	2433	10.7	14.5	106	829	12.8	4.9	128	852	10.5	5.1	104	1582	11.3	9.4	112
DALLAS	C 37510	5086	22.3	13.6	100	1633	25.3	4.4	113	1786	21.9	4.8	98	3199	22.8	8.5	102
DIFF'RENT STROKES	M 11258	1295	5.7	11.5	84	377	5.8	3.3	87	458	5.6	4.1	84	908	6.5	8.1	96
DOUBLE TROUBLE	M 12248	1680	7.4	13.7	101	445	6.9	3.6	94	665	8.2	5.4	112	1115	7.9	9.1	109
DUCK FACTORY	N 11100	1427	6.2	12.9	94	531	8.2	4.8	124	539	6.6	4.9	100	1002	7.1	9.0	108
DUKES OF HAZZARD	C 12353	1662	7.3	13.5	99	381	5.9	3.1	80	570	7.0	4.6	95	940	6.7	7.6	91
DYNASTY	A 33279	4572	20.0	13.7	101	1287	19.9	3.9	101	1394	17.1	4.2	86	3047	21.7	9.2	109
FACTS OF LIFE	N 13410	1775	7.8	13.2	97	485	7.5	3.6	94	778	9.5	5.8	119	1159	8.2	8.6	103
FALCON CREST	C 31093	3963	17.4	12.7	94	1229	19.0	4.0	103	1455	17.8	4.7	96	2868	20.4	9.2	110
FALL GUY	A 18649	2380	10.4	12.8	94	785	12.2	4.2	109	962	11.8	5.2	106	1300	9.2	7.0	83
FAMILY TIES	N 13101	1641	7.2	12.5	92	489	7.6	3.7	97	554	6.8	4.2	87	1135	8.1	8.7	103
FANTASY ISLAND	A 13069	1750	7.7	13.4	98	475	7.4	3.6	94	569	7.0	4.4	90	986	7.0	7.5	90
FOULUPS, BLEEPERS & BLUNDERS	A 16588	2411	10.6	14.5	107	568	8.8	3.4	89	817	10.0	4.9	101	1187	8.4	7.2	85
FOUR SEASONS	C 9302	1320	5.8	14.2	104	316	4.9	3.4	88	382	4.7	4.1	84	878	6.2	9.4	113
GIMME A BREAK	N 13955	1622	7.1	11.6	85	538	8.3	3.9	100	613	7.5	4.4	90	1206	8.6	8.6	103
HART TO HART	A 15735	2217	9.7	14.1	103	560	8.7	3.6	92	693	8.5	4.4	91	1287	9.2	8.2	98
HILL STREET BLUES	N 18257	2607	11.4	14.3	105	751	11.6	4.1	107	919	11.3	5.0	104	1691	12.0	9.3	110
HOTEL	A 24236	3402	14.9	14.0	103	782	12.1	3.2	84	1165	14.3	4.8	99	2199	15.6	9.1	108
JEFFERSONS	C 17010	2110	9.2	12.4	91	471	7.3	2.8	72	817	10.0	4.8	99	1572	11.2	9.2	110
JENNIFER SLEPT HERE	N 9397	1066	4.7	11.3	83	345	5.3	3.7	95	434	5.3	4.6	95	745	5.3	7.9	95
KATE & ALLIE	C 16762	2328	10.2	13.9	102	595	9.2	3.5	92	830	10.2	5.0	102	1421	10.1	8.5	101
KNIGHT RIDER	N 13164	1744	7.6	13.2	97	462	7.2	3.5	91	636	7.8	4.8	99	1147	8.2	8.7	104
LOVE BOAT	A 20400	2457	10.8	12.0	88	756	11.7	3.7	96	913	11.2	4.5	92	1447	10.3	7.1	85
MAGNUM PI	C 22543	3077	13.5	13.6	100	885	13.7	3.9	102	1273	15.6	5.6	116	1619	11.5	7.2	86
MAMA'S FAMILY	N 9852	1129	4.9	11.5	84	231	3.6	2.3	61	472	5.8	4.8	99	838	6.0	8.5	101
MASTER, THE	N 8082	1031	4.5	12.8	94	271	4.2	3.4	87	407	5.0	5.0	104	688	4.9	8.5	102
MATT HOUSTON	A 12881	1604	7.0	12.5	91	474	7.3	3.7	96	694	8.5	5.4	111	942	6.7	7.3	87
NBC MONDAY NIGHT MOVIE	N 23889	3340	14.6	14.0	103	942	14.6	3.9	102	1326	16.3	5.6	114	2217	15.8	9.3	111
NBC NIGHTLY NEWS	N 11156	1500	6.6	13.4	99	358	5.5	3.2	83	628	7.7	5.6	116	836	5.9	7.5	89
NBC NIGHTLY NEWS-SAT	N 7363	912	4.0	12.4	91	353	5.5	4.8	125	297	3.6	4.0	83	492	3.5	6.7	80
NBC NIGHTLY NEWS-SUN	N 6214	810	3.5	13.0	96	*267	4.1	4.3	112	333	4.1	5.4	110	429	3.1	6.9	82
NBC SUNDAY NIGHT MOVIE	N 17590	2321	10.2	13.2	97	821	12.7	4.7	121	789	9.7	4.5	92	1632	11.6	9.3	111
NEWHART	C 16740	2448	10.7	14.6	107	591	9.2	3.5	92	802	9.8	4.8	99	1441	10.2	8.6	103
ONE DAY AT A TIME	C 11820	1535	6.7	13.0	95	356	5.5	3.0	78	559	6.9	4.7	97	964	6.9	8.2	97
PEOPLE ARE FUNNY	N 9138	1013	4.4	11.1	81	242	3.7	2.6	69	451	5.5	4.9	102	712	5.1	7.8	93
REAL PEOPLE	N 15979	1909	8.4	11.9	88	511	7.9	3.2	83	732	9.0	4.6	94	1214	8.6	7.6	91
REMINGTON STEELE	N 14395	2152	9.4	14.9	110	510	7.9	3.5	92	637	7.8	4.4	91	1259	9.0	8.7	104
RIPLY'S BELIEVE IT - NOT	A 11362	1526	6.7	13.4	99	395	6.1	3.5	90	556	6.8	4.9	101	1117	7.9	9.8	117
RIPTIDE	N 13920	2062	9.0	14.8	109	516	8.0	3.7	96	652	8.0	4.7	96	1308	9.3	9.4	112
SCARECROW & MRS. KING	C 17571	2325	10.2	13.2	97	708	11.0	4.0	105	879	10.8	5.0	103	1311	9.3	7.5	89
SIMON & SIMON	C 20208	2751	12.0	13.6	100	851	13.2	4.2	109	953	11.7	4.7	97	1593	11.3	7.9	94
60 MINUTES	C 27668	3702	16.2	13.4	98	1158	17.9	4.2	109	1293	15.9	4.7	96	1953	13.9	7.1	84
ST. ELSEWHERE	N 13699	1988	8.7	14.5	107	623	9.7	4.5	118	859	10.5	6.3	129	1443	10.3	10.5	126
THREE'S COMPANY	A 20632	3041	13.3	14.7	108	876	13.6	4.2	110	1080	13.2	5.2	108	1721	12.2	8.3	100
T.J. HOOKER	A 17136	1961	8.6	11.4	84	745	11.5	4.3	113	793	9.7	4.6	95	1246	8.9	7.3	87
TONIGHT SHOW	N 4963	694	3.0	14.0	103	146	2.3	2.9	76	279	3.4						

	TOTAL U.S. '000	DRISTAN				MYQUIL				ROBITUSSIN NIGHTTIME RELIEF FORMULA				SINE-AID			
		A '000	B '000	C % ACROSS DOWN	D % INDX	A '000	B '000	C % ACROSS DOWN	D % INDX	A '000	B '000	C % ACROSS DOWN	D % INDX	A '000	B '000	C % ACROSS DOWN	D % INDX
TOTAL ADULTS	167727	16652	100.0	9.9	100	18561	100.0	11.1	100	6115	100.0	3.6	100	7883	100.0	4.7	100
MALES	79263	8428	50.6	10.6	107	8905	48.0	11.2	102	2294	37.5	2.9	79	3123	39.6	3.9	84
FEMALES	88464	8225	49.4	9.3	94	9656	52.0	10.9	99	3821	62.5	4.3	118	4759	60.4	5.4	114
18 - 24	28671	2419	14.5	8.4	85	3531	19.0	12.3	111	721	11.8	2.5	69	1334	16.9	4.7	99
25 - 34	39536	4004	24.0	10.1	102	5699	30.7	14.4	130	1697	27.8	4.3	118	2360	29.9	6.0	127
35 - 44	28978	3608	21.7	12.5	125	3321	17.9	11.5	104	1116	18.3	3.9	106	1961	24.9	6.8	144
45 - 54	22345	2507	15.1	11.2	113	2280	12.3	10.2	92	995	16.3	4.5	122	966	12.3	4.3	92
55 - 64	22224	2011	12.1	9.0	91	1969	10.6	8.9	80	901	14.7	4.1	111	778	9.9	3.5	74
65 OR OLDER	25973	2104	12.6	8.1	82	1761	9.5	6.8	61	686	11.2	2.6	72	485	6.2	1.9	40
18 - 34	68207	6423	38.6	9.4	95	9230	49.7	13.5	122	2418	39.5	3.5	97	3693	46.8	5.4	115
18 - 49	108058	11233	67.5	10.4	105	13745	74.1	12.7	115	4082	66.8	3.8	104	6121	77.6	5.7	121
25 - 54	90859	10119	60.8	11.1	112	11300	60.9	12.4	112	3807	62.3	4.2	115	5286	67.1	5.8	124
35 - 49	39851	4810	28.9	12.1	122	4515	24.3	11.3	102	1664	27.2	4.2	115	2428	30.8	6.1	130
50 OR OLDER	59669	5419	32.5	9.1	91	4816	25.9	8.1	73	2033	33.2	3.4	93	1762	22.4	3.0	63
GRADUATED COLLEGE	28091	2614	15.7	9.3	94	2886	15.5	10.3	93	1012	16.5	3.6	99	1188	15.1	4.2	90
ATTENDED COLLEGE	28938	3095	18.6	10.7	108	3919	21.1	13.5	122	1044	17.1	3.6	99	1440	18.3	5.0	106
GRADUATED HIGH SCHOOL	65503	6579	39.5	10.0	101	7518	40.5	11.5	104	2374	38.8	3.6	99	3506	44.5	5.4	114
DID NOT GRADUATE HIGH SCHOOL	45195	4365	26.2	9.7	97	4238	22.8	9.4	85	1686	27.6	3.7	102	1748	22.2	3.9	82
EMPLOYED MALES	56429	5989	36.0	10.6	107	6730	36.3	11.9	108	1636	26.8	2.9	80	2496	31.7	4.4	94
EMPLOYED FEMALES	43971	4308	25.9	9.8	99	5896	31.8	13.4	121	1895	31.0	4.3	118	2519	32.0	5.7	122
EMPLOYED FULL-TIME	87773	8907	53.5	10.1	102	11073	59.7	12.6	114	3201	52.3	3.6	100	4399	55.8	5.0	107
EMPLOYED PART-TIME	12627	1391	8.4	11.0	111	1553	8.4	12.3	111	*329	5.4	2.6	71	616	7.8	4.9	104
NOT EMPLOYED	67327	6355	38.2	9.4	95	5935	32.0	8.8	80	2585	42.3	3.8	105	2868	36.4	4.3	91
PROFESSIONAL/MANAGER	25845	2686	16.1	10.4	105	3062	16.5	11.8	107	840	13.7	3.3	89	1100	14.0	4.3	91
TECH/CLERICAL/SALES	30895	3219	19.3	10.4	105	4079	22.0	13.2	119	1215	19.9	3.9	108	1621	20.6	5.2	112
PRECISION/CRAFT	12629	1433	8.6	11.3	114	1593	8.6	12.6	114	*362	5.9	2.9	79	676	8.6	5.4	114
OTHER EMPLOYED	31031	2960	17.8	9.5	96	3891	21.0	12.5	113	1114	18.2	3.6	98	1618	20.5	5.2	111
SINGLE	35557	3023	18.2	8.5	86	4045	21.8	11.4	103	969	15.8	2.7	75	1110	14.1	3.1	66
MARRIED	103585	11134	66.9	10.7	108	11807	63.6	11.4	103	4135	67.6	4.0	109	5705	72.4	5.5	117
DIVORCED/SEPARATED/WIDOWED	28585	2495	15.0	8.7	88	2709	14.6	9.5	86	1011	16.5	3.5	97	1068	13.5	3.7	79
PARENTS	59295	7048	42.3	11.9	120	7450	40.1	12.6	114	2714	44.4	4.6	126	4204	53.3	7.1	151
WHITE	146081	14352	86.2	9.8	99	16117	86.8	11.0	100	4994	81.7	3.4	94	7028	89.2	4.8	102
BLACK	17974	2005	12.0	11.2	112	1883	10.1	10.5	95	917	15.0	5.1	140	695	8.8	3.9	82
OTHER	3672	**295	1.8	8.0	81	*561	3.0	15.3	138	**204	3.3	5.6	152	**160	2.0	4.4	93
NORTHEAST-CENSUS	37005	3425	20.6	9.3	93	3571	19.2	9.7	87	1607	26.3	4.3	119	1195	15.2	3.2	69
NORTH CENTRAL	42642	4272	25.7	10.0	101	4285	23.1	10.0	91	1322	21.6	3.1	85	2348	29.8	5.5	117
SOUTH	56777	5980	35.9	10.5	106	6610	35.6	11.6	105	1956	32.0	3.4	94	3190	40.5	5.6	120
WEST	31303	2976	17.9	9.5	96	4095	22.1	13.1	118	1230	20.1	3.9	108	1149	14.6	3.7	78
NORTHEAST-MKTG.	38125	3520	21.1	9.2	93	3503	18.9	9.2	83	1578	25.8	4.1	114	1263	16.0	3.3	70
EAST CENTRAL	24794	2161	13.0	8.7	88	2353	12.7	9.5	86	769	12.6	3.1	85	1235	16.8	5.3	114
WEST CENTRAL	28511	3057	18.4	10.7	108	3196	17.2	11.2	101	917	15.0	3.2	88	1617	20.5	5.7	121
SOUTH	48953	5383	32.3	11.0	111	5973	32.2	12.2	110	1739	28.4	3.6	97	2800	35.5	5.7	122
PACIFIC	27344	2531	15.2	9.3	93	3536	19.1	12.9	117	1111	18.2	4.1	111	878	11.1	3.2	68
COUNTY SIZE A	69301	6712	40.3	9.7	98	7575	40.8	10.9	99	2637	43.1	3.8	104	2838	36.0	4.1	87
COUNTY SIZE B	50633	5058	30.4	10.0	101	5304	28.6	10.5	95	1937	31.7	3.8	105	2422	30.7	4.8	102
COUNTY SIZE C	26259	2396	14.4	9.1	92	3454	18.6	13.2	119	862	14.1	3.3	90	1425	18.1	5.4	115
COUNTY SIZE D	21534	2487	14.9	11.5	116	2228	12.0	10.3	93	680	11.1	3.2	87	1198	15.2	5.6	118
METRO CENTRAL CITY	50014	4988	30.0	10.0	100	5285	28.5	10.6	95	1968	32.2	3.9	108	2140	27.1	4.3	91
METRO SUBURBAN	76832	7513	45.1	9.8	98	8661	46.7	11.3	102	2755	45.1	3.6	98	3477	44.1	4.5	96
NON METRO	40881	4152	24.9	10.2	102	4615	24.9	11.3	102	1392	22.8	3.4	93	2265	28.7	5.5	118
TOP 5 ADI'S	39550	3822	23.0	9.7	97	4369	23.5	11.0	100	1592	26.0	4.0	110	1420	18.0	3.6	76
TOP 10 ADI'S	54877	5202	31.2	9.5	95	5794	31.2	10.6	95	2287	37.4	4.2	114	2037	25.8	3.7	79
TOP 20 ADI'S	75116	7588	45.6	9.8	99	8228	44.3	10.6	96	3022	49.4	3.9	107	3122	39.6	4.0	86
MSHLD INC. \$50,000 OR MORE	17257	1771	10.6	10.3	103	1727	9.3	10.0	90	*682	11.2	4.0	108	709	9.0	4.1	87
\$40,000 OR MORE	33235	3134	18.8	9.4	95	3460	18.6	10.4	94	1221	20.0	3.7	101	1366	17.3	4.1	87
\$30,000 OR MORE	59693	5986	35.9	10.0	101	6522	35.1	10.9	99	2270	37.1	3.8	104	2750	34.9	4.6	98
\$25,000 OR MORE	76275	7934	47.6	10.4	105	8412	45.3	11.0	100	2782	45.5	3.6	100	3797	48.2	5.0	106
\$20,000 - \$24,999	18607	2059	12.4	11.1	111	1925	10.4	10.3	93	*611	10.0	3.3	90	1081	13.7	5.8	124
\$15,000 - \$19,999	17175	1581	9.5	9.2	93	2402	12.9	14.0	126	538	8.8	3.1	86	970	12.3	5.6	120
\$10,000 - \$14,999	24569	2113	12.7	8.6	87	2763	14.9	11.2	102	992	16.2	4.0	111	886	11.2	3.6	77
UNDER \$10,000	31101	2967	17.8	9.5	96	3059	16.5	9.8	89	1192	19.5	3.8	105	1149	14.6	3.7	79
HOUSEHOLD OF 1 PERSON	19441	1380	8.3	7.1	71	1673	9.0	8.6	78	485	7.9	2.5	68	450	5.7	2.3	49
2 PEOPLE	51803	4583	27.5	8.8	89	5450	29.4	10.5	95	1883	30.8	3.6	100	1822	23.1	3.5	75
3 OR 4 PEOPLE	66933	7207	43.3	10.8	108	8143	43.9	12.2	110	2376	38.9	3.5	97	3777	47.9	5.6	120
5 OR MORE PEOPLE	29550	3483	20.9	11.8	119	3295	17.8	11.2	101	1372	22.4	4.6	127	1834	23.3	6.2	132
NO CHILD IN HSHLD	96587	8597	51.6	8.9	90	9904	53.4	10.3	93	2901	47.4	3.0	82	3256	41.3	3.4	72
CHILD(REN) UNDER 2 YRS	10844	1001	6.0	9.2	93	1324	7.1	12.2	110	*451	7.4	4.2	114	*542	6.9	5.0	106
2 - 5 YEARS	26358	2552	15.3	9.7	98	3731	20.1	14.2	128	1056	17.3	4.0	110	1486	18.9	5.6	120
6 - 11 YEARS	30453	4116	24.7	13.5	136	3501	18.9	11.5	104	1384	22.6	4.5	125	2273	28.8	7.5	159
12 - 17 YEARS	36575	4694	28.2	12.8	129	4068	21.9	11.1	101	1741	28.5	4.8	131	2531	32.1	6.9	147
RESIDENCE OWNED	117770	12102	72.7	10.3	104	12327	66.4	10.5	95	4205	68.8	3.6	98	5782	73.3	4.9	104
VALUE: \$50,000 OR MORE	70166	7286	43.8	10.4	105	7045	38.0	10.0	91	2502	40.9	3.6	98	3104	39.4	4.4	94
VALUE: UNDER \$50,000	47604	4816	28.9	10.1	102	5282	28.5	11.1	100	1703	27.8	3.6	98	2678	34.0	5.6	120

		TOTAL U.S. '000	DRISTAN				NYQUIL				ROBITUSSIN NIGHTTIME RELIEF FORMULA				SINE-AID			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	16652	100.0	9.9	100	18561	100.0	11.1	100	6115	100.0	3.6	100	7883	100.0	4.7	100
MAGAZINES	QUINTILE 1	34022	3582	21.5	10.5	106	4205	22.7	12.4	112	1460	23.9	4.3	118	1816	23.0	5.3	114
	QUINTILE 2	34800	3376	20.3	9.7	98	4182	22.5	12.0	109	1264	20.7	3.6	100	1856	23.5	5.3	113
	QUINTILE 3	30514	3150	18.9	10.3	104	3593	19.4	11.8	106	1100	18.0	3.6	99	1564	19.8	5.1	109
	QUINTILE 4	33324	3412	20.5	10.2	103	3391	18.3	10.2	92	1145	18.7	3.4	94	1560	19.8	4.7	100
	QUINTILE 5	35066	3133	18.8	8.9	90	3190	17.2	9.1	82	1146	18.7	3.3	90	1087	13.8	3.1	66
NEWSPAPERS	QUINTILE 1	29107	2893	17.4	9.9	100	2623	14.1	9.0	81	1161	19.0	4.0	109	1133	14.4	3.9	83
	QUINTILE 2	49095	4659	28.0	9.5	96	5909	31.8	12.0	109	1831	29.9	3.7	102	2657	33.7	5.4	115
	QUINTILE 3	23107	2538	15.2	11.0	111	2646	14.3	11.5	103	786	12.9	3.4	93	1127	14.3	4.9	104
	QUINTILE 4	33556	3453	20.7	10.3	104	3885	20.9	11.6	105	1160	19.0	3.5	95	1549	19.6	4.6	98
	QUINTILE 5	32863	3110	18.7	9.5	95	3498	18.8	10.6	96	1177	19.2	3.6	98	1417	18.0	4.3	92
OUTDOOR	QUINTILE 1	33431	3096	18.6	9.3	93	4424	23.8	13.2	120	1438	23.5	4.3	118	1714	21.7	5.1	109
	QUINTILE 2	33478	3541	21.3	10.6	107	3787	20.4	11.3	102	1200	19.6	3.6	98	1579	20.0	4.7	100
	QUINTILE 3	33574	3478	20.9	10.4	104	3660	19.7	10.9	99	1068	17.5	3.2	87	1509	19.1	4.5	96
	QUINTILE 4	33935	3258	19.6	9.6	97	3486	18.8	10.3	93	1168	19.1	3.4	94	1454	18.4	4.3	91
	QUINTILE 5	33310	3279	19.7	9.8	99	3204	17.3	9.6	87	1240	20.3	3.7	102	1627	20.6	4.9	104
RADIO-DRIVE TIME	QUINTILE 1	33136	3373	20.3	10.2	103	3555	19.2	10.7	97	1439	23.5	4.3	119	1707	21.7	5.2	110
	QUINTILE 2	31658	2989	17.9	9.4	95	3596	19.4	11.4	103	955	15.6	3.0	83	1365	17.3	4.3	92
	QUINTILE 3	32541	3364	20.2	10.3	104	4004	21.6	12.3	111	1043	17.1	3.2	88	1424	18.1	4.4	93
	QUINTILE 4	34247	3547	21.3	10.4	104	4037	21.7	11.8	107	1405	23.0	4.1	113	1904	24.2	5.6	118
	QUINTILE 5	36144	3379	20.3	9.3	94	3369	18.2	9.3	84	1273	20.8	3.5	97	1483	18.8	4.1	87
RADIO-MID- DAY	TERCILE 1	45037	4734	28.4	10.5	106	5008	27.0	11.1	100	1674	27.4	3.7	102	2389	30.3	5.3	113
	TERCILE 2	44819	4564	27.4	10.2	103	5127	27.6	11.4	103	1380	22.6	3.1	84	2245	28.5	5.0	107
	TERCILE 3	77872	7355	44.2	9.4	95	8426	45.4	10.8	98	3062	50.1	3.9	108	3249	41.2	4.2	89
	QUINTILE 1	33763	3271	19.6	9.7	98	3811	20.5	11.3	102	1424	23.3	4.2	116	1646	20.9	4.9	104
	QUINTILE 2	33240	3317	19.9	10.0	101	3786	20.4	11.4	103	867	14.2	2.6	72	1690	21.4	5.1	108
RADIO-TOTAL	QUINTILE 3	33408	3537	21.2	10.6	107	3845	20.7	11.5	104	1196	19.6	3.6	98	1391	17.6	4.2	89
	QUINTILE 4	34792	3304	19.8	9.5	96	4021	21.7	11.6	104	1454	23.8	4.2	115	1921	24.4	5.5	117
	QUINTILE 5	32524	3224	19.4	9.9	100	3097	16.7	9.5	86	1174	19.2	3.6	99	1235	15.7	3.8	81
	QUINTILE 1	33090	3366	20.2	10.2	102	3711	20.0	11.2	101	1261	20.6	3.8	105	1440	18.3	4.4	93
	QUINTILE 2	33357	3288	19.7	9.9	99	3689	19.9	11.1	100	1286	21.0	3.9	106	1587	20.1	4.8	101
TV-PRIME TIME	QUINTILE 3	33980	3555	21.3	10.5	105	3720	20.0	10.9	99	1446	23.6	4.3	117	1685	21.4	5.0	106
	QUINTILE 4	33854	3349	20.1	9.9	100	3995	21.5	11.8	107	1102	18.0	3.3	89	1744	22.1	5.2	110
	QUINTILE 5	33444	3095	18.6	9.3	93	3446	18.6	10.3	93	1020	16.7	3.0	84	1426	18.1	4.3	91
	TERCILE 1	49121	4934	29.6	10.0	101	5274	28.4	10.7	97	1983	32.4	4.0	111	2133	27.1	4.3	92
	TERCILE 2	48823	4713	28.3	9.7	97	5498	29.6	11.3	102	1905	31.2	3.9	107	2355	29.9	4.8	103
TV-DAYTIME	TERCILE 3	69782	7005	42.1	10.0	101	7789	42.0	11.2	101	2227	36.4	3.2	88	3395	43.1	4.9	104
	QUINTILE 1	33584	3259	19.6	9.7	98	3586	19.3	10.7	96	1204	19.7	3.6	98	1368	17.4	4.1	87
	QUINTILE 2	33441	3571	21.4	10.7	108	3648	19.7	10.9	99	1255	20.5	3.8	103	1539	19.5	4.6	98
	QUINTILE 3	33505	3371	20.2	10.1	101	3920	21.1	11.7	106	1438	23.5	4.3	118	1374	17.4	4.1	87
	QUINTILE 4	33466	3234	19.4	9.7	97	3806	20.5	11.4	103	1137	18.6	3.4	93	1991	25.3	5.9	127
TV-TOTAL	QUINTILE 5	33731	3217	19.3	9.5	96	3601	19.4	10.7	96	1081	17.7	3.2	88	1611	20.4	4.8	102
	MAGAZINES-NEWSPAPERS: DUAL	44503	4265	25.6	9.6	97	5101	27.5	11.5	104	1781	29.1	4.0	110	2247	28.5	5.0	107
	MAGAZINE IMPERATIVE	39363	4221	25.3	10.7	108	5123	27.6	13.0	118	1518	24.8	3.9	106	2208	28.0	5.6	119
	NEWSPAPER IMPERATIVE	46441	4657	28.0	10.0	101	4797	25.8	10.3	93	1684	27.5	3.6	99	2052	26.0	4.4	94
	MAGAZINES-OUTDOOR: DUAL	33726	3413	20.5	10.1	102	4438	23.9	13.2	119	1368	22.4	4.1	111	1898	24.1	5.6	120
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	MAGAZINE IMPERATIVE	52846	5488	33.0	10.4	105	5819	31.4	11.0	100	1960	32.1	3.7	102	2619	33.2	5.0	105
	OUTDOOR IMPERATIVE	52140	5070	30.4	9.7	98	5772	31.1	11.1	100	1758	28.7	3.4	92	2238	28.4	4.3	91
	MAGAZINES-RADIO: DUAL	37081	3950	23.7	10.7	107	4556	24.5	12.3	111	1374	22.5	3.7	102	1936	24.6	5.2	111
	MAGAZINE IMPERATIVE	49747	5037	30.2	10.1	102	6184	33.3	12.4	112	2031	33.2	4.1	112	2659	33.7	5.3	114
	RADIO IMPERATIVE	49208	4679	28.1	9.5	96	5010	27.0	10.2	92	1602	26.2	3.3	89	2051	26.0	4.2	89
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	MAGAZINE IMPERATIVE	33103	3501	21.0	10.6	107	3973	21.4	12.0	108	1188	19.4	3.6	98	1605	20.4	4.8	103
	TELEVISION IMPERATIVE	54575	5299	31.8	9.7	98	6701	36.1	12.3	111	2252	36.8	4.1	113	3109	39.4	5.7	121
		53249	5293	31.8	9.9	100	5238	28.2	9.8	89	1932	31.6	3.6	100	2176	27.6	4.1	87
	NEWSPAPERS-OUTDOOR: DUAL	36255	3663	22.0	10.1	102	4271	23.0	11.8	106	1525	24.9	4.2	115	1906	24.2	5.3	112
	NEWSPAPER IMPERATIVE	55591	5504	33.1	9.9	100	5788	31.2	10.4	94	1881	30.8	3.4	93	2585	32.8	4.7	99
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	OUTDOOR IMPERATIVE	48319	4692	28.2	9.7	98	5873	31.6	12.2	110	1690	27.6	3.5	96	2115	26.8	4.4	93
	NEWSPAPERS-RADIO: DUAL	37242	3701	22.2	9.9	100	4174	22.5	11.2	101	1269	20.8	3.4	93	1850	23.5	5.0	106
	NEWSPAPER IMPERATIVE	54423	5372	32.3	9.9	99	5936	32.0	10.9	99	2176	35.6	4.0	110	2531	32.1	4.7	99
	RADIO IMPERATIVE	46650	4755	28.6	10.2	103	5527	29.8	11.8	107	1589	26.0	3.4	93	2284	29.0	4.9	104
	NEWSPAPERS-TELEVISION: DUAL	35974	3522	21.2	9.8	99	4174	22.5	11.6	105	1317	21.5	3.7	100	1571	19.9	4.4	93
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	NEWSPAPER IMPERATIVE	56095	5476	32.9	9.8	98	5983	32.2	10.7	96	2128	34.8	3.8	104	2855	36.2	5.1	108
	TELEVISION IMPERATIVE	47170	4950	29.7	10.5	106	5079	27.4	10.8	97	1811	29.6	3.8	105	2094	26.6	4.4	94
	OUTDOOR-RADIO: DUAL	33748	3270	19.6	9.7	98	4144	22.3	12.3	111	1121	18.3	3.3	91	1624	20.6	4.8	102
	OUTDOOR IMPERATIVE	52785	5302	31.8	10.0	101	6208	33.4	11.8	106	2116	34.6	4.0	110	2521	32.0		

	TOTAL U.S. '000	DRISTAN				NYQUIL				ROBITUSSIN NIGHTTIME RELIEF FORMULA				SINE-AID			
		A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX
TOTAL ADULTS	167727	16652	100.0	9.9	100	18561	100.0	11.1	100	6115	100.0	3.6	100	7883	100.0	4.7	100
ATLANTIC MONTHLY	867	**80	0.5	9.2	93	**109	0.6	12.6	114	**7	0.1	0.8	22	**7	0.1	0.8	17
BARRON'S	1580	**93	0.6	5.9	59	*176	0.9	11.1	101	**70	1.1	4.4	122	**151	1.9	9.6	203
BETTER HOMES & GARDENS	22203	2218	13.3	10.0	101	2466	13.3	11.1	100	941	15.4	4.2	116	1247	15.8	5.6	119
BON APPETIT	3810	353	2.1	9.3	93	413	2.2	10.8	98	**79	1.3	2.1	57	*146	1.9	3.8	82
BUSINESS WEEK	4663	327	2.0	7.0	71	484	2.6	10.4	94	*204	3.3	4.4	120	*211	2.7	4.5	96
CAR AND DRIVER	3102	524	3.1	16.9	170	386	2.1	12.4	112	**47	0.8	1.5	42	**132	1.7	4.3	91
CBS MAGAZINE NETWORK (GROSS)	7311	907	5.4	12.4	125	871	4.7	11.9	108	*169	2.8	2.3	63	253	3.2	3.5	74
CHANGING TIMES	3400	317	1.9	9.3	94	377	2.0	11.1	100	*90	1.5	2.6	73	*132	1.7	3.9	83
COLONIAL HOMES	1796	*119	0.7	6.6	67	*185	1.0	10.3	93	**70	1.1	3.9	107	**86	1.1	4.8	102
CONDE NAST MAG. PKG. (GROSS)	19924	1743	10.5	8.7	88	2832	15.3	14.2	128	1101	18.0	5.5	152	926	11.7	4.6	99
CONSUMERS DIGEST	3125	333	2.0	10.7	107	*275	1.5	8.8	80	**88	1.4	2.8	77	*141	1.8	4.5	96
COSMOPOLITAN	10577	985	5.9	9.3	94	1617	8.7	15.3	138	524	8.6	5.0	136	597	7.6	5.6	120
COUNTRY LIVING	3746	289	1.7	7.7	78	368	2.0	9.8	89	**119	1.9	3.2	87	*301	3.8	8.0	171
CUISINE	2214	*223	1.3	10.1	101	*144	0.8	6.5	59	**69	1.1	3.1	85	**85	1.1	3.8	82
CYCLE WORLD	2394	*264	1.6	11.0	111	337	1.8	14.1	127	**62	1.0	2.6	71	**56	0.7	2.3	50
DCI:CREATIVE IDEAS FOR LIV	3068	320	1.9	10.4	105	334	1.8	10.9	98	*193	3.2	6.3	173	*265	3.4	8.6	184
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	853	5.1	8.9	90	949	5.1	9.9	90	353	5.8	3.7	101	559	7.1	5.8	124
DISCOVER	2277	*208	1.2	9.1	92	303	1.6	13.3	120	**87	1.4	3.8	105	*74	0.9	3.2	69
EBONY	7187	786	4.7	10.9	110	874	4.7	12.2	110	356	5.8	5.0	136	370	4.7	5.1	110
ESQUIRE	2560	*258	1.5	10.1	102	344	1.9	13.4	121	**85	1.4	3.3	91	*126	1.6	4.9	105
ESSENCE	3242	453	2.7	14.0	141	384	2.1	11.8	107	*103	1.7	3.2	87	*170	2.2	5.2	112
FAMILY CIRCLE	19639	2036	12.2	10.4	104	1992	10.7	10.1	92	831	13.6	4.2	116	1207	15.3	6.1	131
THE FAMILY HANDYMAN	3540	385	2.3	10.9	110	468	2.5	13.2	119	**85	1.4	2.4	66	*307	3.9	8.7	185
FAMILY WEEKLY	23924	2205	13.2	9.2	93	2890	15.6	12.1	109	925	15.1	3.9	106	1336	16.9	5.6	119
FIELD & STREAM	9883	1316	7.9	13.3	134	1238	6.7	12.5	113	288	4.7	2.9	80	642	8.1	6.5	138
FOOD & WINE	1030	**74	0.4	7.2	72	**98	0.5	9.5	86	**66	1.1	6.4	176	**26	0.3	2.5	54
FORBES	2679	253	1.5	9.4	95	308	1.7	11.5	104	**120	2.0	4.5	123	**127	1.6	4.7	101
FORTUNE	2931	275	1.7	9.4	95	349	1.9	11.9	108	**117	1.9	4.0	109	**150	1.9	5.1	109
GOLEMEN'S QUARTERLY	3481	327	2.0	9.4	95	517	2.8	14.9	134	**102	1.7	2.9	80	**140	1.8	4.0	86
GLAMOUR	7163	633	3.8	8.8	89	1245	6.7	17.4	157	*393	6.4	5.5	150	399	5.1	5.6	119
GOLF DIGEST	2355	*159	1.0	6.8	68	384	2.1	16.3	147	**100	1.6	4.2	116	*151	1.9	6.4	136
GOLF DIGEST/TENNIS (GROSS)	3610	297	1.8	8.2	83	511	2.8	14.2	128	*153	2.5	4.2	116	*195	2.5	5.4	115
GOLF MAGAZINE	2046	*182	1.1	8.9	90	311	1.7	15.2	137	**82	1.3	4.0	110	*127	1.6	6.2	132
GOLF MAGAZINE/SKI (GROSS)	3547	307	1.8	8.7	87	476	2.6	13.4	121	*149	2.4	4.2	115	*202	2.6	5.7	121
GOOD HOUSEKEEPING	20353	2097	12.6	10.3	104	2060	11.1	10.1	91	865	14.1	4.2	117	1118	14.2	5.5	117
HARPER'S BAZAAR	3362	*265	1.6	7.9	79	356	1.9	10.6	96	**184	3.0	5.5	150	*178	2.3	5.3	113
HEALTH	2987	293	1.8	9.8	99	394	2.1	13.2	119	*182	3.0	6.1	167	**155	2.0	5.2	110
HEARST MAG CORP. BUY (GROSS)	67928	6745	40.5	9.9	100	7984	43.0	11.8	106	2940	48.1	4.3	119	3926	49.8	5.8	123
HEARST MAN POWER (GROSS)	11282	1397	8.4	12.4	125	1395	7.5	12.4	112	351	5.7	3.1	85	488	6.2	4.3	92
HEARST WOMAN POWER (GROSS)	40514	3963	23.8	9.8	99	4880	26.3	12.0	109	1881	30.8	4.6	127	2470	31.3	6.1	130
HOUSE BEAUTIFUL	4885	467	2.8	9.6	96	550	3.0	11.3	102	*213	3.5	4.4	120	*285	3.6	5.8	124
INC.	1308	**101	0.6	7.7	78	*214	1.2	16.4	148	**87	1.4	6.7	182	**57	0.7	4.4	93
JET	6498	769	4.6	11.8	119	800	4.3	12.3	111	274	4.5	4.2	116	347	4.4	5.3	114
LADIES' HOME JOURNAL	14797	1378	8.3	9.3	94	1794	9.7	12.1	110	629	10.3	4.3	117	948	12.0	6.4	136
LHJ FAMILY GRP COMBO(GROSS)	21743	2135	12.8	9.8	99	2722	14.7	12.5	113	1050	17.2	4.8	132	1400	17.8	6.4	137
LIFE	9881	1088	6.5	11.0	111	1060	5.7	10.7	97	433	7.1	4.4	120	453	5.7	4.6	98
L.A. TIMES HOME MAGAZINE	2775	*186	1.1	6.7	68	516	2.8	18.6	168	*126	2.1	4.5	125	*181	2.3	6.5	139
MADEMOISELLE	4219	420	2.5	10.0	100	511	2.8	12.1	109	*207	3.4	4.9	135	*219	2.8	5.2	110
MC CALL'S	16422	1449	8.7	8.8	89	1769	9.5	10.8	97	737	12.1	4.5	123	940	11.9	5.7	122
MC CALL'S/WRK MOTHER (GROSS)	17919	1689	10.1	9.4	95	1907	10.3	10.6	96	844	13.8	4.7	129	993	12.6	5.5	118
MECHANIX ILLUSTRATED	4433	643	3.9	14.5	146	531	2.9	12.0	108	*170	2.8	3.8	105	*214	2.7	4.8	103
METROPOLITAN HOME	1504	*106	0.6	7.0	71	230	1.2	15.3	138	**90	1.5	6.0	164	**48	0.6	3.2	68
MONEY	4723	577	3.5	12.2	123	513	2.8	10.9	98	*197	3.2	4.2	114	*189	2.4	4.0	85
MOTHER EARTH NEWS	2325	*252	1.5	10.8	109	271	1.5	11.7	105	**23	0.4	1.0	27	**128	1.6	5.5	117
MS.	1189	*226	1.4	19.0	191	*128	0.7	10.8	97	**22	0.4	1.9	51	**71	0.9	6.0	127
NATIONAL ENQUIRER	18892	1883	11.3	10.0	100	2334	12.6	12.4	112	761	12.4	4.0	110	1132	14.4	6.0	127
NATIONAL GEOGRAPHIC	22129	2378	14.3	10.7	108	2321	12.5	10.5	95	887	14.5	4.0	110	1021	13.0	4.6	98
NATIONAL SUNDAY MAGAZINE PKG	103750	10323	62.0	9.9	100	11738	63.2	11.3	102	3910	63.9	3.8	103	5109	64.8	4.9	105
NATURAL HISTORY	1379	*144	0.9	10.4	105	**104	0.6	7.5	68	**16	0.3	1.2	32	**20	0.3	1.5	31
NEW WOMAN	2289	268	1.6	11.7	118	*258	1.4	11.3	102	**157	2.6	6.9	188	*129	1.6	5.6	120
NEW YORK INCLUDING CUE	1088	*132	0.8	12.1	122	*80	0.4	7.4	66	**30	0.5	2.8	76	**46	0.6	4.2	90
THE NEW YORKER	2459	301	1.8	12.2	123	235	1.3	9.6	86	**90	1.5	3.7	100	*111	1.4	4.5	96
NEWSWEEK	16527	1750	10.5	10.6	107	1790	9.6	10.8	98	745	12.2	4.5	124	740	9.4	4.5	95
THE N.Y. TIMES DAILY EDITION	2739	231	1.4	8.4	85	212	1.1	7.7	70	**124	2.0	4.5	124	*71	0.9	2.6	55
THE N.Y. TIMES MAGAZINE	4443	411	2.5	9.3	93	346	1.9	7.8	70	*182	3.0	4.1	112	*81	1.0	1.8	39
OMNI	2799	300	1.8	10.7	108	314	1.7	11.2	101	**115	1.9	4.1	113	**126	1.6	4.5	96
ON CABLE	2209	*229	1.4	10.4	104	339	1.8	15.3	139	**78	1.3	3.5	97	**96	1.2	4.3	92
1001 HOME IDEAS	3959	465	2.8	11.7	118	534	2.9	13.5	122	*239	3.9	6.0	166	297	3.8	7.5	160
ORGANIC GARDENING	3111	348	2.1	11.2	113	361	1.9	11.6	105	**87	1.4	2.8	77	**89	1.1	2.9	61
OUTDOOR LIFE	5024	597	3.6	11.9	120	677	3.6	13.5	122	*137	2.2	2.7	75	397	5.0	7.9	168
PARADE MAGAZINE	51292	5455	32.8	10.6	107	5302	28.6	10.3	93	1941	31.7	3.8	104	2284	29.0	4.5	95

	TOTAL U.S. '000	DRISTAN				NYQUIL				ROBITUSSIN NIGHTTIME RELIEF FORMULA				SINE-AID			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	16652	100.0	9.9	100	18561	100.0	11.1	100	6115	100.0	3.6	100	7883	100.0	4.7	100
PARENTS	5298	466	2.8	8.8	89	692	3.7	13.1	118	*283	4.6	5.3	147	324	4.1	6.1	130
PENTHOUSE	5129	683	4.1	13.3	134	599	3.2	11.7	106	*112	1.8	2.2	60	*292	3.7	5.7	121
PEOPLE	21070	2013	12.1	9.6	96	2741	14.8	13.0	118	901	14.7	4.3	117	1175	14.9	5.6	119
PLAYBOY	10562	1203	7.2	11.4	115	1463	7.9	13.9	125	387	6.3	3.7	101	552	7.0	5.2	111
POPULAR HOT RODDING	7498	*180	1.1	7.2	73	394	2.1	15.8	143	*52	0.9	2.1	57	*101	1.3	4.0	86
POPULAR MECHANICS	5887	754	4.5	12.8	129	746	4.0	12.7	115	*237	3.9	4.0	110	*230	2.9	3.9	83
POPULAR SCIENCE	4317	648	3.9	15.0	151	565	3.0	13.1	118	*96	1.6	2.2	61	*164	2.1	3.8	81
PREVENTION	5792	571	3.4	9.9	99	504	2.7	8.7	79	*171	2.8	3.0	81	*214	2.7	3.7	79
PSYCHOLOGY TODAY	3284	323	1.9	9.8	99	394	2.1	12.0	108	*70	1.1	2.1	58	*198	2.5	6.0	128
READER'S DIGEST	40046	4306	25.9	10.8	108	4424	23.8	11.0	100	1516	24.8	3.8	104	2097	26.6	5.2	111
REDBOOK	9584	881	5.3	9.2	93	1203	6.5	12.6	113	492	8.0	5.1	141	754	9.6	7.9	167
ROAD & TRACK	2590	*300	1.8	11.6	117	278	1.5	10.7	97	*26	0.4	1.0	28	*108	1.4	4.2	89
ROLLING STONE	3302	468	2.8	14.2	143	517	2.8	15.7	141	*143	2.3	4.3	119	*132	1.7	4.0	85
RUNNER'S WORLD	1229	*101	0.6	8.2	83	*127	0.7	10.3	93	*44	0.7	3.6	98	*27	0.3	2.2	47
SATURDAY EVENING POST	2110	*215	1.3	10.2	103	*190	1.0	9.0	81	*42	0.7	2.0	55	*77	1.0	3.6	78
SCIENCE 84	1543	*204	1.2	13.2	133	*231	1.2	15.0	135	*84	1.4	5.4	149	*75	1.0	4.9	103
SCIENCE DIGEST	1747	*154	0.9	8.8	89	*206	1.1	11.8	107	*25	0.4	1.4	39	*50	0.6	2.9	61
SCIENTIFIC AMERICAN	1994	*215	1.3	10.8	109	*211	1.1	10.6	96	*27	0.4	1.4	37	*60	0.8	3.0	64
SELF	3119	*224	1.3	7.2	72	426	2.3	13.7	123	*118	1.9	3.8	104	*125	1.6	4.0	85
SEVENTEEN	3923	499	3.0	12.7	128	439	2.4	11.2	101	*349	5.7	8.9	244	*176	2.2	4.5	95
SKI	1501	*125	0.8	8.3	84	*165	0.9	11.0	99	*68	1.1	4.5	124	*76	1.0	5.1	108
SMITHSONIAN	5976	620	3.7	10.4	105	576	3.1	9.6	87	*201	3.3	3.4	92	216	2.7	3.6	77
SOAP OPERA DIGEST	4228	628	3.8	14.9	150	643	3.5	15.2	137	*209	3.4	4.9	136	*282	3.6	6.7	142
SOUTHERN LIVING	6488	533	3.2	8.2	83	615	3.3	9.5	86	*160	2.6	2.5	68	293	3.7	4.5	96
SOUTH	3500	344	2.1	9.8	99	462	2.5	13.2	119	*161	2.6	4.6	126	*246	3.1	7.0	150
THE SPORTING NEWS	2456	371	2.2	15.1	152	*228	1.2	9.3	84	*118	1.9	4.8	132	*104	1.3	4.2	90
SPORTS AFIELD	3648	488	2.9	13.4	135	443	2.4	12.1	110	*89	1.5	2.4	67	*208	2.6	5.7	121
SPORTS ILLUSTRATED	14484	1268	7.6	8.8	88	1716	9.2	11.8	107	513	8.4	3.5	97	654	8.3	4.5	96
STAR	12661	1303	7.8	10.3	104	1527	8.2	12.1	109	557	9.1	4.4	121	718	9.1	5.7	121
SUNDAY	52799	5016	30.1	9.5	96	5602	30.2	10.6	96	2017	33.0	3.8	105	2360	29.9	4.5	95
SUNSET	3513	*320	1.9	9.1	92	375	2.0	10.7	96	*107	1.7	3.0	84	*115	1.5	3.3	70
TV GUIDE	42766	4388	26.4	10.3	103	5392	29.1	12.6	114	1698	27.8	4.0	109	2506	31.8	5.9	125
TENNIS	1254	*138	0.8	11.0	111	*127	0.7	10.1	92	*54	0.9	4.3	118	*44	0.6	3.5	75
TIME	22054	2021	12.1	9.2	92	2517	13.6	11.4	103	1008	16.5	4.6	125	1026	13.0	4.7	99
TOWN & COUNTRY	1555	*171	1.0	11.0	111	*131	0.7	8.4	76	*99	1.6	6.4	175	*93	1.2	6.0	127
TRAVEL & LEISURE	2173	*154	0.9	7.1	71	229	1.2	10.5	95	*55	0.9	2.5	69	*126	1.6	5.8	123
TRUE STORY	4636	594	3.6	12.8	129	655	3.5	14.1	128	*259	4.2	5.6	153	383	4.9	8.3	176
U.S. NEWS & WORLD REPORT	10353	1201	7.2	11.6	117	1074	5.8	10.4	94	410	6.7	4.0	109	449	5.7	4.3	92
USA TODAY	4994	392	2.4	7.8	79	594	3.2	11.9	107	*150	2.5	3.0	82	309	3.9	6.2	132
US	3528	371	2.2	10.5	106	654	3.5	18.5	168	*159	2.6	4.5	124	*164	2.1	4.6	99
VOGUE	5424	466	2.8	8.6	87	650	3.5	12.0	108	383	6.3	7.1	194	*184	2.3	3.4	72
WALL STREET JOURNAL	6292	475	2.9	7.5	76	671	3.6	10.7	96	*183	3.0	2.9	80	*239	3.0	3.8	81
WEIGHT WATCHERS	2762	*183	1.1	6.6	67	288	1.6	10.4	94	*110	1.8	4.0	109	*185	2.3	6.7	143
WOMAN'S DAY	16320	1496	9.0	9.2	92	1740	9.4	10.7	96	770	12.6	4.7	129	1186	15.0	7.3	155
WORKING MOTHER	1496	*240	1.4	16.0	162	*138	0.7	9.2	83	*108	1.8	7.2	198	*53	0.7	3.5	75
WORKING WOMAN	1851	*241	1.4	13.0	131	*236	1.3	12.7	115	*111	1.8	6.0	164	*139	1.8	7.5	160
WORLD TENNIS	580	*58	0.3	10.0	101	*54	0.3	9.3	84	*22	0.4	3.8	104	*36	0.5	6.2	132
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1526	9.2	12.3	124	1571	8.5	12.7	114	309	5.1	2.5	68	518	6.6	4.2	89
BLAIR INSERTS	91671	9340	56.1	10.2	103	10086	54.3	11.0	99	3445	56.3	3.8	103	4187	53.1	4.6	97
DAILY NEWSPAPERS																	
READ ANY	109190	10844	65.1	9.9	100	12010	64.7	11.0	99	3997	65.4	3.7	100	5129	65.1	4.7	100
READ ONE	89587	9005	54.1	10.1	101	10077	54.3	11.2	102	3158	51.6	3.5	97	4357	55.3	4.9	103
READ TWO OR MORE	19602	1838	11.0	9.4	94	1932	10.4	9.9	89	839	13.7	4.3	117	773	9.8	3.9	84
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	10940	65.7	10.0	100	12445	67.0	11.3	103	4142	67.7	3.8	104	5339	67.7	4.9	104
READ ONE	95074	9537	57.3	10.0	101	11103	59.8	11.7	106	3618	59.2	3.8	104	4774	60.6	5.0	107
READ TWO OR MORE	14588	1403	8.4	9.6	97	1342	7.2	9.2	83	524	8.6	3.6	99	565	7.2	3.9	82
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.64				32.06				32.74				29.15			
30 DAY REACH	149706	14608	87.7	9.8	98	16851	90.8	11.3	102	5294	86.6	3.5	97	7052	89.5	4.7	100
50 SHWG - 30 DAY AV FREQ	15.16	14.95				16.71				16.93				15.48			
30 DAY REACH	142406	13991	84.0	9.8	99	16179	87.2	11.4	103	5130	83.9	3.6	99	6636	84.2	4.7	99
25 SHWG - 30 DAY AV FREQ	8.23	8.05				9.07				9.41				8.38			
30 DAY REACH	131152	12997	78.1	9.9	100	14973	80.7	11.4	103	4648	76.0	3.5	97	6143	77.9	4.7	100
CABLE TV: HOME WIRED	66879	6570	39.5	9.8	99	8234	44.4	12.3	111	2682	43.9	4.0	110	3377	42.8	5.0	107
HOME NOT WIRED	100848	10082	60.5	10.0	101	10327	55.6	10.2	93	3433	56.1	3.4	93	4506	57.2	4.5	95
HAVE PAY CABLE	35024	3672	22.1	10.5	106	4860	26.2	13.9	125	1521	24.9	4.3	119	2111	26.8	6.0	128

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	TOTAL U.S. '000	DRISTAN				MYQUIL				ROBITUSSIN NIGHTTIME RELIEF FORMULA				SINE-AID			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	16652	100.0	9.9	100	18561	100.0	11.1	100	6115	100.0	3.6	100	7883	100.0	4.7	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	5185	31.1	9.9	100	5545	29.9	10.6	96	1875	30.7	3.6	98	2127	27.0	4.1	87
NETWORK AFFILIATES - LATE	39164	3909	23.5	10.0	101	4204	22.6	10.7	97	1397	22.8	3.6	98	2046	26.0	5.2	111
INDEPENDENTS - LATE	5133	513	3.1	10.0	101	569	3.1	11.1	100	194	3.2	3.8	104	174	2.2	3.4	72
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	2429	14.6	10.6	107	2658	14.3	11.6	105	730	11.9	3.2	88	1369	17.4	6.0	128
ABC MONDAY NIGHT MOVIE	A 11258	1156	6.9	10.3	103	1231	6.6	10.9	99	389	6.4	3.5	95	544	6.9	4.8	103
ABC SUNDAY NIGHT MOVIE	A 23600	2419	14.5	10.3	103	2441	13.2	10.3	93	934	15.3	4.0	109	1202	15.2	5.1	108
ABC WORLD NEWS TONIGHT	A 12801	1221	7.3	9.5	96	1252	6.7	9.8	88	595	9.7	4.6	127	526	6.7	4.1	87
AFTERMASH	C 10966	1102	6.6	10.0	101	1231	6.6	11.2	101	430	7.0	3.9	108	465	5.9	4.2	90
ALICE	C 17050	1519	9.1	8.9	90	1743	9.4	10.2	92	729	11.9	4.3	117	821	10.4	4.8	102
AMERICAN PARADE	C 11998	1117	6.7	9.3	94	1113	6.0	9.3	84	436	7.1	3.6	100	405	5.1	3.4	72
BEWSON	A 19258	1833	11.0	9.5	96	2030	10.9	10.5	95	688	11.3	3.6	98	877	11.1	4.6	97
BLUE THUNDER	A 11478	1302	7.8	11.3	114	1124	6.1	9.8	88	488	8.0	4.3	117	537	6.8	4.7	100
CAGNEY & LACEY	C 18263	1755	10.5	9.6	97	2129	11.5	11.7	105	737	12.1	4.0	111	1023	13.0	5.6	119
CBS EVENING NEWS-DEAN	C 7733	798	4.8	10.3	104	704	3.8	9.1	82	382	6.2	4.9	135	*202	2.6	2.6	56
CBS EVENING NEWS-RATHER	C 15653	1600	9.6	10.2	103	1497	8.1	9.6	86	481	7.9	3.1	84	587	7.4	3.8	80
CBS SAT. NEWS-SCHIEFFER	C 8744	805	4.8	9.2	93	963	5.2	11.0	100	344	5.6	3.9	108	255	3.2	2.9	62
CBS SATURDAY NIGHT MOVIE	C 12000	1121	6.7	9.3	94	1272	6.9	10.6	96	522	8.5	4.3	119	620	7.9	5.2	110
CBS WEDNESDAY NIGHT MOVIE	C 11522	1097	6.6	9.5	96	1153	6.2	10.0	90	546	8.9	4.7	130	502	6.4	4.4	93
CHEERS	N 16818	1520	9.1	9.0	91	2007	10.8	11.9	108	586	9.6	3.5	96	848	10.8	5.0	107
DALLAS	C 37510	3696	22.2	9.9	99	4465	24.1	11.9	108	1584	25.9	4.2	116	2120	26.9	5.7	120
DIFF'RENT STROKES	N 11258	1090	6.5	9.7	98	1109	6.0	9.9	89	*275	4.5	2.4	67	521	6.6	4.6	98
DOUBLE TROUBLE	N 12248	1357	8.1	11.1	112	1448	7.8	11.8	107	372	6.1	3.0	83	653	8.3	5.3	113
DUCK FACTORY	N 11100	896	5.4	8.1	81	1225	6.6	11.0	100	*277	4.5	2.5	68	494	6.3	4.5	95
DUKES OF HAZZARD	C 12353	1280	7.7	10.4	104	1334	7.2	10.8	98	433	7.1	3.5	96	667	8.5	5.4	115
DYNASTY	A 33279	3555	21.9	11.0	111	3644	19.6	10.9	99	1329	21.7	4.0	110	1839	23.3	5.5	118
FACTS OF LIFE	N 13410	1455	8.7	10.9	109	1715	9.2	12.8	116	374	6.1	2.8	76	651	8.3	4.9	103
FALCON CREST	C 31093	3004	18.0	9.7	97	3505	18.9	11.3	102	1356	22.2	4.4	120	1573	20.0	5.1	108
FALL GUY	A 18649	2103	12.6	11.3	114	2304	12.4	12.4	112	695	11.4	3.7	102	1069	13.6	5.7	122
FAMILY TIES	N 13101	1317	7.9	10.1	101	1445	7.8	11.0	100	339	5.5	2.6	71	691	8.8	5.3	112
FANTASY ISLAND	A 13069	1124	6.7	8.6	87	1369	7.4	10.5	95	431	7.0	3.3	90	601	7.6	4.6	98
FOULUPS, BLEEPES & BLUNDERS	A 16588	1594	9.6	9.6	97	1808	9.7	10.9	98	633	10.4	3.8	105	680	8.6	4.1	87
FOUR SEASONS	C 9302	962	5.8	10.3	104	1056	5.7	11.4	103	*342	5.6	3.7	101	416	5.3	4.5	95
GIMME A BREAK	N 13955	1544	9.3	11.1	111	1499	8.1	10.7	97	406	6.6	2.9	80	776	9.8	5.6	118
HART TO HART	A 15735	1508	9.1	9.6	97	1696	9.1	10.8	97	586	9.6	3.7	102	902	11.4	5.7	122
HILL STREET BLUES	N 18257	1672	10.0	9.2	92	2159	11.6	11.8	107	734	12.0	4.0	110	805	10.2	4.4	94
HOTEL	A 24236	2283	13.7	9.4	95	2744	14.8	11.3	102	872	14.3	3.6	99	1190	15.1	4.9	104
JEFFERSONS	C 17010	1616	9.7	9.5	96	1721	9.3	10.1	91	649	10.6	3.8	105	752	9.5	4.4	94
JENNIFER SLEPT HERE	N 9397	890	5.3	9.5	95	939	5.1	10.0	90	*281	4.6	3.0	82	488	6.2	5.2	110
KATE & ALLIE	C 16762	1711	10.3	10.2	103	1904	10.3	11.4	103	646	10.6	3.9	106	931	11.8	5.6	118
KNIGHT RIDER	N 13164	1258	7.6	9.6	96	1695	9.1	12.9	116	465	7.6	3.5	97	762	9.7	5.8	123
LOVE BOAT	A 20400	1837	11.0	9.0	91	2018	10.9	9.9	89	801	13.1	3.9	108	966	12.3	4.7	101
MAGNUM PI	C 22543	2338	14.0	10.4	104	2656	14.3	11.8	106	728	11.9	3.2	89	1194	15.1	5.3	113
MAMA'S FAMILY	N 9852	997	6.0	10.1	102	952	5.1	9.7	87	*255	4.2	2.6	71	390	4.9	4.0	84
MASTER, THE	N 8082	863	5.2	10.7	108	827	4.5	10.2	92	*204	3.3	2.5	69	387	4.9	4.8	102
MATT HOUSTON	A 12881	1180	7.1	9.2	92	1418	7.6	11.0	99	495	8.1	3.8	105	663	8.4	5.1	110
NBC MONDAY NIGHT MOVIE	N 23889	2409	14.5	10.1	102	2797	15.1	11.7	106	781	12.8	3.3	90	1208	15.3	5.1	108
NBC NIGHTLY NEWS	N 11156	1100	6.6	9.9	99	1238	6.7	11.1	100	324	5.3	2.9	80	326	4.1	2.9	62
NBC NIGHTLY NEWS-SAT	N 7363	713	4.3	9.7	98	563	3.0	7.6	69	*261	4.3	3.5	97	*250	3.2	3.4	72
NBC NIGHTLY NEWS-SUN	N 6214	648	3.9	10.4	105	557	3.0	9.0	81	*167	2.7	2.7	74	*127	1.6	2.0	43
NBC SUNDAY NIGHT MOVIE	N 17590	1712	10.3	9.7	98	2178	11.7	12.4	112	644	10.5	3.7	100	883	11.2	5.0	107
NEWHART	C 16740	1728	10.4	10.3	104	1915	10.3	11.4	103	789	12.9	4.7	129	1053	13.4	6.3	134
ONE DAY AT A TIME	C 11820	1199	7.2	10.1	102	1355	7.3	11.5	104	482	7.9	4.1	112	464	5.9	3.9	84
PEOPLE ARE FUNNY	N 9138	899	5.4	9.8	99	935	5.0	10.2	92	*192	3.1	2.1	58	294	3.7	3.2	68
REAL PEOPLE	N 15979	1593	9.6	10.0	100	1802	9.7	11.3	102	423	6.9	2.6	73	835	10.6	5.2	111
REMINGTON STEELE	N 14395	1695	10.2	11.8	119	1607	8.7	11.2	101	556	9.1	3.9	106	817	10.4	5.7	121
RIPLEY'S BELIEVE IT - NOT	A 11362	1173	7.0	10.3	104	1218	6.6	10.7	97	368	6.0	3.2	89	536	6.8	4.7	100
RIPTIDE	N 13920	1592	9.6	11.4	115	1619	8.7	11.6	105	482	7.9	3.5	95	754	9.6	5.4	115
SCARECROW & MRS. KING	C 17571	1624	9.8	9.2	93	2094	11.3	11.9	108	637	10.4	3.6	99	854	10.8	4.9	103
SIMON & SIMON	C 20208	2149	12.9	10.6	107	2333	12.6	11.5	104	758	12.4	3.8	103	1041	13.2	5.2	110
60 MINUTES	C 27668	2709	16.3	9.8	99	3003	16.2	10.9	98	1166	19.1	4.2	116	1038	13.2	3.8	80
ST. ELSEWHERE	N 13699	1481	8.9	10.8	109	1626	8.8	11.9	107	544	8.9	4.0	109	696	8.8	5.1	108
THREE'S COMPANY	A 20632	2138	12.8	10.4	104	2222	12.0	10.8	97	693	11.3	3.4	92	1077	13.7	5.2	111
T.J. HOOKER	A 17136	1870	11.2	10.9	110	1883	10.1	11.0	99	719	11.8	4.2	115	890	11.3	5.2	111
TONIGHT SHOW	N 4963	471	2.8	9.5	96	544	2.9	11.0	99	17							

	TOTAL U.S. '000	SINE-OFF				SIMUTABS				TRIAMINIC SYRUP				TRIAMINICIN			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	6572	100.0	3.9	100	6638	100.0	4.0	100	8561	100.0	5.1	100	5853	100.0	3.5	100
MALES	79263	2841	43.2	3.6	91	2920	44.0	3.7	93	2937	34.3	3.7	73	2795	47.8	3.5	101
FEMALES	88464	3730	56.8	4.2	108	3718	56.0	4.2	106	5624	65.7	6.4	125	3058	52.2	3.5	99
18 - 24	28671	1260	19.2	4.4	112	699	10.5	2.4	62	1773	20.7	6.2	121	795	13.6	2.8	79
25 - 34	39536	1825	27.8	4.6	118	1997	30.1	5.1	128	3029	35.4	7.7	150	1884	32.2	4.8	137
35 - 44	28978	1419	21.6	4.9	125	1652	24.9	5.7	144	1839	21.5	6.3	124	1302	22.2	4.5	129
45 - 54	22345	905	13.8	4.1	103	1002	15.1	4.5	113	786	9.2	3.5	69	753	12.9	3.4	97
55 - 64	22224	651	9.9	2.9	75	710	10.7	3.2	81	566	6.6	2.5	50	618	10.6	2.8	80
65 OR OLDER	25973	512	7.8	2.0	50	578	8.7	2.2	56	568	6.6	2.2	43	501	8.6	1.9	55
18 - 34	68207	3085	46.9	4.5	115	2696	40.6	4.0	100	4802	56.1	7.0	138	2679	45.8	3.9	113
18 - 49	108058	4994	76.0	4.6	118	4724	71.2	4.4	110	7181	83.9	6.6	130	4405	75.3	4.1	117
25 - 54	90859	4149	63.1	4.6	117	4651	70.1	5.1	129	5654	66.0	6.2	122	3939	67.3	4.3	124
35 - 49	39851	1909	29.0	4.8	122	2029	30.6	5.1	129	2379	27.8	6.0	117	1727	29.5	4.3	124
50 OR OLDER	59669	1578	24.0	2.6	67	1914	28.8	3.2	81	1380	16.1	2.3	45	1448	24.7	2.4	70
GRADUATED COLLEGE	28091	759	11.5	2.7	69	947	14.3	3.4	85	1607	18.8	5.7	112	1305	22.3	4.6	133
ATTENDED COLLEGE	28938	1077	16.4	3.7	95	1552	23.4	5.4	136	1823	21.3	6.3	123	1012	17.3	3.5	100
GRADUATED HIGH SCHOOL	65503	3001	45.7	4.6	117	2783	41.9	4.2	107	3528	41.2	5.4	106	2500	42.7	3.8	109
DID NOT GRADUATE HIGH SCHOOL	45195	1735	26.4	3.8	98	1356	20.4	3.0	76	1603	18.7	3.5	69	1036	17.7	2.3	66
EMPLOYED MALES	56429	2076	31.6	3.7	94	2359	35.5	4.2	106	2317	27.1	4.1	80	2285	39.0	4.0	116
EMPLOYED FEMALES	43971	1925	29.3	4.4	112	2147	32.3	4.9	123	3168	37.0	7.2	141	1909	32.6	4.3	124
EMPLOYED FULL-TIME	87773	3650	55.5	4.2	106	4005	60.3	4.6	115	4576	53.5	5.2	102	3749	64.1	4.3	122
EMPLOYED PART-TIME	12627	*351	5.3	2.8	71	*501	7.5	4.0	100	909	10.6	7.2	141	*445	7.6	3.5	101
NOT EMPLOYED	67327	2571	39.1	3.8	97	2131	32.1	3.2	80	3076	35.9	4.6	90	1659	28.3	2.5	71
PROFESSIONAL/MANAGER	25845	1006	15.3	3.9	99	1156	17.4	4.5	113	1335	15.6	5.2	101	1187	20.3	4.6	132
TECH/CLERICAL/SALES	30895	1065	16.2	3.4	88	1633	24.6	5.3	134	1880	22.0	6.1	119	1365	23.3	4.4	127
PRECISION/CRAFT	12629	*429	6.5	3.4	87	619	9.3	4.9	124	648	7.6	5.1	101	*590	10.1	4.7	134
OTHER EMPLOYED	31031	1501	22.8	4.8	123	1099	16.6	3.5	89	1622	18.9	5.2	102	1052	18.0	3.4	97
SINGLE	35557	1435	21.8	4.0	103	740	11.1	2.1	53	1699	19.8	4.8	94	1028	17.6	2.9	83
MARRIED	103585	4261	64.8	4.1	105	4840	72.9	4.7	118	5877	68.6	5.7	111	4070	69.5	3.9	113
DIVORCED/SEPARATED/WIDOWED	28585	876	13.3	3.1	78	1058	15.9	3.7	94	985	11.5	3.4	68	755	12.9	2.6	76
PARENTS	59295	2930	44.6	4.9	126	3301	49.7	5.6	141	4907	57.3	8.3	162	2815	48.1	4.7	136
WHITE	146081	5603	85.3	3.8	98	6045	91.1	4.1	105	7762	90.7	5.3	104	5195	88.8	3.6	102
BLACK	17974	924	14.1	5.1	131	512	7.7	2.8	72	718	8.4	4.0	78	498	8.5	2.8	79
OTHER	3672	**45	0.7	1.2	31	**82	1.2	2.2	56	**81	0.9	2.2	43	**160	2.7	4.4	125
NORTHEAST-CENSUS	37005	1049	16.0	2.8	72	1180	17.8	3.2	81	1914	22.4	5.2	101	710	12.1	1.9	55
NORTH CENTRAL	42642	1771	26.9	4.2	106	1870	28.2	4.4	111	2098	24.5	4.9	96	1632	27.9	3.8	110
SOUTH	56777	2887	43.9	5.1	130	2578	38.8	4.5	115	2735	31.9	4.8	94	2394	40.9	4.2	121
WEST	31303	865	13.2	2.8	71	1010	15.2	3.2	82	1814	21.2	5.8	114	1117	19.1	3.6	102
NORTHEAST-MKTG.	38125	1286	19.6	3.4	86	1130	17.0	3.0	75	1949	22.8	5.1	100	722	12.3	1.9	54
EAST CENTRAL	24794	1064	16.2	4.3	110	1246	18.8	5.0	127	1273	14.9	5.1	101	645	11.0	2.6	75
WEST CENTRAL	28511	1100	16.7	3.9	98	1207	18.2	4.2	107	1455	17.0	5.1	100	1315	22.5	4.6	132
SOUTH	48953	2382	36.2	4.9	124	2275	34.3	4.6	117	2281	26.6	4.7	91	2172	37.1	4.4	127
PACIFIC	27344	741	11.3	2.7	69	780	11.8	2.9	72	1603	18.7	5.9	115	1000	17.1	3.7	105
COUNTY SIZE A	69301	2442	37.2	3.5	90	2378	35.8	3.4	87	3535	41.3	5.1	100	2399	41.0	3.5	99
COUNTY SIZE B	50633	1931	29.4	3.8	97	1876	28.3	3.7	94	2721	31.8	5.4	105	1804	30.8	3.6	102
COUNTY SIZE C	26259	1268	19.3	4.8	123	1311	19.7	5.0	126	1362	15.9	5.2	102	812	13.9	3.1	89
COUNTY SIZE D	21534	931	14.2	4.3	110	1073	16.2	5.0	126	943	11.0	4.4	86	838	14.3	3.9	112
METRO CENTRAL CITY	50014	1695	25.8	3.4	86	1550	23.4	3.1	78	2324	27.1	4.6	91	1782	30.4	3.6	102
METRO SUBURBAN	76832	3071	46.7	4.0	102	3276	49.4	4.3	108	4229	49.4	5.5	108	2834	48.4	3.7	106
NON METRO	40881	1806	27.5	4.4	113	1812	27.3	4.4	112	2008	23.5	4.9	96	1238	21.2	3.0	87
TOP 5 ADI'S	39550	1219	18.5	3.1	79	1143	17.2	2.9	73	2004	23.4	5.1	99	1022	17.5	2.6	74
TOP 10 ADI'S	54877	1843	28.0	3.4	86	1646	24.8	3.0	76	2780	32.5	5.1	99	1590	27.2	2.9	83
TOP 20 ADI'S	77516	2478	37.7	3.2	82	2512	37.8	3.2	82	3934	46.0	5.1	99	2409	41.2	3.1	89
HS HLD INC. \$50,000 OR MORE	17257	*604	9.2	3.5	89	645	9.7	3.7	94	1075	12.6	6.2	122	*534	9.1	3.1	89
\$40,000 OR MORE	33235	1184	18.0	3.6	91	1368	20.6	4.1	104	1969	23.0	5.9	116	972	16.6	2.9	84
\$30,000 OR MORE	59693	2270	34.5	3.8	97	2513	37.9	4.2	106	3798	44.4	6.4	125	1927	32.9	3.2	93
\$25,000 OR MORE	76275	3113	47.4	4.1	104	3370	50.8	4.4	112	4829	56.4	6.3	124	2762	47.2	3.6	104
\$20,000 - \$24,999	18607	791	12.0	4.3	108	916	13.8	4.9	124	959	11.2	5.2	101	662	11.3	3.6	102
\$15,000 - \$19,999	17175	747	11.4	4.3	111	560	8.4	3.3	82	652	7.6	3.8	74	684	11.7	4.0	114
\$10,000 - \$14,999	24569	800	12.2	3.3	83	796	12.0	3.2	82	1095	12.8	4.5	87	1116	19.1	4.5	130
UNDER \$10,000	31101	1121	17.1	3.6	92	996	15.0	3.2	81	1026	12.0	3.3	65	629	10.7	2.0	58
HOUSEHOLD OF 1 PERSON	19441	537	8.2	2.8	70	495	7.5	2.5	64	466	5.4	2.4	47	551	9.4	2.8	81
2 PEOPLE	51803	1595	24.3	3.1	79	1982	29.9	3.8	97	1518	17.7	2.9	57	1754	30.0	3.4	97
3 OR 4 PEOPLE	66933	3186	48.5	4.8	121	3029	45.6	4.5	114	4361	50.9	6.5	128	2533	43.3	3.8	108
5 OR MORE PEOPLE	29550	1254	19.1	4.2	108	1132	17.1	3.8	97	2216	25.9	7.5	147	1015	17.3	3.4	98
NO CHILD IN HSHLD	96587	3071	46.7	3.2	81	3041	45.8	3.1	80	2993	35.0	3.1	61	2837	48.5	2.9	84
CHILD(REN) UNDER 2 YRS	10844	*524	8.0	4.8	123	555	8.4	5.1	129	803	9.4	7.4	145	*367	6.3	3.4	97
2 - 5 YEARS	26358	1229	18.7	4.7	119	1253	18.9	4.8	120	2819	32.9	10.7	210	1326	22.7	5.0	144
6 - 11 YEARS	30453	1731	26.3	5.7	145	1607	24.2	5.3	133	2327	27.2	7.6	150	1331	22.7	4.4	125
12 - 17 YEARS	36575	1672	25.4	4.6	117	1922	29.0	5.3	133	2477	28.9	6.8	133	1453	24.8	4.0	114
RESIDENCE OWNED	117770	4915	74.8	4.2	107	5057	76.2	4.3	108	6284	73.4	5.3	105	4079	69.7	3.5	99
VALUE: \$50,000 OR MORE	70166	2696	41.0	3.8	98	2868	43.2	4.1	103	3982	46.5	5.7	111	2536	43.3	3.6	104
VALUE: UNDER \$50,000	47604	2219	33.8	4.7	119	2189	33.0	4.6	116	2302	26.9	4.8	95	1543	26.4	3.2	93

		TOTAL U.S. '000	SINE-OFF				SINUTABS				TRIAMINIC SYRUP				TRIAMINICIN			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	6572	100.0	3.9	100	6638	100.0	4.0	100	8561	100.0	5.1	100	5853	100.0	3.5	100
MAGAZINES	QUINTILE 1	34022	1674	25.5	4.9	126	1464	22.1	4.3	109	2165	25.3	6.4	125	1396	23.9	4.1	118
	QUINTILE 2	34800	1514	23.0	4.4	111	1607	24.2	4.6	117	1929	22.5	5.5	109	1248	21.3	3.6	103
	QUINTILE 3	30514	1046	15.9	3.4	87	1161	17.5	3.8	96	1716	20.0	5.6	110	1012	17.3	3.3	95
	QUINTILE 4	33324	1365	20.8	4.1	105	1330	20.0	4.0	101	1468	17.1	4.4	86	974	16.6	2.9	84
	QUINTILE 5	35066	974	14.8	2.8	71	1076	16.2	3.1	78	1282	15.0	3.7	72	1223	20.9	3.5	100
NEWSPAPERS	QUINTILE 1	29107	926	14.1	3.2	81	1102	16.6	3.8	96	1646	19.2	5.7	111	805	13.8	2.8	79
	QUINTILE 2	49095	2002	30.5	4.1	104	1990	30.0	4.1	102	2571	30.0	5.2	103	2034	34.8	4.1	111
	QUINTILE 3	23107	762	11.6	3.3	84	864	13.0	3.7	94	1128	13.2	4.9	96	821	14.0	3.6	101
	QUINTILE 4	33556	1559	23.7	4.6	119	1526	23.0	4.5	115	1681	19.6	5.0	98	1242	21.2	3.7	106
	QUINTILE 5	32863	1322	20.1	4.0	103	1156	17.4	3.5	89	1534	17.9	4.7	91	951	16.2	2.9	83
OUTDOOR	QUINTILE 1	33431	1405	21.4	4.2	107	1277	19.2	3.8	97	2126	24.8	6.4	125	1503	25.7	4.5	129
	QUINTILE 2	33478	1536	23.4	4.6	117	1567	23.6	4.7	118	1921	22.4	5.7	112	1166	19.9	3.5	100
	QUINTILE 3	33574	1289	19.6	3.8	98	1211	18.2	3.6	91	1473	17.2	4.4	86	1218	20.8	3.6	104
	QUINTILE 4	33935	1083	16.5	3.2	81	1370	20.6	4.0	102	1619	18.9	4.8	93	1181	20.2	3.5	100
	QUINTILE 5	33310	1259	19.2	3.8	96	1213	18.3	3.6	92	1422	16.6	4.3	84	786	13.4	2.4	68
RADIO-DRIVE TIME	QUINTILE 1	33136	1263	19.2	3.8	97	1414	21.3	4.3	108	1624	19.0	4.9	96	1394	23.8	4.2	121
	QUINTILE 2	31658	1302	19.8	4.1	105	1200	18.1	3.8	96	1721	20.1	5.4	107	1147	19.6	3.6	104
	QUINTILE 3	32541	1205	18.3	3.7	95	1190	17.9	3.7	92	1831	21.4	5.6	110	954	16.3	2.9	84
	QUINTILE 4	34247	1426	21.7	4.2	106	1684	25.4	4.9	124	2008	23.5	5.9	115	1205	20.6	3.5	101
	QUINTILE 5	36144	1375	20.9	3.8	97	1150	17.3	3.2	80	1377	16.1	3.8	75	1154	19.7	3.2	91
RADIO-MID- DAY	TERCILE 1	45037	1927	29.3	4.3	109	1877	28.3	4.2	105	2297	26.8	5.1	100	1722	29.4	3.8	110
	TERCILE 2	44819	1770	26.9	3.9	101	1888	28.4	4.2	106	2503	29.2	5.6	109	1506	25.7	3.4	96
	TERCILE 3	77872	2875	43.7	3.7	94	2873	43.3	3.7	93	3761	43.9	4.8	95	2625	44.8	3.4	97
RADIO-TOTAL	QUINTILE 1	33763	1432	21.8	4.2	108	1336	20.1	4.0	100	1682	19.6	5.0	98	1544	26.4	4.6	131
	QUINTILE 2	33240	1414	21.5	4.3	109	1459	22.0	4.4	111	1857	21.7	5.6	109	1010	17.3	3.0	87
	QUINTILE 3	33408	1080	16.4	3.2	83	1294	19.5	3.9	98	2161	25.2	6.5	127	1064	18.2	3.2	91
	QUINTILE 4	34792	1420	21.6	4.1	104	1681	25.3	4.8	122	1630	19.0	4.7	92	1150	19.6	3.3	95
	QUINTILE 5	32524	1226	18.7	3.8	96	869	13.1	2.7	68	1231	14.4	3.8	74	1085	18.5	3.3	96
TV-PRIME TIME	QUINTILE 1	33090	1345	20.5	4.1	104	1427	21.5	4.3	109	1276	14.9	3.9	76	849	14.5	2.6	74
	QUINTILE 2	33357	1380	21.0	4.1	106	1341	20.2	4.0	102	1774	20.7	5.3	104	1132	19.3	3.4	97
	QUINTILE 3	33980	1473	22.4	4.3	111	1569	23.6	4.6	117	2051	24.0	6.0	118	1311	22.4	3.9	111
	QUINTILE 4	33854	1300	19.8	3.8	98	1112	16.8	3.3	83	1972	23.0	5.8	114	1254	21.4	3.7	106
	QUINTILE 5	33444	1073	16.3	3.2	82	1189	17.9	3.6	90	1489	17.4	4.5	87	1307	22.3	3.9	112
TV-DAYTIME	TERCILE 1	49121	1901	28.9	3.9	99	1752	26.4	3.6	90	2707	31.6	5.5	108	1448	24.7	2.9	84
	TERCILE 2	48823	2321	35.3	4.8	121	2215	33.4	4.5	115	2692	31.4	5.5	108	1629	27.8	3.3	96
	TERCILE 3	69782	2350	35.8	3.4	86	2671	40.2	3.8	97	3162	36.9	4.5	89	2777	47.4	4.0	114
TV-TOTAL	QUINTILE 1	33584	1316	20.0	3.9	100	1177	17.7	3.5	89	1297	15.2	3.9	76	1020	17.4	3.0	87
	QUINTILE 2	33441	1501	22.8	4.5	115	1558	23.5	4.7	118	1681	19.6	5.0	98	909	15.5	2.7	78
	QUINTILE 3	33505	1062	16.2	3.2	81	1161	17.5	3.5	88	2068	24.2	6.2	121	1125	19.2	3.4	96
	QUINTILE 4	33466	1509	23.0	4.5	115	1513	22.8	4.5	114	1813	21.2	5.4	106	1456	24.9	4.4	125
	QUINTILE 5	33731	1184	18.0	3.5	90	1230	18.5	3.6	92	1702	19.9	5.0	99	1344	23.0	4.0	114
MAGAZINES-NEWSPAPERS: DUAL		44503	1929	29.4	4.3	111	1800	27.1	4.0	102	2795	32.6	6.3	123	1593	27.2	3.6	103
MAGAZINE IMPERATIVE		39363	1703	25.9	4.3	110	1841	27.7	4.7	118	2228	26.0	5.7	111	1458	24.9	3.7	106
NEWSPAPER IMPERATIVE		46441	1372	20.9	3.0	75	1710	25.8	3.7	93	2002	23.4	4.3	84	1700	29.0	3.7	105
MAGAZINES-OUTDOOR: DUAL		33726	1832	27.9	5.4	139	1556	23.4	4.6	117	2173	25.4	6.4	126	1441	24.6	4.3	122
MAGAZINE IMPERATIVE		52846	1955	29.7	3.7	94	2180	32.8	4.1	104	2788	32.6	5.3	103	1764	30.1	3.3	96
OUTDOOR IMPERATIVE		52140	1776	27.0	3.4	87	1864	28.1	3.6	90	2563	29.9	4.9	96	1871	32.0	3.6	103
MAGAZINES-RADIO: DUAL		37081	1718	26.1	4.6	118	1526	23.0	4.1	104	2044	23.9	5.5	108	1438	24.6	3.9	111
MAGAZINE IMPERATIVE		49747	2114	32.2	4.2	108	2135	32.2	4.3	108	2914	34.0	5.9	115	1818	31.1	3.7	105
RADIO IMPERATIVE		49208	1638	24.9	3.3	85	1902	28.7	3.9	98	2563	29.9	5.2	102	1721	29.4	3.5	100
MAGAZINES-TELEVISION: DUAL		33103	1524	23.2	4.6	117	1435	21.6	4.3	110	1791	20.9	5.4	106	976	16.7	2.9	84
MAGAZINE IMPERATIVE		54575	2335	35.5	4.3	109	2332	35.1	4.3	108	3475	40.6	6.4	125	2389	40.8	4.4	125
TELEVISION IMPERATIVE		53249	1870	28.5	3.5	90	1964	29.6	3.7	93	2175	25.4	4.1	80	1546	26.4	2.9	83
NEWSPAPERS-OUTDOOR: DUAL		36255	1522	23.2	4.2	107	1501	22.6	4.1	105	2288	26.7	6.3	124	1405	24.0	3.9	111
NEWSPAPER IMPERATIVE		55591	1908	29.0	3.4	88	2020	30.4	3.6	92	2580	30.1	4.6	91	1891	32.3	3.4	97
OUTDOOR IMPERATIVE		48319	2176	33.1	4.5	115	1970	29.7	4.1	103	2510	29.3	5.2	102	1830	31.3	3.8	109
NEWSPAPERS-RADIO: DUAL		37242	1474	22.4	4.0	101	1564	23.6	4.2	106	1813	21.2	4.9	95	1489	25.4	4.0	115
NEWSPAPER IMPERATIVE		54423	1829	27.8	3.4	86	2080	31.3	3.8	97	2975	34.8	5.5	107	1826	31.2	3.4	96
RADIO IMPERATIVE		46650	2030	30.9	4.4	111	1815	27.3	3.9	98	2599	30.4	5.6	109	1601	27.4	3.4	98
NEWSPAPERS-TELEVISION: DUAL		35974	1352	20.6	3.8	96	1377	20.7	3.8	97	1953	22.8	5.4	106	1209	20.7	3.4	96
NEWSPAPER IMPERATIVE		56095	1957	29.8	3.5	89	2223	33.5	4.0	100	3086	36.0	5.5	108	2176	37.2	3.9	111
TELEVISION IMPERATIVE		47170	2036	31.0	4.3	110	1900	28.6	4.0	102	2177	25.4	4.6	90	1344	23.0	2.8	82
OUTDOOR-RADIO: DUAL		33748	1422	21.6	4.2	108	1435	21.6	4.3	107	2149	25.1	6.4	125	1426	24.4	4.2	121
OUTDOOR IMPERATIVE		52785	2262	34.4	4.3	109	2127	32.0	4.0	102	2759	32.2	5.2	102	1921	32.8	3.6	104
RADIO IMPERATIVE		52882	2031	30.9	3.8	98	2099	31.6	4.0	100	2548	29.8	4.8	94	1675	28.6	3.2</	

	TOTAL U.S. '000	SINE-OFF				SINUTABS				TRIAMINIC SYRUP				TRIAMINICIN			
		A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D
TOTAL ADULTS	167727	6572	100.0	3.9	100	6638	100.0	4.0	100	8561	100.0	5.1	100	5853	100.0	3.5	100
ATLANTIC MONTHLY	867	**26	0.4	3.0	77	**15	0.2	1.7	44	**21	0.2	2.4	47	**21	0.4	2.4	69
BARRON'S	1580	**53	0.8	3.4	86	**82	1.2	5.2	131	**41	0.5	2.6	51	**35	0.6	2.2	63
BETTER HOMES & GARDENS	22203	1205	18.3	5.4	139	1085	16.3	4.9	123	1383	16.2	6.2	122	762	13.0	3.4	98
BON APPETIT	3810	**155	2.4	4.1	104	*194	2.9	5.1	129	*230	2.7	6.0	118	*160	2.7	4.2	120
BUSINESS WEEK	4663	*173	2.6	3.7	95	*130	2.0	2.8	70	*273	3.2	5.9	115	*182	3.1	3.9	112
CAR AND DRIVER	3102	**156	2.4	5.0	128	**65	1.0	2.1	53	**119	1.4	3.8	75	*105	1.8	3.4	97
CBS MAGAZINE NETWORK (GROSS)	7311	*203	3.1	2.8	71	267	4.0	3.7	92	355	4.1	4.9	95	284	4.9	3.9	111
CHANGING TIMES	3400	**139	2.1	4.1	104	*176	2.7	5.2	131	*139	1.6	4.1	80	*100	1.7	2.9	84
COLONIAL HOMES	1796	**74	1.1	4.1	105	*119	1.8	6.6	167	*120	1.4	6.7	131	*80	1.4	4.5	128
CONDE NAST MAG. PKG. (GROSS)	19924	1145	17.4	5.7	147	713	10.7	3.6	90	1316	15.4	6.6	129	603	10.3	3.0	87
CONSUMERS DIGEST	3125	**113	1.7	3.6	92	*199	3.0	6.4	161	*215	2.5	6.9	135	**106	1.8	3.4	97
COSMOPOLITAN	10577	593	9.0	5.6	143	381	5.7	3.6	91	852	10.0	8.1	158	392	6.7	3.7	106
COUNTRY LIVING	3746	*161	2.4	4.3	110	*226	3.4	6.0	152	*199	2.3	5.3	104	*108	1.8	2.9	83
CUISINE	2214	**116	1.8	5.2	134	**68	1.0	3.1	78	*159	1.9	7.2	141	**99	1.7	4.5	128
CYCLE WORLD	2394	*771	1.1	3.0	76	**74	1.1	3.1	78	**142	1.7	5.9	116	**101	1.7	4.2	121
DCI:CREATIVE IDEAS FOR LIV	3068	*185	2.8	6.0	154	*188	2.8	6.1	155	*181	2.1	5.9	116	**105	1.8	3.4	98
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	499	7.6	5.2	133	592	8.9	6.2	157	507	5.9	5.3	104	408	7.0	4.3	122
DISCOVER	2277	**62	0.9	2.7	69	**91	1.4	4.0	101	**120	1.4	5.3	103	**92	1.6	4.0	116
EBONY	7187	405	6.2	5.6	144	*181	2.7	2.5	64	426	5.0	5.9	116	202	3.5	2.8	81
ESQUIRE	2560	**108	1.6	4.2	108	**98	1.5	3.8	97	*82	1.0	3.2	63	*204	3.5	8.0	228
ESSENCE	3242	*201	3.1	6.2	158	**103	1.6	3.2	80	*149	1.7	4.6	90	*93	1.6	2.9	82
FAMILY CIRCLE	19639	1038	15.8	5.3	135	940	14.2	4.8	121	1362	15.9	6.9	136	718	12.3	3.7	105
THE FAMILY HANDYMAN	3540	*158	2.4	4.5	114	*180	2.7	5.1	128	*213	2.5	6.0	118	*134	2.3	3.8	108
FAMILY WEEKLY	23924	958	14.6	4.0	102	964	14.5	4.0	102	1392	16.3	5.8	114	779	13.3	3.3	93
FIELD & STREAM	9883	*421	6.4	4.3	109	401	6.0	4.1	103	476	5.6	4.8	94	361	6.2	3.7	105
FOOD & WINE	1030	**33	0.5	3.2	82	**105	1.6	10.2	258	**54	0.6	5.2	103	**35	0.6	3.4	97
FORBES	2679	**67	1.0	2.5	64	**118	1.8	4.4	111	**116	1.4	4.3	85	*96	1.6	3.6	103
FORTUNE	2931	**99	1.5	3.4	86	**60	0.9	2.0	52	*169	2.0	5.8	113	**131	2.2	4.5	128
GENTLEMEN'S QUARTERLY	3481	**143	2.2	4.1	105	**104	1.6	3.0	75	**116	1.4	3.3	65	**108	1.8	3.1	89
GLAMOUR	7163	442	6.7	6.2	157	307	4.6	4.3	108	446	5.2	6.2	122	*222	3.8	3.1	89
GOLF DIGEST	2355	**100	1.5	4.2	108	**98	1.5	4.2	105	*108	1.3	4.6	90	**101	1.7	4.3	123
GOLF DIGEST/TENNIS (GROSS)	3610	**147	2.2	4.1	104	*137	2.1	3.8	96	*171	2.0	4.7	93	*153	2.6	4.2	121
GOLF MAGAZINE	2046	**58	0.9	2.8	72	*31	0.5	1.5	38	**59	0.7	2.9	56	**75	1.3	3.7	105
GOLF MAGAZINE/SKI (GROSS)	3547	**76	1.2	2.1	55	*71	1.1	2.0	51	*83	1.0	2.3	46	*94	1.6	2.7	76
GOOD HOUSEKEEPING	20353	1045	15.9	5.1	131	964	14.5	4.7	120	1488	17.4	7.3	143	641	11.0	3.1	90
HARPER'S BAZAAR	3362	*280	4.3	8.3	213	**96	1.4	2.9	72	*206	2.4	6.1	120	**67	1.1	2.0	57
HEALTH	2987	**128	1.9	4.3	109	**85	1.3	2.8	72	*159	1.9	5.3	104	**118	2.0	4.0	113
HEARST MAG CORP. BUY (GROSS)	67928	3527	53.7	5.2	133	3125	47.1	4.6	116	4496	52.5	6.6	130	2274	38.9	3.3	96
HEARST MAN POWER (GROSS)	11282	452	6.9	4.0	102	518	7.8	4.6	116	572	6.7	5.1	99	392	6.7	3.5	100
HEARST WOMAN POWER (GROSS)	40514	2190	33.3	5.4	138	1853	27.9	4.6	116	3025	35.3	7.5	146	1347	23.0	3.3	95
HOUSE BEAUTIFUL	4885	*256	3.9	5.2	134	*201	3.0	4.1	104	*265	3.1	5.4	106	*173	3.0	3.5	101
INC.	1308	**28	0.4	2.1	55	**45	0.7	3.4	87	*37	0.4	2.8	55	*44	0.1	0.3	9
JET	6498	420	6.4	6.5	165	*192	2.9	3.0	75	301	3.5	4.6	91	213	3.6	3.3	94
LADIES' HOME JOURNAL	14797	626	9.5	4.2	108	769	11.6	5.2	131	1107	12.9	7.5	147	546	9.3	3.7	106
LHJ FAMILY GRP COMBO(GROSS)	21743	948	14.4	4.4	111	1127	17.0	5.2	131	1523	17.8	7.0	137	845	14.4	3.9	111
LIFE	9881	382	5.8	3.9	99	398	6.0	4.0	102	667	7.8	6.8	132	423	7.2	4.3	123
L.A. TIMES HOME MAGAZINE	2775	**60	0.9	2.2	55	**122	1.8	4.4	111	*227	2.7	8.2	160	**99	1.7	3.6	102
MADMOISELLE	4219	*258	3.9	6.1	156	*131	2.0	3.1	78	*330	3.9	7.8	153	*131	2.2	3.1	89
MC CALL'S	16422	734	11.2	4.5	114	696	10.5	4.2	107	1080	12.6	6.6	129	607	10.4	3.7	106
MC CALL'S/WRK MOTHER (GROSS)	17919	823	12.5	4.6	117	736	11.1	4.1	104	1248	14.6	7.0	136	650	11.1	3.6	104
MECHANIX ILLUSTRATED	4433	*174	2.6	3.9	100	**98	1.5	2.2	56	*222	2.6	5.0	98	*133	2.3	3.0	86
METROPOLITAN HOME	1504	**53	0.8	3.5	90	**78	1.2	5.2	131	**34	0.4	2.3	44	**56	1.0	3.7	107
MONEY	4723	*171	2.6	3.6	92	*220	3.3	4.7	118	*213	2.5	4.5	88	*170	2.9	3.6	103
MOTHER EARTH NEWS	2325	**137	2.1	5.9	150	**111	1.7	4.8	121	*126	1.5	5.4	106	*139	2.4	6.0	171
MS.	1189	**62	0.9	5.2	133	**32	0.5	2.7	68	**80	0.9	6.7	132	**35	0.6	2.9	84
NATIONAL ENQUIRER	18892	1018	15.5	5.4	138	853	12.9	4.5	114	1110	13.0	5.9	115	796	13.6	4.2	121
NATIONAL GEOGRAPHIC	22129	843	12.8	3.8	97	900	13.6	4.1	103	1184	13.8	5.4	105	714	12.2	3.2	92
NATIONAL SUNDAY MAGAZINE PKG	103750	3997	60.8	3.9	98	4094	61.7	3.9	100	5602	65.4	5.4	106	3796	64.9	3.7	105
NATURAL HISTORY	1379	**16	0.2	1.2	30	**10	0.2	0.7	18	*43	0.5	3.1	61	**27	0.5	2.0	56
NEW WOMAN	2289	**188	2.9	8.2	210	*86	1.3	3.8	95	*144	1.7	6.3	123	**53	0.9	2.3	66
NEW YORK INCLUDING CUE	1088	**27	0.4	2.5	63	**44	0.7	4.0	102	*35	0.4	3.2	63	**36	0.6	3.3	95
THE NEW YORKER	2459	**93	1.4	3.8	97	**88	1.3	3.6	90	*159	1.9	6.5	127	**72	1.2	2.9	84
NEWSWEEK	16527	538	8.2	3.3	83	595	9.0	3.6	91	945	11.0	5.7	112	637	10.9	3.9	110
THE N.Y. TIMES DAILY EDITION	2739	**76	1.2	2.8	71	**68	1.0	2.5	63	*91	1.1	3.3	65	*39	0.7	1.4	41
THE N.Y. TIMES MAGAZINE	4443	*94	1.4	2.1	54	*154	2.3	3.5	88	*221	2.6	5.0	97	**128	2.2	2.9	83
OMNI	2799	**142	2.2	5.1	129	**76	1.1	2.7	69	*158	1.8	5.6	111	**83	1.4	3.0	85
ON CABLE	2209	**113	1.7	5.1	131	**82	1.2	3.7	94	*211	2.5	9.6	187	**50	0.9	2.3	65
1001 HOME IDEAS	3959	*194	3.0	4.9	125	*273	4.1	6.9	174	256	3.0	6.5	127	*181	3.1	4.6	131
ORGANIC GARDENING	3111	**54	0.8	1.7	44	*104	1.6	3.3	84	*161	1.9	5.2	101	*179	3.1	5.8	165
OUTDOOR LIFE	5024	*219	3.3	4.4	111	317	4.8	6.3	159	*259	3.0	5.2	101	*163	2.8	3.2	93
PARADE MAGAZINE	51292	1917	29.2	3.7	95	2022	30.5	3.9	100	2471	28.9	4.8	94	1877	32.1	3.7	105

	TOTAL U.S. '000	SINE-OFF				SINUTABS				TRIAMINIC SYRUP				TRIAMINICIN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	6572	100.0	3.9	100	6638	100.0	4.0	100	8561	100.0	5.1	100	5853	100.0	3.5	100
PARENTS	5298	262	4.0	4.9	126	241	3.6	4.5	115	643	7.5	12.1	238	*247	4.2	4.7	134
PENTHOUSE	5129	*257	3.9	5.0	128	*141	2.1	2.7	69	294	3.4	5.7	112	*244	4.2	4.8	136
PEOPLE	21070	1007	15.3	4.8	122	870	13.1	4.1	104	1546	18.1	7.3	144	912	15.6	4.3	124
PLAYBOY	10562	454	6.9	4.3	110	422	6.4	4.0	101	496	5.8	4.7	92	503	8.6	4.8	136
POPULAR HOT RODDING	2498	**178	2.7	7.1	182	**96	1.4	3.8	97	**165	1.9	6.6	129	**73	1.2	2.9	84
POPULAR MECHANICS	5887	*275	4.2	4.7	119	*265	4.0	4.5	114	292	3.4	5.0	97	*209	3.6	3.6	102
POPULAR SCIENCE	4317	**152	2.3	3.5	90	*206	3.1	4.8	121	*264	3.1	6.1	120	*170	2.9	3.9	113
PREVENTION	5792	*173	2.6	3.0	76	218	3.3	3.8	95	285	3.3	4.9	96	*186	3.2	3.2	92
PSYCHOLOGY TODAY	3284	*160	2.4	4.9	124	*159	2.4	4.8	122	*180	2.1	5.5	107	**111	1.9	3.4	97
READER'S DIGEST	40046	1774	27.0	4.4	113	1742	26.2	4.3	110	1922	22.5	4.8	94	1360	23.2	3.4	97
REDBOOK	9584	551	8.4	5.7	147	508	7.7	5.3	134	685	8.0	7.1	140	314	5.4	3.3	94
ROAD & TRACK	2590	**104	1.6	4.0	102	**80	1.2	3.1	78	**109	1.3	4.2	82	**91	1.6	3.5	101
ROLLING STONE	3302	*191	2.9	5.8	148	*208	0.9	1.9	48	*208	2.4	6.3	123	**97	1.7	2.9	84
RUNNER'S WORLD	1229	**64	1.0	5.2	133	**45	0.7	3.7	93	**60	0.7	4.9	96	**65	1.1	5.3	152
SATURDAY EVENING POST	2110	**33	0.5	1.6	40	**101	1.5	4.8	121	*112	1.3	5.3	104	**70	1.2	3.3	95
SCIENCE 84	1543	**15	0.2	1.0	25	**47	0.7	3.0	77	**102	1.2	6.6	130	**70	1.2	4.5	130
SCIENCE DIGEST	1747	**42	0.6	2.4	61	**49	0.7	2.8	71	**62	0.7	3.5	70	**47	0.8	2.7	77
SCIENTIFIC AMERICAN	1994	**57	0.9	2.9	73	**46	0.7	2.3	58	**47	0.5	2.4	46	**40	0.7	2.0	57
SELF	3119	*210	3.2	6.7	172	**87	1.3	2.8	70	*201	2.3	6.4	126	**73	1.2	2.3	67
SEVENTEEN	3923	*207	3.1	5.3	135	**105	1.6	2.7	68	*362	4.2	9.2	181	*180	3.1	4.6	131
SKI	1501	**18	0.3	1.2	31	**40	0.6	2.7	67	**24	0.3	1.6	31	**19	0.3	1.3	36
SMITHSONIAN	5976	*102	1.6	1.7	44	*219	3.3	3.7	93	274	3.2	4.6	90	219	3.7	3.7	105
SOAP OPERA DIGEST	4228	*262	4.0	6.2	158	*134	2.0	3.2	80	364	4.3	8.6	169	**102	1.7	2.4	69
SOUTHERN LIVING	6488	*314	4.8	4.8	124	404	6.1	6.2	157	326	3.8	5.0	98	302	5.2	4.7	133
SPORT	3500	**199	3.0	5.7	145	**97	1.5	2.8	70	*142	1.7	4.1	79	*189	3.2	5.4	155
THE SPORTING NEWS	2456	**148	2.3	6.0	154	*163	2.5	6.6	168	**88	1.0	3.6	70	**101	1.7	4.1	118
SPORTS AFIELD	3648	*135	2.1	3.7	94	*204	3.1	5.6	141	*219	2.6	6.0	118	**135	2.3	3.7	106
SPORTS ILLUSTRATED	14484	589	9.0	4.1	104	525	7.9	3.6	92	606	7.1	4.2	82	556	9.5	3.8	110
STAR	12661	565	8.6	4.5	114	444	6.7	3.5	89	761	8.9	6.0	118	450	7.7	3.6	102
SUNDAY	52799	2031	30.9	3.8	98	1866	28.1	3.5	89	3018	35.3	5.7	112	1820	31.1	3.4	99
SUNSET	3513	**90	1.4	2.6	65	**112	1.7	3.2	81	*241	2.8	6.9	134	*190	3.2	5.4	155
TV GUIDE	42766	2015	30.7	4.7	120	1943	29.3	4.5	115	2401	28.0	5.6	110	1437	24.6	3.4	96
TENNIS	1254	**47	0.7	3.7	96	**40	0.6	3.2	81	**63	0.7	5.0	98	**52	0.9	4.1	119
TIME	22054	756	11.5	3.4	87	733	11.0	3.3	84	1192	13.9	5.4	106	944	16.1	4.3	123
TOWN & COUNTRY	1555	**112	1.7	7.2	184	**84	1.3	5.4	136	*966	0.8	4.2	83	*668	1.2	4.4	125
TRAVEL & LEISURE	2173	**50	0.8	2.3	59	**89	1.3	4.1	103	**58	0.7	2.7	52	**58	1.0	2.7	76
TRUE STORY	4636	*299	4.5	6.4	165	*218	3.3	4.7	119	*320	3.7	6.9	135	*166	2.8	3.6	103
U.S. NEWS & WORLD REPORT	10353	383	5.8	3.7	94	436	6.6	4.2	106	520	6.1	5.0	98	448	7.7	4.3	124
USA TODAY	4994	*195	3.0	3.9	100	*191	2.9	3.8	97	254	3.0	5.1	100	*145	2.5	2.9	83
US	3528	*183	2.8	5.2	132	*122	1.8	3.5	87	312	3.6	8.8	173	*165	2.8	4.7	134
VOGUE	5424	*236	3.6	4.4	111	*187	2.8	3.4	87	340	4.0	6.3	123	*176	3.0	3.2	93
WALL STREET JOURNAL	6292	*280	4.3	4.5	114	378	5.7	6.0	152	257	3.0	4.1	80	225	3.8	3.6	102
WEIGHT WATCHERS	2762	**108	1.6	3.9	100	**123	1.9	4.5	113	*159	1.9	5.8	113	**113	1.9	4.1	117
WOMAN'S DAY	16320	868	13.2	5.3	136	813	12.2	5.0	126	1155	13.5	7.1	139	478	8.2	2.9	84
WORKING MOTHER	1496	**90	1.4	6.0	154	**41	0.6	2.7	69	*169	2.0	11.3	221	**43	0.7	2.9	82
WORKING WOMAN	1851	**178	2.7	9.6	245	**102	1.5	5.5	139	*150	1.8	8.1	159	**52	0.9	2.8	81
WORLD TENNIS	580	**5	0.1	0.9	22	**26	0.4	4.5	113	**21	0.2	3.6	71	**28	0.5	4.8	138
ZIFF-DAVIS MAG NETMK (GROSS)	12412	572	8.7	4.6	118	502	7.6	4.0	102	649	7.6	5.2	102	410	7.0	3.3	95
BLAIR INSERTS	91671	3438	52.3	3.8	96	3798	57.2	4.1	105	4812	56.2	5.2	103	3298	56.3	3.6	103
DAILY NEWSPAPERS																	
READ ANY	109190	4099	62.4	3.8	96	4268	64.3	3.9	99	5639	65.9	5.2	101	3980	68.0	3.6	104
READ ONE	89587	3429	52.2	3.8	98	3541	53.3	4.0	100	4639	54.2	5.2	101	3425	58.5	3.8	110
READ TWO OR MORE	19602	670	10.2	3.4	87	727	11.0	3.7	94	1000	11.7	5.1	100	555	9.5	2.8	81
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4190	63.8	3.8	98	4412	66.5	4.0	102	5840	68.2	5.3	104	3976	67.9	3.6	104
READ ONE	95074	3723	56.6	3.9	100	3898	58.7	4.1	104	4974	58.1	5.2	102	3477	59.4	3.7	105
READ TWO OR MORE	14588	467	7.1	3.2	82	514	7.7	3.5	89	866	10.1	5.9	116	499	8.5	3.4	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.59				28.55				32.12				31.81			
30 DAY REACH	149706	5952	90.6	4.0	101	6147	92.6	4.1	104	7788	91.0	5.2	102	5387	92.0	3.6	103
50 SHWG - 30 DAY AV FREQ	15.16	16.29				15.17				16.61				16.47			
30 DAY REACH	142406	5600	85.2	3.9	100	5785	87.1	4.1	103	7538	88.1	5.3	104	5227	89.3	3.7	105
25 SHWG - 30 DAY AV FREQ	8.23	8.93				8.34				9.06				8.70			
30 DAY REACH	131152	5122	77.9	3.9	100	5291	79.7	4.0	102	6872	80.3	5.2	103	4944	84.5	3.8	108
CABLE TV: HOME WIRED	66879	3012	45.8	4.5	115	3237	48.8	4.8	122	4001	46.7	6.0	117	2581	44.1	3.9	111
HOME NOT WIRED	100848	3560	54.2	3.5	90	3401	51.2	3.4	85	4560	53.3	4.5	89	3272	55.9	3.2	93
HAVE PAY CABLE	35024	1868	28.4	5.3	136	1818	27.4	5.2	131	2285	26.7	6.5	128	1406	24.0	4.0	115

	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	
TOTAL ADULTS	167727	6572	100.0	3.9	100	6638	100.0	4.0	100	8561	100.0	5.1	100	5853	100.0	3.5	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	95620	3664	55.8	3.8	98	3923	59.1	4.1	104	5125	59.9	5.4	105	3544	60.6	3.7	106	
10:00 AM - 3:00 PM	63599	2625	39.9	4.1	105	2697	40.6	4.2	107	3494	40.8	5.5	108	2412	41.2	3.8	109	
3:00 PM - 7:00 PM	72097	3005	45.7	4.2	106	3282	49.4	4.6	115	3839	44.8	5.3	104	2767	47.3	3.8	110	
7:00 PM - MIDNIGHT	36670	1369	20.8	3.7	95	1561	23.5	4.3	108	1967	23.0	5.4	105	1450	24.8	4.0	113	
MIDNIGHT - 6:00 AM	21908	819	12.5	3.7	95	949	14.3	4.3	109	1207	14.1	5.5	108	677	11.6	3.1	89	
6:00 AM - MIDNIGHT	127571	5073	77.2	4.0	101	5371	80.9	4.2	106	6805	79.5	5.3	105	4657	79.6	3.7	105	
ENTIRE DAY	129239	5113	77.8	4.0	101	5423	81.7	4.2	106	6855	80.1	5.3	104	4705	80.4	3.6	104	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	34009	1506	22.9	4.4	113	1479	22.3	4.3	110	1991	23.3	5.9	115	1338	22.9	3.9	113	
ALL NEWS	6062	**102	1.6	1.7	43	*211	3.2	3.5	88	297	3.5	4.9	96	*149	2.5	2.5	70	
AOR/PROGRESSIVE	11884	440	6.7	3.7	94	552	8.3	4.6	117	703	8.2	5.9	116	389	6.6	3.3	94	
BEAUTIFUL MUSIC	11180	399	6.1	3.6	91	530	8.0	4.7	120	426	5.0	3.8	75	319	5.5	2.9	82	
BLACK	4538	*289	4.4	6.4	163	*194	2.9	4.3	108	*236	2.8	5.2	102	*133	2.3	2.9	84	
CLASSICAL	3857	**69	1.0	1.8	46	*157	2.4	4.1	103	*178	2.1	4.6	90	**99	1.7	2.6	74	
CHR/ROCK	21946	1000	15.2	4.6	116	839	12.6	3.8	97	1399	16.3	6.4	125	968	16.5	4.4	126	
COUNTRY	27262	1136	17.3	4.2	106	1579	23.8	5.8	146	1470	17.2	5.4	106	1053	18.0	3.9	111	
GOLDEN OLDIES	3339	**134	2.0	4.0	102	**110	1.7	3.3	83	*242	2.8	7.2	142	*151	2.6	4.5	130	
MOR/NOSTALGIA	10346	311	4.7	3.0	77	351	5.3	3.4	86	410	4.8	4.0	78	278	4.7	2.7	77	
NEWS/TALK	8929	248	3.8	2.8	71	279	4.2	3.1	79	432	5.0	4.8	95	252	4.3	2.8	81	
RELIGIOUS	5488	*249	3.8	4.5	116	*188	2.8	3.4	87	*174	2.0	3.2	62	*255	4.4	4.6	133	
SOFT ROCK	1232	**75	1.1	6.1	155	**50	0.8	4.1	103	*86	1.0	7.0	137	**40	0.7	3.2	93	
URBAN CONTEMPORARY	3184	*101	1.5	3.2	81	**80	1.2	2.5	63	*119	1.4	3.7	73	*119	2.0	3.7	107	
WIRED NETWORKS:																		
ABC CONTEMPORARY	6911	487	7.4	7.0	180	*188	2.8	2.7	69	274	3.2	4.0	78	281	4.8	4.1	117	
ABC DIRECTION	5212	*172	2.6	3.3	84	*151	2.3	2.9	73	362	4.2	6.9	136	*167	2.9	3.2	92	
ABC ENTERTAINMENT	10385	322	4.9	3.1	79	550	8.3	5.3	134	428	5.0	4.1	81	387	6.6	3.7	107	
ABC FM	4762	*229	3.5	4.8	123	*243	3.7	5.1	129	*297	3.5	6.2	122	*164	2.8	3.4	99	
ABC INFORMATION	11339	408	6.2	3.6	92	555	8.4	4.9	124	607	7.1	5.4	105	408	7.0	3.6	103	
ABC ROCK	4878	**140	2.1	2.9	73	309	4.7	6.3	160	310	3.6	6.4	125	*147	2.5	3.0	86	
CBS	10709	270	4.1	2.5	64	450	6.8	4.2	106	426	5.0	4.0	78	394	6.7	3.7	105	
MUTUAL	10251	413	6.3	4.0	103	527	7.9	5.1	130	616	7.2	6.0	118	318	5.4	3.1	89	
NBC	12243	371	5.6	3.0	77	445	6.7	3.6	92	639	7.5	5.2	102	388	6.6	3.2	91	
RADIORADIO	4606	*151	2.3	3.3	84	*164	2.5	3.6	90	*283	3.3	6.1	120	**93	1.6	2.0	58	
RKO ONE	5148	*249	3.8	4.8	123	*235	3.5	4.6	115	308	3.6	6.0	117	*172	2.9	3.3	96	
RKO TWO	7313	*227	3.5	3.1	79	331	5.0	4.5	114	308	3.6	4.2	83	*169	2.9	2.3	66	
THE SOURCE	5981	*224	3.4	3.7	96	*178	2.7	3.0	75	*292	3.4	4.9	96	*244	4.2	4.1	117	
NON-WIRED : BLAIR	19329	801	12.2	4.1	106	835	12.6	4.3	109	1007	11.8	5.2	102	824	14.1	4.3	122	
INTERNET	27139	1031	15.7	3.8	97	984	14.8	3.6	92	1583	18.5	5.8	114	966	16.5	3.6	102	
KATZ RADIO GROUP	36319	1405	21.4	3.9	99	1577	23.8	4.3	110	1969	23.0	5.4	106	1170	20.0	3.2	92	
SUPERNET	22361	809	12.3	3.6	92	1129	17.0	5.0	128	1118	13.1	5.0	98	871	14.9	3.9	112	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	14532	581	8.8	4.0	102	571	8.6	3.9	99	726	8.5	5.0	98	525	9.0	3.6	104	
WKDAY 9:00 AM - 1:00 PM	18688	708	10.8	3.8	97	677	10.2	3.6	92	989	11.6	5.3	104	557	9.5	3.0	85	
WKDAY 1:00 PM - 4:30 PM	24061	987	15.0	4.1	105	872	13.1	3.6	92	1291	15.1	5.4	105	668	11.4	2.8	80	
WKDAY 4:30 PM - 7:30 PM	44079	1628	24.8	3.7	94	1623	24.5	3.7	93	2008	23.5	4.6	89	1321	22.6	3.0	86	
WKDAY 7:30 PM - 8:00 PM	61979	2379	36.2	3.8	98	2502	37.7	4.0	102	2874	33.6	4.6	91	1951	33.3	3.1	90	
WKDAY 11:00 PM - 11:30 PM	49084	2112	32.1	4.3	110	1930	29.1	3.9	99	2335	27.3	4.8	93	1685	28.8	3.4	98	
WKDAY 11:30 PM - 1:00 AM	16560	736	11.2	4.4	113	600	9.0	3.6	92	862	10.1	5.2	102	634	10.8	3.8	110	
M-SAT 8-11 PM-SUN 7-11 PM	66967	2757	42.0	4.1	105	2780	41.9	4.2	105	3312	38.7	4.9	97	2176	37.2	3.2	93	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	366	5.6	3.9	101	309	4.7	3.3	84	725	8.5	7.8	153	327	5.6	3.5	101
ANOTHER WORLD	N	6138	324	4.9	5.3	135	194	2.9	3.2	80	354	4.1	5.8	113	115	2.0	1.9	54
AS THE WORLD TURNS	C	7707	305	4.6	4.0	101	256	3.9	3.3	84	357	4.2	4.6	91	220	3.8	2.9	82
CAPITOL	C	4688	164	2.5	3.5	89	132	2.0	2.6	71	205	2.4	4.4	86	155	2.6	3.3	95
CBS MORN. NEWS 1	C	2792	*73	1.1	2.6	67	*80	1.2	2.9	72	152	1.8	5.4	107	*96	1.6	3.4	99
CBS MORN. NEWS 2	C	2071	*53	0.8	2.6	65	*86	1.3	4.2	105	*105	1.2	5.1	99	*42	0.7	2.0	58
DAYS OF OUR LIVES	N	8018	381	5.8	4.8	121	292	4.4	3.6	92	444	5.2	5.5	108	214	3.7	2.7	76
FACTS OF LIFE - DAYTIME	N	3487	149	2.3	4.3	109	104	1.6	3.0	75	178	2.1	5.1	100	*95	1.6	2.7	78
FAMILY FEUD	A	4817	202	3.1	4.2	107	140	2.1	2.9	73	199	2.3	4.1	81	*146	2.5	3.0	87
GENERAL HOSPITAL	A	8333	366	5.6	4.4	112	345	5.2	4.1	105	521	6.1	6.3	122	192	3.3	2.3	66
GOOD MORNING, AMERICA-730A	A	5472	270	4.1	4.9	126	215	3.2	3.9	99	296	3.5	5.4	106	245	4.2	4.5	128
GOOD MORNING, AMERICA-830A	A	3965	161	2.4	4.1	104	183	2.8	4.6	117	260	3.0	6.6	128	151	2.6	3.8	109
GUIDING LIGHT	C	7542	317	4.8	4.2	107	245	3.7	3.2	82	331	3.9	4.4	86	265	4.5	3.5	101
ONE LIFE TO LIVE	A	6018	227	3.5	3.8	96	303	4.6	5.0	127	381	4.5	6.3	124	176	3.0	2.9	84
PRESS YOUR LUCK	C	3589	156	2.4	4.3	111	141	2.1	3.9	99	180	2.1	5.0	98	*93	1.6	2.6	74
PRICE IS RIGHT 1	C	7418	280	4.3	3.8	96	255	3.8	3.4	87	351	4.1	4.7	93	247	4.2	3.3	95
PRICE IS RIGHT 2	C	8276	320	4.9	3.9	99	258	3.9	3.1	79	445	5.2	5.4	105	268	4.6	3.2	93
RYAN'S HOPE	A	4358	171	2.6	3.9	100	118	1.8	2.7	68	298	3.5	6.8	134	*115	2.0	2.6	76
SALE OF THE CENTURY	N	3749	152	2.3	4.1	103	153	2.3	4.1	103	199	2.3	5.3	104	*78	1.3	2.1	60
SEARCH FOR TOMORROW	N	2884	*123	1.9	4.3	109	*64	1.0	2.2	56	*153	1.8	5.3	104	*49	0.8	1.7	49
TODAY SHOW 1	N	4869	135	2.1	2.8	71	212	3.2	4.4	110	137	1.6	2.8	55	130	2.2	2.7	77
TODAY SHOW 2	N	4135	102	1.6	2.5	63	155	2.3	3.7	95	163	1.9	3.9	77	89	1.5	2.2	62
\$25,000 PYRAMID	C	4361	196	3.0	4.5	115	174	2.6	4.0	101	185	2.2	4.2	83	*122	2.1	2.8	80
WHEEL OF FORTUNE	N	6187	25															

		TOTAL	SINE-OFF				SINUTABS				TRIAMINIC SYRUP				TRIAMINICIN			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	%	'000	%	%	%	'000	%	%	%	'000	%	%	%
			DOWN	ACROSS	DOWN	ACROSS	DOWN	ACROSS	DOWN	ACROSS	DOWN	ACROSS	DOWN	ACROSS	DOWN	ACROSS	DOWN	ACROSS
TOTAL ADULTS		167727	6572	100.0	3.9	100	6638	100.0	4.0	100	8561	100.0	5.1	100	5853	100.0	3.5	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1878	28.6	3.6	92	1920	28.9	3.7	93	2202	25.7	4.2	83	1613	27.6	3.1	88
NETWORK AFFILIATES - LATE		39164	1793	27.3	4.6	117	1538	23.2	3.9	99	1817	21.2	4.6	91	1310	22.4	3.3	96
INDEPENDENTS - LATE		5133	130	2.0	2.5	65	124	1.9	2.4	61	241	2.8	4.7	92	213	3.6	4.1	119
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1085	16.5	4.8	121	1226	18.5	5.4	136	1181	13.8	5.2	101	684	11.7	3.0	86
ABC MONDAY NIGHT MOVIE	A	11258	415	6.3	3.7	94	405	6.1	3.6	91	560	6.5	5.0	97	449	7.7	4.0	114
ABC SUNDAY NIGHT MOVIE	A	23600	1097	16.7	4.6	119	986	14.9	4.2	106	1259	14.7	5.3	105	889	15.2	3.8	108
ABC WORLD NEWS TONIGHT	A	12801	451	6.9	3.5	90	430	6.5	3.4	85	446	5.2	3.5	68	390	6.7	3.0	87
AFTERMASH	C	10966	442	6.7	4.0	103	419	6.3	3.8	97	537	6.3	4.9	96	373	6.4	3.4	97
ALICE	C	17050	712	10.8	4.2	107	660	9.9	3.9	98	744	8.7	4.4	85	544	9.3	3.2	91
AMERICAN PARADE	C	11998	390	5.9	3.3	83	423	6.4	3.5	89	494	5.8	4.1	81	416	7.1	3.5	99
BENSON	A	19258	787	12.0	4.1	104	835	12.6	4.3	110	989	11.6	5.1	101	663	11.3	3.4	99
BLUE THUNDER	A	11478	447	6.8	3.9	99	507	7.6	4.4	112	397	4.6	3.5	68	458	7.8	4.0	114
CAGNEY & LACEY	C	18263	648	9.9	3.5	91	917	13.8	5.0	127	984	11.5	5.4	106	517	8.8	2.8	81
CBS EVENING NEWS-DEAN	C	7733	*277	4.2	3.6	91	265	4.0	3.4	87	*185	2.2	2.4	47	*189	3.2	2.4	70
CBS EVENING NEWS-RATHER	C	15653	601	9.1	3.8	98	697	10.5	4.5	113	596	7.0	3.8	75	610	10.4	3.9	112
CBS SAT. NEWS-SCHIEFFER	C	8744	250	3.8	2.9	73	300	4.5	3.4	87	227	2.7	2.6	51	316	5.4	3.6	104
CBS SATURDAY NIGHT MOVIE	C	12000	527	8.0	4.4	112	536	8.1	4.5	113	664	7.8	5.5	108	470	8.0	3.9	112
CBS WEDNESDAY NIGHT MOVIE	C	11522	472	7.2	4.1	105	343	5.2	3.0	75	515	6.0	4.5	88	356	6.1	3.1	89
CHEERS	N	16818	718	10.9	4.3	109	741	11.2	4.4	111	953	11.1	5.7	111	556	9.5	3.3	95
DALLAS	C	37510	1659	25.2	4.4	113	1665	25.1	4.4	112	1772	20.7	4.7	93	1048	17.9	2.8	80
DIFF'RENT STROKES	N	11258	488	7.4	4.3	111	396	6.0	3.5	89	492	5.7	4.4	86	314	5.4	2.8	80
DOUBLE TROUBLE	N	12248	667	10.1	5.4	139	621	9.4	5.1	128	541	6.3	4.4	87	484	8.3	4.0	113
DUCK FACTORY	N	11100	563	8.6	5.1	129	486	7.3	4.4	111	492	5.7	4.4	87	388	6.6	3.5	100
DUKES OF HAZZARD	C	12353	520	7.9	4.2	107	461	6.9	3.7	94	620	7.2	5.0	98	435	7.4	3.5	101
DYNASTY	A	33279	1283	19.5	3.9	98	1375	20.7	4.1	104	1697	19.8	5.1	100	1014	17.3	3.0	87
FACTS OF LIFE	N	13410	700	10.7	5.2	133	626	9.4	4.7	118	644	7.5	4.8	94	423	7.2	3.2	90
FALCON CREST	C	31093	1384	21.1	4.5	114	1342	20.2	4.3	109	1627	19.0	5.2	103	842	14.4	2.7	78
FALL GUY	A	18649	788	12.0	4.2	108	828	12.5	4.4	112	859	10.0	4.6	90	630	10.8	3.4	97
FAMILY TIES	N	13101	641	9.8	4.9	125	602	9.1	4.6	116	699	8.2	5.3	105	367	6.3	2.8	80
FANTASY ISLAND	A	13069	612	9.3	4.7	120	525	7.9	4.0	102	595	7.0	4.6	89	376	6.4	2.9	82
FOULUPS, BLEEPERS & BLUNDERS	A	16588	624	9.5	3.8	96	678	10.2	4.1	103	778	9.1	4.7	92	671	11.5	4.0	116
FOUR SEASONS	C	9302	*323	4.9	3.5	89	*354	5.3	3.8	96	386	4.5	4.1	81	*286	4.9	3.1	88
GIMME A BREAK	N	13955	659	10.0	4.7	121	645	9.7	4.6	117	666	7.8	4.8	94	384	6.6	2.8	79
HART TO HART	A	15735	644	9.8	4.1	104	730	11.0	4.6	117	708	8.3	4.5	88	500	8.5	3.2	91
HILL STREET BLUES	N	18257	974	14.8	5.3	136	866	13.0	4.7	120	1045	12.2	5.7	112	503	8.6	2.8	79
HOTEL	A	24236	863	13.1	3.6	91	921	13.9	3.8	96	1108	12.9	4.6	90	744	12.7	3.1	88
JEFFERSONS	C	17010	574	8.7	3.4	86	603	9.1	3.5	90	767	9.0	4.5	88	575	9.8	3.4	97
JENNIFER SLEPT HERE	N	9397	438	6.7	4.7	119	388	5.8	4.1	104	394	4.6	4.2	82	325	5.6	3.5	99
KATE & ALLIE	C	16762	762	11.6	4.5	116	701	10.6	4.2	106	838	9.8	5.0	98	545	9.3	3.3	93
KNIGHT RIDER	N	13164	557	8.5	4.2	108	548	8.3	4.2	105	797	9.3	6.1	119	403	6.9	3.1	88
LOVE BOAT	A	20400	885	13.5	4.3	111	794	12.0	3.9	98	653	7.6	3.2	63	626	10.7	3.1	88
MAGNUM PI	C	22543	968	14.7	4.3	110	973	14.7	4.3	109	1134	13.2	5.0	99	784	13.4	3.5	100
MAMA'S FAMILY	N	9852	374	5.7	3.8	97	376	5.7	3.8	96	420	4.9	4.3	84	281	4.8	2.9	82
MASTER, THE	N	8082	296	4.5	3.7	93	332	5.0	4.1	104	395	4.6	4.9	96	220	3.8	2.7	78
MATT HOUSTON	A	12881	502	7.6	3.9	99	740	11.1	5.7	145	574	6.7	4.5	87	411	7.0	3.2	91
NBC MONDAY NIGHT MOVIE	N	23889	1103	16.8	4.6	118	1161	17.5	4.9	123	1517	17.7	6.4	124	694	11.9	2.9	83
NBC NIGHTLY NEWS	N	11156	417	6.3	3.7	95	326	4.9	2.9	74	434	5.1	3.9	76	286	4.9	2.6	73
NBC NIGHTLY NEWS-SAT	N	7363	*240	3.7	3.3	83	267	4.0	3.6	92	228	2.7	3.1	61	*178	3.0	2.4	69
NBC NIGHTLY NEWS-SUN	N	6214	*175	2.7	2.8	72	*223	3.4	3.6	91	*144	1.7	2.3	45	*186	3.2	3.0	86
NBC SUNDAY NIGHT MOVIE	N	17590	734	11.2	4.2	106	715	10.8	4.1	103	1095	12.8	6.2	122	542	9.3	3.1	88
NEWHART	C	16740	741	11.3	4.4	113	805	12.1	4.8	122	846	9.9	5.1	99	514	8.8	3.1	88
ONE DAY AT A TIME	C	11820	544	8.3	4.6	117	527	7.9	4.5	113	707	8.3	6.0	117	423	7.2	3.6	103
PEOPLE ARE FUNNY	N	9138	332	5.1	3.6	93	278	4.2	3.0	77	415	4.8	4.5	89	246	4.2	2.7	77
REAL PEOPLE	N	15979	809	12.3	5.1	129	660	9.9	4.1	104	670	7.8	4.2	82	375	6.4	2.3	67
REMINGTON STEELE	N	14395	684	10.4	4.8	121	657	9.9	4.6	115	820	9.6	5.7	112	409	7.0	2.8	81
RIPLY'S BELIEVE IT - NOT	A	11362	408	6.2	3.6	92	402	6.1	3.5	89	467	5.5	4.1	81	535	9.1	4.7	135
RIPTIDE	N	13920	661	10.1	4.7	121	748	11.3	5.4	136	707	8.3	5.1	100	325	5.6	2.3	67
SCARECROW & MRS. KING	C	17571	842	12.8	4.8	122	831	12.5	4.7	120	991	11.6	5.6	110	608	10.4	3.5	99
SIMON & SIMON	C	20208	909	13.8	4.5	115	972	14.6	4.8	122	897	10.5	4.4	87	669	11.4	3.3	95
60 MINUTES	C	27668	772	11.7	2.8	71	1115	16.8	4.0	102	981	11.5	3.5	69	876	15.0	3.2	91
ST. ELSEWHERE	N	13699	758	11.5	5.5	141	669	10.1	4.9	123	751	8.8	5.5	107	480	8.2	3.5	100
THREE'S COMPANY	A	20632	833	12.7	4.0	103	832	12.5	4.0	102	1084	12						

	TOTAL U.S. '000	TYLENOL SINUS MEDICATION				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	5541	100.0	3.3	100																
MALES	79263	2355	42.5	3.0	90																
FEMALES	88464	3187	57.5	3.6	109																
18 - 24	28671	1341	24.2	4.7	142																
25 - 34	39536	1141	20.6	2.9	87																
35 - 44	28978	880	15.9	3.0	92																
45 - 54	22345	895	16.2	4.0	121																
55 - 64	22224	700	12.6	3.1	95																
65 OR OLDER	25973	584	10.5	2.2	68																
18 - 34	68207	2482	44.8	3.6	110																
18 - 49	108058	3875	69.9	3.6	109																
25 - 54	90859	2916	52.6	3.2	97																
35 - 49	39851	1393	25.1	3.5	106																
50 OR OLDER	59669	1666	30.1	2.8	85																
GRADUATED COLLEGE	28091	747	13.5	2.7	80																
ATTENDED COLLEGE	28938	875	15.8	3.0	92																
GRADUATED HIGH SCHOOL	65503	2194	39.6	3.3	101																
DID NOT GRADUATE HIGH SCHOOL	45195	1726	31.1	3.8	116																
EMPLOYED MALES	56429	1726	31.1	3.1	93																
EMPLOYED FEMALES	43971	1616	29.2	3.7	111																
EMPLOYED FULL-TIME	87773	2770	50.0	3.2	96																
EMPLOYED PART-TIME	12627	*572	10.3	4.5	137																
NOT EMPLOYED	67327	2199	39.7	3.3	99																
PROFESSIONAL/MANAGER	25845	701	12.7	2.7	82																
TECH/CLERICAL/SALES	30895	977	17.6	3.2	96																
PRECISION/CRAFT	12629	*471	8.5	3.7	113																
OTHER EMPLOYED	31031	1193	21.5	3.8	116																
SINGLE	35557	1544	27.9	4.3	131																
MARRIED	103585	3148	56.8	3.0	92																
DIVORCED/SEPARATED/WIDOWED	28585	850	15.3	3.0	90																
PARENTS	59295	1818	32.8	3.1	93																
WHITE	146081	4613	83.3	3.2	96																
BLACK	17974	792	14.3	4.4	133																
OTHER	3672	**136	2.5	3.7	112																
NORTHEAST-CENSUS	37005	1625	29.3	4.4	133																
NORTH CENTRAL	42642	1173	21.2	2.8	83																
SOUTH	56777	2003	36.1	3.5	107																
WEST	31303	741	13.4	2.4	72																
NORTHEAST-MKTG.	38125	1576	28.4	4.1	125																
EAST CENTRAL	24794	900	16.2	3.6	110																
WEST CENTRAL	28511	673	12.1	2.4	71																
SOUTH	48953	1764	31.8	3.6	109																
PACIFIC	27344	*629	11.4	2.3	70																
COUNTY SIZE A	69301	2188	39.5	3.2	96																
COUNTY SIZE B	50633	1921	34.7	3.8	115																
COUNTY SIZE C	26259	908	16.4	3.5	105																
COUNTY SIZE D	21534	*524	9.5	2.4	74																
METRO CENTRAL CITY	50014	1480	26.7	3.0	90																
METRO SUBURBAN	76832	2845	51.3	3.7	112																
NON METRO	40881	1216	21.9	3.0	90																
TOP 5 ADI'S	39550	1467	26.5	3.7	112																
TOP 10 ADI'S	54877	2025	36.5	3.7	112																
TOP 20 ADI'S	77516	2552	46.1	3.3	100																
HSGLD INC. \$50,000 OR MORE	17257	*374	6.7	2.2	66																
\$40,000 OR MORE	33235	939	16.9	2.8	86																
\$30,000 OR MORE	59693	1786	32.2	3.0	91																
\$25,000 OR MORE	76275	2444	44.1	3.2	97																
\$20,000 - \$24,999	18607	*639	11.5	3.4	104																
\$15,000 - \$19,999	17175	*496	9.0	2.9	87																
\$10,000 - \$14,999	24569	821	14.8	3.3	101																
UNDER \$10,000	31101	1141	20.6	3.7	111																
HOUSEHOLD OF 1 PERSON	19441	461	8.3	2.4	72																
2 PEOPLE	51803	1493	26.9	2.9	87																
3 OR 4 PEOPLE	66933	2421	43.7	3.6	109																
5 OR MORE PEOPLE	29550	1166	21.0	3.9	119																
NO CHILD IN HSHLD	96587	3178	57.4	3.3	100																
CHILD(REN) UNDER 2 YRS	10844	*399	7.2	3.7	111																
2 - 5 YEARS	26358	868	15.7	3.3	100																
6 - 11 YEARS	30453	921	16.6	3.0	92																
12 - 17 YEARS	36575	1316	23.8	3.6	109																
RESIDENCE OWNED	117770	3767	68.0	3.2	97																
VALUE: \$50,000 OR MORE	70166	1931	34.8	2.8	83																
VALUE: UNDER \$50,000	47604	1836	33.1	3.9	117																

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COLD, ALLERGY & SINUS REMEDIES (NON-PRESCRIPTION) - BRANDS USED
(ADULTS)

		TOTAL U.S. '000	TYLENOL SINUS MEDICATION																			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL ADULTS		167727	5541	100.0	3.3	100																
MAGAZINES	QUINTILE 1	34022	1378	24.9	4.1	123																
	QUINTILE 2	34800	1172	21.2	3.4	102																
	QUINTILE 3	30514	812	14.7	2.7	81																
	QUINTILE 4	33324	1033	18.6	3.1	94																
	QUINTILE 5	35066	1146	20.7	3.3	99																
NEWSPAPERS	QUINTILE 1	29107	962	17.4	3.3	100																
	QUINTILE 2	49095	1620	29.2	3.3	100																
	QUINTILE 3	23107	841	15.2	3.6	110																
	QUINTILE 4	33556	1026	18.5	3.1	93																
	QUINTILE 5	32863	1092	19.7	3.3	101																
OUTDOOR	QUINTILE 1	33431	922	16.6	2.8	83																
	QUINTILE 2	33478	1212	21.9	3.6	110																
	QUINTILE 3	33574	1069	19.3	3.2	96																
	QUINTILE 4	33935	999	18.0	2.9	89																
	QUINTILE 5	33310	1339	24.2	4.0	122																
RADIO-DRIVE TIME	QUINTILE 1	33136	1419	25.6	4.3	130																
	QUINTILE 2	31658	997	18.0	3.1	95																
	QUINTILE 3	32541	1165	21.0	3.6	108																
	QUINTILE 4	34247	836	15.1	2.4	74																
	QUINTILE 5	36144	1125	20.3	3.1	94																
RADIO-MID- DAY	TERCILE 1	45037	1767	31.9	3.9	119																
	TERCILE 2	44819	1492	26.9	3.3	101																
	TERCILE 3	77872	2282	41.2	2.9	89																
RADIO-TOTAL	QUINTILE 1	33763	1399	25.2	4.1	125																
	QUINTILE 2	33240	1082	19.5	3.3	99																
	QUINTILE 3	33408	1046	18.9	3.1	95																
	QUINTILE 4	34792	1098	19.8	3.2	96																
	QUINTILE 5	32524	916	16.5	2.8	85																
TV-PRIME TIME	QUINTILE 1	33090	1086	19.6	3.3	99																
	QUINTILE 2	33357	1103	19.9	3.3	100																
	QUINTILE 3	33980	1068	19.3	3.1	95																
	QUINTILE 4	33854	1194	21.5	3.5	107																
	QUINTILE 5	33444	1090	19.7	3.3	99																
TV-DAYTIME	TERCILE 1	49121	1643	29.7	3.3	101																
	TERCILE 2	48823	1727	31.2	3.5	107																
	TERCILE 3	69782	2171	39.2	3.1	94																
TV-TOTAL	QUINTILE 1	33584	1233	22.3	3.7	111																
	QUINTILE 2	33441	1061	19.1	3.2	96																
	QUINTILE 3	33505	1064	19.2	3.2	96																
	QUINTILE 4	33466	1197	21.6	3.6	108																
	QUINTILE 5	33731	986	17.8	2.9	88																
MAGAZINES-NEWSPAPERS: DUAL		44503	1491	26.9	3.4	101																
MAGAZINE IMPERATIVE		39363	1482	26.7	3.8	114																
NEWSPAPER IMPERATIVE		46441	1439	26.0	3.1	94																
MAGAZINES-OUTDOOR: DUAL		33726	1157	20.9	3.4	104																
MAGAZINE IMPERATIVE		52846	1902	34.3	3.6	109																
OUTDOOR IMPERATIVE		52140	1440	26.0	2.8	84																
MAGAZINES-RADIO: DUAL		37081	1387	25.0	3.7	113																
MAGAZINE IMPERATIVE		49747	1641	29.6	3.3	100																
RADIO IMPERATIVE		49208	1559	28.1	3.2	96																
MAGAZINES-TELEVISION: DUAL		33103	1229	22.2	3.7	112																
MAGAZINE IMPERATIVE		54575	1781	32.1	3.3	99																
TELEVISION IMPERATIVE		53249	1638	29.6	3.1	93																
NEWSPAPERS-OUTDOOR: DUAL		36255	1226	22.1	3.4	102																
NEWSPAPER IMPERATIVE		55591	1916	34.6	3.4	104																
OUTDOOR IMPERATIVE		48319	1404	25.3	2.9	88																
NEWSPAPERS-RADIO: DUAL		37242	1489	26.9	4.0	121																
NEWSPAPER IMPERATIVE		54423	1603	28.9	2.9	89																
RADIO IMPERATIVE		46650	1513	27.3	3.2	98																
NEWSPAPERS-TELEVISION: DUAL		35974	1401	25.3	3.9	118																
NEWSPAPER IMPERATIVE		56095	1798	32.4	3.2	97																
TELEVISION IMPERATIVE		47170	1475	26.6	3.1	95																
OUTDOOR-RADIO: DUAL		33748	1105	19.9	3.3	99																
OUTDOOR IMPERATIVE		52785	1591	28.7	3.0	91																
RADIO IMPERATIVE		52882	1981	35.8	3.7	113																
OUTDOOR-TELEVISION: DUAL		32030	925	16.7	2.9	87																
OUTDOOR IMPERATIVE		54626	1708	30.8	3.1	95																
TELEVISION IMPERATIVE		54874	2059	37.2	3.8	114																
RADIO-TELEVISION: DUAL		33386	1299	23.4	3.9	118																
RADIO IMPERATIVE		53810	1744	31.5	3.2	98																
TELEVISION IMPERATIVE		54023	1632	29.5	3.0	91																

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	TOTAL U.S. '000	TYLENOL SINUS MEDICATION				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D												
TOTAL ADULTS	167727	5541	100.0	3.3	100												
ATLANTIC MONTHLY	867	**64	1.2	7.4	223												
BARRON'S	1580	**91	1.6	5.8	174												
BETTER HOMES & GARDENS	22203	768	13.9	3.5	105												
BON APPETIT	3810	**176	3.2	4.6	140												
BUSINESS WEEK	4663	**103	1.9	2.2	67												
CAR AND DRIVER	3102	**120	2.2	3.9	117												
CBS MAGAZINE NETWORK (GROSS)	7311	*405	7.3	5.5	168												
CHANGING TIMES	3400	**116	2.1	3.4	103												
COLONIAL HOMES	1796	**86	1.6	4.8	145												
CONDE NAST MAG. PKG. (GROSS)	19924	1099	19.8	5.5	167												
CONSUMERS DIGEST	3125	**134	2.4	4.3	130												
COSMOPOLITAN	10577	497	9.0	4.7	142												
COUNTRY LIVING	3746	**178	3.2	4.8	144												
CUISINE	2214	**113	2.0	5.1	154												
CYCLE WORLD	2394	**111	2.0	4.6	140												
DCI:CREATIVE IDEAS FOR LIV	3068	**122	2.2	4.0	120												
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	325	5.9	3.4	103												
DISCOVER	2277	**156	2.8	6.9	207												
EBONY	7187	315	5.7	4.4	133												
ESQUIRE	2560	**137	2.5	5.4	162												
ESSENCE	3242	**175	3.2	5.4	163												
FAMILY CIRCLE	19639	821	14.8	4.2	127												
THE FAMILY HANDYMAN	3540	*185	3.3	5.2	158												
FAMILY WEEKLY	23924	906	16.4	3.8	115												
FIELD & STREAM	9883	*383	6.9	3.9	117												
FOOD & WINE	1030	**112	2.0	10.9	329												
FORBES	2679	**84	1.5	3.1	95												
FORTUNE	2931	**81	1.5	2.8	84												
GENTLEMEN'S QUARTERLY	3481	**188	3.4	5.4	163												
GLAMOUR	7163	468	8.4	6.5	198												
GOLF DIGEST	2355	**146	2.6	6.2	188												
GOLF DIGEST/TENNIS (GROSS)	3610	**196	3.5	5.4	164												
GOLF MAGAZINE	2046	**154	2.8	7.5	228												
GOLF MAGAZINE/SKI (GROSS)	3547	**266	4.8	7.5	227												
GOOD HOUSEKEEPING	20353	706	12.7	3.5	105												
HARPER'S BAZAAR	3362	**201	3.6	6.0	181												
HEALTH	2987	*255	4.6	8.5	258												
HEARST MAG CORP. BUY (GROSS)	67928	3119	56.3	4.6	139												
HEARST MAN POWER (GROSS)	11282	559	10.1	5.0	150												
HEARST WOMAN POWER (GROSS)	40514	1678	30.3	4.1	125												
HOUSE BEAUTIFUL	4885	*225	4.1	4.6	139												
INC.	1308	**85	1.5	6.5	197												
JET	6498	*270	4.9	4.2	126												
LADIES' HOME JOURNAL	14797	653	11.8	4.4	134												
LHJ FAMILY GRP COMBO(GROSS)	21743	1084	19.6	5.0	151												
LIFE	9881	*393	7.1	4.0	120												
L.A. TIMES HOME MAGAZINE	2775	**21	0.4	0.8	23												
MADemoiselle	4219	**197	3.6	4.7	141												
MC CALL'S	16422	838	15.1	5.1	154												
MC CALL'S/WRK MOTHER (GROSS)	17919	946	17.1	5.3	160												
MECHANIX ILLUSTRATED	4433	**218	3.9	4.9	149												
METROPOLITAN HOME	1504	**121	2.2	8.0	244												
MONEY	4723	*212	3.8	4.5	136												
MOTHER EARTH NEWS	2325	**99	1.8	4.3	129												
MS.	1189	**143	2.6	12.0	364												
NATIONAL ENQUIRER	18892	823	14.9	4.4	132												
NATIONAL GEOGRAPHIC	22129	641	11.6	2.9	88												
NATIONAL SUNDAY MAGAZINE PKG	103750	3683	66.5	3.5	107												
NATURAL HISTORY	1379	**78	1.4	5.7	171												
NEW WOMAN	2289	**148	2.7	6.5	196												
NEW YORK INCLUDING CUE	1088	**75	1.4	6.9	209												
THE NEW YORKER	2459	**76	1.4	3.1	94												
NEWSWEEK	16527	552	10.0	3.3	101												
THE N.Y. TIMES DAILY EDITION	2739	**69	1.2	2.5	76												
THE N.Y. TIMES MAGAZINE	4443	**162	2.9	3.6	110												
OMNI	2799	**119	2.1	4.3	129												
ON CABLE	2209	**113	2.0	5.1	155												
1001 HOME IDEAS	3959	*176	3.2	4.4	135												
ORGANIC GARDENING	3111	**184	3.3	5.9	179												
OUTDOOR LIFE	5024	*352	6.4	7.0	212												
PARADE MAGAZINE	51292	1913	34.5	3.7	113												

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COLD, ALLERGY & SINUS REMEDIES (NON-PRESCRIPTION) - BRANDS USED
(ADULTS)

	TOTAL U.S. '000	TYLENOL SINUS MEDICATION				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	5541	100.0	3.3	100																
PARENTS	5298	*307	5.5	5.8	175																
PENTHOUSE	5129	*203	3.7	4.0	120																
PEOPLE	21070	916	16.5	4.3	132																
PLAYBOY	10562	333	6.0	3.2	95																
POPULAR HOT RODDING	2498	**86	1.6	3.4	104																
POPULAR MECHANICS	5887	*228	4.1	3.9	117																
POPULAR SCIENCE	4317	*229	4.1	5.3	161																
PREVENTION	5792	*210	3.8	3.6	110																
PSYCHOLOGY TODAY	3284	**227	4.1	6.9	209																
READER'S DIGEST	40044	1303	23.5	3.3	98																
REDBOOK	9584	476	8.6	5.0	150																
ROAD & TRACK	2590	**103	1.9	4.0	120																
ROLLING STONE	3302	**184	3.3	5.6	169																
RUNNER'S WORLD	1229	**71	1.3	5.8	175																
SATURDAY EVENING POST	2110	**113	2.0	5.4	162																
SCIENCE 84	1543	**82	1.5	5.3	161																
SCIENCE DIGEST	1747	**150	2.7	8.6	260																
SCIENTIFIC AMERICAN	1994	**161	2.9	8.1	244																
SELF	3119	**162	2.9	5.2	157																
SEVENTEEN	3923	**194	3.5	4.9	150																
SKI	1501	**112	2.0	7.5	226																
SMITHSONIAN	5976	*247	4.5	4.1	125																
SOAP OPERA DIGEST	4228	*216	3.9	5.1	155																
SOUTHERN LIVING	6488	*202	3.6	3.1	94																
SPORT	3900	**166	3.0	4.7	144																
THE SPORTING NEWS	2456	**118	2.1	4.8	145																
SPORTS AFIELD	3648	**182	3.3	5.0	151																
SPORTS ILLUSTRATED	14484	479	8.6	3.3	100																
STAR	12661	576	10.4	4.5	138																
SUNDAY	52799	1714	30.9	3.2	98																
SUNSET	3513	**110	2.0	3.1	95																
TV GUIDE	42766	1527	27.6	3.6	108																
TENNIS	1254	**50	0.9	4.0	121																
TIME	22054	731	13.2	3.3	100																
TOWN & COUNTRY	1555	**105	1.9	6.8	204																
TRAVEL & LEISURE	2173	**101	1.8	4.6	141																
TRUE STORY	4636	*217	3.9	4.7	142																
U.S. NEWS & WORLD REPORT	10353	*340	6.1	3.3	99																
USA TODAY	4994	*209	3.8	4.2	127																
US	3528	**145	2.6	4.1	124																
VOGUE	5424	*272	4.9	5.0	152																
MALL STREET JOURNAL	6292	*138	2.5	2.2	66																
WEIGHT WATCHERS	2762	**138	2.5	5.0	151																
WOMAN'S DAY	16320	745	13.4	4.6	138																
WORKING MOTHER	1496	**108	1.9	7.2	219																
WORKING WOMAN	1851	**154	2.8	8.3	252																
WORLD TENNIS	580	**65	1.2	11.2	339																
ZIFF-DAVIS MAG NETWK (GROSS)	12412	749	13.5	6.0	183																
BLAIR INSERTS	91671	3092	55.8	3.4	102																
DAILY NEWSPAPERS																					
READ ANY	109190	3470	62.6	3.2	96																
READ ONE	89587	2939	53.0	3.3	99																
READ TWO OR MORE	19602	531	9.6	2.7	82																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	109661	3770	68.0	3.4	104																
READ ONE	95074	3226	58.2	3.4	103																
READ TWO OR MORE	14588	544	9.8	3.7	113																
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	28.80	27.95																			
30 DAY REACH	149706	4901	88.4	3.3	99																
50 SHWG - 30 DAY AV FREQ	15.16	14.62																			
30 DAY REACH	142406	4696	84.8	3.3	100																
25 SHWG - 30 DAY AV FREQ	8.23	8.44																			
30 DAY REACH	131152	4052	73.1	3.1	94																
CABLE TV: HOME WIRED	66879	2778	50.1	4.2	126																
HOME NOT WIRED	100848	2764	49.9	2.7	83																
HAVE PAY CABLE	35024	1474	26.6	4.2	127																

		TYLENOL SINUS MEDICATION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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COLD, ALLERGY & SINUS REMEDIES (NON-PRESCRIPTION) - BRANDS USED
(ADULTS)

	TOTAL U.S. '000	TYLENOL SINUS MEDICATION				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D																
TOTAL ADULTS	167727	5541	100.0	3.3	100																
MKDAY LOCAL EVENING TV NEWS																					
NETWORK AFFILIATES - EARLY	52292	1612	29.1	3.1	93																
NETWORK AFFILIATES - LATE	39164	1281	23.1	3.3	99																
INDEPENDENTS - LATE	5133	170	3.1	3.3	100																
TV EVENING NTMK 6 PM - 2 AM																					
A TEAM	N 22825	675	12.2	3.0	90																
ABC MONDAY NIGHT MOVIE	A 11258	379	6.8	3.4	102																
ABC SUNDAY NIGHT MOVIE	A 23600	789	14.2	3.3	101																
ABC WORLD NEWS TONIGHT	A 12801	409	7.4	3.2	97																
AFTERMASH	C 10966	*311	5.6	2.8	86																
ALICE	C 17050	616	11.1	3.6	109																
AMERICAN PARADE	C 11998	345	6.2	2.9	87																
BENSON	A 19258	736	13.3	3.8	116																
BLUE THUNDER	A 11478	296	5.3	2.6	78																
CAGNEY & LACEY	C 18263	546	9.9	3.0	90																
CBS EVENING NEWS-DEAN	C 7733	*292	5.3	3.8	114																
CBS EVENING NEWS-RATHER	C 15653	527	9.5	3.4	102																
CBS SAT. NEWS-SCHIEFFER	C 8744	314	5.7	3.6	109																
CBS SATURDAY NIGHT MOVIE	C 12000	306	5.5	2.5	77																
CBS WEDNESDAY NIGHT MOVIE	C 11522	303	5.5	2.6	80																
CHEERS	N 16818	635	11.5	3.8	114																
DALLAS	C 37510	1187	21.4	3.2	96																
DIFF'RENT STROKES	N 11258	324	5.8	2.9	87																
DOUBLE TROUBLE	N 12248	441	8.0	3.6	109																
DUCK FACTORY	N 11100	379	6.8	3.4	103																
DUKES OF HAZZARD	C 12353	426	7.7	3.4	104																
DYNASTY	A 33279	1300	23.5	3.9	118																
FACTS OF LIFE	N 13410	466	8.4	3.5	105																
FALCON CREST	C 31093	1157	20.9	3.7	113																
FALL GUY	A 18649	675	12.2	3.6	110																
FAMILY TIES	N 13101	431	7.8	3.3	100																
FANTASY ISLAND	A 13069	467	8.4	3.6	108																
FOULUPS, BLEEPs & BLUNDERS	A 16588	500	9.0	3.0	91																
FOUR SEASONS	C 9302	*255	4.6	2.7	83																
GIMME A BREAK	N 13955	476	8.6	3.4	103																
HART TO HART	A 15735	507	9.1	3.2	98																
HILL STREET BLUES	N 18257	444	8.0	2.4	74																
HOTEL	A 24236	944	17.0	3.9	118																
JEFFERSONS	C 17010	541	9.8	3.2	96																
JENNIFER SLEPT HERE	N 9397	347	6.3	3.7	112																
KATE & ALLIE	C 16762	541	9.8	3.2	98																
KNIGHT RIDER	N 13164	528	9.5	4.0	121																
LOVE BOAT	A 20400	728	13.1	3.6	108																
MAGNUM PI	C 22543	615	11.1	2.7	83																
MAMA'S FAMILY	N 9852	257	4.6	2.6	79																
MASTER, THE	N 8082	263	4.7	3.3	99																
MATT HOUSTON	A 12881	311	5.6	2.4	73																
NBC MONDAY NIGHT MOVIE	N 23889	683	12.3	2.9	87																
NBC NIGHTLY NEWS	N 11156	338	6.1	3.0	92																
NBC NIGHTLY NEWS-SAT	N 7363	*209	3.8	2.8	86																
NBC NIGHTLY NEWS-SUN	N 6214	*271	4.9	4.4	132																
NBC SUNDAY NIGHT MOVIE	N 17590	529	9.5	3.0	91																
NEWHART	C 16740	563	10.2	3.4	102																
ONE DAY AT A TIME	C 11820	280	5.1	2.4	72																
PEOPLE ARE FUNNY	N 9138	*241	4.3	2.6	80																
REAL PEOPLE	N 15979	658	11.9	4.1	125																
REMYNTON STEELE	N 14395	483	8.7	3.4	102																
RIPLEY'S BELIEVE IT - NOT	A 11362	381	6.9	3.4	102																
RIP TIDE	N 13920	517	9.3	3.7	112																
SCARECROW & MRS. KING	C 17571	552	10.0	3.1	95																
SIMON & SIMON	C 20208	686	12.4	3.4	103																
60 MINUTES	C 27668	955	17.2	3.5	104																
ST. ELSEWHERE	N 13699	382	6.9	2.8	84																
THREE'S COMPANY	A 20632	649	11.7	3.1	95																
T.J. HOOKER	A 17136	515	9.3	3.0	91																
TONIGHT SHOW	N 4963	169	3.0	3.4	103																
TRAPPER JOHN, M.D.	C 16332	559	10.1	3.4	104																
TV BLOOPERS & PRAC. JOKES	N 18881	584	10.5	3.1	94																
20/20	A 18315	545	9.8	3.0	90																
WEBSTER	A 18722	713	12.9	3.8	115																
WORLD NEWS - SUN	A 5327	*180	3.2	3.4	102																
YELLOW ROSE	N 8370	417	7.5	5.0	151																
TV VIEWING SPORTS EVENTS																					
BASEBALL	25859	656	11.8	2.5	77																
BASKETBALL - COLLEGE GAMES	14468	*499	9.0	3.4	104																
BASKETBALL - PRO GAMES	12124	*526	9.5	4.3	131																
BOWLING	9412	*443	8.0	4.7	142																
BOXING	15409	*521	9.4	3.4	102																
FOOTBALL - COLLEGE GAMES	21400	620	11.2	2.9	88																
FOOTBALL - PRO GAMES	35944	1092	19.7	3.0	92																
GOLF	9759	*199	3.6	2.0	62																
POST-SEASON COLL. FOOTBALL	18123	555	10.0	3.1	93																
POST-SEASON PRO FOOTBALL	22091	631	11.4	2.9	86																
TENNIS	6764	*238	4.3	3.5	107																
WRESTLING - PROFESSIONAL	9695	*319	5.8	3.3	100																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-12

		'000	%	UNWEIGHTED	
1A. DO YOU YOURSELF USE THEM?					
	YES	140169	83.6	15756	
	NO	27558	16.4	3354	
IF YOU DO					
1B. WHO DECIDES WHICH BRANDS YOU USE? (MARK AS MANY AS APPLY)					
YOURSELF		109376	65.2	12531	
YOUR HUSBAND/WIFE		36497	21.8	3968	
OTHER MALE		3835	2.3	330	
OTHER FEMALE		8464	5.0	641	
DO NOT KNOW		5652	3.4	656	
		ALL		SOLE	
		'000	%	'000	%
				PRIMARY	
				'000	%
				SECONDARY	
				'000	%
					UNWEIGHTED
1C. WHAT FORMS DO YOU USE?					
CAPSULE		47912	28.6	17856	10.6
GUM		1707	1.0	507	.3
LIQUID		4591	2.7	1161	.7
TABLET		114828	68.5	83591	49.8
				22977	13.7
				8261	4.9
					5085
					211
					473
					12933
1D. WHICH BRANDS DO YOU USE?					
ALKA-SELTZER		9694	5.8	728	.4
ANACIN ARTHRITIS PAIN FORMULA		3786	2.3	397	.2
ANACIN 3		12125	7.2	1867	1.1
ANACIN MAXIMUM STRENGTH		7025	4.2	850	.5
ANACIN		18257	10.9	4452	2.7
				9980	6.0
				3825	2.3
					2035
ASCRIPTIN		4687	2.8	1433	.9
ASPERGUM		1677	1.0	69	*
BAYER TIMED RELEASE		1806	1.1	244	.1
BAYER ASPIRIN		36804	21.9	10274	6.1
B.C.		2113	1.3	427	.3
				1340	.8
				347	.2
					207
BROMO-SELTZER		1167	.7	38	*
BUFFERIN ARTHRITIS STRENGTH		2995	1.8	339	.2
BUFFERIN EXTRA STRENGTH		8171	4.9	1136	.7
BUFFERIN		15818	9.4	3601	2.1
COPE		646	.4	32	*
				439	.3
				175	.1
					68
DATRIL		3639	2.2	319	.2
DATRIL 500/EXTRA STRENGTH DATRIL		3151	1.9	263	.2
DOAN'S PILLS		2042	1.2	60	*
ECOTRIN		2178	1.3	310	.2
EFFICIN		424	.3	34	*
				270	.2
				120	.1
					53
EMPIRIN		2633	1.6	424	.3
ENDERIN		1414	.8	197	.1
EXCEDRIN EXTRA STRENGTH		21498	12.8	3021	1.8
EXCEDRIN PM		3421	2.0	120	.1
				2246	1.3
				1056	.6
					340
PANADOL		5774	3.4	406	.2
ST. JOSEPH ASPIRIN-FREE				2924	1.7
FOR ADULTS		1102	.7	126	.1
SQUIBB/NORMICH		1408	.8	187	.1
STANBACK		1789	1.1	85	.1
ST. JOSEPH		6817	4.1	1249	.7
				3766	2.2
				1803	1.1
					733
TYLENOL		40405	24.1	9619	5.7
TYLENOL EXTRA STRENGTH CAPSULES/				22186	13.2
TABLETS		41276	24.6	13009	7.8
VANQUISH		1997	1.2	298	.2
OTHER BRANDS		18319	10.9	6386	3.8
DO NOT KNOW		1190	.7		
				7113	4.2
				4821	2.9
					2084
					138

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) (CONTINUED)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-12

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
1E. WHAT DO YOU USE THEM FOR?									
ARTHRITIS OR RHEUMATISM	21370	12.7	3075	1.8	15357	9.2	2939	1.8	2566
BACKACHES	23665	14.1	1201	.7	15378	9.2	7086	4.2	2680
OTHER MUSCLE ACHES	19789	11.8	1187	.7	10848	6.5	7754	4.6	2191
COLDS, FLU OR FEVER	58188	34.7	5434	3.2	37233	22.2	15521	9.3	6394
HEADACHES	114206	68.1	40084	23.9	67288	40.1	6834	4.1	12608
MENSTRUAL OR PERIOD PAIN	19128	11.4	538	.3	12173	7.3	6417	3.8	1999
SLEEPLESSNESS	6585	3.9	262	.2	3929	2.3	2394	1.4	758
OTHER	6110	3.6	1063	.6	2622	1.6	2425	1.4	702
DO NOT KNOW	5531	3.3							648

		'000	%	UNWEIGHTED
1F. ABOUT HOW OFTEN DID YOU USE HEADACHE REMEDIES OR PAIN RELIEVERS IN THE LAST 30 DAYS?				
ONCE A DAY OR MORE OFTEN	H	13411	8.0	1631
2 OR 3 TIMES A WEEK	H	26616	15.9	2930
ONCE A WEEK	H	18264	10.9	2049
2 OR 3 TIMES A MONTH	M	37751	22.5	4235
ONCE A MONTH	L	26637	15.9	2905
NEVER IN LAST MONTH	L	17490	10.4	2006

	HEAVY USERS ONCE A WEEK OR MORE																MEDIUM USERS 2-3 TIMES A MONTH								LIGHT USERS ONCE A MONTH OR LESS															
	ALL USERS				A				B				C				A				B				C				A				B				C			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX											
TOTAL ADULTS	167727	140169	100.0	83.6	100	58291	100.0	34.8	100	37751	100.0	22.5	100	44127	100.0	26.3	100	79263	63969	45.6	80.7	97	23194	52.6	29.3	111	23194	52.6	29.3	111										
MALES	88464	76201	54.4	86.1	103	34637	59.4	39.2	113	20631	54.7	23.3	104	20933	47.4	23.7	90																							
FEMALES																																								
18 - 24	28671	23696	16.9	82.6	99	8628	14.8	30.1	87	6561	17.4	22.9	102	8507	19.3	29.7	113																							
25 - 34	39536	33992	24.3	86.0	103	12581	21.6	31.8	92	9672	25.6	24.5	109	11739	26.6	29.7	113																							
35 - 44	28978	25200	18.0	87.0	104	9842	16.9	34.0	98	7242	19.2	25.0	111	8115	18.4	28.0	106																							
45 - 54	22345	18952	13.5	84.8	101	7937	13.6	35.5	102	5476	14.5	24.5	109	5539	12.6	24.8	94																							
55 - 64	22224	18521	13.2	83.3	100	8835	15.2	39.8	114	4433	11.7	19.9	89	5253	11.9	23.6	90																							
65 OR OLDER	25973	19808	14.1	76.3	91	10469	18.0	40.3	116	4366	11.6	16.8	75	4973	11.3	19.1	73																							
18 - 34	68207	57689	41.2	84.6	101	21209	36.4	31.1	89	16234	43.0	23.8	106	20246	45.9	29.7	113																							
18 - 49	108058	92221	65.8	85.3	102	34803	59.7	32.2	93	26162	69.3	24.2	108	31257	70.8	28.9	110																							
25 - 54	90859	78144	55.7	86.0	103	30359	52.1	33.4	96	22391	59.3	24.6	109	25394	57.5	27.9	106																							
35 - 49	39851	34533	24.6	86.7	104	13594	23.3	34.1	98	9928	26.3	24.9	111	11010	25.0	27.6	105																							
50 OR OLDER	59669	47948	34.2	80.4	96	23488	40.3	39.4	113	11589	30.7	19.4	86	12871	29.2	21.6	82																							
GRADUATED COLLEGE	28091	23391	16.7	83.3	100	8029	13.8	28.6	82	6751	17.9	24.0	107	8611	19.5	30.7	117																							
ATTENDED COLLEGE	28938	24663	17.6	85.2	102	9126	15.7	31.5	91	6916	18.3	23.9	106	8621	19.5	29.8	113																							
GRADUATED HIGH SCHOOL	65503	55806	39.8	85.2	102	22791	39.1	34.8	100	15544	41.2	23.7	105	17472	39.6	26.7	101																							
DID NOT GRADUATE HIGH SCHOOL	45195	36309	25.9	80.3	96	18345	31.5	40.6	117	8541	22.6	18.9	84	9423	21.4	20.8	79																							
EMPLOYED MALES	56429	46636	33.3	82.6	99	16159	27.7	28.6	82	12990	34.4	23.0	102	17487	39.6	31.0	118																							
EMPLOYED FEMALES	43971	39116	27.9	89.0	106	16037	27.5	36.5	105	11519	30.5	26.2	116	11560	26.2	26.3	100																							
EMPLOYED FULL-TIME	87773	74815	53.4	85.2	102	28262	48.5	32.2	93	20738	54.9	23.6	105	25816	58.5	29.4	112																							
EMPLOYED PART-TIME	12627	10937	7.8	86.6	104	3935	6.8	31.2	90	3771	10.0	29.9	133	3231	7.3	25.6	97																							
NOT EMPLOYED	67327	54417	38.8	80.8	97	26094	44.8	38.8	112	13243	35.1	19.7	87	15080	34.2	22.4	85																							
PROFESSIONAL/MANAGER	25845	22141	15.8	85.7	103	7705	13.2	29.8	86	6273	16.6	24.3	108	8164	18.5	31.6	120																							
TECH/CLERICAL/SALES	30895	26935	19.2	87.2	104	10460	17.9	33.9	97	7707	20.4	24.9	111	8769	19.9	28.4	108																							
PRECISION/CRAFT	12629	10564	7.5	83.6	100	3794	6.5	30.0	86	3217	8.5	25.5	113	3553	8.1	28.1	107																							
OTHER EMPLOYED	31031	26113	18.6	84.2	101	10238	17.6	33.0	95	7312	19.4	23.6	105	8562	19.4	27.6	105																							
SINGLE	35557	28838	20.6	81.1	97	10346	17.7	29.1	84	8126	21.5	22.9	102	10366	23.5	29.2	111																							
MARRIED	103585	88334	63.0	85.3	102	36558	62.7	35.3	102	24294	64.4	23.5	104	27482	62.3	26.5	101																							
DIVORCED/SEPARATED/WIDOWED	28585	22997	16.4	80.5	96	11387	19.5	39.8	115	5331	14.1	18.6	83	6279	14.2	22.0	83																							
PARENTS	59295	51736	36.9	87.3	104	20337	34.9	34.3	99	15225	40.3	25.7	114	16174	36.7	27.3	104																							
WHITE	146081	123141	87.9	84.3	101	51130	87.7	35.0	101	33419	88.5	22.9	102	38593	87.5	26.4	100																							
BLACK	17974	14298	10.2	79.5	95	6267	10.8	34.9	100	3561	9.4	19.8	88	4469	10.1	24.9	95																							
OTHER	3672	2730	1.9	74.3	89	894	1.5	24.3	70	*771	2.0	21.0	93	1065	2.4	29.0	110																							
NORTHEAST-CENSUS	37005	30868	22.0	83.4	100	12759	21.9	34.5	99	7882	20.9	21.3	95	10227	23.2	27.6	105																							
NORTH CENTRAL	42642	35889	25.6	84.2	101	14705	25.2	34.5	99	9707	25.7	22.8	101	11477	26.0	26.9	102																							
SOUTH	56777	47127	33.6	83.0	99	20955	36.0	37.0	106	13125	34.8	23.1	103	13008	29.5	22.9	87																							
WEST	31303	26285	18.8	84.0	100	9832	16.9	31.4	90	7037	18.6	22.5	100	9416	21.3	30.1	114																							
NORTHEAST-MKTG.	38125	31470	22.5	82.5	99	12897	22.1	33.8	97	8489	22.5	22.3	99	10084	22.9	26.4	101																							
EAST CENTRAL	24794	20704	14.8	83.5	100	8761	15.0	35.3	102	5286	14.0	21.3	95	6657	15.1	26.8	102																							
WEST CENTRAL	28511	24254	17.3	85.1	102	9819	16.8	34.4	99	6582	17.4	23.1	103	7853	17.8	27.5	105																							
SOUTH	48953	40861	29.2	83.5	100	18257	31.3	37.3	107	11347	30.1	23.2	103	11257	25.5	23.0	87																							
PACIFIC	27344	22880	16.3	83.7	100	8557	14.7	31.3	90	6047	16.0	22.1	98	8276	18.8	30.3	115																							
COUNTY SIZE A	69301	56579	40.4	81.6	98	21716	37.3	31.3	90	15666	41.5	22.6	100	19196	43.5	27.7	105																							
COUNTY SIZE B	50633	43531	31.1	86.0	103	18121	31.1	35.8	103	11353	30.1	22.4	100	14057	31.9	27.8	106																							
COUNTY SIZE C	26259	22161	15.8	84.4	101	9990	17.1	38.0	109	5609	14.9	21.4	95	6563	14.9	25.0	95																							
COUNTY SIZE D	21534	17898	12.8	83.1	99	8464	14.5	39.3	113	5123	13.6	23.8	106	4311	9.8	20.0	7																							

		ALL USERS					HEAVY USERS ONCE A WEEK OR MORE					MEDIUM USERS 2-3 TIMES A MONTH					LIGHT USERS ONCE A MONTH OR LESS				
		TOTAL U.S. '000	A	B DOWN	C ACROSS	D INDX	A	B DOWN	C ACROSS	D INDX	A	B DOWN	C ACROSS	D INDX	A	B DOWN	C ACROSS	D INDX			
		'000	'000	%	%	%	'000	%	%	%	'000	%	%	%	'000	%	%	%			
TOTAL ADULTS		167727	140169	100.0	83.6	100	58291	100.0	34.8	100	37751	100.0	22.5	100	44127	100.0	26.3	100			
MAGAZINES	QUINTILE 1	34022	29687	21.2	87.3	104	12294	21.1	36.1	104	7945	21.0	23.4	104	9448	21.4	27.8	106			
	QUINTILE 2	34800	29789	21.3	85.6	102	12018	20.6	34.5	99	8147	21.6	23.4	104	9623	21.8	27.7	105			
	QUINTILE 3	30514	25298	18.0	82.9	99	10013	17.2	32.8	94	6676	17.7	21.9	97	8609	19.5	28.2	107			
	QUINTILE 4	33324	27581	19.7	82.8	99	11035	18.9	33.1	95	7828	20.7	23.5	104	8718	19.8	26.2	99			
	QUINTILE 5	35066	27815	19.8	79.3	95	12931	22.2	36.9	106	7155	19.0	20.4	91	7729	17.5	22.0	84			
NEWSPAPERS	QUINTILE 1	29107	24194	17.3	83.1	99	9528	16.3	32.7	94	6709	17.8	23.0	102	7957	18.0	27.3	104			
	QUINTILE 2	49095	41614	29.7	84.8	101	17289	29.7	35.2	101	11510	30.5	23.4	104	12816	29.0	26.1	99			
	QUINTILE 3	23107	19638	14.0	85.0	102	7981	13.7	34.5	99	5283	14.0	22.9	102	6374	14.4	27.6	105			
	QUINTILE 4	33556	28322	20.2	84.4	101	11661	20.0	34.8	100	7974	21.1	23.8	106	8687	19.7	25.9	98			
	QUINTILE 5	32863	26401	18.8	80.3	96	11833	20.3	36.0	104	6276	16.6	19.1	85	8292	18.8	25.2	96			
OUTDOOR	QUINTILE 1	33431	28425	20.3	85.0	102	10833	18.6	32.4	93	7868	20.8	23.5	105	9724	22.0	29.1	111			
	QUINTILE 2	33478	28430	20.3	84.9	102	11372	19.5	34.0	98	8138	21.6	24.3	108	8920	20.2	26.6	101			
	QUINTILE 3	33574	27853	19.9	83.0	99	11838	20.3	35.3	101	7572	20.1	22.6	100	8442	19.1	25.1	96			
	QUINTILE 4	33935	28348	20.2	83.5	100	11685	20.0	34.4	99	7192	19.1	21.2	94	9471	21.5	27.9	106			
	QUINTILE 5	33310	27115	19.3	81.4	97	12563	21.6	37.7	109	6981	18.5	21.0	93	7571	17.2	22.7	86			
RADIO-DRIVE TIME	QUINTILE 1	33136	28070	20.0	84.7	101	11640	20.0	35.1	101	7482	19.8	22.6	100	8949	20.3	27.0	103			
	QUINTILE 2	31658	26584	19.0	84.0	100	10926	18.7	34.5	99	7399	19.6	23.4	104	8260	18.7	26.1	99			
	QUINTILE 3	32541	27653	19.7	85.0	102	11173	19.2	34.3	99	7928	21.0	24.4	108	8552	19.4	26.3	100			
	QUINTILE 4	34247	28743	20.5	83.9	100	11745	20.1	34.3	99	7753	20.5	22.6	101	9244	20.9	27.0	103			
	QUINTILE 5	36144	29119	20.8	80.6	96	12807	22.0	35.4	102	7190	19.0	19.9	88	9122	20.7	25.2	96			
RADIO-MID- DAY	TERCILE 1	45037	37945	27.1	84.3	101	15446	26.5	34.3	99	10556	28.0	23.4	104	11943	27.1	26.5	101			
	TERCILE 2	44819	36935	26.4	82.4	99	15589	26.7	34.8	100	9498	25.2	21.2	94	11848	26.8	26.4	100			
	TERCILE 3	77872	65289	46.6	83.8	100	27256	46.8	35.0	101	17697	46.9	22.7	101	20336	46.1	26.1	99			
RADIO-TOTAL	QUINTILE 1	33763	28500	20.3	84.4	101	11735	20.1	34.8	100	7630	20.2	22.6	100	9135	20.7	27.1	103			
	QUINTILE 2	33240	27864	19.9	83.8	100	11307	19.4	34.0	98	7659	20.3	23.0	102	8898	20.2	26.8	102			
	QUINTILE 3	33408	28196	20.1	84.4	101	11112	19.1	33.3	96	8114	21.5	24.3	108	8970	20.3	26.8	102			
	QUINTILE 4	34792	29139	20.8	83.8	100	12598	21.6	36.2	104	8041	21.3	23.1	103	8501	19.3	24.4	93			
	QUINTILE 5	32524	26469	18.9	81.4	97	11539	19.8	35.5	102	6307	16.7	19.4	86	8623	19.5	26.5	101			
TV-PRIME TIME	QUINTILE 1	33090	27403	19.5	82.8	99	12704	21.8	38.4	110	7035	18.6	21.3	94	7664	17.4	23.2	88			
	QUINTILE 2	33357	28478	20.3	85.4	102	11529	19.8	34.6	99	8100	21.5	24.3	108	8849	20.1	26.5	101			
	QUINTILE 3	33980	28732	20.5	84.6	101	11655	20.0	34.3	99	7999	21.2	23.5	105	9078	20.6	26.7	102			
	QUINTILE 4	33854	28169	20.1	83.2	100	11750	20.2	34.7	100	7277	19.3	21.5	96	9143	20.7	27.0	103			
	QUINTILE 5	33444	27387	19.5	81.9	98	10653	18.3	31.9	92	7340	19.4	21.9	98	9394	21.3	28.1	107			
TV-DAYTIME	TERCILE 1	49121	40588	29.0	82.6	99	18272	31.3	37.2	107	11111	29.4	22.6	100	11206	25.4	22.8	87			
	TERCILE 2	48823	41502	29.6	85.0	102	17518	30.1	35.9	103	11110	29.4	22.8	101	12874	29.2	26.4	100			
	TERCILE 3	69782	58079	41.4	83.2	100	22501	38.6	32.2	93	15530	41.1	22.3	99	20048	45.4	28.7	109			
TV-TOTAL	QUINTILE 1	33584	27323	19.5	81.4	97	12778	21.9	38.0	109	6927	18.3	20.6	92	7618	17.3	22.7	86			
	QUINTILE 2	33441	28155	20.1	84.2	101	12094	20.7	36.2	104	7539	20.0	22.5	100	8522	19.3	25.5	97			
	QUINTILE 3	33505	27931	19.9	83.4	100	11190	19.2	33.4	96	8212	21.8	24.5	109	8530	19.3	25.5	97			
	QUINTILE 4	33466	28514	20.3	85.2	102	11274	19.3	33.7	97	7536	20.0	22.5	100	9705	20.2	29.0	110			
	QUINTILE 5	33731	28245	20.2	83.7	100	10954	18.8	32.5	93	7539	20.0	22.4	99	9752	22.1	28.9	110			
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		44503	37895	27.0	85.2	102	15337	26.3	34.5	99	10572	28.0	23.8	106	11985	27.2	26.9	102			
		39363	33970	24.2	86.3	103	13979	24.0	35.5	102	8640	22.9	21.9	98	11351	25.7	28.8	110			
		46441	38464	27.4	82.8	99	15767	27.0	34.0	98	10468	27.7	22.5	100	12229	27.7	26.3	100			
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		33726	29452	21.0	87.3	104	11615	19.9	34.4	99	8131	21.5	24.1	107	9706	22.0	28.8	109			
		52846	44642	31.8	84.5	101	18810	32.3	35.6	102	11737	31.1	22.2	99	14096	31.9	26.7	101			
		52140	42797	30.5	82.1	98	17100	29.3	32.8	94	12088	32.0	23.2	103	13610	30.8	26.1	99			
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		37081	31928	22.8	86.1	103	12635	21.7	34.1	98	8832	23.4	23.8	106	10461	23.7	28.2	107			
		49747	42609	30.4	85.7	102	17758	30.5	35.7	103	11230	29.7	22.6	100	13621	30.9	27.4	104			
		49208	40519	28.9	82.3	99	16770	28.8	34.1	98	11138	29.5	22.6	101	12611	28.6	25.6	97			
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		33103	28314	20.2	85.5	102	11906	20.4	36.0	103	7634	20.2	23.1	102	8774	19.9	26.5	101			
		54575	47013	33.5	86.1	103	18222	31.3	33.4	96	12855	34.1	23.6	105	15936	36.1	29.2	111			
		53249	42926	30.6	80.6	96	19027	32.6	35.7	103	11553	30.6	21.7	96	12347	28.0	23.2	88			
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		36255	31003	22.1	85.5	102	11978	20.5	33.0	95	9031	23.9	24.9	111	9994	22.6	27.6	105			
		55591	46255	33.0	83.2	100	19753	33.9	35.5	102	12197	32.3	21.9	97	14306	32.4	25.7	98			
		48319	40596	29.0	84.0	101	16457	28.2	34.1	98	11049	29.3	22.9	102	13090	29.7	27.1	103			
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		37242	31764	22.7	85.3	102	12785	21.9	34.3	99	8638	22.9	23.2	103	10341	23.4	27.8	106			
		54423	45394	32.4	83.4	100	18667	32.0	34.3	99	12632	33.5	23.2	103	14095	31.9	25.9	98			
		46650	39050	27.9	83.7	100	16182	27.8	34.7	100	10437	27.6	22.4	99	12431	28.2	26.6	101			
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		35974	30190	21.5	83.9	100	12697	21.8	35.3	102	8382	22.2	23.3	104	9111	20.6	25.3	96			
		56095	47411	33.8	84.5	101	18460	31.7	32.9	95	13258	35.1	23.6	105	15692	35.6	28.0	106			
		47170	38770	27.7	82.2	98	17420	29.9	36.9	106	10159	26.9	21.5	96	11192	25.4	23.7	90			
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE																					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2-3 TIMES A MONTH				LIGHT USERS ONCE A MONTH OR LESS			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	140169	100.0	83.6	100	58291	100.0	34.8	100	37751	100.0	22.5	100	44127	100.0	26.3	100
ATLANTIC MONTHLY	867	668	0.5	77.0	92	*183	0.3	21.1	61	*229	0.6	26.4	117	256	0.6	29.5	112
BARRON'S	1580	1344	1.0	85.1	102	439	0.8	27.8	80	426	1.1	27.0	120	479	1.1	30.3	115
BETTER HOMES & GARDENS	22203	19391	13.8	87.3	105	8312	14.3	37.4	108	5362	14.2	24.1	107	5716	13.0	25.7	98
BON APPETIT	3810	3229	2.3	84.8	101	1156	2.0	30.3	87	987	2.6	25.9	115	1086	2.5	28.5	108
BUSTNESS WEEK	4663	3777	2.7	81.0	97	1391	2.4	29.8	86	1088	2.9	23.3	104	1297	2.9	27.8	106
CAR AND DRIVER	3102	2629	1.9	84.8	101	847	1.5	27.3	79	851	2.3	27.4	122	931	2.1	30.0	114
CBS MAGAZINE NETWORK (GROSS)	7311	6064	4.3	82.9	99	2262	3.9	30.9	89	1540	4.1	21.1	94	2262	5.1	30.9	118
CHANGING TIMES	3400	2795	2.0	82.2	98	1228	2.1	36.1	104	625	1.7	18.4	82	941	2.1	27.7	105
COLONIAL HOMES	1796	1457	1.0	81.1	97	662	1.1	36.9	106	348	0.9	19.4	86	448	1.0	24.9	95
CONDE NAST MAG. PKG. (GROSS)	19924	17185	12.3	86.3	103	7878	13.5	39.5	114	4614	12.2	23.2	103	4693	10.6	23.6	90
CONSUMERS DIGEST	3125	2591	1.8	82.9	99	1115	1.9	35.7	103	726	1.9	23.2	103	751	1.7	24.0	91
COSMOPOLITAN	10577	9086	6.5	85.9	103	3986	6.8	37.7	108	2381	6.3	22.5	100	2719	6.2	25.7	98
COUNTRY LIVING	3746	3140	2.2	83.8	100	1381	2.4	36.9	106	970	2.6	25.9	115	789	1.8	21.1	80
CUISINE	2214	1826	1.3	82.5	99	808	1.4	36.5	105	402	1.1	18.2	81	617	1.4	27.9	106
CYCLE WORLD	2394	2035	1.5	85.0	102	793	1.4	33.1	95	490	1.3	20.5	91	752	1.7	31.4	119
DCI:CREATIVE IDEAS FOR LIV	3068	2665	1.9	86.9	104	1331	2.3	43.4	125	767	2.0	25.0	111	568	1.3	18.5	70
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	8216	5.9	86.0	103	3711	6.4	38.8	112	2407	6.4	25.2	112	2098	4.8	22.0	83
DISCOVER	2277	1906	1.4	83.7	100	694	1.2	30.5	88	561	1.5	24.6	109	651	1.5	28.6	109
EBONY	7187	5741	4.1	79.9	96	2622	4.5	36.5	105	1481	3.9	20.6	92	1637	3.7	22.8	87
ESQUIRE	2560	2124	1.5	83.0	99	944	1.6	36.9	106	477	1.3	18.6	83	703	1.6	27.5	104
ESSENCE	3242	2694	1.9	83.1	99	1229	2.1	37.9	109	713	1.9	22.0	98	753	1.7	23.2	88
FAMILY CIRCLE	19639	17384	12.4	88.5	106	8021	13.8	40.8	118	4785	12.7	24.4	108	4578	10.4	23.3	89
THE FAMILY HANDYMAN	3540	3159	2.3	89.2	107	1242	2.1	35.1	101	889	2.4	25.1	112	1028	2.3	29.0	110
FAMILY WEEKLY	23924	20501	14.6	85.7	103	8821	15.1	36.9	106	5717	15.1	23.9	106	5963	13.5	24.9	95
FIELD & STREAM	9883	8565	6.1	86.7	104	3412	5.9	34.5	99	2437	6.5	24.7	110	2716	6.2	27.5	104
FOOD & WINE	1030	827	0.6	80.3	96	336	0.6	32.6	94	*199	0.4	15.4	69	332	0.8	32.2	123
FORBES	2679	2160	1.5	80.6	96	618	1.1	23.1	66	549	1.5	20.5	91	994	2.3	37.1	141
FORTUNE	2931	2440	1.7	83.2	100	749	1.3	25.6	74	724	1.9	24.7	110	967	2.2	33.0	125
GENTLEMEN'S QUARTERLY	3481	2843	2.0	81.7	98	1054	1.8	30.3	87	807	2.1	23.2	103	982	2.2	28.2	107
GLAMOUR	7163	6340	4.5	88.5	106	2977	5.1	41.6	120	1822	4.8	25.4	113	1541	3.5	21.5	82
GOLF DIGEST	2355	1979	1.4	84.0	101	694	1.2	29.5	85	540	1.4	22.9	102	745	1.7	31.6	120
GOLF DIGEST/TENNIS (GROSS)	3610	2984	2.1	82.7	99	1027	1.8	28.4	82	918	2.4	25.4	113	1039	2.4	28.8	109
GOLF MAGAZINE	2046	1767	1.3	86.4	103	616	1.1	30.1	87	514	1.4	25.1	112	637	1.4	31.1	118
GOLF MAGAZINE/SKI (GROSS)	3547	2977	2.1	83.9	100	1041	1.8	29.3	84	887	2.3	25.0	111	1049	2.4	29.6	112
GOOD HOUSEKEEPING	20353	17967	12.8	88.3	106	8075	13.9	39.7	114	4973	13.2	24.4	109	4919	11.1	24.2	92
HARPER'S BAZAAR	3362	2887	2.1	85.9	103	1302	2.2	38.7	111	681	1.8	20.3	90	904	2.0	26.9	102
HEALTH	2987	2594	1.9	86.8	104	1050	1.8	35.2	101	753	2.0	25.2	112	791	1.8	26.5	101
HEARST MAG CORP. BUY (GROSS)	67928	58667	41.9	86.4	103	25386	43.6	37.4	108	15761	41.7	23.2	103	17521	39.7	25.8	98
HEARST MAN POWER (GROSS)	11282	9440	6.7	83.7	100	3532	6.1	31.3	90	2462	6.5	21.8	97	3446	7.8	30.5	116
HEARST WOMAN POWER (GROSS)	40514	35648	25.4	88.0	105	15876	27.2	39.2	113	9790	25.9	24.2	107	9983	22.6	24.6	94
HOUSE BEAUTIFUL	4885	4207	3.0	86.1	103	1866	3.2	38.2	110	1109	2.9	22.7	101	1232	2.8	25.2	96
INC.	1308	1025	0.7	78.4	94	321	0.6	24.5	71	*266	0.7	20.3	90	439	1.0	33.6	128
JET	6498	5167	3.7	79.5	95	2204	3.8	33.9	98	1301	3.4	20.0	89	1662	3.8	25.6	97
LADIES' HOME JOURNAL	14797	13006	9.3	87.9	105	5955	10.2	40.2	116	3729	9.9	25.2	112	3322	7.5	22.5	85
LHJ FAMILY GRP COMBO(GROSS)	21743	19079	13.6	87.7	105	8492	14.6	39.1	112	5589	14.8	25.7	114	4998	11.3	23.0	87
LIFE	9881	8318	5.9	84.2	101	3270	5.6	33.1	95	2160	5.7	21.9	97	2887	6.5	29.2	111
L.A. TIMES HOME MAGAZINE	2775	2210	1.6	79.6	95	721	1.2	26.0	75	708	1.9	25.5	113	782	1.8	28.2	107
MADAMOISELLE	4219	3551	2.5	84.2	101	1657	2.8	39.3	113	899	2.4	21.3	95	994	2.3	23.6	90
MC CALL'S	16422	14457	10.3	88.0	105	6830	11.7	41.6	120	3950	10.5	24.1	107	3676	8.3	22.4	85
MC CALL'S/WRK MOTHER (GROSS)	17919	15753	11.2	87.9	105	7393	12.7	41.3	119	4286	11.4	23.9	106	4074	9.2	22.7	86
MECHANIX ILLUSTRATED	4433	3748	2.7	84.5	101	1520	2.6	34.3	99	886	2.3	20.0	89	1342	3.0	30.3	115
METROPOLITAN HOME	1504	1279	0.9	85.0	102	471	0.8	31.3	90	327	0.9	21.7	97	480	1.1	31.9	121
MONEY	4723	3950	2.8	83.6	100	1387	2.4	29.4	85	1054	2.8	22.3	99	1509	3.4	32.0	121
MOTHER EARTH NEWS	2325	1985	1.4	85.4	102	785	1.3	33.8	97	493	1.3	21.2	94	707	1.6	30.4	116
MS.	1189	1059	0.8	89.1	107	486	0.8	40.9	118	250	0.7	21.0	93	322	0.7	27.1	103
NATIONAL ENQUIRER	18892	16373	11.7	86.7	104	7677	13.2	40.6	117	4199	11.1	22.2	99	4497	10.2	23.8	90
NATIONAL GEOGRAPHIC	22129	19053	13.6	86.1	103	7359	12.6	33.3	96	5152	13.6	23.3	103	6541	14.8	29.6	112
NATIONAL SUNDAY MAGAZINE PKG	103750	87739	62.6	84.6	101	35268	60.5	34.0	98	24511	64.9	23.6	105	27960	63.4	26.9	102
NATURAL HISTORY	1379	1138	0.8	82.5	99	398	0.7	28.9	83	283	0.7	20.5	91	457	1.0	33.1	126
NEW WOMAN	2289	1964	1.4	85.8	103	844	1.4	36.9	106	450	1.2	19.7	87	670	1.5	29.3	111
NEW YORK INCLUDING CUE	1088	882	0.6	81.1	97	364	0.6	33.5	96	225	0.6	20.7	92	292	0.7	26.8	102
THE NEW YORKER	2459	2111	1.5	85.8	103	703	1.2	28.6	82	640	1.7	26.0	116	768	1.7	31.2	119
NEWSWEEK	16527	14257	10.2	86.3	103	5381	9.2	32.6	94	3986	10.6	24.1	107	4891	11.1	29.6	112
THE N.Y. TIMES DAILY EDITION	2739	2195	1.6	80.1	96	834	1.4	30.4	88	643	1.7	23.5	104	718	1.6	26.2	100
THE N.Y. TIMES MAGAZINE	4443	3594	2.6	80.9	97	1362	2.3	30.7	88	1039	2.8	23.4	104	1193	2.7	26.9	102
OMNI	2799	2448	1.7	87.5	105	914	1.6	32.7	94	668	1.8	23.9	106	866	2.0	30.9	118
ON CABLE	2209	1858	1.3	84.1	101	805	1.4	36.4	105	453	1.2	20.5	91	599	1.4	27.1	103
1001 HOME IDEAS	3959	3479	2.5	87.9	105	1487	2.6	37.6	108	1107	2.9	28.0	124	885	2.0	22.4	85
ORGANIC GARDENING	3111	2568	1.8	82.5	99	979	1.7	31.5	91	739	2.0	23.8	106	850	1.9	27.3	104
OUTDOOR LIFE	5024	4283	3.1	85.3	102	1694	2.9	33.7	97	1047	2.8	20.8	93	1542	3.5	30.7	117
PARADE MAGAZINE	51292	43678	31.2	85.2	102	17659	30.3	34.4	99	12019	31.8	23.4	104	14000	31.7	27.3	104

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2-3 TIMES A MONTH				LIGHT USERS ONCE A MONTH OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	140169	100.0	83.6	100	58291	100.0	34.8	100	37751	100.0	22.5	100	44127	100.0	26.3	100
PARENTS	5298	4708	3.4	88.9	106	1818	3.1	34.3	99	1270	3.4	24.0	107	1620	3.7	30.6	116
PENTHOUSE	5129	4394	3.1	85.7	103	1599	2.7	31.2	90	1226	3.2	23.9	106	1568	3.6	30.6	116
PEOPLE	21070	18296	13.1	86.8	104	7837	13.4	37.2	107	5153	13.6	24.5	109	5306	12.0	25.2	96
PLAYBOY	10562	8903	6.4	84.3	101	3140	5.4	29.7	86	2516	6.7	23.8	106	3248	7.4	30.8	117
POPULAR HOT RODDING	2498	2088	1.5	83.6	100	758	1.3	30.3	87	660	1.7	26.4	117	670	1.5	26.8	102
POPULAR MECHANICS	5887	5073	3.6	86.2	103	1909	3.3	32.4	93	1437	3.8	24.4	108	1726	3.9	29.3	111
POPULAR SCIENCE	4317	3574	2.5	82.8	99	1335	2.3	30.9	89	853	2.3	19.8	88	1385	3.1	32.1	122
PREVENTION	5792	4826	3.4	83.3	100	2052	3.5	35.4	102	1212	3.2	20.9	93	1562	3.5	27.0	103
PSYCHOLOGY TODAY	3284	2807	2.0	85.5	102	1280	2.2	39.0	112	642	1.7	19.5	87	885	2.0	26.9	102
READER'S DIGEST	40046	33980	24.2	84.9	102	14714	25.2	36.7	106	8838	23.4	22.1	98	10429	23.6	26.0	99
REDBOOK	9584	8595	6.1	89.7	107	3815	6.5	39.8	115	2435	6.5	25.4	113	2345	5.3	24.5	93
ROAD & TRACK	2590	2126	1.5	82.1	98	623	1.1	24.1	69	647	1.7	25.0	111	855	1.9	33.0	125
ROLLING STONE	3302	2847	2.0	86.2	103	1085	1.9	32.9	95	835	2.2	25.3	112	928	2.1	28.1	107
RUNNER'S WORLD	1229	1002	0.7	81.5	98	*259	0.4	21.1	61	*336	0.9	27.3	121	407	0.9	33.1	126
SATURDAY EVENING POST	2110	1810	1.3	85.8	103	759	1.3	36.0	104	505	1.3	23.9	106	545	1.2	25.8	98
SCIENCE 84	1543	1222	0.9	79.2	95	548	0.9	35.5	102	335	0.9	21.7	96	339	0.8	22.0	84
SCIENCE DIGEST	1747	1383	1.0	79.2	95	413	0.7	23.6	68	329	0.9	18.8	84	642	1.5	36.7	140
SCIENTIFIC AMERICAN	1994	1591	1.1	79.8	95	480	0.8	24.1	69	501	1.3	21.5	112	610	1.4	30.6	116
SELF	3119	2720	1.9	87.2	104	1233	2.1	39.5	114	694	1.8	22.3	99	793	1.8	25.4	97
SEVENTEEN	3923	3326	2.4	84.8	101	1434	2.5	36.6	105	1050	2.8	26.8	119	842	1.9	21.5	82
SKI	1501	1210	0.9	80.6	96	425	0.7	28.3	81	374	1.0	24.9	111	412	0.9	27.4	104
SMITHSONIAN	5976	4956	3.5	82.9	99	1716	2.9	28.7	83	1342	3.6	22.5	100	1898	4.3	31.8	121
SOAP OPERA DIGEST	4228	3848	2.7	91.0	109	1917	3.3	45.3	130	1049	2.8	24.8	110	883	2.0	20.9	79
SOUTHERN LIVING	6488	5551	4.0	85.6	102	2380	4.1	36.7	106	1640	4.3	25.3	112	1530	3.5	23.6	90
SPORT	3500	3007	2.1	85.9	103	1131	1.9	32.3	93	799	2.1	22.8	101	1077	2.4	30.8	117
THE SPORTING NEWS	2456	2102	1.5	85.6	102	762	1.3	31.0	89	600	1.6	24.4	109	740	1.7	30.1	115
SPORTS AFIELD	3648	2984	2.1	81.8	98	1210	2.1	33.2	95	696	1.8	19.1	85	1078	2.4	29.6	112
SPORTS ILLUSTRATED	14484	12041	8.6	83.1	99	4318	7.4	29.8	86	3231	8.6	22.3	99	4491	10.2	31.0	118
STAR	12661	10894	7.8	86.0	103	5287	9.1	41.8	120	2614	6.9	20.6	92	2993	6.8	23.6	90
SUNDAY	52799	44188	31.5	83.7	100	17388	29.8	32.9	95	12221	32.4	23.1	103	14579	33.0	27.6	105
SUNSET	3513	3035	2.2	86.4	103	1151	2.0	32.8	94	704	1.9	20.0	89	1181	2.7	33.6	128
TV GUIDE	42766	36554	26.1	85.5	102	15858	27.2	37.1	107	9746	25.8	22.8	101	10950	24.8	25.6	97
TENNIS	1254	1005	0.7	80.1	96	333	0.6	26.6	76	378	1.0	30.1	134	294	0.7	23.4	89
TIME	22054	18503	13.2	83.9	100	7145	12.3	32.4	93	4899	13.0	22.2	99	6460	14.6	29.3	111
TOWN & COUNTRY	1555	1268	0.9	81.5	98	520	0.9	33.4	96	299	0.8	19.2	85	450	1.0	28.9	110
TRAVEL & LEISURE	2173	1830	1.3	84.2	101	698	1.2	32.1	92	536	1.4	24.7	110	596	1.4	27.4	104
TRUE STORY	4636	4044	2.9	87.2	104	1993	3.4	43.0	124	973	2.6	21.0	93	1079	2.4	23.3	88
U.S. NEWS & WORLD REPORT	10353	8647	6.2	83.5	100	3332	5.7	32.2	93	2166	5.7	20.9	93	3149	7.1	30.4	116
USA TODAY	4994	4321	3.1	86.5	104	1445	2.5	28.9	83	1138	3.0	22.8	101	1739	3.9	34.8	132
US	3528	3152	2.2	89.3	107	1330	2.3	37.7	108	881	2.3	25.0	111	941	2.1	26.7	101
VOGUE	5424	4574	3.3	84.3	101	2011	3.4	37.1	107	1198	3.2	22.1	98	1365	3.1	25.2	96
HALL STREET JOURNAL	6292	5229	3.7	83.1	99	1849	3.2	29.4	85	1296	3.4	20.6	92	2085	4.7	33.1	126
WEIGHT WATCHERS	2762	2410	1.7	87.3	104	987	1.7	35.7	103	689	1.8	24.9	111	734	1.7	26.6	101
WOMAN'S DAY	16320	14474	10.3	88.7	106	6855	11.8	42.0	121	3695	9.8	22.6	101	3923	8.9	24.0	91
WORKING MOTHER	1496	1295	0.9	86.6	104	563	1.0	37.6	108	335	0.9	22.4	99	398	0.9	26.6	101
WORKING WOMAN	1851	1536	1.1	83.0	99	626	1.1	33.8	97	374	1.0	20.2	90	536	1.2	29.0	110
WORLD TENNIS	580	468	0.3	80.7	97	*172	0.3	29.7	85	*114	0.3	19.7	87	*181	0.4	31.2	119
ZIFF-DAVIS MAG NETWK (GROSS)	12412	10383	7.4	83.7	100	3753	6.4	30.2	87	2774	7.3	22.3	99	3856	8.7	31.1	118
BLAIR INSERTS	91671	77222	55.1	84.2	101	30359	52.1	33.1	95	21857	57.9	23.8	106	25006	56.7	27.3	104
DAILY NEWSPAPERS																	
READ ANY	109190	91815	65.5	84.1	101	37694	64.7	34.5	99	24997	66.2	22.9	102	29124	66.0	26.7	101
READ ONE	89587	75418	53.8	84.2	101	31122	53.4	34.7	100	20590	54.5	23.0	102	23706	53.7	26.5	101
READ TWO OR MORE	19602	16397	11.7	83.6	100	6572	11.3	33.5	96	4407	11.7	22.5	100	5418	12.3	27.6	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	92655	66.1	84.5	101	37106	63.7	33.8	97	26039	69.0	23.7	105	29509	66.9	26.9	102
READ ONE	95074	80402	57.4	84.6	101	32254	55.3	33.9	98	22636	60.0	23.8	106	25511	57.8	26.8	102
READ TWO OR MORE	14588	12253	8.7	84.0	101	4852	8.3	33.3	96	3403	9.0	23.3	104	3998	9.1	27.4	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.33				27.65				30.63				30.41			
30 DAY REACH	149706	125428	89.5	83.8	100	51537	88.4	34.4	99	33922	89.9	22.7	101	39968	90.6	26.7	101
50 SHWG - 30 DAY AV FREQ	15.16	15.41				14.62				16.01				15.91			
30 DAY REACH	142406	119553	85.3	84.0	100	48768	83.7	34.2	99	32519	86.1	22.8	101	38265	86.7	26.9	102
25 SHWG - 30 DAY AV FREQ	8.23	8.35				8.00				8.65				8.55			
30 DAY REACH	131152	110282	78.7	84.1	101	44627	76.6	34.0	98	30081	79.7	22.9	102	35574	80.6	27.1	103
CABLE TV: HOME WIRED	66879	57484	41.0	86.0	103	23635	40.5	35.3	102	15649	41.5	23.4	104	18201	41.2	27.2	103
HOME NOT WIRED	100848	82685	59.0	82.0	98	34656	59.5	34.4	99	22103	58.5	21.9	97	25926	58.8	25.7	98
HAVE PAY CABLE	35024	30608	21.8	87.4	105	12080	20.7	34.5	99	8360	22.1	23.9	106	10168	23.0	29.0	110

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - USAGE IN LAST 30 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2-3 TIMES A MONTH				LIGHT USERS ONCE A MONTH OR LESS				
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	
TOTAL ADULTS	167727	140169	100.0	83.6	100	58291	100.0	34.8	100	37751	100.0	22.5	100	44127	100.0	26.3	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	95620	81091	57.9	84.8	101	32988	56.6	34.5	99	22465	59.5	23.5	104	25639	58.1	26.8	102	
10:00 AM - 3:00 PM	63599	53199	38.0	83.6	100	22051	37.8	34.7	100	14399	38.1	22.6	101	16749	38.0	26.3	100	
3:00 PM - 7:00 PM	72097	60931	43.5	84.5	101	24043	41.2	33.3	96	16728	44.3	23.2	103	20161	45.7	28.0	106	
7:00 PM - MIDNIGHT	36670	30418	21.7	83.0	99	12308	21.1	33.6	97	8259	21.9	22.5	100	9851	22.3	26.9	102	
MIDNIGHT - 6:00 AM	21908	18571	13.2	84.8	101	7380	12.7	33.7	97	5200	13.8	23.7	105	5991	13.6	27.3	104	
6:00 AM - MIDNIGHT	127571	107353	76.6	84.2	101	43752	75.1	34.3	99	29384	77.8	23.0	102	34216	77.5	26.8	102	
ENTIRE DAY	129239	108722	77.6	84.1	101	44328	76.0	34.3	99	29733	78.8	23.0	102	34662	78.6	26.8	102	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	34009	29160	20.8	85.7	103	11459	19.7	33.7	97	8574	22.7	25.2	112	9126	20.7	26.8	102	
ALL NEWS	6062	4959	3.5	81.8	98	1815	3.1	29.9	86	1478	3.9	24.4	108	1666	3.8	27.5	104	
AOR/PROGRESSIVE	11884	9998	7.1	84.1	101	3548	6.1	29.9	86	2770	7.3	23.3	104	3679	8.3	31.0	118	
BEAUTIFUL MUSIC	11180	9564	6.8	85.5	102	3841	6.6	34.4	99	2774	7.3	24.8	110	2949	6.7	26.4	100	
BLACK	4538	3745	2.7	82.5	99	1687	2.9	37.2	107	1005	2.7	22.1	98	1053	2.4	23.2	88	
CLASSICAL	3857	3163	2.3	82.0	98	1184	2.0	30.7	88	820	2.2	21.3	94	1160	2.6	30.1	114	
CHR/ROCK	21946	18567	13.2	84.6	101	7340	12.6	33.4	96	5018	13.3	22.9	102	6209	14.1	28.3	108	
COUNTRY	27262	22861	16.3	83.9	100	10335	17.7	37.9	109	6109	16.2	22.4	100	6417	14.5	23.5	89	
GOLDEN OLDIES	3339	2808	2.0	84.1	101	1160	2.0	34.7	100	778	2.1	23.3	104	871	2.0	26.1	99	
MOR/NOSTALGIA	10346	8892	6.3	85.9	103	3327	5.7	32.2	93	2444	6.5	23.6	105	3121	7.1	30.2	115	
NEWS/TALK	8929	7456	5.3	83.5	100	2913	5.0	32.6	94	1926	5.1	21.6	96	2616	5.9	29.3	111	
RELIGIOUS	5488	4392	3.1	80.0	96	1803	3.1	32.9	95	1117	3.0	20.4	90	1472	3.3	26.8	102	
SOFT ROCK	1232	1060	0.8	86.0	103	392	0.7	31.8	92	*242	0.6	19.6	87	426	1.0	34.6	131	
URBAN CONTEMPORARY	3184	2531	1.8	79.5	95	1132	1.9	35.6	102	710	1.9	22.3	99	689	1.6	21.6	82	
WIRED NETWORKS:																		
ABC CONTEMPORARY	6911	5983	4.3	86.6	104	2318	4.0	33.5	97	1694	4.5	24.5	109	1971	4.5	28.5	108	
ABC DIRECTION	5212	4351	3.1	83.5	100	1944	3.3	37.3	107	1308	3.5	25.1	112	1099	2.5	21.1	80	
ABC ENTERTAINMENT	10385	8699	6.2	83.8	100	3574	6.1	34.4	99	2242	5.9	21.6	96	2883	6.5	27.8	106	
ABC FM	4762	4058	2.9	85.2	102	1544	2.6	32.4	93	1191	3.2	25.0	111	1323	3.0	27.8	106	
ABC INFORMATION	11339	9589	6.9	85.4	102	4102	7.0	36.2	104	2630	7.0	23.2	103	2958	6.7	26.1	99	
ABC ROCK	4878	4101	2.9	84.1	101	1463	2.5	30.0	86	1096	2.9	22.5	100	1542	3.5	31.6	120	
CBS	10709	9108	6.5	85.0	102	3667	6.3	34.2	99	2681	7.1	25.0	111	2761	6.3	25.8	98	
MUTUAL	10251	8742	6.2	85.3	102	3402	5.8	33.2	95	2506	6.6	24.4	109	2834	6.4	27.6	105	
NBC	12243	10080	7.2	82.3	99	4055	7.0	33.1	95	2733	7.2	22.3	99	3291	7.5	26.9	102	
RADIORADIO	4606	3815	2.7	82.8	99	1768	3.0	38.4	110	912	2.4	19.8	88	1135	2.6	24.6	94	
RKO ONE	5148	4508	3.2	87.6	105	1992	3.4	38.7	111	1058	2.8	20.6	91	1458	3.3	28.3	108	
RKO TWO	7313	6106	4.4	83.5	100	2503	4.3	34.2	98	1555	4.1	21.3	94	2048	4.6	28.0	106	
THE SOURCE	5981	4950	3.5	82.8	99	2177	3.7	36.4	105	1283	3.4	21.5	95	1491	3.4	24.9	95	
NON-HIRED : BLAIR	19329	16368	11.7	84.7	101	6329	10.9	32.7	94	4757	12.6	24.6	109	5282	12.0	27.3	104	
INTERNET	27139	22790	16.3	84.0	100	8796	15.1	32.4	93	6382	16.9	23.5	104	7611	17.2	28.0	107	
KATZ RADIO GROUP	36319	30493	21.8	84.0	100	12109	20.8	33.3	96	8184	21.7	22.5	100	10200	23.1	28.1	107	
SUPERNET	22361	19110	13.6	85.5	102	7926	13.6	35.4	102	5336	14.1	23.9	106	5848	13.3	26.2	99	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	14532	12127	8.7	83.5	100	5370	9.2	37.0	106	3318	8.8	22.8	101	3439	7.8	23.7	90	
WKDAY 9:00 AM - 1:00 PM	18688	15532	11.1	83.1	99	7245	12.4	38.8	112	4241	11.2	22.7	101	4046	9.2	21.7	82	
WKDAY 1:00 PM - 4:30 PM	24061	20012	14.3	83.2	100	9387	16.1	39.0	112	5292	14.0	22.0	98	5333	12.1	22.2	84	
WKDAY 4:30 PM - 7:30 PM	44079	36262	25.9	82.3	98	16064	27.6	36.4	105	9567	25.3	21.7	96	10632	24.1	24.1	92	
WKDAY 7:30 PM - 8:00 PM	61979	51320	36.6	82.8	99	22524	38.6	36.3	105	13415	35.5	21.6	96	15380	34.9	24.8	94	
WKDAY 11:00 PM - 11:30 PM	49084	41171	29.4	83.9	100	17638	30.3	35.9	103	11205	29.7	22.8	101	12328	27.9	25.1	95	
WKDAY 11:30 PM - 1:00 AM	16560	13751	9.8	83.0	99	5843	10.0	35.3	102	3682	9.8	22.2	99	4226	9.6	25.5	97	
M-SAT 8-11 PM-SUN 7-11 PM	66967	56173	40.1	83.9	100	24218	41.5	36.2	104	15086	40.0	22.5	100	16869	38.2	25.2	96	
WKDY DAYTIME NTKK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	7799	5.6	84.1	101	3570	6.1	38.5	111	2139	5.7	23.1	103	2090	4.7	22.5	86
ANOTHER WORLD	N	6138	5138	3.7	83.7	100	2479	4.3	40.4	116	1333	3.5	21.7	96	1326	3.0	21.6	82
AS THE WORLD TURNS	C	7707	6387	4.6	82.9	99	2996	5.1	38.9	112	1722	4.6	22.3	99	1669	3.8	21.7	82
CAPITOL	C	4688	3812	2.7	81.3	97	1835	3.1	39.1	113	1046	2.8	22.3	99	931	2.1	19.9	75
CBS MORN. NEWS 1	C	2792	2424	1.7	86.8	104	1087	1.9	38.9	112	627	1.7	22.5	100	710	1.6	25.4	97
CBS MORN. NEWS 2	C	2071	1720	1.2	83.1	99	733	1.3	35.4	102	479	1.3	23.1	103	508	1.2	24.5	93
DAYS OF OUR LIVES	N	8018	6744	4.8	84.1	101	3258	5.6	40.6	117	1740	4.6	21.7	96	1746	4.0	21.8	83
FACTS OF LIFE - DAYTIME	N	3487	2776	2.0	79.6	95	1201	2.1	34.4	99	708	1.9	20.3	90	866	2.0	24.8	94
FAMILY FEUD	A	4817	3990	2.8	82.8	99	1875	3.2	38.9	112	1010	2.7	21.0	93	1105	2.5	22.9	87
GENERAL HOSPITAL	A	8333	7018	5.0	84.2	101	3278	5.6	39.3	113	2040	5.4	24.5	109	1700	3.9	20.4	78
GOOD MORNING, AMERICA-730	A	5472	4562	3.3	83.4	100	2071	3.6	37.8	109	1240	3.3	22.7	101	1251	2.8	22.9	87
GOOD MORNING, AMERICA-830	A	3965	3350	2.4	84.5	101	1459	2.5	36.8	106	1038	2.7	26.2	116	853	1.9	21.5	

		ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2-3 TIMES A MONTH				LIGHT USERS ONCE A MONTH OR LESS				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	140169	100.0	83.6	100	58291	100.0	34.8	100	37751	100.0	22.5	100	44127	100.0	26.3	100
WKDAY LOCAL EVENING TV NEWS																		
	NETWORK AFFILIATES - EARLY	52292	43105	30.8	82.4	99	19311	33.1	36.9	106	11184	29.6	21.4	95	12611	28.6	24.1	92
	NETWORK AFFILIATES - LATE	39164	32935	23.5	84.1	101	14092	24.2	36.0	104	9083	24.1	23.2	103	9760	22.1	24.9	95
	INDEPENDENTS - LATE	5133	4214	3.0	82.1	98	1662	2.9	32.4	93	1242	3.3	24.2	108	1309	3.0	25.5	97
TV EVENING NTHK 6 PM - 2 AM																		
	A TEAM	22825	19258	13.7	84.4	101	8509	14.6	37.3	107	5126	13.6	22.5	100	5623	12.7	24.6	94
	ABC MONDAY NIGHT MOVIE	11258	9617	6.9	85.4	102	3875	6.6	34.4	99	2585	6.8	23.0	102	3157	7.2	28.0	104
	ABC SUNDAY NIGHT MOVIE	23600	19753	14.1	83.7	100	8224	14.1	34.8	100	5537	14.7	23.5	104	5992	13.6	25.4	99
	ABC WORLD NEWS TONIGHT	12801	10425	7.4	81.4	97	4421	7.6	34.5	99	2731	7.2	21.3	95	3273	7.4	25.6	97
	AFTERMASH	10966	8991	6.4	82.0	98	4389	7.5	40.0	115	2372	6.3	21.6	96	2230	5.1	20.3	77
	ALICE	17050	14347	10.2	84.1	101	6647	11.4	39.0	112	3939	10.4	23.1	103	3760	8.5	22.1	84
	AMERICAN PARADE	11998	9912	7.1	82.6	99	4613	7.9	38.4	111	2316	6.1	19.3	86	2983	6.8	24.9	95
	BERSON	19258	16004	11.4	83.1	99	7266	12.5	37.7	109	3927	10.4	20.4	91	4811	10.9	25.0	95
	BLUE THUNDER	11478	9752	7.0	85.0	102	4199	7.2	36.6	105	2406	6.4	21.0	93	3147	7.1	27.4	104
	CAGNEY & LACEY	18263	15615	11.1	85.5	102	6517	11.2	35.7	103	4315	11.4	23.6	105	4783	10.8	26.2	100
	CBS EVENING NEWS-DEAN	7733	6198	4.4	80.1	96	2779	4.8	35.9	103	1530	4.1	19.8	88	1889	4.3	24.4	93
	CBS EVENING NEWS-RATHER	15653	12884	9.2	82.3	98	5752	9.9	36.7	106	3467	9.2	22.1	98	3664	8.3	23.4	89
	CBS SAT. NEWS-SCHIEFFER	8744	7135	5.1	81.6	98	3138	5.4	35.9	103	1768	4.7	20.2	90	2229	5.1	25.5	97
	CBS SATURDAY NIGHT MOVIE	12000	10146	7.2	84.5	101	4144	7.1	34.5	99	2686	7.1	22.4	99	3316	7.5	27.6	105
	CBS WEDNESDAY NIGHT MOVIE	11522	9560	6.8	83.0	99	4444	7.6	38.6	111	2301	6.1	20.0	89	2815	6.4	24.4	93
	CHIEFS	16818	14385	10.3	85.5	102	6284	10.8	37.4	108	3793	10.0	22.6	100	4308	9.8	25.6	97
	DALLAS	37510	31790	22.7	84.8	101	14325	24.6	38.2	110	8734	23.1	23.3	103	8730	19.8	23.3	88
	DIFF'RENT STROKES	11258	9422	6.7	83.7	100	4596	7.9	40.8	117	2417	6.4	21.5	95	2410	5.5	21.4	81
	DOUBLE TROUBLE	12248	10300	7.3	84.1	101	4360	7.5	35.6	102	2962	7.8	24.2	107	2978	6.7	24.3	92
	DUCK FACTORY	11100	9573	6.8	86.2	103	4133	7.1	37.2	107	2497	6.6	22.5	100	2942	6.7	26.5	101
	DUKES OF HAZZARD	12353	10339	7.4	83.7	100	4486	7.7	36.3	104	2867	7.6	23.2	103	2986	6.8	24.2	92
	DYNASTY	33279	28283	20.2	85.0	102	12515	21.5	37.6	108	7726	20.5	23.2	103	8042	18.2	24.2	92
	FACTS OF LIFE	13410	11146	8.0	83.1	99	5039	8.6	37.6	108	2995	7.9	22.3	99	3113	7.1	23.2	88
	FALCON CREST	31093	26495	18.9	85.2	102	11872	20.4	38.2	110	7342	19.4	23.6	105	7282	16.5	23.4	89
	FALL GUY	18649	15746	11.2	84.4	101	6744	11.6	36.2	104	4441	11.8	23.8	106	4581	10.3	24.5	93
	FAMILY TIES	13101	11148	8.0	85.1	102	5167	8.9	39.4	113	2972	7.9	22.7	101	3010	6.8	23.0	87
	FANTASY ISLAND	13069	11002	7.8	84.2	101	4683	8.0	35.8	103	2942	7.8	22.5	100	3377	7.7	25.8	98
	FOULUPS, BLEEPERS & BLUNDERS	16588	13693	9.8	82.5	99	6033	10.3	36.4	105	3471	9.2	20.9	93	4189	9.5	25.3	96
	FOUR SEASONS	9302	7654	5.5	82.3	98	3755	6.4	40.4	116	2077	5.5	22.3	99	1822	4.1	19.6	74
	GIMME A BREAK	13955	11703	8.3	83.9	100	5569	9.6	39.9	115	3105	8.2	22.3	99	3029	6.9	21.7	83
	HART TO HART	15735	13308	9.5	84.6	101	5920	10.2	37.6	108	3429	9.1	21.8	97	3959	9.0	25.2	96
	HILL STREET BLUES	18257	15411	11.0	84.4	101	6377	10.9	34.9	101	4427	11.7	24.2	108	4608	10.4	25.2	96
	HOTEL	24236	20435	14.6	84.3	101	8924	15.3	36.8	106	5594	14.8	23.1	103	5917	13.4	24.4	93
	JEFFERSONS	17010	14051	10.0	82.6	99	6645	11.4	39.1	112	3846	10.2	22.6	100	3560	8.1	20.9	80
	JENNIFER SLEPT HERE	9397	7907	5.6	84.1	101	3774	6.5	40.2	116	1999	5.3	21.3	95	2134	4.8	22.7	86
	KATE & ALLIE	16762	14071	10.0	83.9	100	5954	10.2	35.5	102	3844	10.2	22.9	102	4273	9.7	25.5	97
	KNIGHT RIDER	13164	11031	7.9	83.8	100	4859	8.3	36.9	106	2699	7.1	20.5	91	3473	7.9	26.4	100
	LOVE BOAT	20400	17149	12.2	84.1	101	7781	13.3	38.1	110	4421	11.7	21.7	96	4347	11.2	24.3	92
	MAGNUM PI	22543	19074	13.6	84.6	101	7959	13.7	35.3	102	5313	14.1	23.6	105	5803	13.2	25.7	98
	MAMA'S FAMILY	9852	8249	5.9	83.7	100	3868	6.6	39.3	113	2155	5.7	21.9	97	2225	5.0	22.6	86
	MASTER, THE	8082	6717	4.8	83.1	99	2862	4.9	35.4	102	1685	4.5	20.8	93	2170	4.9	26.8	102
	MATT HOUSTON	12881	10995	7.8	85.4	102	4757	8.2	36.9	106	2861	7.6	22.2	99	3376	7.7	26.2	100
	NBC MONDAY NIGHT MOVIE	23889	20175	14.4	84.5	101	8502	14.6	35.6	102	5501	14.6	23.0	102	6172	14.0	25.8	98
	NBC NIGHTLY NEWS	11156	9192	6.6	82.4	99	4262	7.3	38.2	110	2271	6.0	20.4	90	2660	6.0	23.8	91
	NBC NIGHTLY NEWS-SAT	7363	5996	4.3	81.4	97	2698	4.6	36.6	105	1498	4.0	20.3	90	1799	4.1	24.4	93
	NBC NIGHTLY NEWS-SUN	6214	4958	3.5	79.8	95	2393	4.1	38.5	111	1094	2.9	17.6	78	1472	3.3	23.7	90
	NBC SUNDAY NIGHT MOVIE	17590	15017	10.7	85.4	102	6651	11.4	37.8	109	3457	9.2	19.7	87	4909	11.1	27.9	106
	NEWMART	16740	14371	10.3	85.8	103	6089	10.4	36.4	105	4051	10.7	24.2	108	4232	9.6	25.3	96
	ONE DAY AT A TIME	11820	9997	7.1	84.6	101	4514	7.7	38.2	110	2637	7.0	22.3	99	2846	6.4	24.1	92
	PEOPLE ARE FUNNY	9138	7552	5.4	82.6	99	3452	5.9	37.8	109	1916	5.1	21.0	93	2183	4.9	23.9	91
	REAL PEOPLE	15979	13121	9.4	82.1	98	6005	10.3	37.6	108	3372	8.9	21.1	94	3744	8.5	23.4	89
	REMINGTON STEELE	14395	12173	8.7	84.6	101	5023	8.6	34.9	100	3435	9.1	23.9	106	3714	8.4	25.8	98
	RIPLY'S BELIEVE IT - NOT	11362	9524	6.8	83.8	100	4100	7.0	36.1	104	2421	6.4	21.3	95	3003	6.8	26.4	100
	RIPTIDE	13920	11801	8.4	84.8	101	5206	8.9	37.4	108	3089	8.2	22.2	99	3506	7.9	25.2	96
	SCARECROW & MRS. KING	17571	14919	10.6	84.9	102	6589	11.3	37.5	108	4046	10.7	23.0	102	4284	9.7	24.4	93
	SIMON & SIMON	20208	17020	12.1	84.2	101	7472	12.8	37.0	106	4661	12.3	23.1	102	4886	11.1	24.2	92
	60 MINUTES	27668	22680	16.2	82.0	98	9693	16.6	35.0	101								

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - USAGE IN LAST 30 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2-3 TIMES A MONTH				LIGHT USERS ONCE A MONTH OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL MALES	79263	63969	100.0	80.7	100	23654	100.0	29.8	100	17120	100.0	21.6	100	23194	100.0	29.3	100
HOUSEHOLD HEADS	66405	53820	84.1	81.0	100	20164	85.2	30.4	102	14625	85.5	22.0	102	19021	82.0	28.6	98
18 - 24	13945	11013	17.2	79.0	98	3537	15.0	25.4	85	2910	17.0	20.9	97	4566	19.7	32.7	112
25 - 34	19334	16056	25.1	83.0	103	5345	22.6	27.6	93	4387	25.6	22.7	105	6324	27.3	32.7	112
35 - 44	14196	12122	18.9	85.4	106	4121	17.4	29.0	97	3484	20.4	24.5	114	4517	19.5	31.8	109
45 - 54	10896	8908	13.9	81.8	101	3442	14.6	31.6	106	2487	14.5	22.8	106	2979	12.8	27.3	93
55 - 64	10378	8346	13.0	80.4	100	3529	14.9	34.0	114	1951	11.6	19.1	88	2836	12.2	27.3	93
65 OR OLDER	10514	7524	11.8	71.6	89	3680	15.6	35.0	117	1872	10.9	17.8	82	1972	8.5	18.8	64
18 - 34	33279	27069	42.3	81.3	101	8883	37.6	26.7	89	7297	42.6	21.9	102	10890	47.0	32.7	112
18 - 49	52904	43739	68.4	82.7	102	14601	61.7	27.6	92	12104	70.7	22.9	106	17034	73.4	32.2	110
25 - 54	44426	37086	58.0	83.5	103	12908	54.6	29.1	97	10358	60.5	23.3	108	13820	59.6	31.1	106
35 - 49	19625	16670	26.1	84.9	105	5718	24.2	29.1	98	4808	28.1	24.5	113	6145	26.5	31.3	107
50 OR OLDER	26359	20229	31.6	76.7	95	9053	38.3	34.3	115	5016	29.3	19.0	88	6160	26.6	23.4	80
GRADUATED COLLEGE	15982	12988	20.3	81.3	101	3963	16.8	24.8	83	3636	21.2	22.8	105	5389	23.2	33.7	115
ATTENDED COLLEGE	13629	11049	17.3	81.1	100	3549	15.0	26.0	87	2975	17.4	21.8	101	4525	19.5	33.2	113
GRADUATED HIGH SCHOOL	28591	23294	36.4	81.5	101	8645	36.5	30.2	101	6427	37.5	22.5	104	8222	35.4	28.8	98
DID NOT GRADUATE HIGH SCHOOL	21061	16638	26.0	79.0	98	7496	31.7	35.6	119	4083	23.8	19.4	90	5058	21.8	24.0	82
EMPLOYED FULL-TIME	52316	43290	67.7	82.7	103	15087	63.8	28.8	97	11895	69.5	22.7	105	16308	70.3	31.2	107
EMPLOYED PART-TIME	4113	3346	5.2	81.4	101	1072	4.5	26.1	87	1095	6.4	26.6	123	1180	5.1	28.7	98
NOT EMPLOYED	22834	17332	27.1	75.9	94	7495	31.7	32.8	110	4131	24.1	18.1	84	5707	24.6	25.0	85
PROFESSIONAL/MANAGER	15034	12468	19.5	82.9	103	3955	16.7	26.3	88	3487	20.4	23.2	107	5027	21.7	33.4	114
TECH/CLERICAL/SALES	11255	9451	14.8	84.0	104	3248	13.7	28.9	97	2581	15.1	22.9	106	3622	15.6	32.2	110
PRECISION/CRAFT	11607	9709	15.2	83.6	104	3450	14.6	29.7	100	2915	17.0	25.1	116	3344	14.4	28.8	98
OTHER EMPLOYED	18534	15008	23.5	81.0	100	5507	23.3	29.7	100	4007	23.4	21.6	100	5494	23.7	29.6	101
SINGLE	19562	15171	23.7	77.6	96	4583	19.4	23.4	79	4262	24.9	21.8	101	6327	27.3	32.3	111
MARRIED	51896	42972	67.2	82.8	103	16658	70.4	32.1	108	11407	66.6	22.0	102	14907	64.3	32.7	98
DIVORCED/SEPARATED/WIDOWED	7804	5825	9.1	74.6	92	2413	10.2	30.9	104	1452	8.5	18.6	86	1960	8.5	25.1	86
PARENTS	25372	21805	34.1	85.9	106	7508	31.7	29.6	99	6431	37.6	25.3	117	7867	33.9	31.0	106
WHITE	69658	56689	88.6	81.4	101	21135	89.4	30.3	102	15226	88.9	21.9	101	20327	87.6	29.2	100
BLACK	7909	6185	9.7	78.2	97	2248	9.5	28.4	95	1633	9.5	20.6	96	2303	9.9	29.1	100
OTHER	1696	1095	1.7	64.6	80	**270	1.1	15.9	93	**261	1.5	15.4	71	*564	2.4	33.3	114
NORTHEAST-CENSUS	17202	13684	21.4	79.5	99	4821	20.4	28.0	94	3759	22.0	21.9	101	5104	22.0	29.7	101
NORTH CENTRAL	20461	16652	26.0	81.4	101	6089	25.7	29.8	100	4297	25.1	21.0	97	6276	27.1	30.7	105
SOUTH	26695	21456	33.5	80.4	100	8862	37.5	33.2	111	5598	34.5	22.1	102	6696	28.9	25.1	86
WEST	14906	12167	19.0	81.6	101	3883	16.4	26.0	87	3166	18.5	21.2	98	5118	22.1	34.3	117
NORTHEAST-MKTG.	17962	14054	22.0	78.2	97	4923	20.8	27.4	92	4034	23.6	22.5	104	5098	22.0	28.4	97
EAST CENTRAL	11741	9527	14.9	81.1	101	3554	15.0	30.3	101	2346	13.7	20.0	93	3627	15.6	30.9	106
WEST CENTRAL	13518	11092	17.3	82.1	102	4061	17.2	30.0	101	2827	16.5	20.9	97	4204	18.1	31.1	106
SOUTH	23168	18808	29.4	81.2	101	7882	33.3	34.0	114	5113	29.9	22.1	102	5813	25.1	25.1	86
PACIFIC	12874	10489	16.4	81.5	101	3234	13.7	25.1	84	2801	16.4	21.8	101	4453	19.2	34.6	118
COUNTY SIZE A	32596	25579	40.0	78.5	97	8528	36.1	26.2	88	7151	41.8	21.9	102	9901	42.7	30.4	104
COUNTY SIZE B	23814	19988	31.2	83.9	104	7247	30.6	30.4	102	5188	30.3	21.8	101	7554	32.6	31.7	108
COUNTY SIZE C	12663	10233	16.0	80.8	100	4162	17.6	32.9	110	2577	15.1	20.4	94	3495	15.1	27.6	94
COUNTY SIZE D	10190	8168	12.8	80.2	99	3717	15.7	36.5	122	2206	12.9	21.6	100	2245	9.7	22.0	75
METRO CENTRAL CITY	23190	18290	28.6	78.9	98	6839	28.9	29.5	99	4461	26.1	19.2	89	6991	30.1	30.1	103
METRO SUBURBAN	36920	30275	47.3	82.0	102	10345	43.7	28.0	94	8621	50.4	23.4	108	11310	48.8	30.6	105
NON METRO	19152	15403	24.1	80.4	100	6471	24.7	33.8	113	4039	23.6	21.1	98	4893	21.1	25.5	87
TOP 5 ADI'S	18703	14602	22.8	78.1	97	4846	20.5	25.9	87	4116	24.0	22.0	102	5639	24.3	30.2	103
TOP 10 ADI'S	26158	20206	31.6	77.2	96	6597	27.9	25.2	85	5817	34.0	22.2	103	7792	33.6	29.8	102
TOP 20 ADI'S	36612	28740	44.9	78.5	97	9649	40.8	26.4	88	8020	46.8	21.9	101	11071	47.7	30.2	103
HSOLD INC. \$50,000 OR MORE	9326	7509	11.7	80.5	100	2270	9.6	24.3	82	2144	12.5	23.0	106	3094	13.3	33.2	113
\$40,000 OR MORE	18002	14635	22.9	81.3	101	4274	18.1	23.7	80	3994	23.3	22.2	103	6368	27.5	35.4	121
\$30,000 OR MORE	31361	25796	40.3	82.3	102	8172	34.5	26.1	87	7210	42.1	23.0	106	10415	44.9	33.2	113
\$25,000 OR MORE	39858	32741	51.2	82.1	102	10460	44.2	26.2	88	9033	52.8	22.7	105	13248	57.1	33.2	114
\$20,000 - \$24,999	8664	7242	11.3	83.6	104	2969	12.6	34.3	115	1793	10.5	20.7	96	2481	10.7	28.6	98
\$15,000 - \$19,999	7964	6448	10.1	81.0	100	2659	11.2	33.4	112	1729	10.1	21.7	101	2059	8.9	25.9	88
\$10,000 - \$14,999	11093	8735	13.7	78.7	98	3799	16.1	34.2	115	2069	12.1	18.7	86	2868	12.4	25.9	88
UNDER \$10,000	11683	8803	13.8	75.3	93	3768	15.9	32.3	108	2497	14.6	21.4	99	2538	10.9	21.7	74
HOUSEHOLD OF 1 PERSON	7453	5355	8.4	71.9	89	1826	7.7	24.5	82	1525	8.9	20.5	95	2005	8.6	26.9	92
2 PEOPLE	24757	19818	31.0	80.1	99	8267	34.9	33.4	112	4901	28.6	19.8	92	6651	28.7	26.9	92
3 OR 4 PEOPLE	32682	26856	42.0	82.2	102	9723	41.1	29.8	100	7325	42.8	22.4	104	9809	42.3	30.0	103
5 OR MORE PEOPLE	14370	11939	18.7	83.1	103	3839	16.2	26.7	90	3370	19.7	23.5	109	4730	20.4	32.9	112
NO CHILD IN HSHLD	46768	36267	56.7	77.5	96	14287	60.4	30.5	102	9348	54.6	20.0	93	12631	54.5	27.0	92
CHILD(REN) UNDER 2 YRS	4799	4048	6.3	84.4	105	1309	5.5	27.3	91	1135	6.6	23.7	109	1603	6.9	33.4	114
2 - 5 YEARS	11125	9583	15.0	86.1	107	3259	13.8	29.3	98	2725	15.9	24.5	113	3599	15.5	32.4	111
6 - 11 YEARS	14193	12259	19.2	86.4	107	4230	17.9	29.8	100	3655	21.3	25.8	119	4374	18.9	30.8	105
12 - 17 YEARS	17402	14797	23.1	85.0	105	4986	21.1	28.7	96	4009	23.4	23.0	107	5803	25.0	33.3	114
RESIDENCE OWNED	56398	45791	71.6	81.2	101	16826	71.1	29.8	100	11935	69.7	21.2	98	17030	73.4	30.2	103
VALUE: \$50,000 OR MORE	34811	28034	43.8	80.5	100	9940	42.0	28.6	96	6971	40.7	20.0	93	11123	48.0	32.0	109
VALUE: UNDER \$50,000	21587	17757	27.8	82.3	102	6886	29.1	31.9	107	4964	29.0	23.0	106	5907	25.5	27.4	94

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - USAGE IN LAST 30 DAYS
(MALES)

		U.S. MALES 18 YEARS AND OVER																
		ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2-3 TIMES A MONTH				LIGHT USERS ONCE A MONTH OR LESS				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	63969	100.0	80.7	100	23654	100.0	29.8	100	17120	100.0	21.6	100	23194	100.0	29.3	100
MAGAZINES	QUINTILE 1	16033	13616	21.3	84.9	105	4559	19.3	28.4	95	3579	20.9	22.3	103	5479	23.6	34.2	117
	QUINTILE 2	15354	12594	19.7	82.0	102	4460	18.9	29.0	97	3488	20.4	22.7	105	4646	20.0	30.3	103
	QUINTILE 3	15888	12447	19.5	78.3	97	4519	19.1	28.4	95	3210	18.8	20.2	94	4718	20.3	29.7	101
	QUINTILE 4	17310	14027	21.9	81.0	100	5292	22.4	30.6	102	3803	22.2	22.0	102	4932	21.3	28.5	97
	QUINTILE 5	14677	11285	17.6	76.9	95	4824	20.4	32.9	110	3040	17.8	20.7	96	3420	14.7	23.3	80
NEWSPAPERS	QUINTILE 1	15277	12304	19.2	80.5	100	4051	17.1	26.5	89	3695	21.6	24.2	112	4558	19.7	29.8	102
	QUINTILE 2	22745	18537	29.0	81.5	101	6796	28.7	29.9	100	4666	29.0	21.8	101	6775	29.2	29.8	102
	QUINTILE 3	10692	8851	13.8	82.8	103	3322	14.0	31.1	104	2243	13.1	21.0	97	3286	14.2	30.7	105
	QUINTILE 4	11646	9479	14.8	81.4	101	3396	14.4	29.2	98	2519	14.7	21.6	100	3564	15.4	30.6	105
	QUINTILE 5	18903	14799	23.1	78.3	97	6090	25.7	32.2	108	3697	21.6	19.6	91	5011	21.6	26.5	91
OUTDOOR	QUINTILE 1	16620	13770	21.5	82.9	103	4798	20.3	28.9	97	3418	20.0	20.6	95	5555	24.0	33.4	114
	QUINTILE 2	16377	13451	21.0	82.1	102	4695	19.8	28.7	96	4222	24.7	25.8	119	4534	19.5	27.7	95
	QUINTILE 3	15995	12888	20.1	80.6	100	4824	20.4	30.2	101	3370	19.7	21.1	98	4694	20.2	29.3	100
	QUINTILE 4	15592	12567	19.6	80.6	100	4629	19.6	29.7	99	3215	18.8	20.6	95	4723	20.4	30.3	104
	QUINTILE 5	14679	11292	17.7	76.9	95	4709	19.9	32.1	107	2896	16.9	19.7	91	3688	15.9	25.1	86
RADIO-DRIVE TIME	QUINTILE 1	15746	12702	19.9	80.7	100	4443	18.8	28.2	95	3553	20.8	22.6	104	4706	20.3	29.9	102
	QUINTILE 2	15067	12171	19.0	80.8	100	4474	18.9	29.7	100	3249	19.0	21.6	100	4448	19.2	29.5	101
	QUINTILE 3	15631	13022	20.4	83.3	103	4724	20.0	30.2	101	3797	22.2	24.3	112	4501	19.4	28.8	98
	QUINTILE 4	16245	13440	21.0	82.7	103	4914	20.8	30.2	101	3478	20.3	21.4	99	5048	21.8	31.1	106
	QUINTILE 5	16573	12634	19.8	76.2	94	5099	21.6	30.8	103	3044	17.8	18.4	85	4491	19.4	27.1	93
RADIO-MID- DAY	TERCILE 1	21788	17644	27.6	81.0	100	6317	26.7	29.0	97	5080	29.7	23.3	108	6247	26.9	28.7	98
	TERCILE 2	21151	16664	26.1	78.8	98	6417	27.1	30.3	102	3943	23.0	18.6	86	6304	27.2	29.8	102
	TERCILE 3	36323	29661	46.4	81.7	101	10920	46.2	30.1	101	8097	47.3	22.3	103	10643	45.9	29.3	100
RADIO-TOTAL	QUINTILE 1	15977	12935	20.2	81.0	100	4471	18.9	28.0	94	3555	20.8	22.3	103	4909	21.2	30.7	105
	QUINTILE 2	15923	12656	19.8	79.5	98	4574	19.3	28.7	96	3476	20.3	21.8	101	4606	19.9	28.9	99
	QUINTILE 3	14980	12430	19.4	83.0	103	4507	19.1	30.1	101	3393	19.8	22.7	105	4530	19.5	30.2	103
	QUINTILE 4	17123	13988	21.9	81.7	101	5441	23.0	31.8	106	3948	23.1	23.1	107	4599	19.8	26.9	92
	QUINTILE 5	15260	11961	18.7	78.4	97	4661	19.7	30.5	102	2748	16.1	18.0	83	4551	19.6	29.8	102
TV-PRIME TIME	QUINTILE 1	15674	12583	19.7	80.3	99	5422	22.9	34.6	116	3204	18.7	20.4	95	3957	17.1	25.2	86
	QUINTILE 2	15944	13092	20.5	82.1	102	4569	19.3	28.7	96	3832	22.4	24.0	111	4692	20.2	29.4	101
	QUINTILE 3	16037	13147	20.6	82.0	102	4611	19.5	28.8	96	3669	21.4	22.9	106	4868	21.0	30.4	104
	QUINTILE 4	15412	12240	19.1	79.4	98	4498	19.0	29.2	98	3078	18.0	20.0	92	4664	20.1	30.3	103
	QUINTILE 5	16194	12906	20.2	79.7	99	4554	19.3	28.1	94	3338	19.5	20.6	95	5013	21.6	31.0	106
TV-DAYTIME	TERCILE 1	19156	15200	23.8	79.3	98	6217	26.3	32.5	109	4198	24.5	21.9	101	4785	20.6	25.0	85
	TERCILE 2	19343	15747	24.6	81.4	101	5968	25.2	30.9	103	4137	24.2	21.4	99	5642	24.3	29.2	100
	TERCILE 3	40764	33021	51.6	81.0	100	11469	48.5	28.1	94	8785	51.3	21.6	100	12767	55.0	31.3	107
TV-TOTAL	QUINTILE 1	15844	12540	19.6	79.1	98	5349	22.6	33.8	113	3203	18.7	20.2	94	3987	17.2	25.2	86
	QUINTILE 2	15767	12805	20.0	81.2	101	5102	21.6	32.4	108	3562	20.8	22.6	105	4141	17.9	26.3	90
	QUINTILE 3	15775	12520	19.6	79.4	98	4189	17.7	26.6	89	3727	21.8	23.6	109	4605	19.9	29.2	100
	QUINTILE 4	15903	13060	20.4	82.1	102	4380	18.5	27.5	92	3356	19.6	21.1	98	5324	23.0	33.5	114
	QUINTILE 5	15974	13044	20.4	81.7	101	4634	19.6	29.0	97	3272	19.1	20.5	95	5137	22.1	32.2	110
MAGAZINES-NEWSPAPERS: DUAL		21225	17372	27.2	81.8	101	5816	24.6	27.4	92	5049	29.5	23.8	110	6507	28.1	30.7	105
	MAGAZINE IMPERATIVE	17728	14773	23.1	83.3	103	5475	23.1	30.9	103	3420	20.0	19.3	89	5878	25.3	33.2	113
	NEWSPAPER IMPERATIVE	22987	18435	28.8	80.2	99	7039	29.8	30.6	103	4825	28.2	21.0	97	6571	28.3	28.6	98
MAGAZINES-OUTDOOR: DUAL		16244	13839	21.6	85.2	106	4687	19.8	28.9	97	3784	22.1	23.3	108	5367	23.1	33.0	113
	MAGAZINE IMPERATIVE	24016	19332	30.2	80.5	100	7028	29.7	29.3	98	4985	29.1	20.8	96	7319	31.6	30.5	104
	OUTDOOR IMPERATIVE	26020	20817	32.5	80.0	99	7696	32.5	29.6	99	5888	34.4	22.6	105	7234	31.2	27.8	95
MAGAZINES-RADIO: DUAL		16918	14019	21.9	82.9	103	4509	19.1	26.7	89	3879	22.7	22.9	106	5631	24.3	33.3	114
	MAGAZINE IMPERATIVE	23456	19441	30.4	82.9	103	7301	30.9	31.1	104	4991	29.2	21.3	99	7149	30.8	30.5	104
	RADIO IMPERATIVE	23900	18950	29.6	79.3	98	7246	30.6	30.3	102	5156	30.1	21.6	100	6548	28.2	27.4	94
MAGAZINES-TELEVISION: DUAL		15791	13003	20.3	82.3	102	4902	20.7	31.0	104	3513	20.5	22.2	103	4589	19.8	29.1	99
	MAGAZINE IMPERATIVE	25476	21030	32.9	82.5	102	6802	28.8	26.7	89	5572	32.5	21.9	101	8657	37.3	34.0	116
	TELEVISION IMPERATIVE	25744	20095	31.4	78.1	97	8090	34.2	31.4	105	5575	32.6	21.7	100	6430	27.7	25.0	85
NEWSPAPERS-OUTDOOR: DUAL		17628	14692	23.0	83.3	103	4824	20.4	27.4	92	4423	25.8	25.1	116	5446	23.5	30.9	106
	NEWSPAPER IMPERATIVE	26414	21114	33.0	79.9	99	7926	33.5	30.0	101	5479	32.0	20.7	96	7709	33.2	29.2	100
	OUTDOOR IMPERATIVE	23059	18702	29.2	81.1	100	7004	29.6	30.4	102	4875	28.5	21.1	98	6823	29.4	29.6	101
NEWSPAPERS-RADIO: DUAL		17996	14782	23.1	82.1	102	4715	19.9	26.2	88	4181	24.4	23.2	108	5887	25.4	32.7	112
	NEWSPAPER IMPERATIVE	26269	21262	33.2	80.9	100	8042	34.0	30.6	103	5798	33.9	22.1	102	7422	32.0	28.3	97
	RADIO IMPERATIVE	21342	17103	26.7	80.1	99	6640	28.1	31.1	104	4331	25.3	20.3	94	6133	26.4	28.7	98
NEWSPAPERS-TELEVISION: DUAL		17359	14131	22.1	81.4	101	5296	22.4	30.5	102	4067	23.8	23.4	108	4768	20.6	27.5	94
	NEWSPAPER IMPERATIVE	26889	21904	34.2	81.5	101	7266	30.7	27.0	91	5994	35.0	22.3	103	8644	37.3	32.1	110
	TELEVISION IMPERATIVE	21698	17109	26.7	78.9	98	7075	29.9	32.6	109	4552	26.6	21.0	97	5482	23.6	25.3	86
OUTDOOR-RADIO: DUAL		16456	13543	21.2	82.3	102	4698	19.9	28									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2-3 TIMES A MONTH				LIGHT USERS ONCE A MONTH OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	63969	100.0	80.7	100	23654	100.0	29.8	100	17120	100.0	21.6	100	23194	100.0	29.3	100
ATLANTIC MONTHLY	452	307	0.5	67.9	84	**50	0.2	11.1	37	**130	0.8	28.8	133	*128	0.6	28.3	97
BARRON'S	1058	898	1.4	84.9	105	278	1.2	26.3	88	*251	1.5	23.7	110	370	1.6	35.0	120
BETTER HOMES & GARDENS	4773	3926	6.1	82.3	102	1329	5.6	27.8	93	*1779	6.9	24.7	117	1418	6.1	29.7	102
BON APPETIT	1037	781	1.2	75.3	93	215	0.9	20.7	69	*128	0.7	12.3	57	438	1.9	42.2	144
BUSINESS WEEK	3193	2536	4.0	79.4	98	926	3.9	29.0	97	716	4.2	22.4	104	895	3.9	28.0	96
CAR AND DRIVER	2705	2274	3.6	84.1	104	731	3.1	27.0	91	703	4.1	26.0	120	840	3.6	31.1	106
CBS MAGAZINE NETWORK (GROSS)	5678	4622	7.2	81.4	101	1541	6.5	27.1	91	1201	7.0	21.2	98	1880	8.1	33.1	113
CHANGING TIMES	1847	1410	2.2	76.3	95	529	2.2	28.6	96	351	2.1	19.0	88	530	2.3	28.7	98
COLONIAL HOMES	492	334	0.5	67.9	84	*105	0.4	21.3	72	*882	0.5	16.7	77	*146	0.6	29.7	101
CONDE NAST MAG. PKG. (GROSS)	2066	1402	2.2	67.9	84	341	1.4	16.5	55	484	2.8	23.4	108	576	2.5	27.9	95
CONSUMERS DIGEST	1719	1406	2.2	81.8	101	584	2.5	34.0	114	385	2.2	22.4	104	438	1.9	25.5	87
COSMOPOLITAN	1762	1369	2.1	77.7	96	457	1.9	25.9	87	426	2.5	24.2	112	486	2.1	27.6	94
COUNTRY LIVING	1110	785	1.2	70.7	88	275	1.2	24.8	83	*192	1.1	17.3	80	318	1.4	28.6	98
CUISINE	660	505	0.8	76.5	95	207	0.9	31.4	105	*95	0.6	14.4	67	*202	0.9	30.6	105
CYCLE WORLD	1924	1623	2.5	84.4	105	576	2.4	29.9	100	401	2.3	20.8	96	646	2.8	33.6	115
DCI:CREATIVE IDEAS FOR LIV	437	336	0.5	76.9	95	**94	0.4	21.5	72	*134	0.8	30.7	142	**108	0.5	24.7	84
DCI:CREAT. IDEA/SO.LIV(GROSS)	2491	1946	3.0	78.1	97	675	2.9	27.1	91	625	3.7	25.1	116	647	2.8	26.0	89
DISCOVER	1279	989	1.5	77.3	96	303	1.3	23.7	79	314	1.8	24.6	114	373	1.6	29.2	100
EBONY	2898	2234	3.5	77.1	96	745	3.1	25.7	86	607	3.5	20.9	97	883	3.8	30.5	104
ESQUIRE	1384	1142	1.8	82.5	102	427	1.8	30.9	103	295	1.7	21.3	99	420	1.8	30.3	104
ESSENCE	850	672	1.1	79.1	98	237	1.0	27.9	93	*210	1.2	24.7	114	*225	1.0	26.5	90
FAMILY CIRCLE	2430	2084	3.3	85.8	106	849	3.6	34.9	117	524	3.1	21.6	100	712	3.1	29.3	100
THE FAMILY HANDYMAN	2356	2102	3.3	89.2	111	754	3.2	32.0	107	636	3.7	27.0	125	711	3.1	30.2	103
FAMILY WEEKLY	11533	9548	14.9	82.8	103	3572	15.1	31.0	104	2702	15.8	23.4	108	3274	14.1	28.4	97
FIELD & STREAM	7444	6383	10.0	85.7	106	2320	9.8	31.2	104	1841	10.8	24.7	115	2222	9.6	29.8	102
FOOD & WINE	416	291	0.5	70.0	87	*104	0.4	25.0	84	*552	0.3	12.5	58	*135	0.6	32.5	111
FORBES	1865	1466	2.3	78.6	97	403	1.7	21.6	72	334	2.0	17.9	83	728	3.1	39.0	133
FORTUNE	1849	1517	2.4	82.0	102	391	1.7	21.1	71	481	2.8	26.0	120	645	2.8	34.9	119
GENTLEMEN'S QUARTERLY	2284	1804	2.8	79.0	98	544	2.3	23.8	80	541	3.2	23.7	110	720	3.1	31.5	108
GLAMOUR	538	371	0.6	69.0	85	**116	0.5	21.6	72	*142	0.8	26.4	122	**113	0.5	21.0	72
GOLF DIGEST	1649	1364	2.1	82.7	102	405	1.7	24.6	82	408	2.4	24.7	115	551	2.4	33.4	114
GOLF DIGEST/TENNIS (GROSS)	2294	1871	2.9	81.6	101	582	2.5	25.4	85	588	3.4	25.6	119	701	3.0	30.6	104
GOLF MAGAZINE	1577	1337	2.1	84.8	105	376	1.6	23.8	80	458	2.7	29.0	134	503	2.2	31.9	109
GOLF MAGAZINE/SKI (GROSS)	2487	2053	3.2	82.5	102	618	2.6	24.8	83	662	3.9	26.6	123	773	3.3	31.1	106
GOOD HOUSEKEEPING	2569	2120	3.3	82.5	102	878	3.7	34.2	115	550	3.2	21.4	99	691	3.0	26.9	92
HARPER'S BAZAAR	431	284	0.4	65.9	82	**73	0.3	16.9	57	**73	0.4	16.9	78	*137	0.6	31.8	109
HEALTH	788	633	1.0	80.3	100	*173	0.7	22.0	74	*227	1.3	28.8	133	*233	1.0	29.6	101
HEARST MAG CORP. BUY (GROSS)	18781	15005	23.5	79.9	99	5309	22.4	28.3	95	3963	23.1	21.1	98	5733	24.7	30.5	104
HEARST MAN POWER (GROSS)	9169	7586	11.9	82.7	103	2650	11.2	28.9	97	1979	11.6	21.6	100	2957	12.7	32.2	110
HEARST WOMAN POWER (GROSS)	5452	4369	6.8	80.1	99	1668	7.1	30.6	103	1246	7.3	22.9	106	1454	6.3	26.7	91
HOUSE BEAUTIFUL	1020	801	1.3	78.5	97	*247	1.0	24.2	81	*190	1.1	18.6	86	363	1.6	35.6	122
INC.	993	761	1.2	76.6	95	*199	0.8	20.0	67	*169	1.0	17.0	79	393	1.7	39.6	135
JET	2808	2099	3.3	74.8	93	714	3.0	25.4	85	588	3.4	20.9	97	797	3.4	28.4	97
LADIES' HOME JOURNAL	1868	1473	2.3	78.9	98	464	2.0	24.8	83	508	3.0	27.2	126	500	2.2	26.8	91
LHJ FAMILY GRP COMBO(GROSS)	3582	2865	4.5	80.0	99	918	3.9	25.6	86	956	5.6	26.7	124	991	4.3	27.7	95
LIFE	4817	3947	6.2	81.9	102	1389	5.9	28.8	97	1030	6.0	21.4	99	1528	6.6	31.7	108
L.A. TIMES HOME MAGAZINE	1465	1117	1.7	76.2	94	354	1.5	24.2	81	272	1.6	18.6	86	491	2.1	33.5	115
MADAMOISELLE	460	*254	0.4	55.2	68	**112	0.5	24.3	82	*663	0.4	13.7	63	**78	0.3	17.0	58
MC CALL'S	1764	1450	2.3	82.2	102	554	2.3	31.4	105	399	2.3	22.6	105	498	2.1	28.2	96
MC CALL'S/WRK MOTHER (GROSS)	2062	1695	2.6	82.2	102	614	2.6	29.8	100	471	2.8	22.8	106	610	2.6	29.6	101
MECHANIX ILLUSTRATED	3625	3007	4.7	83.0	103	1095	4.6	30.2	101	687	4.0	19.0	88	1225	5.3	33.8	115
METROPOLITAN HOME	495	376	0.6	76.0	94	*97	0.4	19.6	66	**101	0.6	20.4	94	*178	0.8	36.0	123
MONEY	3017	2453	3.8	81.3	101	701	3.0	23.2	78	690	4.0	22.9	106	1062	4.6	35.2	120
MOTHER EARTH NEWS	1203	988	1.5	82.1	99	327	1.4	27.2	91	*219	1.3	18.2	84	443	1.9	36.8	126
MS.	*257	*206	0.3	80.2	92	**93	0.4	36.2	121	*72	0.4	28.0	130	**42	0.2	16.3	56
NATIONAL ENQUIRER	6921	5748	9.0	83.1	103	2294	9.7	33.1	111	1552	9.1	22.4	104	1902	8.2	27.5	94
NATIONAL GEOGRAPHIC	11626	9766	15.3	84.0	104	3356	14.2	28.9	97	2495	14.6	21.5	99	3915	16.9	33.7	115
NATIONAL SUNDAY MAGAZINE PKG	49424	40399	63.2	81.7	101	14112	59.7	28.6	96	11206	65.5	22.7	105	15080	65.0	30.5	104
NATURAL HISTORY	753	617	1.0	81.9	102	*224	0.9	29.7	100	*163	1.0	21.6	100	*230	1.0	30.5	104
NEW WOMAN	*296	*215	0.3	72.6	90	**139	0.6	47.0	157	**26	0.2	8.8	41	**50	0.2	16.9	58
NEW YORK INCLUDING CUE	541	392	0.6	72.5	90	*124	0.5	22.9	77	*92	0.5	17.0	79	*176	0.8	32.5	111
THE NEW YORKER	1078	875	1.4	81.2	101	251	1.1	23.3	78	249	1.5	23.1	107	375	1.6	34.8	119
NEWSWEEK	9602	8124	12.7	84.6	105	2581	10.9	26.9	90	2386	13.9	24.8	115	3157	13.6	32.9	112
THE N.Y. TIMES DAILY EDITION	1376	1036	1.6	75.3	93	358	1.5	26.0	87	327	1.9	23.8	110	351	1.5	25.5	87
THE N.Y. TIMES MAGAZINE	2110	1692	2.6	80.2	99	553	2.3	26.2	88	533	3.1	25.3	117	606	2.6	28.7	98
OMNI	1927	1629	2.5	84.5	105	588	2.5	30.5	102	400	2.3	20.8	96	641	2.8	33.3	114
ON CABLE	911	694	1.1	76.2	94	237	1.0	26.0	87	*102	0.6	11.2	52	355	1.5	39.0	133
1001 HOME IDEAS	927	760	1.2	82.0	102	281	1.2	30.3	102	*220	1.3	23.7	110	258	1.1	27.8	95
ORGANIC GARDENING	1430	1113	1.7	77.8	96	399	1.7	27.9	93	327	1.9	22.9	106	388	1.7	27.1	93
OUTDOOR LIFE	4064	3506	5.5	86.3	107	1274	5.4	31.3	105	918	5.4	22.6	105	1314	5.7	32.3	110
PARADE MAGAZINE	24538	20249	31.7	82.5	102	7154	30.2	29.2	98	5549	32.4	22.6	105	7546	32.5	30.8	105

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2-3 TIMES A MONTH				LIGHT USERS ONCE A MONTH OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	63969	100.0	80.7	100	23654	100.0	29.8	100	17120	100.0	21.6	100	23194	100.0	29.3	100
PARENTS	1126	941	1.5	83.6	104	281	1.2	25.0	84	236	1.4	21.0	97	423	1.8	37.6	128
PENTHOUSE	4157	3526	5.5	84.8	105	1303	5.5	31.3	105	924	5.4	22.2	103	1299	5.6	31.2	107
PEOPLE	7591	6322	9.9	83.3	103	2424	10.2	31.9	107	1671	9.8	22.0	102	2228	9.6	29.4	100
PLAYBOY	8379	7069	11.1	84.4	105	2432	10.3	29.0	97	1957	11.4	23.4	108	2680	11.6	32.0	109
POPULAR HOT RODDING	2110	1781	2.8	84.4	105	623	2.6	29.5	99	563	3.3	26.7	124	595	2.6	28.2	96
POPULAR MECHANICS	4850	4188	6.5	86.4	107	1437	6.1	29.6	99	1194	7.0	24.6	114	1557	6.7	32.1	110
POPULAR SCIENCE	3397	2783	4.4	81.9	102	984	4.2	29.0	97	649	3.8	19.1	88	1150	5.0	33.9	116
PREVENTION	1720	1292	2.0	75.1	93	455	1.9	26.5	89	318	1.9	18.5	86	519	2.2	30.2	103
PSYCHOLOGY TODAY	1344	1130	1.8	84.1	104	462	2.0	34.4	115	*225	1.3	16.7	78	443	1.9	33.0	113
READER'S DIGEST	16016	13078	20.4	81.7	101	4914	20.8	30.7	103	3318	19.4	20.7	96	4846	20.9	30.3	103
REDBOOK	1121	880	1.4	78.5	97	333	1.4	29.7	100	*269	1.6	24.0	111	278	1.2	24.8	85
ROAD & TRACK	2161	1739	2.7	80.5	100	503	2.1	23.3	78	521	3.0	24.1	112	715	3.1	33.1	113
ROLLING STONE	1948	1615	2.5	82.9	103	562	2.4	28.9	97	424	2.5	21.8	101	628	2.7	32.2	110
RUNNER'S WORLD	899	698	1.1	77.6	96	*192	0.8	21.4	72	*204	1.2	22.7	105	*302	1.3	33.6	115
SATURDAY EVENING POST	841	682	1.1	81.1	100	232	1.0	27.6	92	*199	1.2	23.7	110	251	1.1	29.8	102
SCIENCE 84	841	595	0.9	70.7	88	*196	0.8	23.3	78	*192	1.1	22.8	106	*207	0.9	24.6	84
SCIENCE DIGEST	1194	907	1.4	76.0	94	257	1.1	21.5	72	*206	1.2	17.3	80	445	1.9	37.3	127
SCIENTIFIC AMERICAN	1379	1088	1.7	78.9	98	229	1.0	16.6	56	354	2.1	25.7	119	505	2.2	36.6	125
SELF	436	347	0.5	79.6	99	**44	0.2	10.1	34	*111	0.6	25.5	118	*192	0.8	44.0	150
SEVENTEEN	614	460	0.7	74.9	93	**102	0.4	16.6	56	*236	1.4	38.4	178	**121	0.5	19.7	67
SKI	910	717	1.1	78.8	98	243	1.0	26.7	89	*203	1.2	22.3	103	270	1.2	29.7	101
SMITHSONIAN	2937	2421	3.8	82.4	102	724	3.1	24.7	83	636	3.7	21.7	100	1061	4.6	36.1	123
SOAP OPERA DIGEST	545	419	0.7	76.9	95	*193	0.8	35.4	119	*124	0.7	22.8	105	*101	0.4	18.5	63
SOUTHERN LIVING	2054	1611	2.5	78.4	97	581	2.5	28.3	95	491	2.9	23.9	111	539	2.3	26.2	90
SPORT	2799	2418	3.8	86.4	107	849	3.6	30.3	102	685	4.0	24.5	113	883	3.8	31.5	108
THE SPORTING NEWS	1938	1627	2.5	84.0	104	514	2.2	26.5	89	478	2.8	24.7	114	635	2.7	32.8	112
SPORTS AFIELD	3125	2491	3.9	79.7	99	956	4.0	30.6	103	579	3.4	18.5	86	956	4.1	30.6	105
SPORTS ILLUSTRATED	11159	9113	14.2	81.7	101	2928	12.4	26.2	88	2553	14.9	22.9	106	3632	15.7	32.5	111
STAR	4095	3293	5.1	80.4	100	1429	6.0	34.9	117	758	4.4	18.5	86	1107	4.8	27.0	92
SUNDAY	25169	20302	11.7	80.7	100	6928	29.3	27.5	92	5433	31.7	21.6	100	7941	34.2	31.6	108
SUNSET	1294	1107	1.7	85.5	106	406	1.7	31.4	105	*252	1.5	19.5	90	448	1.9	34.6	118
TV GUIDE	18508	15032	23.5	81.2	101	5862	24.8	31.7	106	3900	22.8	21.1	98	5271	22.7	28.5	97
TENNIS	645	507	0.8	78.6	97	*177	0.7	27.4	92	*180	1.1	27.9	129	*149	0.6	23.1	79
TIME	12124	9761	15.3	80.5	100	3358	14.2	27.7	93	2497	14.6	20.6	95	3906	16.8	32.2	110
TOWN & COUNTRY	493	377	0.6	76.5	95	*126	0.5	25.6	86	*104	0.6	21.1	98	*147	0.6	29.8	102
TRAVEL & LEISURE	1122	864	1.4	77.0	95	308	1.3	27.5	92	264	1.5	23.5	109	293	1.3	26.1	89
TRUE STORY	690	506	0.8	73.6	91	*194	0.8	28.1	94	*127	0.7	18.4	85	*186	0.8	27.0	92
U.S. NEWS & WORLD REPORT	6571	5448	8.5	82.9	103	1955	8.3	29.8	100	1336	7.8	20.3	94	2157	9.3	32.8	112
USA TODAY	3120	2668	4.2	85.5	106	731	3.1	23.4	79	646	3.8	20.7	96	1291	5.6	41.4	141
USE	1315	1114	1.7	84.7	105	372	1.6	28.3	95	335	2.0	25.5	118	408	1.8	31.0	106
VOGUE	632	430	0.7	68.0	84	*68	0.3	10.8	36	*168	1.0	26.6	123	*194	0.8	30.7	105
WALL STREET JOURNAL	4247	3466	5.4	81.6	101	1129	4.8	26.6	89	851	5.0	20.0	93	1486	6.4	35.0	120
WEIGHT WATCHERS	398	359	0.6	90.2	112	*115	0.5	28.9	97	*109	0.6	27.4	127	*135	0.6	33.9	116
WOMAN'S DAY	1139	884	1.4	77.6	96	340	1.4	29.9	100	*256	1.5	22.5	104	288	1.2	25.3	86
WORKING MOTHER	*298	*245	0.4	82.2	102	*60	0.3	20.1	67	*73	0.4	24.5	113	*112	0.5	37.6	128
WORKING WOMAN	327	*239	0.4	73.1	91	*49	0.2	15.0	50	*63	0.4	19.3	89	*126	0.5	38.5	132
WORLD TENNIS	397	303	0.5	76.3	95	*93	0.4	23.4	78	*67	0.4	16.9	78	*142	0.6	35.8	122
ZIFF-DAVIS MAG NETWK (GROSS)	9635	7957	12.4	82.6	102	2730	11.5	28.3	95	2219	13.0	23.0	107	3008	13.0	31.2	107
BLAIR INSERTS	43762	35585	55.6	81.3	101	12214	51.6	27.9	94	9936	58.0	22.7	105	13436	57.9	30.7	105
DAILY NEWSPAPERS																	
READ ANY	52459	42536	66.5	81.1	100	15360	64.9	29.2	98	11561	67.5	22.0	102	15634	67.4	29.8	102
READ ONE	41891	34021	53.2	81.2	101	12387	52.4	29.6	99	9143	53.4	21.8	101	12490	53.9	29.8	102
READ TWO OR MORE	10568	8514	13.3	80.6	100	2953	12.5	27.9	94	2418	14.1	22.9	106	3144	13.6	29.8	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	42441	66.3	81.7	101	14835	62.7	28.6	96	11778	68.8	22.7	105	15828	68.2	30.5	104
READ ONE	44561	36487	57.0	81.9	101	12910	54.6	29.0	97	10068	58.8	22.6	105	13509	58.2	30.3	104
READ TWO OR MORE	7365	5955	9.3	80.8	100	1925	8.1	26.1	88	1711	10.0	23.2	108	2319	10.0	31.5	108
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.42				28.98				30.57				31.75			
30 DAY REACH	71522	58052	90.8	81.2	101	21226	89.7	29.7	99	15643	91.4	21.9	101	21183	91.3	29.6	101
50 SHWG - 30 DAY AV FREQ	15.55	15.93				15.29				16.05				16.47			
30 DAY REACH	68168	55488	86.7	81.4	101	20144	85.2	29.6	99	14916	87.1	21.9	101	20427	88.1	30.0	102
25 SHWG - 30 DAY AV FREQ	8.43	8.62				8.32				8.66				8.89			
30 DAY REACH	62898	51289	80.2	81.5	101	18511	78.3	29.4	99	13842	80.9	22.0	102	18936	81.6	30.1	103
CABLE TV: HOME WIRED	31664	26295	41.1	83.0	103	9540	40.3	30.1	101	7076	41.3	22.3	103	9680	41.7	30.6	104
HOME NOT WIRED	47599	37673	58.9	79.1	98	14114	59.7	29.7	99	10045	58.7	21.1	98	13514	58.3	28.4	97
HAVE PAY CABLE	17139	14437	22.6	84.2	104	4972	21.0	29.0	97	3891	22.7	22.7	105	5574	24.0	32.5	111

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2-3 TIMES A MONTH				LIGHT USERS ONCE A MONTH OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	63969	100.0	80.7	100	23654	100.0	29.8	100	17120	100.0	21.6	100	23194	100.0	29.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	39245	61.4	82.4	102	14270	60.3	30.0	100	10847	63.4	22.8	105	14128	60.9	29.7	101
10:00 AM - 3:00 PM	29926	24069	37.6	80.4	100	8831	37.3	29.5	99	6377	37.2	21.3	99	8861	38.2	29.6	101
3:00 PM - 7:00 PM	37666	30932	48.4	82.1	102	10881	46.0	28.9	97	8301	48.5	22.0	102	11750	50.7	31.2	107
7:00 PM - MIDNIGHT	18909	15202	23.8	80.4	100	5557	23.5	29.4	98	3974	23.2	21.0	97	5672	24.5	30.0	103
MIDNIGHT - 6:00 AM	11822	9725	15.2	82.3	102	3371	14.3	28.5	96	2704	15.8	22.9	106	3650	15.7	30.9	106
6:00 AM - MIDNIGHT	63254	51566	80.6	81.5	101	18854	79.7	29.8	100	13848	80.9	21.9	101	18864	81.3	29.8	102
ENTIRE DAY	64057	52208	81.6	81.5	101	19099	80.7	29.8	100	14008	81.8	21.9	101	19101	82.4	29.8	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	13702	21.4	82.6	102	4766	20.1	28.7	96	3819	22.3	23.0	107	5117	22.1	30.8	105
ALL NEWS	3542	2852	4.5	80.5	100	896	3.8	25.3	85	935	5.5	26.4	122	1021	4.4	28.8	99
AOR/PROGRESSIVE	7465	6077	9.5	81.4	101	1905	8.1	25.5	86	1530	8.9	20.5	95	2642	11.4	35.4	121
BEAUTIFUL MUSIC	5061	4178	6.5	82.6	102	1542	6.5	30.5	102	1264	7.4	25.0	116	1372	5.9	27.1	93
BLACK	1914	1516	2.4	79.2	98	698	3.0	36.5	122	385	2.2	20.1	93	434	1.9	22.7	77
CLASSICAL	2304	1849	2.9	80.3	99	613	2.6	26.6	89	529	3.1	23.0	106	707	3.0	30.7	105
CHR/ROCK	10663	8745	13.7	82.0	102	3255	13.8	30.5	102	2191	12.8	20.5	95	3298	14.2	30.9	106
COUNTRY	13919	11363	17.8	81.6	101	4648	19.6	33.4	112	3077	18.0	22.1	102	3639	15.7	26.1	89
GOLDEN OLDIES	2040	1684	2.6	82.5	102	505	2.1	24.8	83	493	2.9	24.2	112	686	3.0	33.6	115
MOR/NOSTALGIA	5105	4284	6.7	83.9	104	1446	6.1	28.3	95	1314	7.7	25.7	119	1524	6.6	29.9	102
NEWS/TALK	4764	3916	6.1	82.2	102	1369	5.8	28.7	96	952	5.6	20.0	93	1595	6.9	33.5	114
RELIGIOUS	2164	1676	2.6	77.4	96	560	2.4	25.9	87	403	2.4	18.6	86	713	3.1	32.9	113
SOFT ROCK	623	524	0.8	84.1	104	*178	0.8	28.6	96	**149	0.9	23.9	111	*198	0.9	31.8	109
URBAN CONTEMPORARY	1331	959	1.5	72.1	89	362	1.5	27.2	91	322	1.9	24.2	112	275	1.2	20.7	71
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	2678	4.2	84.1	104	943	4.0	29.6	99	754	4.4	23.7	110	981	4.2	30.8	105
ABC DIRECTION	2724	2203	3.4	80.9	100	835	3.5	30.7	103	692	4.0	25.4	118	677	2.9	24.9	85
ABC ENTERTAINMENT	5256	4248	6.6	80.8	100	1553	6.6	29.5	99	1129	6.6	21.5	99	1567	6.8	29.8	102
ABC FM	2263	1824	2.9	80.6	100	629	2.7	27.8	93	546	3.2	24.1	112	648	2.8	28.6	98
ABC INFORMATION	5618	4619	7.2	82.2	102	1780	7.5	31.7	106	1386	8.1	24.7	114	1453	6.3	25.9	88
ABC ROCK	2857	2288	3.6	80.1	99	712	3.0	24.9	84	563	3.3	19.7	91	1014	4.4	35.5	121
CBS	5953	4938	7.7	82.9	103	1701	7.2	28.6	96	1539	9.0	25.9	120	1698	7.3	28.5	97
MUTUAL	4979	4028	6.3	80.9	100	1322	5.6	26.6	89	1131	6.6	22.7	105	1574	6.8	31.6	108
NBC	7279	5850	9.1	80.4	100	2233	9.4	30.7	103	1497	8.7	20.6	95	2121	9.1	29.1	100
RADIORADIO	2389	1885	2.9	78.9	98	738	3.1	30.9	104	448	2.6	18.8	87	699	3.0	29.3	100
RKO ONE	2583	2207	3.5	85.4	106	924	3.9	35.8	120	479	2.8	18.5	86	805	3.5	31.2	107
RKO TWO	3674	3018	4.7	82.1	102	1129	4.8	30.7	103	700	4.1	19.1	88	1189	5.1	32.4	111
THE SOURCE	3514	2780	4.3	79.1	98	1236	5.2	35.2	118	552	3.2	15.7	73	992	4.3	28.2	96
NON-WIRED : BLAIR	9864	8147	12.7	82.6	102	2798	11.8	28.4	95	2363	13.8	24.0	111	2987	12.9	30.3	103
INTERNET	13522	10867	17.0	80.4	100	3713	15.7	27.5	92	3096	18.1	22.9	106	4058	17.5	30.0	103
KATZ RADIO GROUP	19321	15749	24.6	81.5	101	5527	23.4	28.6	96	4265	24.9	22.1	102	5957	25.7	30.8	105
SUPERNET	10739	9056	14.2	84.3	104	3322	14.0	30.9	104	2528	14.8	23.5	109	3206	13.8	29.9	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	4124	6.4	80.8	100	1645	7.0	32.2	108	1098	6.4	21.5	100	1381	6.0	27.0	92
WKDAY 9:00 AM - 1:00 PM	5383	4235	6.6	78.7	97	1743	7.4	32.4	109	1206	7.0	22.4	104	1285	5.5	23.9	82
WKDAY 1:00 PM - 4:30 PM	6469	5087	8.0	78.6	97	2123	9.0	32.8	110	1383	8.1	21.4	99	1581	6.8	24.4	84
WKDAY 4:30 PM - 7:30 PM	19661	15604	24.4	79.4	98	6138	25.9	31.2	105	4228	24.7	21.5	100	5238	22.6	26.6	91
WKDAY 7:30 PM - 8:00 PM	27579	21927	34.3	79.5	99	8617	36.4	31.2	105	5805	33.9	21.0	97	7505	32.4	27.2	93
WKDAY 11:00 PM - 11:30 PM	22964	18440	28.8	80.3	99	7240	30.6	31.5	106	5041	29.4	22.0	102	6158	26.5	26.8	92
WKDAY 11:30 PM - 1:00 AM	8158	6465	10.1	79.2	98	2528	10.7	31.0	104	1765	10.3	21.6	100	2173	9.4	26.6	91
M-SAT 8-11 PM-SUN 7-11 PM	30140	24356	38.1	80.8	100	9368	39.6	31.1	104	6572	38.4	21.8	101	8415	36.3	27.9	95
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	1692	2.6	82.6	102	718	3.0	35.1	117	405	2.4	19.8	92	569	2.5	27.8	95
ANOTHER WORLD	N 1214	950	1.5	78.3	97	338	1.4	27.8	93	280	1.6	23.1	107	332	1.4	27.3	93
AS THE WORLD TURNS	C 1740	1342	2.1	77.1	96	571	2.4	32.8	110	393	2.3	22.6	105	378	1.6	21.7	74
CAPITOL	C 1016	788	1.2	77.6	96	307	1.3	30.2	101	262	1.5	25.8	119	219	0.9	21.6	74
CBS MORN. NEWS 1	C 1203	1026	1.6	85.3	106	395	1.7	32.8	110	257	1.5	21.4	99	374	1.6	31.1	106
CBS MORN. NEWS 2	C 773	615	1.0	79.6	99	234	1.0	30.3	101	185	1.1	23.9	111	195	0.8	25.2	86
DAYS OF OUR LIVES	N 1629	1259	2.0	77.3	96	510	2.2	31.3	105	335	2.0	20.6	95	414	1.8	25.4	87
FACTS OF LIFE - DAYTIME	N 961	702	1.1	73.0	91	265	1.1	27.6	92	172	1.0	17.9	83	265	1.1	27.6	94
FAMILY FEUD	A 1390	1084	1.7	78.0	97	491	2.1	35.3	118	226	1.3	16.3	75	368	1.6	26.5	90
GENERAL HOSPITAL	A 1463	1184	1.9	80.9	100	555	2.3	37.9	127	354	2.1	24.2	112	275	1.2	18.8	64
GOOD MORNING, AMERICA-730	A 1705	1337	2.1	78.4	97	581	2.5	34.1	114	364	2.1	21.3	99	391	1.7	22.9	78
GOOD MORNING, AMERICA-830	A 889	700	1.1	78.7	98	273	1.2	30.7	103	219	1.3	24.6	114	209	0.9	23.5	80
GUIDING LIGHT	C 1754	1365	2.1	77.8	96	545	2.3	31.1	104	392	2.3	22.3	103	428	1.8	24.4	83
ONE LIFE TO LIVE	A 1100	900	1.4	81.8	101	399	1.7	36.3	122	267	1.6	24.3	112	295	1.0	21.4	73
PRESS YOUR LUCK	C 1222	954	1.5	78.1	97	432	1.8	35.4	118	292	1.7	23.9	111	231	1.0	18.9	65
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	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2-3 TIMES A MONTH				LIGHT USERS ONCE A MONTH OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	76201	100.0	86.1	100	34637	100.0	39.2	100	20631	100.0	23.3	100	20933	100.0	23.7	100
FEMALE HOMEMAKERS	80986	69770	91.6	86.2	100	31689	91.5	39.1	100	19041	92.3	23.5	101	19040	91.0	23.5	99
EMPLOYED MOTHERS	18702	16713	21.9	89.4	104	6650	19.2	35.6	91	5242	25.4	28.0	120	4821	23.0	25.8	109
18 - 24	14726	12684	16.6	86.1	100	5091	14.7	34.6	88	3652	17.7	24.8	106	3941	18.8	26.8	113
25 - 34	20202	17936	23.5	88.8	103	7235	20.9	35.8	91	5285	25.6	26.2	112	5416	25.9	26.8	113
35 - 44	14781	13078	17.2	88.5	103	5722	16.5	38.7	99	3758	18.2	25.4	109	3598	17.2	24.3	103
45 - 54	11449	10044	13.2	87.7	102	4494	13.0	39.3	100	2989	14.5	26.1	112	2560	12.2	22.4	94
55 - 64	11846	10175	13.4	85.9	100	5306	15.3	44.8	114	2453	11.9	20.7	89	2417	11.5	20.4	86
65 OR OLDER	15459	12284	16.1	79.5	92	6789	19.6	43.9	112	2494	12.1	16.1	69	3001	14.3	19.4	82
18 - 34	34928	30620	40.2	87.7	102	12326	35.6	35.3	90	8937	43.3	25.6	110	9357	44.7	26.8	113
18 - 49	55154	48482	63.6	87.9	102	20202	58.3	36.6	94	14058	68.1	25.5	109	14222	67.9	25.8	109
25 - 54	46433	41058	53.9	88.4	103	17451	50.4	37.6	96	12033	58.3	25.9	111	11574	55.3	24.9	105
35 - 49	20226	17862	23.4	88.3	103	7876	22.7	38.9	99	5121	24.8	25.3	109	4865	23.2	24.1	102
50 OR OLDER	33310	27719	36.4	83.2	97	14435	41.7	43.3	111	6573	31.9	19.7	85	6711	32.1	20.1	85
GRADUATED COLLEGE	12110	10403	13.7	85.9	100	4065	11.7	33.6	86	3115	15.1	25.7	110	3222	15.4	26.6	112
ATTENDED COLLEGE	15309	13614	17.9	88.9	103	5577	16.1	36.4	93	3941	19.1	25.7	110	4096	19.6	26.8	113
GRADUATED HIGH SCHOOL	36912	32512	42.7	88.1	102	14146	40.8	38.3	98	9117	44.2	24.7	106	9250	44.2	25.1	106
DID NOT GRADUATE HIGH SCHOOL	24134	19671	25.8	81.5	95	10849	31.3	45.0	115	4458	21.6	18.5	79	4365	20.9	18.1	76
EMPLOYED FULL-TIME	35457	31525	41.4	88.9	103	13174	38.0	37.2	95	8843	42.9	24.9	107	9508	45.4	26.8	113
EMPLOYED PART-TIME	8514	7591	10.0	89.2	104	2863	8.3	33.6	86	2676	13.0	31.4	135	2052	9.8	24.1	102
NOT EMPLOYED	44494	37085	48.7	83.3	97	18600	53.7	41.8	107	9112	44.2	20.5	88	9373	44.8	21.1	89
PROFESSIONAL/MANAGER	10811	9673	12.7	89.5	104	3750	10.8	34.7	89	2786	13.5	25.8	110	3137	15.0	29.0	123
TECH/CLERICAL/SALES	19640	17484	22.9	89.0	103	7212	20.8	36.7	94	5126	24.8	26.1	112	5147	24.6	26.2	111
PRECISION/CRAFT	1023	855	1.1	83.6	97	*344	1.0	33.6	86	*302	1.5	29.5	127	**209	1.0	20.4	86
OTHER EMPLOYED	12498	11104	14.6	88.8	103	4732	13.7	37.9	97	3305	16.0	26.4	113	3068	14.7	24.5	104
SINGLE	15995	13667	17.9	85.4	99	5763	16.6	36.0	92	3864	18.7	24.2	104	4040	19.3	25.3	107
MARRIED	51689	45362	59.5	87.8	102	19901	57.5	38.5	98	12887	62.5	24.9	107	12574	60.1	24.3	103
DIVORCED/SEPARATED/WIDOWED	20780	17172	22.5	82.6	96	8974	25.9	43.2	110	3879	18.8	18.7	80	4319	20.6	20.8	88
PARENTS	33922	29931	39.3	88.2	102	12829	37.0	37.8	97	8795	42.6	25.9	111	8307	39.7	24.5	103
WHITE	76422	66453	87.2	87.0	101	29955	86.6	39.2	100	18192	88.2	23.8	102	18266	87.3	23.9	101
BLACK	10066	8113	10.6	80.6	94	4019	11.6	39.9	102	1928	9.3	19.2	82	2166	10.3	21.5	91
OTHER	1976	1635	2.1	82.7	96	*624	1.8	31.6	81	**511	2.5	25.9	111	*501	2.4	25.4	107
NORTHEAST-CENSUS	19803	17184	22.6	86.8	101	7938	22.9	40.1	102	4123	20.0	20.8	89	5123	24.5	25.9	109
NORTH CENTRAL	22181	19228	25.2	86.7	101	8617	24.9	38.8	99	5410	26.2	24.4	105	5201	24.8	23.4	99
SOUTH	30082	25671	33.7	85.3	99	12133	35.0	40.3	103	7227	35.0	24.0	103	6312	30.2	21.0	89
WEST	16398	14118	18.5	86.1	100	5949	17.2	36.3	93	3871	18.8	23.6	101	4298	20.5	26.2	111
NORTHEAST-MKTG.	20163	17416	22.9	86.4	100	7974	23.0	39.5	101	4456	21.6	22.1	95	4986	23.8	24.7	105
EAST CENTRAL	13054	11177	14.7	85.6	99	5207	15.0	39.9	102	2940	14.3	22.5	97	3030	14.5	23.2	98
WEST CENTRAL	14993	13162	17.3	87.8	102	5758	16.6	38.4	98	3755	18.2	25.0	107	3649	17.4	24.3	103
SOUTH	25785	22053	28.9	85.5	99	10375	30.0	40.2	103	6234	30.2	24.2	104	5445	26.0	21.1	89
PACIFIC	14470	12392	16.3	85.6	99	5323	15.4	36.8	94	3246	15.7	22.4	96	3823	18.3	26.4	112
COUNTY SIZE A	36705	31000	40.7	84.5	98	13188	38.1	35.9	92	8516	41.3	23.2	99	9296	44.4	25.3	107
COUNTY SIZE B	26819	23542	30.9	87.8	102	10874	31.4	40.5	104	6165	29.9	23.0	99	6503	31.1	24.2	102
COUNTY SIZE C	13597	11928	15.7	87.7	102	5828	16.8	42.9	109	3032	14.7	22.3	96	3068	14.7	22.6	95
COUNTY SIZE D	11344	9730	12.8	85.8	100	4747	13.7	41.8	107	2918	14.1	25.7	110	2066	9.9	18.2	77
METRO CENTRAL CITY	26825	22499	29.5	83.9	97	9772	28.2	36.4	93	6476	31.4	24.1	104	6251	29.9	23.3	98
METRO SUBURBAN	39912	35147	46.1	88.1	102	15873	45.8	39.8	102	9093	44.1	22.8	98	10181	48.6	25.5	108
NON METRO	21728	18554	24.3	85.4	99	8992	26.0	41.4	106	5062	24.5	23.3	100	4501	21.5	20.7	88
TOP 5 ADI'S	20847	17722	23.3	85.0	99	7696	22.2	36.9	94	4718	22.9	22.6	97	5308	25.4	25.5	108
TOP 10 ADI'S	28719	24118	31.7	84.0	97	10363	29.9	36.1	92	6717	32.6	23.4	100	7038	33.6	24.5	104
TOP 20 ADI'S	40904	34520	45.3	84.4	98	14386	41.5	35.2	90	9650	46.8	23.6	101	10484	50.1	25.6	108
HSHLD INC. \$50,000 OR MORE	7931	7099	9.3	89.5	104	2882	8.3	36.3	93	2123	10.3	26.8	115	2094	10.0	26.4	112
\$40,000 OR MORE	15233	13436	17.6	88.2	102	5450	15.7	35.8	91	4017	19.5	26.4	113	3969	19.0	26.1	110
\$30,000 OR MORE	28333	24983	32.8	88.2	102	10208	29.5	36.0	92	7392	35.8	26.1	112	7384	35.3	26.1	110
\$25,000 OR MORE	36417	32383	42.5	88.9	103	13441	38.8	36.9	94	9501	46.1	26.1	112	9441	45.1	25.9	110
\$20,000 - \$24,999	9943	8621	11.3	86.7	101	3667	10.6	36.9	94	2376	11.5	23.9	102	2579	12.3	25.9	110
\$15,000 - \$19,999	9211	7941	10.4	86.2	100	3537	10.2	38.4	98	2269	11.0	24.6	106	2135	10.2	23.2	98
\$10,000 - \$14,999	13477	11624	15.3	86.3	100	5773	16.7	42.8	109	2977	14.4	22.1	95	2874	13.7	21.3	90
UNDER \$10,000	19418	15632	20.5	80.5	93	8220	23.7	42.3	108	3509	17.0	18.1	77	3903	18.6	20.1	85
HOUSEHOLD OF 1 PERSON	11987	9753	12.8	81.4	94	4777	13.8	39.9	102	2358	11.4	19.7	84	2619	12.5	21.8	92
2 PEOPLE	27046	23310	30.6	86.2	100	10848	31.3	40.1	102	6217	30.1	23.0	99	6245	29.8	23.1	98
3 OR 4 PEOPLE	34251	30037	39.4	87.7	102	12918	37.3	37.7	96	8463	41.0	24.7	106	8656	41.4	25.3	107
5 OR MORE PEOPLE	15180	13100	17.2	86.3	100	6094	17.6	40.1	103	3593	17.4	23.7	101	3413	16.3	22.5	95
NO CHILD IN HSHLD	49819	42212	55.4	84.7	98	19874	57.4	39.9	102	10596	51.4	21.3	91	11742	56.1	23.6	100
CHILD(REN) UNDER 2 YRS	6045	5259	6.9	87.0	101	2042	5.9	33.8	86	1352	6.6	22.4	96	1865	8.9	30.9	130
2 - 5 YEARS	15233	13054	17.1	85.7	99	5508	15.9	36.2	92	3880	18.8	25.5	109	3666	17.5	24.1	102
6 - 11 YEARS	16260	14326	18.8	88.1	102	6528	18.8	40.1	103	4273	20.7	26.3	113	3525	16.8	21.7	92
12 - 17 YEARS	19173	16800	22.0	87.6	102	7720	22.3	40.3	103	5059	24.5	26.4	113	4021	19.2	21.0	89
RESIDENCE OWNED	61371	53295	69.9	86.8	101	24580	71.0	40.1	102	14454	70.1	23.6	101	14262	68.1	23.2	98
VALUE: \$50,000 OR MORE	35355	30626	40.2	86.6	101	13616	39.3	38.5	98	8408	40.8	23.8	102	8602	41.1	24.3	103
VALUE: UNDER \$50,000	26016	22670	29.8	87.1	101	10964	31.7	42.1	108	6046	29.3	23.2	100	5660	27.0	21.8	9

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - USAGE IN LAST 30 DAYS
(FEMALES)

		HEAVY USERS ONCE A WEEK OR MORE																MEDIUM USERS 2-3 TIMES A MONTH								LIGHT USERS ONCE A MONTH OR LESS																											
		ALL USERS				A				B				C				D				A				B				C				D				A				B				C				D			
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX															
TOTAL FEMALES		88464	76201	100.0	86.1	100	34637	100.0	39.2	100	20631	100.0	23.3	100	20933	100.0	23.7	100																																			
MAGAZINES	QUINTILE 1	17988	16071	21.1	89.3	104	7736	22.3	43.0	110	4366	21.2	24.3	104	3969	19.0	22.1	93																																			
	QUINTILE 2	19446	17194	22.6	88.4	103	7558	21.8	38.9	99	4659	22.6	24.0	103	4977	23.8	25.6	108																																			
	QUINTILE 3	14626	12851	16.9	87.9	102	5494	15.9	37.6	96	3466	16.8	23.7	102	3891	18.6	26.6	112																																			
	QUINTILE 4	16014	13553	17.8	84.6	98	5743	16.6	35.9	92	4025	19.5	25.1	108	3786	18.1	23.6	100																																			
	QUINTILE 5	20389	16530	21.7	81.1	94	8106	23.4	39.8	102	4114	19.9	20.2	87	4310	20.6	21.1	89																																			
NEWSPAPERS	QUINTILE 1	13830	11890	15.6	86.0	100	5477	15.8	39.6	101	3014	14.6	21.8	93	3399	16.2	24.6	104																																			
	QUINTILE 2	26350	23077	30.3	87.6	102	10493	30.3	39.8	102	6543	31.7	24.8	106	6041	28.9	22.9	97																																			
	QUINTILE 3	12415	10787	14.2	86.9	101	4659	13.5	37.5	96	3039	14.7	24.5	105	3089	14.8	24.9	105																																			
	QUINTILE 4	21911	18843	24.7	86.0	100	8265	23.9	37.7	96	5455	26.4	24.9	107	5123	24.5	23.4	99																																			
	QUINTILE 5	13960	11603	15.2	83.1	96	5743	16.6	41.1	105	2579	12.5	18.5	79	3281	15.7	23.5	99																																			
OUTDOOR	QUINTILE 1	16810	14655	19.2	87.2	101	6035	17.4	35.9	92	4450	21.6	26.5	114	4169	19.9	24.8	105																																			
	QUINTILE 2	17101	14979	19.7	87.6	102	6677	19.3	39.0	100	4216	19.0	22.9	98	4386	21.0	25.6	108																																			
	QUINTILE 3	17579	14965	19.6	85.1	99	7014	20.3	39.9	102	3903	20.4	23.9	103	3748	17.9	21.3	90																																			
	QUINTILE 4	18343	15780	20.7	86.0	100	7056	20.4	38.5	98	3976	19.3	21.7	93	4748	22.7	25.9	109																																			
	QUINTILE 5	18631	15822	20.8	84.9	99	7854	22.7	42.2	108	4086	19.8	21.9	94	3883	18.5	20.8	88																																			
RADIO-DRIVE TIME	QUINTILE 1	17390	15369	20.2	88.4	103	7197	20.8	41.4	106	3929	19.0	22.6	97	4243	20.3	24.4	103																																			
	QUINTILE 2	16591	14414	18.9	86.9	101	6452	18.6	38.9	99	4150	20.1	25.0	107	3812	18.2	23.0	97																																			
	QUINTILE 3	16910	14631	19.2	86.5	100	6449	18.6	38.1	97	4131	20.0	24.4	105	4052	19.4	24.0	101																																			
	QUINTILE 4	18002	15303	20.1	85.0	99	6831	19.7	37.9	97	4275	20.7	23.7	102	4196	20.0	23.3	99																																			
	QUINTILE 5	19572	16485	21.6	84.2	98	7708	22.3	39.4	101	4146	20.1	21.2	91	4631	22.1	23.7	100																																			
RADIO-MID- DAY	TERCILE 1	23248	20301	26.6	87.3	101	9129	26.4	39.3	100	5475	26.5	23.6	101	5696	27.2	24.5	104																																			
	TERCILE 2	23667	20272	26.6	85.7	99	9172	26.5	38.8	99	5555	26.9	23.5	101	5544	26.5	23.4	99																																			
	TERCILE 3	41549	35628	46.8	85.7	100	16335	47.2	39.3	100	9600	46.5	23.1	99	9692	46.3	23.3	99																																			
RADIO-TOTAL	QUINTILE 1	17786	15566	20.4	87.5	102	7264	21.0	40.8	104	4075	19.8	22.9	98	4227	20.2	23.8	100																																			
	QUINTILE 2	17316	15208	20.0	87.8	102	6732	19.4	38.9	99	4184	20.3	24.2	104	4292	20.5	24.8	105																																			
	QUINTILE 3	18428	15766	20.7	85.6	99	6605	19.1	35.8	92	4721	22.9	25.6	110	4440	21.2	24.1	102																																			
	QUINTILE 4	17669	15152	19.9	85.8	100	7157	20.7	40.5	103	4093	19.8	23.2	99	3902	18.6	22.1	93																																			
	QUINTILE 5	17265	14509	19.0	84.0	98	6878	19.9	39.8	102	3559	17.3	20.6	88	4072	19.5	23.6	100																																			
TV-PRIME TIME	QUINTILE 1	17416	14819	19.4	85.1	99	7281	21.0	41.8	107	3831	18.6	22.0	94	3707	17.7	21.3	90																																			
	QUINTILE 2	17413	15386	20.2	88.4	103	6960	20.1	40.0	102	4269	20.7	24.5	105	4157	19.9	23.9	101																																			
	QUINTILE 3	17943	15585	20.5	86.9	101	7044	20.3	39.3	100	4330	21.0	24.1	103	4211	20.1	23.5	99																																			
	QUINTILE 4	18442	15929	20.9	86.4	100	7252	20.9	39.3	100	4200	20.4	22.8	98	4478	21.4	24.3	103																																			
	QUINTILE 5	17250	14482	19.0	84.0	97	6100	17.6	35.4	90	4002	19.4	23.2	99	4381	20.9	25.4	107																																			
TV-DAYTIME	TERCILE 1	29966	25388	33.3	84.7	98	12055	34.8	40.2	103	6913	33.5	23.1	99	6421	30.7	21.4	91																																			
	TERCILE 2	29480	25755	33.8	87.4	101	11550	33.3	39.2	100	6973	33.8	23.7	101	7232	34.5	24.5	104																																			
	TERCILE 3	29018	25058	32.9	86.4	100	11032	31.9	38.0	97	6746	32.7	23.2	100	7280	34.8	25.1	106																																			
TV-TOTAL	QUINTILE 1	17740	14784	19.4	83.3	97	7429	21.4	41.9	107	3724	18.1	21.0	90	3631	17.3	20.5	86																																			
	QUINTILE 2	17674	15350	20.1	86.9	101	6992	20.2	39.6	101	3977	19.3	22.5	96	4381	20.9	24.8	105																																			
	QUINTILE 3	17730	15411	20.2	86.9	101	7001	20.2	39.5	101	4485	21.7	25.3	108	3925	18.8	22.1	94																																			
	QUINTILE 4	17563	15454	20.3	88.0	102	6894	19.9	39.3	100	4180	20.3	23.8	102	4381	20.9	24.9	105																																			
	QUINTILE 5	17757	15202	19.9	85.6	99	6320	18.2	35.6	91	4266	20.7	24.0	103	4615	22.0	26.0	110																																			
MAGAZINES-NEWSPAPERS: DUAL		23278	20524	26.9	88.2	102	9521	27.5	40.9	104	5523	26.8	23.7	102	5479	26.2	23.5	99																																			
MAGAZINE IMPERATIVE		21634	19196	25.2	88.7	103	8504	24.6	39.3	100	5220	25.3	24.1	103	5473	26.1	25.3	107																																			
NEWSPAPER IMPERATIVE		23455	2																																																		

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2-3 TIMES A MONTH				LIGHT USERS ONCE A MONTH OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	76201	100.0	86.1	100	34637	100.0	39.2	100	20631	100.0	23.3	100	20933	100.0	23.7	100
ATLANTIC MONTHLY	415	361	0.5	87.0	101	*133	0.4	32.0	82	**99	0.5	23.9	102	**129	0.6	31.1	131
BARROW'S	522	446	0.6	85.4	99	*162	0.5	31.0	79	**176	0.9	33.7	145	**109	0.5	20.9	88
BETTER HOMES & GARDENS	17429	15465	20.3	88.7	103	6984	20.2	40.1	102	4184	20.3	24.0	103	4298	20.5	24.7	104
BON APPETIT	2772	2448	3.2	88.3	103	941	2.7	33.9	87	859	4.2	31.0	133	648	3.1	23.4	99
BUSINESS WEEK	1469	1241	1.6	84.5	98	466	1.3	31.7	81	373	1.8	25.4	109	403	1.9	27.4	116
CAR AND DRIVER	397	354	0.5	89.2	104	**116	0.3	29.2	75	**148	0.7	37.3	160	**91	0.4	22.9	97
CBS MAGAZINE NETWORK (GROSS)	1633	1442	1.9	88.3	103	721	2.1	44.2	113	339	1.6	20.8	89	382	1.8	23.4	99
CHANGING TIMES	1554	1385	1.8	89.1	103	699	2.0	45.0	115	274	1.3	17.6	76	411	2.0	26.4	112
COLONIAL HOMES	1304	1124	1.5	86.2	100	556	1.6	42.6	109	266	1.3	20.4	87	301	1.4	23.1	98
CONDE NAST MAG. PKG. (GROSS)	17858	15783	20.7	88.4	103	7537	21.8	42.2	108	4129	20.0	23.1	99	4117	19.7	23.1	97
CONSUMERS DIGEST	1406	1185	1.6	84.3	98	531	1.5	37.8	96	341	1.7	24.3	104	313	1.5	22.3	94
COSMOPOLITAN	8815	7717	10.1	87.5	102	3529	10.2	40.0	102	1955	9.5	22.2	95	2233	10.7	25.3	107
COUNTRY LIVING	2636	2355	3.1	89.3	104	1106	3.2	42.0	107	779	3.8	29.6	127	471	2.3	17.9	76
CUISINE	1554	1321	1.7	85.0	99	600	1.7	38.6	99	306	1.5	19.7	84	415	2.0	26.7	113
CYCLE WORLD	469	411	0.5	87.6	102	*216	0.6	46.1	118	**89	0.4	19.0	81	**106	0.5	22.6	96
DCI:CREATIVE IDEAS FOR LIV	2631	2329	3.1	88.5	103	1237	3.6	47.0	120	632	3.1	24.0	103	460	2.2	17.5	74
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	6270	8.2	88.7	103	3036	8.8	43.0	110	1782	8.6	25.2	108	1452	6.9	20.6	87
DISCOVER	998	916	1.2	91.8	107	391	1.1	39.2	100	*247	1.2	24.7	106	279	1.3	28.0	118
EBONY	4289	3506	4.6	81.7	95	1877	5.4	43.8	112	875	4.2	20.4	87	755	3.6	17.6	74
ESQUIRE	1176	982	1.3	83.5	97	518	1.5	44.0	112	*182	0.9	15.5	66	283	1.4	24.1	102
ESSENCE	2392	2022	2.7	84.5	98	992	2.9	41.5	106	502	2.4	21.0	90	528	2.5	22.1	93
FAMILY CIRCLE	17209	15299	20.1	88.9	103	7172	20.7	41.7	106	4262	20.7	24.8	106	3865	18.5	25.2	95
THE FAMILY HANDYMAN	1184	1057	1.4	89.3	104	487	1.4	41.1	105	253	1.2	21.4	92	317	1.5	26.8	113
FAMILY WEEKLY	12391	10953	14.4	88.4	103	5249	15.2	42.4	108	3015	14.6	24.3	104	2689	12.8	21.7	92
FIELD & STREAM	2438	2181	2.9	89.5	104	1091	3.1	44.7	114	596	2.9	24.4	105	494	2.4	20.3	86
FOOD & WINE	614	536	0.7	87.3	101	232	0.7	37.8	97	*108	0.5	17.6	75	*196	0.9	31.9	135
FORBES	813	695	0.9	85.5	99	215	0.6	26.4	68	*215	1.0	26.4	113	*266	1.3	32.7	138
FORTUNE	1083	923	1.2	85.2	99	358	1.0	33.1	84	*243	1.2	22.4	96	322	1.5	29.7	126
GENTLEMEN'S QUARTERLY	1197	1039	1.4	86.8	101	510	1.5	42.6	109	*266	1.3	22.2	95	*263	1.3	22.0	93
GLAMOUR	6625	5969	7.8	90.1	105	2861	8.3	43.2	110	1680	8.1	25.4	109	1428	6.8	21.6	91
GOLF DIGEST	707	615	0.8	87.0	101	289	0.8	40.9	104	*132	0.6	18.7	80	*194	0.9	27.4	116
GOLF DIGEST/TENNIS (GROSS)	1316	1114	1.5	84.7	98	445	1.3	33.8	86	330	1.6	25.1	108	339	1.6	25.8	109
GOLF MAGAZINE	469	430	0.6	91.7	106	*241	0.7	51.4	131	**55	0.3	11.7	50	*134	0.6	28.6	121
GOLF MAGAZINE/SKI (GROSS)	1060	924	1.2	87.2	101	423	1.2	39.9	102	*225	1.1	21.2	91	*276	1.3	26.0	110
GOOD HOUSEKEEPING	17784	15847	20.8	89.1	103	7196	20.8	40.5	103	4423	21.4	24.9	107	4228	20.2	23.8	100
HARPER'S BAZAAR	2931	2604	3.4	88.8	103	1229	3.5	41.9	107	608	2.9	20.7	89	767	3.7	26.2	111
HEALTH	2199	1961	2.6	89.2	104	877	2.5	39.9	102	525	2.5	23.9	102	558	2.7	25.4	107
HEARST MAG CORP. BUY (GROSS)	49148	43663	57.3	88.8	103	20077	58.0	40.9	104	11798	57.2	24.0	103	*1788	56.3	24.0	101
HEARST MAN POWER (GROSS)	2113	1854	2.4	87.7	102	882	2.5	41.7	107	483	2.3	22.9	98	489	2.3	23.1	98
HEARST WOMAN POWER (GROSS)	35062	31279	41.0	89.2	104	14207	41.0	40.5	103	8544	41.4	24.4	104	8528	40.7	24.3	103
HOUSE BEAUTIFUL	3865	3406	4.5	88.1	102	1619	4.7	41.9	107	918	4.4	23.8	102	869	4.2	22.5	95
INC.	315	264	0.3	83.8	97	**121	0.3	38.4	98	**97	0.5	30.8	132	**46	0.2	14.6	62
JET	3690	3068	4.0	83.1	97	1490	4.3	40.4	103	713	3.5	19.3	83	865	4.1	23.4	99
LADIES' HOME JOURNAL	12930	11533	15.1	89.2	104	5491	15.9	42.5	108	3221	15.6	24.9	107	2822	13.5	21.8	92
LHJ FAMILY GRP COMBO(GROSS)	18161	16213	21.3	89.3	104	7574	21.9	41.7	107	4633	22.5	25.5	109	4006	19.1	22.1	93
LIFE	5065	4371	5.7	86.3	100	1881	5.4	37.1	95	1130	5.5	22.3	96	1360	6.5	26.9	113
L.A. TIMES HOME MAGAZINE	1310	1093	1.4	83.4	97	367	1.1	28.0	72	435	2.1	33.2	142	291	1.4	22.2	94
MADAMOISELLE	3759	3297	4.3	87.7	102	1545	4.5	41.1	105	836	4.1	22.2	95	916	4.4	24.4	103
MC CALL'S	14658	13007	17.1	88.7	103	6276	18.1	42.8	109	3552	17.2	24.2	104	3179	15.2	21.7	92
MC CALL'S/WRK MOTHER (GROSS)	15857	14058	18.4	88.7	103	6779	19.6	42.8	109	3814	18.5	24.1	103	3464	16.5	21.8	92
MECHANIX ILLUSTRATED	809	741	1.0	91.6	106	425	1.2	52.5	134	*199	1.0	24.6	105	**117	0.6	14.5	61
METROPOLITAN HOME	1009	903	1.2	89.5	104	375	1.1	37.2	95	226	1.1	22.4	96	302	1.4	29.9	126
MONEY	1707	1497	2.0	87.7	102	686	2.0	40.2	103	364	1.8	21.3	91	447	2.1	26.2	111
MOTHER EARTH NEWS	1123	997	1.3	88.8	103	458	1.3	40.8	104	*275	1.3	24.5	105	*264	1.3	23.5	99
MS.	932	852	1.1	91.4	106	393	1.1	42.2	108	*179	0.9	19.2	82	*280	1.3	30.0	127
NATIONAL ENQUIRER	11971	10625	13.9	88.8	103	5383	15.5	45.0	115	2647	12.8	22.1	95	2595	12.4	21.7	92
NATIONAL GEOGRAPHIC	10503	9287	12.2	88.4	103	4004	11.6	38.1	97	2657	12.9	25.3	108	2627	12.5	25.0	106
NATIONAL SUNDAY MAGAZINE PKG	54325	47340	62.1	87.1	101	21156	61.1	38.9	99	13304	64.5	24.5	105	12880	61.5	23.7	100
NATURAL HISTORY	626	521	0.7	83.2	97	*175	0.5	28.0	71	*120	0.6	19.2	82	*226	1.1	36.1	153
NEW WOMAN	1992	1749	2.3	87.8	102	704	2.0	35.3	90	425	2.1	21.3	91	620	3.0	31.1	132
NEW YORK INCLUDING CUE	547	489	0.6	89.4	104	240	0.7	43.9	112	*133	0.6	24.3	104	**116	0.6	21.2	90
THE NEW YORKER	1380	1236	1.6	89.6	104	452	1.3	32.8	84	391	1.9	28.3	121	392	1.9	28.4	120
NEWSWEEK	6925	6134	8.0	88.6	103	2800	8.1	40.4	103	1600	7.8	23.1	99	1733	8.3	25.0	106
THE N.Y. TIMES DAILY EDITION	1363	1159	1.5	85.0	99	476	1.4	34.9	89	316	1.5	23.2	99	368	1.8	27.0	114
THE N.Y. TIMES MAGAZINE	2333	1903	2.5	81.6	95	809	2.3	34.7	89	506	2.5	21.7	93	588	2.8	25.2	107
OMNI	872	819	1.1	93.9	109	326	0.9	37.4	95	*268	1.3	30.7	132	*225	1.1	25.8	109
ON CABLE	1298	1164	1.5	89.7	104	568	1.6	43.8	112	351	1.7	27.0	116	*245	1.2	18.9	80
1001 HOME IDEAS	3032	2719	3.6	89.7	104	1206	3.5	39.8	102	887	4.3	29.3	125	627	3.0	20.7	87
ORGANIC GARDENING	1680	1455	1.9	86.6	101	581	1.7	34.6	88	412	2.0	24.5	105	462	2.2	27.5	116
OUTDOOR LIFE	960	777	1.0	80.9	94	420	1.2	43.8	112	**129	0.6	13.4	58	*228	1.1	23.8	100
PARADE MAGAZINE	26755	23429	30.7	87.6	102	10504	30.3	39.3	100	6470	31.4	24.2	104	6455	30.8	24.1	102

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - USAGE IN LAST 30 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2-3 TIMES A MONTH				LIGHT USERS ONCE A MONTH OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	76201	100.0	86.1	100	34637	100.0	39.2	100	20631	100.0	23.3	100	20933	100.0	23.7	100
PARENTS	4173	3768	4.9	90.3	105	1536	4.4	36.8	94	1034	5.0	24.8	106	1197	5.7	28.7	121
PENTHOUSE	973	868	1.1	89.2	104	296	0.9	30.4	78	*302	1.5	31.0	133	*270	1.3	27.7	117
PEOPLE	13479	11974	15.7	88.8	103	5413	15.6	40.2	103	3482	16.9	25.8	111	3078	14.7	22.8	97
PLAYBOY	2183	1834	2.4	84.0	98	707	2.0	32.4	83	559	2.7	25.6	110	568	2.7	26.0	110
POPULAR HOT RODDING	388	307	0.4	79.1	92	**135	0.4	34.8	89	**96	0.5	24.7	106	**75	0.4	19.3	82
POPULAR MECHANICS	1037	885	1.2	85.3	99	472	1.4	45.5	116	*243	1.2	23.4	100	*170	0.8	16.4	69
POPULAR SCIENCE	920	791	1.0	86.0	100	352	1.0	38.3	98	*204	1.0	22.2	95	*235	1.1	25.5	108
PREVENTION	4071	3534	4.6	86.8	101	1597	4.6	39.2	100	894	4.3	22.0	94	1043	5.0	25.6	108
PSYCHOLOGY TODAY	1940	1677	2.2	86.4	100	818	2.4	42.2	108	417	2.0	21.5	92	442	2.1	22.8	96
READER'S DIGEST	24031	20903	27.4	87.0	101	9800	28.3	40.8	104	5520	26.8	23.0	98	5583	26.7	23.2	98
REDBOOK	8464	7715	10.1	91.2	106	3482	10.1	41.1	105	2166	10.5	25.6	110	2067	9.9	24.4	103
ROAD & TRACK	429	387	0.5	90.2	105	*121	0.3	28.2	72	**127	0.6	29.6	127	**140	0.7	28.6	138
ROLLING STONE	1355	1232	1.6	90.9	106	522	1.5	38.5	98	411	2.0	30.3	130	*299	1.4	22.1	93
RUNNER'S WORLD	329	304	0.4	92.4	107	**67	0.2	20.4	52	**132	0.6	40.1	172	**105	0.5	31.9	135
SATURDAY EVENING POST	1268	1127	1.5	88.9	103	527	1.5	41.6	106	306	1.5	24.1	103	294	1.4	23.2	98
SCIENCE 84	702	628	0.8	89.5	104	352	1.0	50.1	128	*144	0.7	20.5	88	*132	0.6	18.8	79
SCIENCE DIGEST	553	476	0.6	86.1	100	*156	0.5	28.2	72	*124	0.6	22.4	96	*197	0.9	35.6	151
SCIENTIFIC AMERICAN	615	503	0.7	81.8	95	251	0.7	40.8	104	**147	0.7	23.9	102	**105	0.5	17.1	72
SELF	2683	2373	3.1	88.4	103	1189	3.4	44.3	113	584	2.8	21.8	93	601	2.9	22.4	95
SEVENTEEN	3309	2867	3.8	86.6	101	1332	3.8	40.3	103	814	3.9	24.6	105	721	3.4	21.8	92
SKI	591	494	0.6	83.6	97	*182	0.5	30.8	79	*170	0.8	28.8	123	**142	0.7	24.0	102
SMITHSONIAN	3039	2535	3.3	83.4	97	991	2.9	32.6	83	706	3.4	23.2	100	838	4.0	27.6	117
SOAP OPERA DIGEST	3683	3430	4.5	93.1	108	1724	5.0	46.8	120	924	4.5	25.1	108	782	3.7	21.2	90
SOUTHERN LIVING	4434	3940	5.2	88.9	103	1799	5.2	40.6	104	1149	5.6	25.9	111	992	4.7	22.4	95
SPORT	701	589	0.8	84.0	98	*282	0.8	40.2	103	**113	0.5	16.1	69	*193	0.9	27.5	116
THE SPORTING NEWS	518	475	0.6	91.7	106	*248	0.7	47.9	122	**122	0.6	23.6	101	**105	0.5	20.3	86
SPORTS AFIELD	523	493	0.6	94.3	109	*254	0.7	48.6	124	*117	0.6	22.4	96	**122	0.6	23.3	99
SPORTS ILLUSTRATED	3325	2928	3.8	88.1	102	1390	4.0	41.8	107	678	3.3	20.4	87	860	4.1	25.9	109
STAR	8567	7601	10.0	88.7	103	3858	11.1	45.0	115	1856	9.0	21.7	93	1886	9.0	22.0	93
SUNDAY	27630	23886	31.3	86.4	100	10460	30.2	37.9	97	6788	32.9	24.6	105	6638	31.7	24.0	102
SUNSET	2219	1929	2.5	86.9	101	744	2.1	33.5	86	452	2.2	20.4	87	733	3.5	33.0	140
TV GUIDE	24258	21522	28.2	88.7	103	9996	28.9	41.2	105	5846	28.3	24.1	103	5679	27.1	23.4	99
TENNIS	609	498	0.7	81.8	95	*156	0.5	25.6	65	*198	1.0	32.5	139	*145	0.7	23.8	101
TIME	9929	8742	11.5	88.0	102	3787	10.9	38.1	97	2402	11.6	24.2	104	2553	12.2	25.7	109
TOWN & COUNTRY	1062	891	1.2	83.9	97	394	1.1	37.1	95	*195	0.9	18.4	79	303	1.4	28.5	121
TRAVEL & LEISURE	1051	966	1.3	91.9	107	391	1.1	37.2	95	272	1.3	25.9	111	303	1.4	28.8	122
TRUE STORY	3946	3536	4.6	89.6	104	1798	5.2	45.6	116	846	4.1	21.4	92	893	4.3	22.6	96
U.S. NEWS & WORLD REPORT	3782	3199	4.2	84.6	98	1377	4.0	36.4	93	830	4.0	21.9	94	992	4.7	26.2	111
USA TODAY	1874	1653	2.2	88.2	102	714	2.1	38.1	97	492	2.4	26.3	113	447	2.1	23.9	101
US	2213	2038	2.7	92.1	107	958	2.8	43.3	111	546	2.6	24.7	106	533	2.5	24.1	102
VOGUE	4792	4144	5.4	86.5	100	1942	5.6	40.5	104	1030	5.0	21.5	92	1172	5.6	24.5	103
WALL STREET JOURNAL	2045	1763	2.3	86.2	100	720	2.1	35.2	90	445	2.2	21.8	93	599	2.9	29.3	124
WEIGHT WATCHERS	2364	2051	2.7	86.8	101	871	2.5	36.8	94	580	2.8	24.5	105	599	2.9	25.3	107
WOMAN'S DAY	15182	13590	17.8	89.5	104	6515	18.8	42.9	110	3440	16.7	22.7	97	3635	17.4	23.9	101
WORKING MOTHER	1198	1051	1.4	87.7	102	503	1.5	42.0	107	*263	1.3	22.0	94	285	1.4	23.8	101
WORKING WOMAN	1523	1297	1.7	85.2	99	577	1.7	37.9	97	311	1.5	20.4	88	410	2.0	26.9	114
WORLD TENNIS	*183	*165	0.2	90.2	105	**79	0.2	43.2	110	**47	0.2	25.7	110	**39	0.2	21.3	90
ZIFF-DAVIS MAG NETWK (GROSS)	2776	2426	3.2	87.4	101	1023	3.0	36.9	94	556	2.7	20.0	86	848	4.1	30.5	129
BLAIR INSERTS	47909	41637	54.6	86.9	101	18145	52.4	37.9	97	11922	57.8	24.9	107	11571	55.3	24.2	102
DAILY NEWSPAPERS																	
READ ANY	56731	49280	64.7	86.9	101	22354	64.5	39.4	101	13436	65.1	23.7	102	13490	64.4	23.8	100
READ ONE	47696	41397	54.3	86.8	101	18735	54.1	39.3	100	11446	55.5	24.0	103	11216	53.6	23.5	99
READ TWO OR MORE	9034	7883	10.3	87.3	101	3619	10.4	40.1	102	1990	9.6	22.0	94	2274	10.9	25.2	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	50214	65.9	87.0	101	22272	64.3	38.6	99	14261	69.1	24.7	106	13681	65.4	23.7	100
READ ONE	50513	43915	57.6	86.9	101	19344	55.8	38.3	98	12569	60.9	24.9	107	12002	57.3	23.8	100
READ TWO OR MORE	7219	6299	8.3	87.3	101	2928	8.5	40.6	104	1692	8.2	23.4	101	1679	8.0	23.3	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.39				26.71				30.67				28.89			
30 DAY REACH	78184	67375	88.4	86.2	100	30312	87.5	38.8	99	18279	88.6	23.4	100	18785	89.7	24.0	102
50 SHWG - 30 DAY AV FREQ	14.80	14.96			14.15					15.98				15.26			
30 DAY REACH	74239	64065	84.1	86.3	100	28624	82.6	38.6	98	17603	85.3	23.7	102	17838	85.2	24.0	102
25 SHWG - 30 DAY AV FREQ	8.05	8.12			7.76					8.65				8.16			
30 DAY REACH	68254	58993	77.4	86.4	100	26116	75.4	38.3	98	16239	78.7	23.8	102	16638	79.5	24.4	103
CABLE TV: HOME WIRED	35215	31189	40.9	88.6	103	14095	40.7	40.0	102	8573	41.6	24.3	104	8521	40.7	24.2	102
HOME NOT WIRED	53250	45012	59.1	84.5	98	20542	59.3	38.6	99	12058	58.4	22.6	97	12412	59.3	23.3	99
HAVE PAY CABLE	17885	16172	21.2	90.4	105	7108	20.5	39.7	102	4470	21.7	25.0	107	4594	21.9	25.7	109

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2-3 TIMES A MONTH				LIGHT USERS ONCE A MONTH OR LESS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALES	88464	76201	100.0	86.1	100	34637	100.0	39.2	100	20631	100.0	23.3	100	20933	100.0	23.7	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47994	41846	54.9	87.2	101	18718	54.0	39.0	100	11617	56.3	24.2	104	11511	55.0	24.0	101	
10:00 AM - 3:00 PM	33674	29130	38.2	86.5	100	13220	38.2	39.3	100	8022	38.9	23.8	102	7888	37.7	23.4	99	
3:00 PM - 7:00 PM	34431	29999	39.4	87.1	101	13161	38.0	38.2	98	8427	40.8	24.5	101	8411	40.2	24.4	103	
7:00 PM - MIDNIGHT	17761	15216	20.0	85.7	99	6752	19.5	38.0	97	4286	20.8	24.1	103	4179	20.0	23.5	99	
MIDNIGHT - 6:00 AM	10087	8846	11.6	87.7	102	4009	11.6	39.7	102	2496	12.1	24.7	106	2341	11.2	23.2	98	
6:00 AM - MIDNIGHT	64318	55788	73.2	86.7	101	24898	71.9	38.7	99	15536	75.3	24.2	104	15353	73.3	23.9	101	
ENTIRE DAY	65181	56515	74.2	86.7	101	25229	72.8	38.7	99	15725	76.2	24.1	103	15561	74.3	23.9	101	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	17411	15458	20.3	88.8	103	6694	19.3	38.4	98	4755	23.0	27.3	117	4010	19.2	23.0	97	
ALL NEWS	2520	2107	2.8	83.6	97	919	2.7	36.5	93	543	2.6	21.5	92	645	3.1	25.6	108	
AOR/PROGRESSIVE	4419	3921	5.1	88.7	103	1644	4.7	37.2	95	1240	6.0	28.1	120	1037	5.0	23.5	99	
BEAUTIFUL MUSIC	6119	5386	7.1	88.0	102	2299	6.6	37.6	96	1510	7.3	24.7	106	1577	7.5	25.8	109	
BLACK	2623	2229	2.9	85.0	99	989	2.9	37.7	96	621	3.0	23.7	102	619	3.0	23.6	100	
CLASSICAL	1553	1314	1.7	84.6	98	570	1.6	36.7	94	291	1.4	18.7	80	453	2.2	29.2	123	
CHR/ROCK	11282	9822	12.9	87.1	101	4084	11.8	36.2	92	2827	13.7	25.1	107	2910	13.9	25.8	109	
COUNTRY	13343	11498	15.1	86.2	100	5688	16.4	42.6	109	3032	14.7	22.7	97	2778	13.3	20.8	88	
GOLDEN OLDIES	1299	1124	1.5	86.5	100	655	1.9	50.4	129	285	1.4	21.9	94	*184	0.9	14.2	60	
MOR/NOSTALGIA	5241	4608	6.0	87.9	102	1881	5.4	35.9	92	1130	5.5	21.6	92	1597	7.6	30.5	129	
NEWS/TALK	4165	3540	4.6	85.0	99	1544	4.5	37.1	95	974	4.7	23.4	100	1022	4.9	24.5	104	
RELIGIOUS	3324	2716	3.6	81.7	95	1243	3.6	37.4	96	714	3.5	21.5	92	758	3.6	22.8	96	
SOFT ROCK	609	536	0.7	88.0	102	*214	0.6	35.1	90	**93	0.5	15.3	65	*228	1.1	37.4	158	
URBAN CONTEMPORARY	1853	1572	2.1	84.8	98	770	2.2	41.6	106	388	1.9	20.9	90	414	2.0	22.3	94	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3724	3306	4.3	88.8	103	1375	4.0	36.9	94	941	4.6	25.3	108	990	4.7	26.6	112	
ABC DIRECTION	2488	2148	2.8	86.3	100	1109	3.2	44.6	114	617	3.0	24.8	106	422	2.0	17.0	72	
ABC ENTERTAINMENT	5129	4451	5.8	86.8	101	2021	5.8	39.4	101	1114	5.4	21.7	93	1316	6.3	25.7	108	
ABC FM	2498	2235	2.9	89.5	104	915	2.6	36.6	94	645	3.1	25.8	111	675	3.2	27.0	114	
ABC INFORMATION	5721	5070	6.7	88.6	103	2321	6.7	40.6	104	1244	6.0	21.7	93	1505	7.2	26.3	111	
ABC ROCK	2021	1813	2.4	89.7	104	751	2.2	37.2	95	534	2.6	26.4	113	528	2.5	26.1	110	
CBS	4756	4171	5.5	87.7	102	1966	5.7	41.3	106	1142	5.5	24.0	103	1063	5.1	22.4	94	
MUTUAL	5272	4714	6.2	89.4	104	2080	6.0	39.5	101	1374	6.7	26.1	112	1260	6.0	23.9	101	
NBC	4964	4229	5.5	85.2	99	1822	5.3	36.7	94	1236	6.0	24.9	107	1171	5.6	23.6	100	
RADIORADIO	2218	1929	2.5	87.0	101	1030	3.0	46.4	119	464	2.2	20.9	90	436	2.1	19.7	83	
RKO ONE	2565	2300	3.0	89.7	104	1068	3.1	41.6	106	579	2.8	22.6	97	653	3.1	25.5	108	
RKO TWO	3640	3088	4.1	84.8	98	1374	4.0	37.7	96	854	4.1	23.5	101	860	4.1	23.6	100	
THE SOURCE	2467	2170	2.8	88.0	102	940	2.7	38.1	97	731	3.5	29.6	127	499	2.4	20.2	85	
NON-WIRED : BLAIR	9466	8221	10.8	86.8	101	3532	10.2	37.3	95	2394	11.6	25.3	108	2295	11.0	24.2	102	
INTERNET	13616	11923	15.6	87.6	102	5083	14.7	37.3	95	3287	15.9	24.1	104	3553	17.0	26.1	110	
KATZ RADIO GROUP	16998	14744	19.3	86.7	101	6583	19.0	38.7	99	3919	19.0	23.1	99	4242	20.3	25.0	105	
SUPERNET	11622	10055	13.2	86.5	100	4604	13.3	39.6	101	2809	13.6	24.2	104	2642	12.6	22.7	96	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	9425	8003	10.5	84.9	99	3725	10.8	39.5	101	2220	10.8	23.6	101	2058	9.8	21.8	92	
WKDAY 9:00 AM - 1:00 PM	13304	11297	14.8	84.9	99	5502	15.9	41.4	106	3034	14.7	22.8	98	2761	13.2	20.8	88	
WKDAY 1:00 PM - 4:30 PM	17591	14925	19.6	84.8	98	7264	21.0	41.3	105	3909	18.9	22.2	95	3752	17.9	21.3	90	
WKDAY 4:30 PM - 7:30 PM	24418	20659	27.1	84.6	98	9926	28.7	40.7	104	5339	25.9	21.9	94	5394	25.8	22.1	93	
WKDAY 7:30 PM - 8:00 PM	34400	29393	38.6	85.4	99	13908	40.2	40.4	103	7610	36.9	22.1	95	7875	37.6	22.9	97	
WKDAY 11:00 PM - 11:30 PM	26120	22731	29.8	87.0	101	10397	30.0	39.8	102	6164	29.9	23.6	101	6170	29.5	23.6	100	
WKDAY 11:30 PM - 1:00 AM	8402	7285	9.6	86.7	101	3316	9.6	39.5	101	1917	9.3	22.8	98	2053	9.8	24.4	103	
M-SAT 8-11 PM+SUN 7-11 PM	36828	31817	41.8	86.4	100	14850	42.9	40.3	103	8514	41.3	23.1	99	8454	40.4	23.0	97	
WKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	7221	6107	8.0	84.6	98	2851	8.2	39.5	101	1734	8.4	24.0	103	1522	7.3	21.1	89
ANOTHER WORLD	N	4924	4187	5.5	85.0	99	2141	6.2	43.5	111	1053	5.1	21.4	92	993	4.7	20.2	85
AS THE WORLD TURNS	C	5966	5045	6.6	84.6	98	2426	7.0	40.7	104	1329	6.4	22.3	96	1291	6.2	21.6	91
CAPITOL	C	3672	3025	4.0	82.4	96	1528	4.4	41.6	106	784	3.8	21.4	92	713	3.4	19.4	82
CBS MORN. NEWS 1	C	1590	1398	1.8	87.9	102	692	2.0	43.5	111	370	1.8	23.3	100	337	1.6	21.2	90
CBS MORN. NEWS 2	C	1298	1105	1.5	85.1	99	499	1.4	38.4	98	294	1.4	22.7	97	313	1.5	24.1	102
DAYS OF OUR LIVES	N	6389	5485	7.2	85.9	100	2748	7.9	43.0	110	1404	6.8	22.0	94	1332	6.4	20.8	88
FACTS OF LIFE - DAYTIME	N	2526	2074	2.7	82.1	95	936	2.7	37.1	95	536	2.6	21.2	91	601	2.9	23.8	101
FAMILY FEUD	A	3427	2905	3.8	84.8	98	1384	4.0	40.4	103	784	3.8	22.9	98	737	3.5	21.5	91
GENERAL HOSPITAL	A	6870	5835	7.7	84.9	99	2723	7.9	39.6	101	1686	8.2	24.5	105	1425	6.8	20.7	88
GOOD MORNING, AMERICA-730 A	A	3767	3226	4.2	85.6	99	1490	4.3	39.6	101	876	4.2	23.3	100	860	4.1	22.8	96
GOOD MORNING, AMERICA-830 A	A	3076	2650	3.5	86.2	100	1186	3.4	38.6	98	819	4.0	26.6	114	645	3.1	21.0	89
GUIDING LIGHT	C	5789	4847	6.4	83.7	97	2384	6.9	41.2	105	1194	5.8	20.6	88	1269	6.1	21.9	93
ONE LIFE TO LIVE	A	4918	4214	5.5	85.7	99	2000	5.8	40.7	104	1146	5.6	23.3	100	1068	5.1	21.7	92
PRESS YOUR LUCK	C	2367	2035	2.7	86.0	100	1007	2.9	42.5	109	540	2.6	22.8	98				

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HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - FORMS USED
(ADULTS)

	TOTAL U.S. '000	CAPSULES				TABLETS											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	47912	100.0	28.6	100	114828	100.0	68.5	100								
MAGAZINES																	
QUINTILE 1	34022	11428	23.9	33.6	118	24746	21.6	72.7	106								
QUINTILE 2	34800	10520	22.0	30.2	106	24585	21.4	70.6	103								
QUINTILE 3	30514	8593	17.9	28.2	99	20934	18.2	68.6	100								
QUINTILE 4	33324	8754	18.3	26.3	92	22623	19.7	67.9	99								
QUINTILE 5	35066	8617	18.0	24.6	86	21940	19.1	62.6	91								
NEWSPAPERS																	
QUINTILE 1	29107	7941	16.6	27.3	96	20372	17.7	70.0	102								
QUINTILE 2	49095	13830	28.9	28.2	99	34497	30.0	70.3	103								
QUINTILE 3	23107	7360	15.4	31.9	112	15987	13.9	69.2	101								
QUINTILE 4	33556	9839	20.5	29.3	103	23203	20.2	69.1	101								
QUINTILE 5	32863	8943	18.7	27.2	95	20769	18.1	63.2	92								
OUTDOOR																	
QUINTILE 1	33431	10204	21.3	30.5	107	23537	20.5	70.4	103								
QUINTILE 2	33478	10344	21.6	30.9	108	23472	20.4	70.1	102								
QUINTILE 3	33574	9930	20.7	29.6	104	22741	19.8	67.7	99								
QUINTILE 4	33935	9195	19.2	27.1	95	23170	20.2	68.3	100								
QUINTILE 5	33310	8240	17.2	24.7	87	21908	19.1	65.8	96								
RADIO-DRIVE TIME																	
QUINTILE 1	33136	10491	21.9	31.7	111	22902	19.9	69.1	101								
QUINTILE 2	31658	9303	19.4	29.4	103	22115	19.3	69.9	102								
QUINTILE 3	32541	9570	20.0	29.4	103	22585	19.7	69.4	101								
QUINTILE 4	34247	10067	21.0	29.4	103	23738	20.7	69.3	101								
QUINTILE 5	36144	8482	17.7	23.5	82	23489	20.5	65.0	95								
RADIO-MID-DAY																	
TERCILE 1	45037	14131	29.5	31.4	110	30681	26.7	68.1	100								
TERCILE 2	44819	12677	26.5	28.3	99	30408	26.5	67.8	99								
TERCILE 3	77872	21104	44.0	27.1	95	53740	46.8	69.0	101								
RADIO-TOTAL																	
QUINTILE 1	33763	10749	22.4	31.8	111	23160	20.2	68.6	100								
QUINTILE 2	33240	9784	20.4	29.4	103	22884	19.9	68.8	101								
QUINTILE 3	33408	9892	20.6	29.6	104	23404	20.4	70.1	102								
QUINTILE 4	34792	9687	20.2	27.8	97	23989	20.9	68.9	101								
QUINTILE 5	32524	7801	16.3	24.0	84	21393	18.6	65.8	96								
TV-PRIME TIME																	
QUINTILE 1	33090	8468	17.7	25.6	90	22784	19.8	68.9	101								
QUINTILE 2	33357	9835	20.5	29.5	103	23123	20.1	69.3	101								
QUINTILE 3	33980	10136	21.2	29.8	104	23757	20.7	69.9	102								
QUINTILE 4	33854	9839	20.5	29.1	102	23125	20.1	68.3	100								
QUINTILE 5	33444	9634	20.1	28.8	101	22040	19.2	65.9	96								
TV-DAYTIME																	
TERCILE 1	49121	13486	28.1	27.5	96	32715	28.5	66.6	97								
TERCILE 2	48823	14759	30.8	30.2	106	34005	29.6	69.6	102								
TERCILE 3	69782	19667	41.0	28.2	99	48109	41.9	68.9	101								
TV-TOTAL																	
QUINTILE 1	33584	8790	18.3	26.2	92	22205	19.3	66.1	97								
QUINTILE 2	33441	8948	18.7	26.8	94	23180	20.2	69.3	101								
QUINTILE 3	33505	9744	20.3	29.1	102	23064	20.1	68.8	101								
QUINTILE 4	33466	10439	21.8	31.2	109	23410	20.4	70.0	102								
QUINTILE 5	33731	9992	20.9	29.6	104	22969	20.0	68.1	99								
MAGAZINES-NEWSPAPERS: DUAL	44503	13376	27.9	30.1	105	31691	27.6	71.2	104								
MAGAZINE IMPERATIVE	39363	12877	26.9	32.7	115	27824	24.2	70.7	103								
NEWSPAPER IMPERATIVE	46441	12087	25.2	26.0	91	31668	27.6	68.2	100								
MAGAZINES-OUTDOOR: DUAL	33726	11200	23.4	33.2	116	24599	21.4	72.9	107								
MAGAZINE IMPERATIVE	52846	15721	32.8	29.7	104	36627	31.9	69.3	101								
OUTDOOR IMPERATIVE	52140	14174	29.6	27.2	95	34962	30.4	67.1	98								
MAGAZINES-RADIO: DUAL	37081	12015	25.1	32.4	113	26287	22.9	70.9	104								
MAGAZINE IMPERATIVE	49747	14918	31.1	30.0	105	35453	30.9	71.3	104								
RADIO IMPERATIVE	49208	13801	28.8	28.0	98	33002	28.7	67.1	98								
MAGAZINES-TELEVISION: DUAL	33103	9525	19.9	28.8	101	23625	20.6	71.4	104								
MAGAZINE IMPERATIVE	54575	17731	37.0	32.5	114	39023	34.0	71.5	104								
TELEVISION IMPERATIVE	53249	13204	27.6	24.8	87	34707	30.2	65.2	95								
NEWSPAPERS-OUTDOOR: DUAL	36255	11152	23.3	30.8	108	26088	22.7	72.0	105								
NEWSPAPER IMPERATIVE	55591	15144	31.6	27.2	95	38001	33.1	68.4	100								
OUTDOOR IMPERATIVE	48319	14726	30.7	30.5	107	32794	28.6	67.9	99								
NEWSPAPERS-RADIO: DUAL	37242	11249	23.5	30.2	106	26222	22.8	70.4	103								
NEWSPAPER IMPERATIVE	54423	14690	30.7	27.0	94	37797	32.9	69.5	101								
RADIO IMPERATIVE	46650	14714	30.7	31.5	110	31601	27.5	67.7	99								
NEWSPAPERS-TELEVISION: DUAL	35974	9824	20.5	27.3	96	25100	21.9	69.8	102								
NEWSPAPER IMPERATIVE	56095	16609	34.7	29.6	104	39536	34.4	70.5	103								
TELEVISION IMPERATIVE	47170	12909	26.9	27.4	96	31254	27.2	66.3	97								
OUTDOOR-RADIO: DUAL	33748	10919	22.8	32.4	113	23812	20.7	70.6	103								
OUTDOOR IMPERATIVE	52785	14979	31.3	28.4	99	36341	31.6	68.8	101								
RADIO IMPERATIVE	52882	14995	31.3	28.4	99	35961	31.3	68.0	99								
OUTDOOR-TELEVISION: DUAL	32030	9038	18.9	28.2	99	22171	19.3	69.2	101								
OUTDOOR IMPERATIVE	54626	17482	36.5	32.0	112	38243	33.3	70.0	102								
TELEVISION IMPERATIVE	54874	14350	30.0	26.2	92	36737	32.0	66.9	98								
RADIO-TELEVISION: DUAL	33386	9606	20.0	28.8	101	23066	20.1	69.1	101								
RADIO IMPERATIVE	53810	16955	35.4	31.5	110	37244	32.4	69.2	101								
TELEVISION IMPERATIVE	54023	14087	29.4	26.1	91	36600	31.9	67.7	99								

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	TOTAL U.S. '000	CAPSULES				TABLETS				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	47912	100.0	28.6	100	114828	100.0	68.5	100																
ATLANTIC MONTHLY	867	*191	0.4	22.0	77	577	0.5	66.6	97																
BARRON'S	1580	407	0.8	25.8	90	1138	1.0	72.0	105																
BETTER HOMES & GARDENS	22203	6930	14.5	31.2	109	16347	14.2	73.6	108																
BON APPETIT	3810	1059	2.2	27.8	97	2756	2.4	72.3	106																
BUSINESS WEEK	4663	1180	2.5	25.3	89	3017	2.6	64.7	95																
CAR AND DRIVER	3102	897	1.9	28.9	101	2148	1.9	69.2	101																
CBS MAGAZINE NETWORK (GROSS)	7311	2221	4.6	30.4	106	5183	4.5	70.9	104																
CHANGING TIMES	3400	836	1.7	24.6	86	2404	2.1	70.7	103																
COLONIAL HOMES	1796	567	1.2	31.6	111	1254	1.1	69.8	102																
CONDE NAST MAG. PKG. (GROSS)	19924	7042	14.7	35.3	124	14383	12.5	72.2	105																
CONSUMERS DIGEST	3125	860	1.8	27.5	96	2053	1.8	65.7	96																
COSMOPOLITAN	10577	3851	8.0	36.4	127	7373	6.4	69.7	102																
COUNTRY LIVING	3746	1307	2.7	34.9	122	2518	2.2	67.2	98																
CUISINE	2214	684	1.4	30.9	108	1563	1.4	70.6	103																
CYCLE WORLD	2394	801	1.7	33.5	117	1697	1.5	70.9	104																
DCI:CREATIVE IDEAS FOR LIV	3068	1280	2.7	41.7	146	2062	1.8	67.2	98																
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3367	7.0	35.2	123	6623	5.8	69.3	101																
DISCOVER	2277	676	1.4	29.7	104	1552	1.4	68.2	100																
EBONY	7187	1867	3.9	26.0	91	4631	4.0	64.4	94																
ESQUIRE	2560	811	1.7	31.7	111	1740	1.5	68.0	99																
ESSENCE	3242	1054	2.2	32.5	114	2120	1.8	65.4	96																
FAMILY CIRCLE	19639	6677	13.9	34.0	119	14287	12.4	72.7	106																
THE FAMILY HANDYMAN	3540	1168	2.4	33.0	116	2508	2.2	70.8	103																
FAMILY WEEKLY	23924	7542	15.7	31.5	110	16539	14.4	69.1	101																
FIELD & STREAM	9883	3263	6.8	33.0	116	7200	6.3	72.9	106																
FOOD & WINE	1030	322	0.7	31.3	109	642	0.6	62.3	91																
FORBES	2679	556	1.2	20.8	73	1838	1.6	68.6	100																
FORTUNE	2931	792	1.7	27.0	95	2107	1.8	71.9	105																
GENTLEMEN'S QUARTERLY	3481	1372	2.9	39.4	138	2230	1.9	64.1	94																
GLAMOUR	7163	2609	5.4	36.4	128	5326	4.6	74.4	109																
GOLF DIGEST	2355	689	1.4	29.3	102	1595	1.4	67.7	99																
GOLF DIGEST/TENNIS (GROSS)	3610	1032	2.2	28.6	100	2400	2.1	66.5	97																
GOLF MAGAZINE	2046	557	1.2	27.2	95	1499	1.3	73.3	107																
GOLF MAGAZINE/SKI (GROSS)	3547	1032	2.2	29.1	102	2510	2.2	70.8	103																
GOOD HOUSEKEEPING	20353	6595	13.8	32.4	113	15044	13.1	73.9	108																
HARPER'S BAZAAR	3362	1197	2.5	35.6	125	2317	2.0	68.9	101																
HEALTH	2987	904	1.9	30.3	106	2048	1.8	68.6	100																
HEARST MAG CORP. BUY (GROSS)	67928	22437	46.8	33.0	116	48555	42.3	71.5	104																
HEARST MAN POWER (GROSS)	11282	3178	6.6	28.2	99	7935	6.9	70.3	103																
HEARST WOMAN POWER (GROSS)	40514	13990	29.2	34.5	121	29536	25.7	72.9	106																
HOUSE BEAUTIFUL	4885	1607	3.4	32.9	115	3416	3.0	69.9	102																
INC.	1308	294	0.6	22.5	79	882	0.8	67.4	98																
JET	6498	1760	3.7	27.1	95	4103	3.6	63.1	92																
LADIES' HOME JOURNAL	14797	4960	10.4	33.5	117	11051	9.6	74.7	109																
LHJ FAMILY GRP COMBO(GROSS)	21743	7367	15.4	33.9	119	15960	13.9	73.4	107																
LIFE	9881	3152	6.6	31.9	112	6875	6.0	69.6	102																
L.A. TIMES HOME MAGAZINE	2775	649	1.4	23.4	82	1881	1.6	67.8	99																
MADMOISELLE	4219	1415	3.0	33.5	117	2978	2.6	70.6	103																
MC CALL'S	16422	5465	11.4	33.3	116	12101	10.5	73.7	108																
MC CALL'S/WRK MOTHER (GROSS)	17919	5903	12.3	32.9	115	13232	11.5	73.8	108																
MECHANIX ILLUSTRATED	4433	1229	2.6	27.7	97	3175	2.8	71.6	105																
METROPOLITAN HOME	1504	381	0.8	25.3	89	1026	0.9	68.2	100																
MONEY	4723	1372	2.9	29.0	102	3228	2.8	68.3	100																
MOTHER EARTH NEWS	2325	772	1.6	33.2	116	1615	1.4	69.5	101																
MS.	1189	373	0.8	31.4	110	931	0.8	78.3	114																
NATIONAL ENQUIRER	18892	6107	12.7	32.3	113	13246	11.5	70.1	102																
NATIONAL GEOGRAPHIC	22129	6255	13.1	28.3	99	16040	14.0	72.5	106																
NATIONAL SUNDAY MAGAZINE PKG	103750	30129	62.9	29.0	102	72483	63.1	69.9	102																
NATURAL HISTORY	1379	326	0.7	23.6	83	1040	0.9	75.4	110																
NEW WOMAN	2289	633	1.3	27.7	97	1681	1.5	73.4	107																
NEW YORK INCLUDING CUE	1088	241	0.5	22.2	78	710	0.6	65.3	95																
THE NEW YORKER	2459	666	1.4	27.1	95	1760	1.5	71.6	105																
NEWSWEEK	16527	4717	9.8	28.5	100	11999	10.4	72.6	106																
THE N.Y. TIMES DAILY EDITION	2739	653	1.4	23.8	83	1865	1.6	68.1	99																
THE N.Y. TIMES MAGAZINE	4443	1062	2.2	23.9	84	3031	2.6	68.2	100																
OMNI	2799	1040	2.2	37.2	130	2061	1.8	73.6	108																
ON CABLE	2209	925	1.9	41.9	147	1360	1.2	61.6	90																
1001 HOME IDEAS	3959	1503	3.1	38.0	133	2862	2.5	72.3	106																
ORGANIC GARDENING	3111	913	1.9	29.3	103	2106	1.8	67.7	99																
OUTDOOR LIFE	5024	1547	3.2	30.8	108	3435	3.0	68.4	100																
PARADE MAGAZINE	51292	14588	30.4	28.4	100	36095	31.4	70.4	103																

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HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - FORMS USED
(ADULTS)

	TOTAL U.S. '000	CAPSULES				TABLETS											
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	47912	100.0	28.6	100	114828	100.0	68.5	100								
PARENTS	5298	2245	4.7	42.4	148	3695	3.2	69.7	102								
PENTHOUSE	5129	1634	3.4	31.9	112	3444	3.0	67.5	99								
PEOPLE	21070	6802	14.2	32.3	113	15345	13.4	72.8	106								
PLAYBOY	10562	3255	6.8	30.8	108	7502	6.5	71.0	104								
POPULAR HOT RODDING	2498	989	2.1	39.6	139	1751	1.5	70.1	102								
POPULAR MECHANICS	5887	1487	3.1	25.3	88	4290	3.7	72.9	106								
POPULAR SCIENCE	4317	1248	2.6	28.9	101	2953	2.6	68.4	100								
PREVENTION	5792	1628	3.4	28.1	98	4001	3.5	69.1	101								
PSYCHOLOGY TODAY	3284	1204	2.5	36.7	128	2367	2.0	71.5	104								
READER'S DIGEST	40046	11531	24.1	28.8	101	27918	24.3	69.7	102								
REDBOOK	9584	3544	7.4	37.0	129	7119	6.2	74.3	108								
ROAD & TRACK	2590	798	1.7	30.8	108	1827	1.6	70.5	103								
ROLLING STONE	3302	1275	2.7	38.6	135	2313	2.0	70.0	102								
RUNNER'S WORLD	1229	500	1.0	40.7	142	820	0.7	66.7	97								
SATURDAY EVENING POST	2110	551	1.2	26.1	91	1524	1.3	72.2	106								
SCIENCE 84	1543	511	1.1	33.1	116	1020	0.9	66.1	97								
SCIENCE DIGEST	1747	468	1.0	26.8	94	1196	1.0	68.5	100								
SCIENTIFIC AMERICAN	1994	576	1.2	28.9	101	1340	1.2	67.2	98								
SELF	3119	1219	2.5	39.1	137	2347	2.0	75.2	110								
SEVENTEEN	3923	1652	3.4	42.1	147	2812	2.4	71.7	105								
SKI	1501	475	1.0	31.6	111	1011	0.9	67.4	98								
SMITHSONIAN	5976	1634	3.4	27.3	96	4186	3.6	70.0	102								
SOAP OPERA DIGEST	4228	1624	3.4	38.4	134	3223	2.8	76.2	111								
SOUTHERN LIVING	6488	2087	4.4	32.2	113	4562	4.0	70.3	103								
SPORT	3500	1267	2.6	36.2	127	2441	2.1	69.7	102								
THE SPORTING NEWS	2456	1072	2.2	43.6	153	1735	1.5	70.6	103								
SPORTS AFIELD	3648	1224	2.6	33.6	117	2449	2.1	67.1	98								
SPORTS ILLUSTRATED	14484	4654	9.7	32.1	112	10158	8.8	70.1	102								
STAR	12661	4127	8.6	32.6	114	8700	7.6	68.7	100								
SUNDAY	52799	14775	30.8	28.0	98	36850	32.1	69.8	102								
SUNSET	3513	983	2.1	28.0	98	2685	2.3	76.4	112								
TV GUIDE	42766	13660	28.5	31.9	112	29873	26.0	69.9	102								
TENNIS	1254	343	0.7	27.4	96	806	0.7	64.3	94								
TIME	22054	6430	13.4	29.2	102	15273	13.3	69.3	101								
TOWN & COUNTRY	1555	384	0.8	24.7	86	1066	0.9	68.6	100								
TRAVEL & LEISURE	2173	493	1.0	22.7	79	1583	1.4	72.8	106								
TRUE STORY	4636	1704	3.6	36.8	129	3163	2.8	68.2	100								
U.S. NEWS & WORLD REPORT	10353	2914	6.1	28.1	99	7005	6.1	67.7	99								
USA TODAY	4994	1584	3.3	31.7	111	3571	3.1	71.5	104								
USE	3528	1230	2.6	34.9	122	2626	2.3	74.4	109								
VOGUE	5424	1798	3.8	33.1	116	3732	3.3	68.8	101								
WALL STREET JOURNAL	6292	1684	3.5	26.8	94	4427	3.9	70.4	103								
WEIGHT WATCHERS	2762	944	2.0	34.2	120	2034	1.8	73.6	108								
WOMAN'S DAY	16320	5372	11.2	32.9	115	11957	10.4	73.3	107								
WORKING MOTHER	1496	438	0.9	29.3	102	1131	1.0	75.6	110								
WORKING WOMAN	1851	503	1.0	27.2	95	1272	1.1	68.7	100								
WORLD TENNIS	580	*184	0.4	31.7	111	385	0.3	66.4	97								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3730	7.8	30.1	105	8723	7.6	70.3	103								
BLAIR INSERTS	91671	26055	54.4	28.4	99	64126	55.8	70.0	102								
DAILY NEWSPAPERS																	
READ ANY	109190	31059	64.8	28.4	100	76015	66.2	69.6	102								
READ ONE	89587	25769	53.8	28.8	101	62327	54.3	69.6	102								
READ TWO OR MORE	19602	5291	11.0	27.0	94	13688	11.9	69.8	102								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	31589	65.9	28.8	101	76680	66.8	69.9	102								
READ ONE	95074	27531	57.5	29.0	101	66306	57.7	69.7	102								
READ TWO OR MORE	14588	4058	8.5	27.8	97	10374	9.0	71.1	104								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.48				29.49											
30 DAY REACH	149706	43495	90.8	29.1	102	102788	89.5	68.7	100								
50 SHWG - 30 DAY AV FREQ	15.16	15.97				15.48											
30 DAY REACH	142406	41531	86.7	29.2	102	98102	85.4	68.9	101								
25 SHWG - 30 DAY AV FREQ	8.23	8.54				8.38											
30 DAY REACH	131152	38739	80.9	29.5	103	90619	78.9	69.1	101								
CABLE TV: HOME WIRED	66879	21527	44.9	32.2	113	47243	41.1	70.6	103								
HOME NOT WIRED	100848	26385	55.1	26.2	92	67586	58.9	67.0	98								
HAVE PAY CABLE	35024	12459	26.0	35.6	125	25247	22.0	72.1	105								

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	TOTAL U.S. '000	ALKA-SELTZER				ANACIN ARTHRITIS PAIN FORMULA				ANACIN 3				ANACIN MAXIMUM STRENGTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	9694	100.0	5.8	100	3786	100.0	2.3	100	12125	100.0	7.2	100	7025	100.0	4.2	100
MALES	79263	4738	48.9	6.0	103	1671	44.1	2.1	93	5434	44.8	6.9	95	3389	48.2	4.3	102
FEMALES	88464	4955	51.1	5.6	97	2115	55.9	2.4	106	6691	55.2	7.6	105	3636	51.8	4.1	98
18 - 24	28671	1362	14.0	4.8	82	**259	6.8	0.9	40	2425	20.0	8.5	117	1425	20.3	5.0	119
25 - 34	39536	2250	23.2	5.7	98	*575	15.2	1.5	64	3481	28.7	8.8	122	1817	25.9	4.6	110
35 - 44	28978	1771	18.3	6.1	106	*583	15.4	2.0	89	2091	17.2	7.2	100	1296	18.4	4.5	107
45 - 54	22345	1498	15.5	6.7	116	*461	12.2	2.1	91	1455	12.0	6.5	90	977	13.9	4.4	104
55 - 64	22224	1357	14.0	6.1	106	927	24.5	4.2	185	1304	10.8	5.9	81	767	10.9	3.5	82
65 OR OLDER	25973	1456	15.0	5.6	97	982	25.9	3.8	167	1369	11.3	5.3	73	743	10.6	2.9	68
18 - 34	68207	3611	37.2	5.3	92	834	22.0	1.2	54	5906	48.7	8.7	120	3242	46.1	4.8	113
18 - 49	108058	6292	64.9	5.8	101	1693	44.7	1.6	69	8700	71.8	8.1	111	5000	71.2	4.6	110
25 - 54	90859	5518	56.9	6.1	105	1619	42.8	1.8	79	7027	58.0	7.7	107	4090	58.2	4.5	107
35 - 49	39851	2680	27.6	6.7	116	859	22.7	2.2	95	2794	23.0	7.0	97	1758	25.0	4.4	105
50 OR OLDER	59669	3402	35.1	5.7	99	2093	55.3	3.5	155	3425	28.2	5.7	79	2025	28.8	3.4	81
GRADUATED COLLEGE	28091	1084	11.2	3.9	67	*326	8.6	1.2	51	1306	10.8	4.6	64	862	12.3	3.1	73
ATTENDED COLLEGE	28938	1467	15.1	5.1	88	*403	10.6	1.4	62	1709	14.1	5.9	82	1131	16.1	3.9	93
GRADUATED HIGH SCHOOL	65503	3951	40.8	6.0	104	1356	35.8	2.1	92	5410	44.6	8.3	114	3207	45.7	4.9	117
DID NOT GRADUATE HIGH SCHOOL	45195	3192	32.9	7.1	122	1701	44.9	3.8	167	3700	30.5	8.2	113	1825	26.0	4.0	96
EMPLOYED MALES	56429	3249	33.5	5.8	100	875	23.1	1.6	69	3673	30.3	6.5	90	2107	30.0	3.7	89
EMPLOYED FEMALES	43971	2458	25.4	5.6	97	754	19.9	1.7	76	3411	28.1	7.8	107	1991	28.3	4.5	108
EMPLOYED FULL-TIME	87773	4979	51.4	5.7	98	1435	37.9	1.6	72	6278	51.8	7.2	99	3695	52.6	4.2	101
EMPLOYED PART-TIME	12627	728	7.5	5.8	100	**195	5.2	1.5	68	806	6.6	6.4	88	*404	5.8	3.2	76
NOT EMPLOYED	67327	3987	41.1	5.9	102	2156	56.9	3.2	142	5042	41.6	7.5	104	2926	41.7	4.3	104
PROFESSIONAL/MANAGER	25845	1007	10.4	3.9	67	*277	7.3	1.1	47	1330	11.0	5.1	71	789	11.2	3.1	73
TECH/CLERICAL/SALES	30895	1699	17.5	5.5	95	*382	10.1	1.2	55	1931	15.9	6.3	86	1234	17.6	4.0	95
PRECISION/CRAFT	12629	849	8.8	6.7	116	**222	5.9	1.8	78	960	7.9	7.6	105	582	8.3	4.6	110
OTHER EMPLOYED	31031	2151	22.2	6.9	120	749	19.8	2.4	107	2863	23.6	9.2	128	1494	21.3	4.8	115
SINGLE	35557	1796	18.5	5.1	87	*413	10.9	1.2	51	2829	23.3	8.0	110	1861	26.5	5.2	125
MARRIED	103585	6063	62.5	5.9	101	2451	64.7	2.4	105	7388	60.9	7.1	99	4090	58.2	3.9	94
DIVORCED/SEPARATED/WIDOWED	28585	1834	18.9	6.4	111	921	24.3	3.2	143	1908	15.7	6.7	92	1074	15.3	3.8	90
PARENTS	59295	3909	40.3	6.6	114	1048	27.7	1.8	78	4904	40.4	8.3	114	2863	40.8	4.8	115
WHITE	146081	7722	79.7	5.3	91	3260	86.1	2.2	99	9846	81.2	6.7	93	5853	83.3	4.0	96
BLACK	17974	1889	19.5	10.5	182	489	12.9	2.7	121	2060	17.0	11.5	159	1072	15.3	6.0	142
OTHER	3672	**82	0.8	2.2	39	*37	1.0	1.0	45	**219	1.8	6.0	83	**99	1.4	2.7	64
NORTHEAST-CENSUS	37005	1732	17.9	4.7	81	901	23.8	2.4	108	2538	20.9	6.9	95	1521	21.7	4.1	98
NORTH CENTRAL	42642	2118	21.8	5.0	86	722	19.1	1.7	75	2641	21.8	6.2	86	1616	23.0	3.8	90
SOUTH	56777	4090	42.2	7.2	125	1511	39.9	2.7	118	5198	42.9	9.2	127	2487	35.4	4.4	105
WEST	31303	1754	18.1	5.6	97	652	17.2	2.1	92	1747	14.4	5.6	77	1400	19.9	4.5	107
NORTHEAST-MKTG.	38125	1585	16.4	4.2	72	919	24.3	2.4	107	2541	21.0	6.7	92	1449	20.6	3.8	91
EAST CENTRAL	24794	1380	14.2	5.6	96	*499	13.2	2.0	89	1696	14.0	6.8	95	967	13.8	3.9	93
WEST CENTRAL	28511	1606	16.6	5.6	97	565	14.9	2.0	88	1650	13.6	5.8	80	1298	18.5	4.6	109
SOUTH	48953	3695	38.1	7.5	131	1272	33.6	2.6	115	4712	38.9	9.6	133	2159	30.7	4.4	105
PACIFIC	27344	1427	14.7	5.2	90	*530	14.0	1.9	86	1526	12.6	5.6	77	1152	16.4	4.2	101
COUNTY SIZE A	69301	3805	39.3	5.5	95	1272	33.6	1.8	81	4316	35.6	6.2	86	2539	36.1	3.7	87
COUNTY SIZE B	50633	2901	29.9	5.7	99	1101	29.1	2.2	96	3870	31.9	7.6	106	2308	32.9	4.6	109
COUNTY SIZE C	26259	1683	17.4	6.4	111	684	18.1	2.6	115	1940	16.0	7.4	102	1346	19.2	5.1	122
COUNTY SIZE D	21534	1305	13.5	6.1	105	728	19.2	3.4	150	1999	16.5	9.3	128	831	11.8	3.9	92
METRO CENTRAL CITY	50014	2887	29.8	5.8	100	1080	28.5	2.2	96	3671	30.3	7.3	102	2228	31.7	4.5	106
METRO SUBURBAN	76832	4298	44.3	5.6	97	1342	35.4	1.7	77	4741	39.1	6.2	85	3094	44.0	4.0	96
NON METRO	40881	2508	25.9	6.1	106	1364	36.0	3.3	148	3714	30.6	9.1	126	1703	24.2	4.2	99
TOP 5 ADI'S	39550	1941	20.0	4.9	85	845	22.3	2.1	95	2667	22.0	6.7	93	1485	21.1	3.8	90
TOP 10 ADI'S	54877	2640	27.2	4.8	83	1097	29.0	2.0	89	3611	29.8	6.6	91	1912	27.2	3.5	83
TOP 20 ADI'S	77516	4078	42.1	5.3	91	1502	39.7	1.9	86	4981	41.1	6.4	89	2808	40.0	3.6	86
HSGLD INC. \$50,000 OR MORE	17257	617	6.4	3.6	62	**142	3.8	0.8	36	832	6.9	4.8	67	685	9.8	4.0	95
\$40,000 OR MORE	33235	1362	14.0	4.1	71	*280	7.4	0.8	37	1646	13.6	5.0	69	1215	17.3	3.7	87
\$30,000 OR MORE	59693	2643	27.3	4.4	77	688	18.2	1.2	51	3551	29.3	5.9	82	2144	30.5	3.6	86
\$25,000 OR MORE	76275	3644	37.6	4.8	83	1009	26.7	1.3	59	4576	37.7	6.0	83	2813	40.0	3.7	88
\$20,000 - \$24,999	18607	1075	11.1	5.8	100	*379	10.0	2.0	90	1405	11.6	7.6	104	911	13.0	4.9	117
\$15,000 - \$19,999	17175	1162	12.0	6.8	117	*483	12.8	2.8	125	1558	12.8	9.1	125	773	11.0	4.5	107
\$10,000 - \$14,999	24569	1574	16.2	6.4	111	729	19.3	3.0	131	2047	16.9	8.3	115	1029	14.6	4.2	100
UNDER \$10,000	31101	2238	23.1	7.2	125	1185	31.3	3.8	169	2541	21.0	8.2	113	1498	21.3	4.8	115
HOUSEHOLD OF 1 PERSON	19441	905	9.3	4.7	81	568	15.0	2.9	129	1152	9.5	5.9	82	659	9.4	3.4	81
2 PEOPLE	51803	2950	30.4	5.7	99	1299	34.3	2.5	111	3400	28.0	6.6	91	1818	25.9	3.5	84
3 OR 4 PEOPLE	66933	4040	41.7	6.0	104	1408	37.2	2.1	93	4805	39.6	7.2	99	2897	41.2	4.3	103
5 OR MORE PEOPLE	29550	1798	18.5	6.1	105	*511	13.5	1.7	77	2769	22.8	9.4	130	1651	23.5	5.6	133
NO CHILD IN HSGLD	96587	5099	52.6	5.3	91	2504	66.1	2.6	115	6261	51.6	6.5	90	3453	49.2	3.6	85
CHILD(REN) UNDER 2 YRS	10844	*608	6.3	5.6	97	**110	2.9	1.0	45	1100	9.1	10.1	140	*490	7.0	4.5	108
2 - 5 YEARS	26358	1539	15.9	5.8	101	*397	10.5	1.5	67	2231	18.4	8.5	117	1363	19.4	5.2	123
6 - 11 YEARS	30453	2019	20.8	6.6	115	*649	17.1	2.1	94	2912	24.0	9.6	132	1498	21.3	4.9	117
12 - 17 YEARS	36575	2564	26.4	7.0	121	*614	16.2	1.7	74	2738	22.6	7.5	104	2012	28.6	5.5	131
RESIDENCE OWNED	117770	6609	68.2	5.6	97	2735	72.2	2.3	103	7498	61.8	6.4	88	4633	66.0	3.9	94
VALUE: \$50,000 OR MORE	70166	3254	33.6	4.6	80	1283	33.9	1.8	81	3630	29.9	5.2	72	2531	36.0	3.6	86
VALUE: UNDER \$50,000	47604	3355	34.6	7.0	122	1452	38.4	3.1	135	3868	31.9	8.1	112	2103	29.9	4.4	105

			TOTAL U.S. '000	ALKA-SELTZER				ANACIN ARTHRITIS PAIN FORMULA				ANACIN 3				ANACIN MAXIMUM STRENGTH			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL ADULTS			167727	9694	100.0	5.8	100	3786	100.0	2.3	100	12125	100.0	7.2	100	7025	100.0	4.2	100
MAGAZINES	QUINTILE 1		34022	1957	20.2	5.8	100	600	15.8	1.8	78	2673	22.0	7.9	109	1497	21.3	4.4	105
	QUINTILE 2		34800	1928	19.9	5.5	96	608	16.1	1.7	77	2464	20.3	7.1	98	1681	23.9	4.8	115
	QUINTILE 3		30514	1851	19.1	6.1	105	707	18.7	2.3	103	2192	18.1	7.2	99	1159	16.5	3.8	91
	QUINTILE 4		33324	1841	19.0	5.5	96	848	22.4	2.5	113	2417	19.9	7.3	100	1357	19.3	4.1	97
	QUINTILE 5		35066	2117	21.8	6.0	104	1023	27.0	2.9	129	2380	19.6	6.8	94	1331	18.9	3.8	91
NEWSPAPERS	QUINTILE 1		29107	1458	15.0	5.0	87	550	14.5	1.9	84	1686	13.9	5.8	80	900	12.8	3.1	74
	QUINTILE 2		49095	2510	25.9	5.1	88	1032	27.3	2.1	93	3240	26.7	6.6	91	1856	26.4	3.8	90
	QUINTILE 3		23107	1516	15.6	6.6	114	*459	12.1	2.0	88	1689	13.9	7.3	101	851	12.1	3.7	88
	QUINTILE 4		33556	2068	21.3	6.2	107	700	18.5	2.1	92	2703	22.3	8.1	111	1531	21.8	4.6	109
	QUINTILE 5		32863	2143	22.1	6.5	113	1046	27.6	3.2	141	2807	23.2	8.5	118	1887	26.9	5.7	137
OUTDOOR	QUINTILE 1		33431	1860	19.2	5.6	96	635	16.8	1.9	84	2560	21.1	7.7	106	1508	21.5	4.5	108
	QUINTILE 2		33478	1893	19.5	5.7	98	584	15.4	1.7	77	2417	19.9	7.2	100	1379	19.6	4.1	98
	QUINTILE 3		33574	1781	18.4	5.3	92	736	19.4	2.2	97	2425	20.0	7.2	100	1337	19.0	4.0	95
	QUINTILE 4		33935	1927	19.9	5.7	98	948	25.0	2.8	124	2371	19.6	7.0	97	1367	19.5	4.0	96
	QUINTILE 5		33310	2232	23.0	6.7	116	882	23.3	2.6	117	2352	19.4	7.1	98	1433	20.4	4.3	103
RADIO-DRIVE TIME	QUINTILE 1		33136	2280	23.5	6.9	119	581	15.3	1.8	78	2381	19.6	7.2	99	1153	16.4	3.5	83
	QUINTILE 2		31658	1855	19.1	5.9	101	760	20.1	2.4	106	2289	18.9	7.2	100	1540	21.9	4.9	116
	QUINTILE 3		32541	1732	17.9	5.3	92	589	15.6	1.8	80	2585	21.3	7.9	110	1439	20.5	4.4	106
	QUINTILE 4		34247	1871	19.3	5.5	95	973	25.7	2.8	126	2536	20.9	7.4	102	1491	21.2	4.4	104
	QUINTILE 5		36144	1955	20.2	5.4	94	883	23.3	2.4	108	2334	19.2	6.5	89	1402	20.0	3.9	93
RADIO-MID- DAY	TERCILE 1		45037	2858	29.5	6.3	110	781	20.6	1.7	77	3444	28.4	7.6	106	2051	29.2	4.6	109
	TERCILE 2		44819	2680	27.6	6.0	103	1066	28.2	2.4	105	3043	25.1	6.8	94	1674	23.8	3.7	89
	TERCILE 3		77872	4156	42.9	5.3	92	1939	51.2	2.5	110	5638	46.5	7.2	100	3299	47.0	4.2	101
	QUINTILE 1		33763	2302	23.7	6.8	118	674	17.8	2.0	88	2491	20.5	7.4	102	1244	17.7	3.7	88
	QUINTILE 2		33240	1982	20.4	6.0	103	652	17.2	2.0	87	2657	21.9	8.0	111	1624	23.1	4.9	117
RADIO-TOTAL	QUINTILE 3		33408	1826	18.8	5.5	95	669	17.7	2.0	89	2249	18.5	6.7	93	1416	20.2	4.2	101
	QUINTILE 4		34792	1928	19.9	5.5	96	812	21.4	2.3	103	2705	22.3	7.8	108	1470	20.9	4.2	101
	QUINTILE 5		32524	1656	17.1	5.1	88	979	25.9	3.0	133	2023	16.7	6.2	86	1271	18.1	3.9	93
	QUINTILE 1		33090	2071	21.4	6.3	108	1065	28.1	3.2	143	2481	20.5	7.5	104	1407	20.0	4.3	102
	QUINTILE 2		33357	1970	20.3	5.9	102	773	20.4	2.3	103	2456	20.3	7.4	102	1194	17.0	3.6	85
TV-PRIME TIME	QUINTILE 3		33980	1691	17.4	5.0	86	729	19.3	2.1	95	2628	21.7	7.7	107	1447	20.6	4.3	102
	QUINTILE 4		33854	1871	19.3	5.5	96	504	13.3	1.5	66	2374	19.6	7.0	97	1664	23.7	4.9	117
	QUINTILE 5		33444	2091	21.6	6.3	108	714	18.9	2.1	95	2186	18.0	6.5	90	1312	18.7	3.9	94
	TERCILE 1		49121	3306	34.1	6.7	116	1612	42.6	3.3	145	3955	32.6	8.1	111	2181	31.0	4.4	106
	TERCILE 2		48823	2659	27.4	5.4	94	1159	30.6	2.4	105	3850	31.8	7.9	109	2122	30.2	4.3	104
TV-DAYTIME	TERCILE 3		69782	3728	38.5	5.3	92	1015	26.8	1.5	64	4321	35.6	6.2	86	2721	38.7	3.9	93
	QUINTILE 1		33584	2275	23.5	6.8	117	1102	29.1	3.3	145	2757	22.7	8.2	114	1529	21.8	4.6	109
	QUINTILE 2		33441	2069	21.3	6.2	107	899	23.7	2.7	119	2416	19.9	7.2	100	1189	16.9	3.6	85
	QUINTILE 3		33505	1663	17.2	5.0	86	757	20.0	2.3	100	2243	18.5	6.7	93	1482	21.1	4.4	106
	QUINTILE 4		33466	1691	17.4	5.1	87	546	14.4	1.6	72	2352	19.4	7.0	97	1481	21.1	4.4	106
TV-TOTAL	QUINTILE 5		33731	1994	20.6	5.9	102	483	12.8	1.4	63	2356	19.4	7.0	97	1344	19.1	4.0	95
	QUINTILE 1		44503	2241	23.1	5.0	87	683	18.0	1.5	68	2896	23.9	6.5	90	1766	25.1	4.0	95
	QUINTILE 2		39363	2768	28.6	7.0	122	910	24.0	2.3	102	3561	29.4	9.0	125	2035	29.0	5.2	123
	QUINTILE 3		46441	2530	26.1	5.4	94	1141	30.1	2.5	109	2809	23.2	6.0	84	1373	19.5	3.0	71
	QUINTILE 4		33726	1726	17.8	5.1	89	496	13.1	1.5	65	2544	21.0	7.5	104	1550	22.1	4.6	110
MAGAZINES-OUTDOOR: DUAL	QUINTILE 5		52846	3280	33.8	6.2	107	1183	31.2	2.2	99	3819	31.5	7.2	100	2297	32.7	4.3	104
	QUINTILE 1		52140	3034	31.3	5.8	101	1213	32.0	2.3	103	3837	31.6	7.4	102	1955	27.8	3.7	90
	QUINTILE 2		33726	1726	17.8	5.1	89	496	13.1	1.5	65	2544	21.0	7.5	104	1550	22.1	4.6	110
	QUINTILE 3		52846	3280	33.8	6.2	107	1183	31.2	2.2	99	3819	31.5	7.2	100	2297	32.7	4.3	104
	QUINTILE 4		52140	3034	31.3	5.8	101	1213	32.0	2.3	103	3837	31.6	7.4	102	1955	27.8	3.7	90
MAGAZINES-RADIO: DUAL	QUINTILE 5		33726	1726	17.8	5.1	89	496	13.1	1.5	65	2544	21.0	7.5	104	1550	22.1	4.6	110
	QUINTILE 1		49747	2663	27.5	5.4	93	1055	27.9	2.1	94	3317	27.4	6.7	92	2247	32.0	4.5	108
	QUINTILE 2		49208	3249	33.5	6.6	114	1154	30.5	2.3	104	3537	29.2	7.2	99	1849	26.3	3.8	90
	QUINTILE 3		33103	2227	23.0	6.7	116	693	18.3	2.1	93	2539	20.9	7.7	106	1345	19.1	4.1	97
	QUINTILE 4		54575	2749	28.4	5.0	87	847	22.4	1.6	69	3964	32.7	7.3	100	2461	35.0	4.5	108
MAGAZINES-TELEVISION: DUAL	QUINTILE 5		53249	3034	31.3	5.7	99	1723	45.5	3.2	143	3807	31.4	7.1	99	2180	31.0	4.1	98
	QUINTILE 1		36255	1710	17.6	4.7	82	683	18.0	1.9	83	2350	19.4	6.5	90	1247	17.8	3.4	82
	QUINTILE 2		55591	3133	32.3	5.6	98	1221	32.3	2.2	97	3483	28.7	6.3	87	1974	28.1	3.6	85
	QUINTILE 3		48319	3037	31.3	6.3	109	998	26.4	2.1	92	4101	33.8	8.5	117	2334	33.2	4.8	115
	QUINTILE 4		37242	2075	21.4	5.6	96	700	18.5	1.9	83	2438	20.1	6.5	91	1392	19.8	3.7	89
NEWSPAPERS-OUTDOOR: DUAL	QUINTILE 5		54423	2635	27.2	4.8	84	1136	30.0	2.1	92	3191	26.3	5.9	81	1861	26.5	3.4	82
	QUINTILE 1		46650	3188	32.9	6.8	118	1045	27.6	2.2	99	3982	32.8	8.5	118	2350	33.5	5.0	120
	QUINTILE 2		35974	2194	22.6	6.1	106	1001	26.4	2.8	123	2386	19.7	6.6	92	1070	15.2	3.0	71
	QUINTILE 3		56095	2661	27.4	4.7	82	834	22.0	1.5	66	3478	28.7						

D472 P-25	HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - BRANDS USED (ADULTS)																O472 P-25
TOTAL U.S. '000	ALKA-SELTZER				ANACIN ARTHRITIS PAIN FORMULA				ANACIN 3				ANACIN MAXIMUM STRENGTH				TOTAL U.S. '000
	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL ADULTS	167727	9694	100.0	5.8	100	3786	100.0	2.3	100	12125	100.0	7.2	100	7025	100.0	4.2	100
ATLANTIC MONTHLY	867	**53	0.5	6.1	106	**2	0.1	0.2	10	**46	0.4	5.3	73	**18	0.3	2.1	50
BARRON'S	1580	**47	0.5	3.0	51	**8	0.2	0.5	22	**93	0.8	5.9	81	**34	0.5	2.2	51
BETTER HOMES & GARDENS	22203	1065	11.0	4.8	83	542	14.3	2.4	108	1593	13.1	7.2	99	921	13.1	4.1	99
BON APPETIT	3810	**158	1.6	4.1	72	**82	2.2	2.2	95	231	1.9	6.1	84	**147	2.1	3.9	92
BUSINESS WEEK	4663	**244	2.5	5.2	91	**107	2.8	2.3	102	**244	2.0	5.2	72	**159	2.3	3.4	81
CAR AND DRIVER	3102	**208	2.1	6.7	116	**68	1.8	2.2	97	**223	1.8	7.2	99	**132	1.9	4.3	102
CBS MAGAZINE NETWORK (GROSS)	7311	585	6.0	8.0	138	**21	0.6	0.3	13	618	5.1	8.5	117	**208	3.0	2.8	68
CHANGING TIMES	3400	**165	1.7	4.9	84	**73	1.9	2.1	95	**218	1.8	6.4	89	**207	2.9	6.1	145
COLONIAL HOMES	1796	**154	1.6	8.6	148	**13	0.3	0.7	32	**121	1.0	6.7	93	**53	0.8	3.0	70
CONDE NAST MAG. PKG. (GROSS)	19924	928	9.6	4.7	81	321	8.5	1.6	71	1709	14.1	8.6	119	845	12.0	4.2	101
CONSUMERS DIGEST	3125	**194	2.0	6.2	107	**99	2.6	3.2	140	**223	1.8	7.1	99	**86	1.2	2.8	66
COSMOPOLITAN	10577	611	6.3	5.8	100	**169	4.5	1.6	71	887	7.3	8.4	116	467	6.6	4.4	105
COUNTRY LIVING	3746	**168	1.7	4.5	78	**66	1.7	1.8	78	**209	1.7	5.6	77	**159	2.3	4.2	101
CUISINE	2214	**117	1.2	5.3	91	**19	0.5	0.9	38	**173	1.4	7.8	108	**106	1.5	4.8	114
CYCLE WORLD	2394	**161	1.7	6.7	116	**0	0.0	0.0	0	**221	1.8	9.2	128	**68	1.0	2.8	68
DCI:CREATIVE IDEAS FOR LIV	3068	**151	1.6	4.9	85	**85	2.2	2.8	123	**267	2.2	8.7	120	**179	2.5	5.8	139
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	515	5.3	5.4	93	**167	4.4	1.7	77	784	6.5	8.2	113	409	5.8	4.3	102
DISCOVER	2277	**106	1.1	4.7	81	**43	1.1	1.9	84	**183	1.3	7.2	99	**105	1.5	4.6	110
EBONY	7187	771	8.0	10.7	186	**140	3.7	1.9	86	918	7.6	12.8	177	440	6.3	6.1	146
ESQUIRE	2560	**209	2.2	8.2	141	**41	1.1	1.6	71	**183	1.5	7.1	99	**77	1.1	3.0	72
ESSENCE	3242	310	3.2	9.6	165	**66	1.7	2.0	90	420	3.5	13.0	179	**176	2.5	5.4	130
FAMILY CIRCLE	19639	963	9.9	4.9	85	424	11.2	2.2	96	1607	13.3	8.2	113	945	13.5	4.8	115
THE FAMILY HANDYMAN	3540	**233	2.4	6.6	114	**96	2.5	2.7	120	**269	2.2	7.6	105	**143	2.0	4.0	96
FAMILY WEEKLY	23924	1497	15.4	6.3	108	573	15.1	2.4	106	1654	13.6	6.9	96	1067	15.2	4.5	106
FIELD & STREAM	9883	798	8.2	8.1	140	**223	5.9	2.3	100	730	6.0	7.4	102	465	6.6	4.7	112
FOOD & WINE	1030	**57	0.6	5.5	96	**11	0.3	1.1	47	**125	1.0	12.1	168	**48	0.7	4.7	111
FORBES	2679	**178	1.8	6.6	115	**23	0.6	0.9	38	**140	1.2	5.2	72	**108	1.5	4.0	96
FORTUNE	2931	**193	2.0	6.6	114	**45	1.2	1.5	68	**209	1.7	7.1	99	**92	1.3	3.1	75
GENTLEMEN'S QUARTERLY	3481	**196	2.0	5.6	97	**17	0.4	0.5	22	350	2.9	10.1	139	**249	3.5	7.2	171
GLAMOUR	7163	294	3.0	4.1	71	**123	3.2	1.7	76	618	5.1	8.6	119	336	4.8	4.7	112
GOLF DIGEST	2355	**167	1.7	7.1	123	**43	1.1	1.8	81	**124	1.0	5.3	73	**100	1.4	4.2	101
GOLF DIGEST/TENNIS (GROSS)	3610	237	2.4	6.6	114	**50	1.3	1.4	61	**204	1.7	5.7	78	**196	2.8	5.4	130
GOLF MAGAZINE	2046	**156	1.6	7.6	132	**19	0.5	0.9	41	**112	0.9	5.5	76	**58	0.8	2.8	68
GOLF MAGAZINE/SKI (GROSS)	3547	**195	2.0	5.5	95	**37	1.0	1.0	46	**214	1.8	6.0	83	**113	1.6	3.2	76
GOOD HOUSEKEEPING	20353	1116	11.5	5.5	95	504	13.3	2.5	110	1360	11.2	6.7	92	863	12.3	4.2	101
HARPER'S BAZAAR	3362	**173	1.8	5.1	89	**45	1.2	1.3	59	**245	2.0	7.3	101	**129	1.8	3.8	92
HEALTH	2987	**188	1.9	6.3	109	**69	1.8	2.3	102	295	2.4	9.9	137	**109	1.6	3.6	87
HEARST MAG CORP. BUY (GROSS)	67928	3929	40.5	5.8	100	1393	36.8	2.1	91	4800	39.6	7.1	98	2729	38.8	4.0	96
HEARST MAN POWER (GROSS)	11282	769	7.9	6.8	118	280	7.4	2.5	110	652	5.4	5.8	80	435	6.2	3.9	92
HEARST WOMAN POWER (GROSS)	40514	2267	23.4	5.6	97	871	23.0	2.1	95	3041	25.1	7.5	104	1660	23.6	4.1	98
HOUSE BEAUTIFUL	4885	245	2.5	5.0	87	**95	2.5	1.9	86	372	3.1	7.6	105	**162	2.3	3.3	79
INC.	1308	**72	0.7	5.5	95	**3	0.1	0.2	10	**50	0.4	3.8	53	**61	0.9	4.7	111
JET	6498	627	6.5	9.6	167	**139	3.7	2.1	95	791	6.5	12.2	168	392	5.6	6.0	144
LADIES' HOME JOURNAL	14797	835	8.6	5.6	98	367	9.7	2.5	110	1120	9.2	7.6	105	693	9.9	4.7	112
LHJ FAMILY GRP COMBO(GROSS)	21743	1261	13.0	5.8	100	522	13.8	2.4	106	1712	14.1	7.9	109	974	13.9	4.5	107
LIFE	9881	556	5.7	5.6	97	**160	4.2	1.6	72	720	5.9	7.3	101	435	6.2	4.4	105
L.A. TIMES HOME MAGAZINE	2775	**126	1.3	4.5	79	**20	0.5	0.7	32	**135	1.1	4.9	67	**114	1.6	4.1	98
MADEMOISELLE	4219	**203	2.1	4.8	83	**84	2.2	2.0	88	311	2.6	7.4	102	**136	1.9	3.2	77
MC CALL'S	16422	928	9.6	5.7	98	439	11.6	2.7	118	1168	9.6	7.1	98	691	9.8	4.2	100
MC CALL'S/WRK MOTHER (GROSS)	17919	1069	11.0	6.0	103	452	11.9	2.5	112	1322	10.9	7.4	102	773	11.0	4.3	103
MECHANIX ILLUSTRATED	4433	**346	3.6	7.8	135	**84	2.2	1.9	84	**264	2.2	6.0	82	**180	2.6	4.1	97
METROPOLITAN HOME	1504	**73	0.8	4.9	84	**7	0.2	0.5	21	**186	1.5	12.4	171	**46	0.7	3.1	73
MONEY	4723	**225	2.3	4.8	82	**67	1.8	1.4	63	327	2.7	6.9	96	**210	3.0	4.4	106
MOTHER EARTH NEWS	2325	**166	1.7	7.1	124	**25	0.7	1.1	48	**112	0.9	4.8	67	**77	1.1	3.3	79
MS.	1189	**65	0.7	5.5	95	**24	0.6	2.0	89	**141	1.2	11.9	164	**61	0.9	5.1	122
NATIONAL ENQUIRER	18892	1276	13.2	6.8	117	529	14.0	2.8	124	1729	14.3	9.2	127	542	13.4	5.0	119
NATIONAL GEOGRAPHIC	22129	1126	11.6	5.1	88	473	12.5	2.1	95	1251	10.3	5.7	78	787	11.2	3.6	85
NATIONAL SUNDAY MAGAZINE PKG	103750	5831	60.2	5.6	97	2032	53.7	2.0	87	6899	56.9	6.6	92	3961	56.4	3.8	91
NATURAL HISTORY	1379	**108	1.1	7.8	136	**20	0.5	1.5	64	**105	0.9	7.6	105	**21	0.3	1.5	36
NEW WOMAN	2289	**84	0.9	3.7	63	**26	0.7	1.1	50	**229	1.9	10.0	138	**56	0.8	2.4	58
NEW YORK INCLUDING CUE	1088	**54	0.6	5.0	86	**10	0.3	0.9	41	**80	0.7	7.4	102	**35	0.5	3.2	77
THE NEW YORKER	2459	**96	1.0	3.9	68	**53	1.4	2.2	95	**168	1.4	6.8	95	**137	2.0	5.6	133
NEWSWEEK	16527	928	9.6	5.6	97	286	7.6	1.7	77	1108	9.1	6.7	93	584	9.7	4.1	99
THE N.Y. TIMES DAILY EDITION	2739	**141	1.5	5.1	89	**42	1.1	1.5	68	**168	1.4	6.1	85	**136	1.9	5.0	119
THE N.Y. TIMES MAGAZINE	4443	**187	1.9	4.2	73	**45	1.2	1.0	45	255	2.1	5.7	79	**192	2.7	4.3	103
OMNI	2799	**149	1.5	5.3	92	**25	0.7	0.9	40	**221	1.8	7.9	109	**157	2.2	5.6	134
ON CABLE	2209	**93	1.0	4.2	73	**18	0.5	0.8	36	**158	1.3	7.2	99	**98	1.4	4.4	106
1001 HOME IDEAS	3959	**238	2.5	6.0	104	**85	2.2	2.1	95	**297	2.4	7.5	104	**173	2.5	4.4	104
ORGANIC GARDENING	3111	**190	2.0	6.1	106	**87	2.3	2.8	124	**206	1.7	6.6	92	**96	1.4	3.1	74
OUTDOOR LIFE	5024	361	3.7	7.2	124	**131	3.5	2.6	116	375	3.1	7.5	103	**259	3.7	5.2	123
PARADE MAGAZINE	51292	2874	29.6	5.6	97	1117	29.5	2.2	98	3475	28.7	6.8	94	1853	26.4	3.6	86

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	TOTAL U.S. '000	ALKA-SELTZER				ANACIN ARTHRITIS PAIN FORMULA				ANACIN 3				ANACIN MAXIMUM STRENGTH			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	9694	100.0	5.8	100	3786	100.0	2.3	100	12125	100.0	7.2	100	7025	100.0	4.2	100
PARENTS	5298	*236	2.4	4.5	77	**74	2.0	1.4	62	427	3.5	8.1	111	284	4.0	5.4	128
PENTHOUSE	5129	333	3.4	6.5	112	**49	1.3	1.0	42	467	3.9	9.1	126	*216	3.1	4.2	101
PEOPLE	21070	1092	11.3	5.2	90	298	7.9	1.4	63	1466	12.1	7.0	96	940	13.4	4.5	107
PLAYBOY	10562	716	7.4	6.8	117	*144	3.8	1.4	60	1023	8.4	9.7	134	509	7.2	4.8	115
POPULAR HOT RODDING	2498	*159	1.6	6.4	110	**15	0.4	0.6	27	*315	2.6	12.6	174	*203	2.9	8.1	194
POPULAR MECHANICS	5887	435	4.5	7.4	128	*161	4.3	2.7	121	293	2.4	5.0	69	*217	3.1	3.7	88
POPULAR SCIENCE	4317	310	3.2	7.2	124	**60	1.6	1.4	62	*232	1.9	5.4	74	*160	2.3	3.7	88
PREVENTION	5792	305	3.1	5.3	91	*86	2.3	1.5	66	365	3.0	6.3	87	260	3.7	4.5	107
PSYCHOLOGY TODAY	3284	*175	1.8	5.3	92	**47	1.2	1.4	63	*128	1.1	3.9	54	*104	1.5	3.2	76
READER'S DIGEST	40046	2392	24.7	6.0	103	966	25.5	2.4	107	2752	22.7	6.9	95	1683	24.0	4.2	100
REDBOOK	9584	540	5.6	5.6	97	*198	5.2	2.1	92	793	6.5	8.3	114	330	4.7	3.4	82
ROAD & TRACK	2590	*179	1.8	6.9	120	**12	0.3	0.5	21	*210	1.7	8.1	112	*666	0.9	2.5	61
ROLLING STONE	3302	*173	1.8	5.2	91	*333	0.9	1.0	44	*187	1.5	5.7	78	*153	2.2	4.6	111
RUNNER'S WORLD	1229	**79	0.8	6.4	111	**14	0.4	1.1	50	*93	0.8	7.6	105	*101	0.9	5.0	119
SATURDAY EVENING POST	2110	*106	1.1	5.0	87	**45	1.2	2.1	94	*174	1.4	8.2	114	*86	1.2	4.1	97
SCIENCE 84	1543	**45	0.5	2.9	50	**80	2.1	5.2	230	*69	0.6	4.5	62	*78	1.1	5.1	121
SCIENCE DIGEST	1747	*93	1.0	5.3	92	**40	1.1	2.3	101	*86	0.7	4.9	68	*93	0.8	3.0	72
SCIENTIFIC AMERICAN	1994	*99	1.0	5.0	86	*26	0.7	1.3	58	*87	0.7	4.4	60	*55	1.4	4.8	114
SELF	3119	*156	1.6	5.0	87	*45	1.2	1.4	64	324	2.7	10.4	144	*141	2.0	4.5	108
SEVENTEEN	3923	*251	2.6	6.4	111	**47	1.2	1.2	53	371	3.1	9.5	131	*217	3.1	5.5	132
SKI	1501	**40	0.4	2.7	46	**18	0.5	1.2	53	*102	0.8	6.8	94	*55	0.8	3.7	87
SMITHSONIAN	5976	196	2.0	3.3	57	**62	1.6	1.0	46	354	2.9	5.9	82	*188	2.7	3.1	75
SOAP OPERA DIGEST	4228	303	3.1	7.2	124	*93	2.5	2.2	97	570	4.7	13.5	186	287	4.1	6.8	162
SOUTHERN LIVING	6488	364	3.8	5.6	97	*81	2.1	1.2	55	517	4.3	8.0	110	*230	3.3	3.5	85
SOUTH	3500	280	2.9	8.0	138	*92	2.4	2.6	116	*340	2.8	9.7	134	*237	3.4	6.8	162
THE SPORTING NEWS	2456	*224	2.3	9.1	158	**21	0.6	0.9	38	*144	1.2	5.9	81	*95	1.4	3.9	92
SPORTS AFIELD	3648	*241	2.5	6.6	114	**80	2.1	2.2	97	*272	2.2	7.5	103	*166	2.4	4.6	109
SPORTS ILLUSTRATED	14484	958	9.9	6.6	114	*210	5.5	1.4	64	914	7.5	6.3	87	637	9.1	4.4	105
STAR	12661	994	10.3	7.9	136	446	11.8	3.5	156	1003	8.3	7.9	110	667	9.5	5.3	126
SUNDAY	52799	2786	28.7	5.3	91	853	22.5	1.6	72	3290	27.1	6.2	86	1796	25.6	3.4	81
SUNSET	3513	**125	1.3	3.6	62	**70	1.8	2.0	88	*133	1.1	3.8	52	*175	2.5	5.0	119
TV GUIDE	42766	2899	29.9	6.8	117	878	23.2	2.1	91	3843	31.7	9.0	124	2098	29.9	4.9	117
TENNIS	1254	*70	0.7	5.6	97	*7	0.2	0.6	25	*80	0.7	6.4	88	*95	1.4	7.6	181
TIME	22054	1142	11.8	5.2	90	370	9.8	1.7	74	1506	12.4	6.8	94	809	11.5	3.7	88
TOWN & COUNTRY	1555	*100	1.0	6.4	111	*24	0.6	1.5	68	*98	0.8	6.3	87	*64	0.9	4.1	98
TRAVEL & LEISURE	2173	*76	0.8	3.5	61	*29	0.8	1.3	59	*109	0.9	5.0	69	*61	0.9	2.8	67
TRUE STORY	4636	415	4.3	9.0	155	*192	5.1	4.1	183	489	4.0	10.5	146	*216	3.1	4.7	111
U.S. NEWS & WORLD REPORT	10353	497	5.1	4.8	83	*160	4.2	1.5	68	521	4.3	5.0	70	335	4.8	3.2	77
USA TODAY	4994	337	3.5	6.7	117	*47	1.2	0.9	42	259	2.1	5.2	72	*180	2.6	3.6	86
US	3528	*192	2.0	5.4	94	*16	0.4	0.5	20	302	2.5	8.6	118	*127	1.8	3.6	86
VOGUE	5424	276	2.8	5.1	88	*69	1.8	1.3	56	456	3.8	8.4	116	231	3.3	4.3	102
WALL STREET JOURNAL	6292	328	3.4	5.2	90	*46	1.2	0.7	32	298	2.5	4.7	66	*158	2.2	2.5	60
WEIGHT WATCHERS	2762	*161	1.7	5.8	101	*68	1.8	2.5	109	*208	1.7	7.5	104	*95	1.4	3.4	82
WOMAN'S DAY	16320	906	9.3	5.6	96	383	10.1	2.3	104	1264	10.4	7.7	107	724	10.3	4.4	106
WORKING WOMAN	1496	*141	1.5	9.4	163	*13	0.3	0.9	38	*155	1.3	10.4	143	*81	1.2	5.4	129
WORKING WOMAN	1851	*108	1.1	5.8	101	*36	1.0	1.9	86	*138	1.1	7.5	103	*125	1.8	6.8	161
WORLD TENNIS	580	*45	0.5	7.8	134	*4	0.1	0.7	31	*22	0.2	3.8	52	*49	0.7	8.4	202
ZIFF-DAVIS MAG NETWK (GROSS)	12412	903	9.3	7.3	126	*207	5.5	1.7	74	908	7.5	7.3	101	551	7.8	4.4	106
BLAIR INSERTS	91671	4920	50.8	5.4	93	1689	44.6	1.8	82	6188	51.0	6.8	93	3359	47.8	3.7	87
DAILY NEWSPAPERS																	
READ ANY	109190	6096	62.9	5.6	97	2212	58.4	2.0	90	7375	60.8	6.8	93	4010	57.1	3.7	88
READ ONE	89587	5163	53.3	5.8	100	1752	46.3	2.0	87	6219	51.3	6.9	96	3374	48.0	3.8	90
READ TWO OR MORE	19602	933	9.6	4.8	82	461	12.2	2.4	104	1156	9.5	5.9	82	636	9.1	3.2	77
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6022	62.1	5.5	95	2201	58.1	2.0	89	7340	60.5	6.7	93	4109	58.5	3.7	89
READ ONE	95074	5224	53.9	5.5	95	1954	51.6	2.1	91	6419	52.9	6.8	93	3600	51.2	3.8	90
READ TWO OR MORE	14588	798	8.2	5.5	95	247	6.5	1.7	75	921	7.6	6.3	87	509	7.2	3.5	83
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.80				26.95				30.59				31.42			
30 DAY REACH	149706	8469	87.4	5.7	98	3201	84.5	2.1	95	10809	89.1	7.2	100	6160	87.7	4.1	98
50 SHWG - 30 DAY AV FREQ	15.16	15.86				14.16				16.06				16.46			
30 DAY REACH	142406	7971	82.2	5.6	97	3057	80.7	2.1	95	10326	85.2	7.3	100	5910	84.1	4.2	99
25 SHWG - 30 DAY AV FREQ	8.23	8.74				7.58				8.67				8.77			
30 DAY REACH	131152	7268	75.0	5.5	96	2870	75.8	2.2	97	9565	78.9	7.3	101	5511	78.4	4.2	100
CABLE TV: HOME WIRED	66879	3714	38.3	5.6	96	1317	34.8	2.0	87	5024	41.4	7.5	104	2870	40.9	4.3	102
HOME NOT HIRED	100848	5980	61.7	5.9	103	2469	65.2	2.4	108	7102	58.6	7.0	97	4155	59.1	4.1	98
HAVE PAY CABLE	35024	2034	21.0	5.8	100	562	14.8	1.6	71	2572	21.2	7.3	102	1723	24.5	4.9	117

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	TOTAL U.S. '000	ALKA-SELTZER				ANACIN ARTHRITIS PAIN FORMULA				ANACIN 3				ANACIN MAXIMUM STRENGTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	9694	100.0	5.8	100	3786	100.0	2.3	100	12125	100.0	7.2	100	7025	100.0	4.2	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	3018	31.1	5.8	100	1573	41.5	3.0	133	3701	30.5	7.1	98	2132	30.3	4.1	97
NETWORK AFFILIATES - LATE	39164	2458	25.4	6.3	109	1078	28.5	2.8	122	2788	23.0	7.1	98	1605	22.8	4.1	98
INDEPENDENTS - LATE	5133	302	3.1	5.9	102	120	3.2	2.3	104	308	2.5	6.0	83	178	2.5	3.5	83
TV EVENING NTKW 6 PM - 7 AM																	
A TEAM	N 22825	1545	15.9	6.8	117	624	16.5	2.7	121	2130	17.6	9.3	129	1085	15.4	4.8	113
ABC MONDAY NIGHT MOVIE	A 11258	791	8.2	7.0	122	359	9.5	3.2	141	906	7.5	8.0	111	494	7.0	4.4	105
ABC SUNDAY NIGHT MOVIE	A 23600	1287	13.3	5.5	94	576	15.2	2.4	108	1738	14.3	7.4	102	1042	14.8	4.4	105
ABC WORLD NEWS TONIGHT	A 12801	661	6.8	5.2	89	382	10.1	3.0	132	884	7.3	6.9	96	532	7.6	4.2	99
AFTERMASH	C 10966	609	6.3	5.6	96	*248	6.6	2.3	100	830	6.8	7.6	105	414	5.9	3.8	90
ALICE	C 17050	918	9.5	5.4	93	466	12.3	2.7	121	1181	9.7	6.9	96	699	10.0	4.1	98
AMERICAN PARADE	C 11998	594	6.1	5.0	86	246	6.5	2.1	91	601	5.0	5.0	69	449	6.4	3.7	89
BENSON	A 19258	1096	11.3	5.7	98	427	11.3	2.2	98	1457	12.0	7.6	105	722	10.3	3.7	90
BLUE THUNDER	A 11478	770	7.9	6.7	116	*351	9.3	3.1	135	1045	8.6	9.1	126	491	7.0	4.3	102
CAGNEY & LACEY	C 18263	1179	12.2	6.5	112	491	13.0	2.7	119	1261	10.4	6.9	96	832	11.8	4.6	109
CBS EVENING NEWS-DEAN	C 7733	457	4.7	5.9	102	*251	6.6	3.2	144	520	4.3	6.7	93	*311	4.4	4.0	96
CBS EVENING NEWS-RATHER	C 15653	989	10.2	6.3	109	515	13.6	3.3	146	1030	8.5	6.6	91	671	9.6	4.3	102
CBS SAT. NEWS-SCHIEFFER	C 8744	585	6.0	6.7	116	324	8.6	3.7	164	470	3.9	5.4	74	364	5.2	4.2	99
CBS SATURDAY NIGHT MOVIE	C 12000	710	7.3	5.9	102	333	8.8	2.8	123	954	7.9	7.9	110	472	6.7	3.9	94
CBS WEDNESDAY NIGHT MOVIE	C 11522	640	6.6	5.6	96	380	10.0	3.3	146	745	6.1	6.5	89	437	6.2	3.8	91
CHEERS	N 16818	921	9.5	5.5	95	228	6.0	1.4	60	1260	10.4	7.5	104	452	6.4	2.7	64
DALLAS	C 37510	2111	21.8	5.6	97	958	25.3	2.6	113	2725	22.5	7.3	100	1645	23.4	4.4	105
DIFF'RENT STROKES	N 11258	820	8.5	7.3	126	357	9.4	3.2	140	868	7.2	7.7	107	453	6.4	4.0	96
DOUBLE TROUBLE	N 12248	779	8.0	6.4	110	*202	5.3	1.6	73	1000	8.2	8.2	113	516	7.3	4.2	101
DUCK FACTORY	N 11100	717	7.4	6.5	112	*170	4.5	1.5	68	844	7.0	7.6	105	299	4.3	2.7	64
DUKES OF HAZZARD	C 12353	622	6.4	5.0	87	410	10.8	3.3	147	851	7.0	6.9	95	603	8.6	4.9	117
DYNASTY	A 33279	1969	20.3	5.9	102	767	20.3	2.3	102	2537	20.9	7.6	105	1510	21.5	4.5	108
FACTS OF LIFE	N 13410	865	8.9	6.5	112	*205	5.4	1.5	68	1087	9.0	8.1	112	371	5.3	2.8	66
FALCON CREST	C 31093	1947	20.1	6.3	108	873	23.1	2.8	124	2139	17.6	6.9	95	1316	18.7	4.2	101
FALL GUY	A 18649	1229	12.7	6.6	114	451	11.9	2.4	107	1612	13.3	8.6	120	735	10.5	3.9	94
FAMILY TIES	N 13101	742	7.7	5.7	98	*292	7.7	2.2	99	1039	8.6	7.9	110	437	6.2	3.3	80
FANTASY ISLAND	A 13069	698	7.2	5.3	92	436	11.5	3.3	148	847	7.0	6.5	90	521	7.4	4.0	95
FOULUPS, BLEEPs & BLUNDERS	A 16588	792	8.2	4.8	83	339	9.0	2.0	91	1279	10.5	7.7	107	661	9.4	4.0	95
FOUR SEASONS	C 9302	451	4.7	4.8	84	*208	5.5	2.2	99	743	6.1	8.0	110	402	5.7	4.3	103
GIMME A BREAK	N 13955	950	9.8	6.8	118	462	12.2	3.3	147	1227	10.1	8.8	122	568	8.1	4.1	97
HART TO HART	A 15735	910	9.4	5.8	100	408	10.8	2.6	115	1305	10.8	8.3	115	549	7.8	3.5	83
HILL STREET BLUES	N 18257	1169	12.1	6.4	111	317	8.4	1.7	77	1397	11.5	7.7	106	637	9.1	3.5	83
HOTEL	A 24236	1490	15.4	6.1	106	650	17.2	2.7	119	1785	14.7	7.4	102	1068	15.2	4.4	105
JEFFERSONS	C 17010	985	10.2	5.8	100	514	13.6	3.0	134	1233	10.2	7.2	100	704	10.0	4.1	99
JENNIFER SLEPT HERE	N 9397	556	5.7	5.9	102	*245	6.5	2.6	116	789	6.5	8.4	116	302	4.3	3.2	77
KATE & ALLIE	C 16762	967	10.0	5.8	100	431	11.4	2.6	114	1021	8.4	6.1	84	671	9.6	4.0	96
KNIGHT RIDER	N 13164	780	8.0	5.9	103	453	12.0	3.4	152	1024	8.4	7.8	108	659	9.4	5.0	120
LOVE BOAT	A 20400	985	10.2	4.8	84	641	16.9	3.1	139	1405	11.6	6.9	95	661	9.4	3.2	77
MAGNUM PI	C 22543	1137	11.7	5.0	87	626	16.5	2.8	123	1717	14.2	7.6	105	898	12.8	4.0	95
MAMA'S FAMILY	N 9852	708	7.3	7.2	124	280	7.4	2.8	126	613	5.1	6.2	86	543	7.7	5.5	132
MASTER, THE	N 8082	578	6.0	7.2	124	*172	4.5	2.1	94	628	5.2	7.8	107	280	4.0	3.5	83
MATT HOUSTON	A 12881	806	8.3	6.3	108	367	9.7	2.8	126	1053	8.7	8.2	113	366	5.2	2.8	68
NBC MONDAY NIGHT MOVIE	N 23889	1419	14.6	5.9	103	494	13.0	2.1	92	1885	15.5	7.9	109	1103	15.7	4.6	110
NBC NIGHTLY NEWS	N 11156	701	7.2	6.3	109	285	7.5	2.6	113	746	6.2	6.7	93	335	4.8	3.0	72
NBC NIGHTLY NEWS-SAT	N 7363	437	4.5	5.9	103	*216	5.7	2.9	130	405	3.3	5.5	76	*195	2.8	2.6	63
NBC NIGHTLY NEWS-SUN	N 6214	307	3.2	4.9	85	*199	5.3	3.2	142	391	3.2	6.3	87	*251	3.6	4.0	96
NBC SUNDAY NIGHT MOVIE	N 17590	1221	12.6	6.9	120	470	12.4	2.7	118	1450	12.0	8.2	114	919	13.1	5.2	125
NEWHART	C 16740	1017	10.5	6.1	105	461	12.2	2.8	122	1165	9.6	7.0	96	697	9.9	4.2	99
ONE DAY AT A TIME	C 11820	655	6.8	5.5	96	242	6.4	2.0	91	897	7.4	7.6	105	518	7.4	4.4	105
PEOPLE ARE FUNNY	N 9138	710	7.3	7.8	134	*250	6.6	2.7	121	626	5.2	6.9	95	405	5.8	4.4	106
REAL PEOPLE	N 15979	937	9.7	5.9	101	518	13.7	3.2	144	1249	10.3	7.8	108	630	9.0	3.9	94
REMINGTON STEELE	N 14395	802	8.3	5.6	96	354	9.4	2.5	109	1212	10.0	8.4	116	590	8.4	4.1	98
RIPLEY'S BELIEVE IT - NOT	A 11362	709	7.3	6.2	108	*324	8.6	2.9	126	846	7.0	7.4	103	483	6.9	4.3	101
RIPTIDE	N 13920	904	9.3	6.5	112	423	11.2	3.0	135	1063	8.8	7.6	106	665	9.5	4.8	114
SCARECROW & MRS. KING	C 17571	930	9.6	5.3	92	444	11.7	2.5	112	1252	10.3	7.1	99	655	9.3	3.7	89
SIMON & SIMON	C 20208	1330	13.7	6.6	114	631	16.7	3.1	138	1427	11.8	7.1	98	948	13.5	4.7	112
60 MINUTES	C 27668	1548	16.0	5.6	97	703	18.6	2.5	113	1639	13.5	5.9	82	1172	16.7	4.2	101
ST. ELSEWHERE	N 13699	834	8.6	6.1	105	249	6.6	1.8	81	1170	9.6	8.5	118	615	8.8	4.5	107
THREE'S COMPANY	A 20632	1175	12.1	5.7	99	395	10.4	1.9	85	1639	13.5	7.9	110	846	12.0	4.1	98
T.J. HOOKER	A 17136	1015	10.5	5.9	102	540	14.3	3.2	140	1421	11.7	8.3	115	660	9.4	3.9	92
TONIGHT SHOW	N 4963	251	2.6	5.1	88	93	2.5										

	TOTAL U.S. '000	A '000	ANACIN			A '000	ASCRIPITIN			A '000	BAYER ASPIRIN			EXTRA STRENGTH BUFFERIN			
			B DOWN	C % ACROSS	D % INDX		B DOWN	C % ACROSS	D		B DOWN	C % ACROSS	D	A '000	B DOWN	C % ACROSS	D
TOTAL ADULTS	167727	18257	100.0	10.9	100	4687	100.0	2.8	100	36804	100.0	21.9	100	8171	100.0	4.9	100
MALES	79263	8989	49.2	11.3	104	1554	33.2	2.0	70	17803	48.4	22.5	102	3950	48.3	5.0	102
FEMALES	88464	9269	50.8	10.5	96	3133	66.8	3.5	127	19001	51.6	21.5	98	4221	51.7	4.8	98
18 - 24	28671	3147	17.2	11.0	101	*499	10.6	1.7	62	6160	16.7	21.5	98	1709	20.9	6.0	122
25 - 34	39536	3431	18.8	8.7	80	710	15.1	1.8	64	8160	22.2	20.6	94	1995	24.4	5.0	104
35 - 44	28978	3074	16.8	10.6	97	570	12.2	2.0	70	6062	16.5	20.9	95	1410	17.3	4.9	100
45 - 54	22345	2992	16.4	13.4	123	704	15.0	3.2	113	5136	14.0	23.0	105	1198	14.7	5.4	110
55 - 64	22224	2604	14.3	11.7	108	1015	21.7	4.6	163	5713	15.5	25.7	117	849	10.4	3.8	78
65 OR OLDER	25973	3011	16.5	11.6	107	1188	25.3	4.6	164	5573	15.1	21.5	98	1010	12.4	3.9	80
18 - 34	68207	6578	36.0	9.6	89	1209	25.8	1.8	63	14320	38.9	21.0	96	3704	45.3	5.4	111
18 - 49	108058	11381	62.3	10.5	97	2060	44.0	1.9	68	22832	62.0	21.1	96	5747	70.3	5.3	109
25 - 54	90859	9496	52.0	10.5	96	1985	42.4	2.2	78	19359	52.6	21.3	97	4603	56.3	5.1	104
35 - 49	39851	4803	26.3	12.1	111	851	18.2	2.1	76	8512	23.1	21.4	97	2043	25.0	5.1	105
50 OR OLDER	59669	6876	37.7	11.5	106	2627	56.0	4.4	158	13972	38.0	23.4	107	2424	29.7	4.1	83
GRADUATED COLLEGE	28091	2544	13.9	9.1	83	723	15.4	2.6	92	6598	17.9	23.5	107	1120	13.7	4.0	82
ATTENDED COLLEGE	28938	3076	16.8	10.6	98	832	17.8	2.9	103	6542	17.8	22.6	103	1375	16.8	4.8	98
GRADUATED HIGH SCHOOL	65503	7173	39.3	11.0	101	1864	39.8	2.8	102	14567	39.6	22.2	101	3573	43.7	5.5	112
DID NOT GRADUATE HIGH SCHOOL	45195	5465	29.9	12.1	111	1267	27.0	2.8	100	9098	24.7	20.1	92	2103	25.7	4.7	96
EMPLOYED MALES	56429	6073	33.3	10.8	99	935	19.9	1.7	59	13045	35.4	23.1	105	2703	33.1	4.8	98
EMPLOYED FEMALES	43971	4616	25.3	10.5	96	1401	29.9	3.2	114	9934	27.0	22.6	103	2238	27.4	5.1	104
EMPLOYED FULL-TIME	87773	9383	51.4	10.7	98	1991	42.5	2.3	81	19898	54.1	22.7	103	4300	52.6	4.9	101
EMPLOYED PART-TIME	12627	1305	7.1	10.3	95	*344	7.3	2.7	97	3080	8.4	24.4	111	641	7.8	5.1	104
NOT EMPLOYED	67327	7568	41.5	11.2	103	2352	50.2	3.5	125	13826	37.6	20.5	94	3230	39.5	4.8	98
PROFESSIONAL/MANAGER	25845	2350	12.9	9.1	84	733	15.6	2.8	101	6089	16.5	23.6	107	1021	12.5	4.0	81
TECH/CLERICAL/SALES	30895	3474	19.0	11.2	103	706	15.1	2.3	82	7096	19.3	23.0	105	1705	20.9	5.5	113
PRECISION/CRAFT	12629	1217	6.7	9.6	89	**115	2.5	0.9	33	2757	7.5	21.8	99	701	8.6	5.6	114
OTHER EMPLOYED	31031	3648	20.0	11.8	108	781	16.7	2.5	90	7036	19.1	22.7	103	1515	18.5	4.9	100
SINGLE	35557	4078	22.3	11.5	105	782	16.7	2.2	79	7648	20.8	21.5	98	2255	27.6	6.3	130
MARRIED	103585	10975	60.1	10.6	97	3048	65.0	2.9	105	23680	64.3	22.9	104	4615	56.5	4.5	91
DIVORCED/SEPARATED/WIDOWED	28585	3204	17.5	11.2	103	857	18.3	3.0	107	5477	14.9	19.2	87	1301	15.9	4.6	93
PARENTS	59295	6036	33.1	10.2	94	1054	22.5	1.8	64	12256	33.3	20.7	94	2883	35.3	4.9	100
WHITE	146081	15088	82.6	10.3	95	4352	92.9	3.0	107	32683	88.8	22.4	102	6875	84.1	4.7	97
BLACK	17974	2621	14.4	14.6	134	*284	6.1	1.6	57	3370	9.2	18.7	85	1173	14.4	6.5	134
OTHER	3672	*547	3.0	14.9	137	**51	1.1	1.4	50	*752	2.0	20.5	93	**123	1.5	3.3	69
NORTHEAST-CENSUS	37005	3991	21.9	10.8	99	989	21.1	2.7	96	8700	23.6	23.5	107	1816	22.2	4.9	101
NORTH CENTRAL	42642	5621	30.8	13.2	121	1227	26.2	2.9	103	9781	26.6	22.9	105	1789	21.9	4.2	86
SOUTH	56777	5348	29.3	9.4	87	1646	35.1	2.9	104	12053	32.7	21.2	97	3082	37.7	5.4	111
WEST	31303	3296	18.1	10.5	97	825	17.6	2.6	94	6272	17.0	20.0	91	1483	18.1	4.7	97
NORTHEAST-MKTG.	38125	3749	20.5	9.8	90	971	20.7	2.5	91	8688	23.6	22.8	104	1882	23.0	4.9	101
EAST CENTRAL	24794	2628	14.4	10.6	97	635	13.5	2.6	92	5481	14.9	22.1	101	1321	16.2	5.3	109
WEST CENTRAL	28511	4038	22.1	14.2	130	791	16.9	2.8	99	6589	17.9	23.1	105	1037	12.7	3.6	75
SOUTH	48953	5008	27.4	10.2	94	1562	33.3	3.2	114	10520	28.6	21.5	98	2595	31.8	5.3	109
PACIFIC	27344	2834	15.5	10.4	95	728	15.5	2.7	95	5526	15.0	20.2	92	1335	16.3	4.9	100
COUNTY SIZE A	69301	7112	39.0	10.3	94	1561	33.3	2.3	81	14791	40.2	21.3	97	3544	43.4	5.1	105
COUNTY SIZE B	50633	5140	28.2	10.2	93	1712	36.5	3.4	121	11049	30.0	21.8	99	2584	31.6	5.1	105
COUNTY SIZE C	26259	2880	15.8	11.0	101	661	14.1	2.5	90	6054	16.4	23.1	105	1104	13.5	4.2	86
COUNTY SIZE D	21534	3126	17.1	14.5	133	752	16.0	3.5	125	4911	13.3	22.8	104	938	11.5	4.4	89
METRO CENTRAL CITY	50014	5972	32.7	11.9	110	1351	28.8	2.7	97	10747	29.2	21.5	98	2621	32.1	5.2	108
METRO SUBURBAN	76832	7198	39.4	9.4	86	2109	45.0	2.7	98	16626	45.2	21.6	99	3693	45.2	4.8	99
NON METRO	40881	5086	27.9	12.4	114	1227	26.2	3.0	107	9431	25.6	23.1	105	1856	22.7	4.5	93
TOP 5 ADI'S	39550	4669	25.6	11.8	108	977	20.8	2.5	88	8953	24.3	22.6	103	1990	24.4	5.0	103
TOP 10 ADI'S	54877	5709	31.3	10.4	96	1278	27.3	2.3	83	11994	32.6	21.9	100	2571	31.5	4.7	96
TOP 20 ADI'S	77516	8272	45.3	10.7	98	1912	40.8	2.5	88	16958	46.1	21.9	100	3818	46.7	4.9	101
HSHLD INC. \$50,000 OR MORE	17257	1658	9.1	9.6	88	*482	10.3	2.8	100	4251	11.6	24.6	112	738	9.0	4.3	88
\$40,000 OR MORE	33235	3054	16.7	9.2	84	956	20.4	2.9	103	7825	21.3	23.5	107	1682	20.6	5.1	104
\$30,000 OR MORE	59693	5995	32.8	10.0	92	1480	31.6	2.5	89	13423	36.5	22.5	102	3159	38.7	5.3	109
\$25,000 OR MORE	76275	7833	42.9	10.3	94	2012	42.9	2.6	94	17277	46.9	22.7	103	3785	46.3	5.0	102
\$20,000 - \$24,999	18607	2229	12.2	12.0	110	*551	11.8	3.0	106	4339	11.8	23.3	106	991	12.1	5.3	109
\$15,000 - \$19,999	17175	1830	10.0	10.7	98	*461	9.8	2.7	96	3804	10.3	22.1	101	844	10.3	4.9	101
\$10,000 - \$14,999	24569	2590	14.2	10.5	97	909	19.4	3.7	132	5264	14.3	21.4	98	1076	13.2	4.4	90
UNDER \$10,000	31101	3775	20.7	12.1	112	754	16.1	2.4	87	6122	16.6	19.7	90	1474	18.0	4.7	97
HOUSEHOLD OF 1 PERSON	19441	2040	11.2	10.5	96	512	10.9	2.6	94	3923	10.7	20.2	92	830	10.2	4.3	88
2 PEOPLE	51803	5838	32.0	11.3	104	2000	42.7	3.9	138	12079	32.8	23.3	106	2133	26.1	4.1	85
3 OR 4																	

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - BRANDS USED
(ADULTS)

		TOTAL U.S. '000	A	ANACIN		A	ASCRIPIN		A	BAYER ASPIRIN		BUFFERIN EXTRA STRENGTH						
		'000	'000	B DOWN	C ACROSS %	D INDX	'000	B DOWN	C ACROSS %	D INDX	'000	B DOWN	C ACROSS %	D INDX	'000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	18257	100.0	10.9	100	4687	100.0	2.8	100	36804	100.0	21.9	100	8171	100.0	4.9	100
MAGAZINES	QUINTILE 1	34022	3776	20.7	11.1	102	1154	24.6	3.4	121	8237	22.4	24.2	110	1905	23.3	5.6	115
	QUINTILE 2	34800	3731	20.4	10.7	98	1022	21.8	2.9	105	7786	21.2	22.4	102	1659	20.3	4.8	98
	QUINTILE 3	30514	2883	15.8	9.4	87	694	14.8	2.3	81	7018	19.1	23.0	105	1400	17.1	4.6	94
	QUINTILE 4	33324	3645	20.0	10.9	100	885	18.9	2.7	95	6793	18.5	20.4	93	1659	20.3	5.0	102
	QUINTILE 5	35066	4222	23.1	12.0	111	933	19.9	2.7	95	6971	18.9	19.9	91	1549	19.0	4.4	91
NEWSPAPERS	QUINTILE 1	29107	3093	16.9	10.6	98	730	15.6	2.5	90	6930	18.8	23.8	109	1406	17.2	4.8	99
	QUINTILE 2	49095	5448	29.8	11.1	102	1693	36.1	3.4	123	11167	30.3	22.7	104	2352	28.8	4.8	98
	QUINTILE 3	23107	2392	13.1	10.4	95	590	12.6	2.6	91	5415	14.7	23.4	107	1031	12.6	4.5	92
	QUINTILE 4	33556	3721	20.4	11.1	102	965	20.6	2.9	103	7203	19.6	21.5	98	1669	20.4	5.0	102
	QUINTILE 5	32863	3603	19.7	11.0	101	709	15.1	2.2	77	6088	16.5	18.5	84	1713	21.0	5.2	107
OUTDOOR	QUINTILE 1	33431	3402	18.6	10.2	93	829	17.7	2.5	89	7736	21.0	23.1	105	1795	22.0	5.4	110
	QUINTILE 2	33478	3865	21.2	11.5	106	997	21.3	3.0	107	7688	20.9	23.0	105	1574	19.3	4.7	97
	QUINTILE 3	33574	3757	20.6	11.2	103	961	20.5	2.9	102	7334	19.9	21.8	100	1796	22.0	5.3	110
	QUINTILE 4	33935	3750	20.5	11.1	102	983	21.0	2.9	104	7119	19.3	21.0	96	1722	21.1	5.1	104
	QUINTILE 5	33310	3484	19.1	10.5	96	917	19.6	2.8	99	6928	18.8	20.8	95	1284	15.7	3.9	79
RADIO-DRIVE TIME	QUINTILE 1	33136	3904	21.4	11.8	108	685	14.6	2.1	74	7213	19.6	21.8	99	1674	20.5	5.1	104
	QUINTILE 2	31658	3349	18.3	10.6	97	788	16.8	2.5	89	7194	19.5	22.7	104	1463	17.9	4.6	95
	QUINTILE 3	32541	3246	17.8	10.0	92	878	18.7	2.7	97	7192	19.5	22.1	101	1774	21.7	5.5	112
	QUINTILE 4	34247	3607	19.8	10.5	97	1147	24.5	3.3	120	7624	20.7	22.3	101	1748	21.4	5.1	105
	QUINTILE 5	36144	4151	22.7	11.5	106	1189	25.4	3.3	118	7582	20.6	21.0	96	1511	18.5	4.2	86
RADIO-MID- DAY	TERCILE 1	45037	4982	27.3	11.1	102	945	20.2	2.1	75	9077	24.7	20.2	92	2268	27.8	5.0	103
	TERCILE 2	44819	4573	25.0	10.2	94	1344	28.7	3.0	107	10062	27.3	22.5	102	2218	27.1	4.9	102
	TERCILE 3	77872	8702	47.7	11.2	103	2398	51.2	3.1	110	17665	48.0	22.7	103	3685	45.1	4.7	97
RADIO-TOTAL	QUINTILE 1	33763	3600	19.7	10.7	98	750	16.0	2.2	79	7095	19.3	21.0	96	1730	21.2	5.1	105
	QUINTILE 2	33240	3814	20.9	11.5	105	722	15.4	2.2	78	7315	19.9	22.0	100	1639	20.1	4.9	101
	QUINTILE 3	33408	3571	19.6	10.7	98	1027	21.9	3.1	110	7666	20.8	22.9	105	1503	18.4	4.5	92
	QUINTILE 4	34792	3596	19.7	10.3	95	1102	23.5	3.2	113	7731	21.0	22.2	101	1821	22.3	5.2	107
	QUINTILE 5	32524	3677	20.1	11.3	104	1086	23.2	3.3	119	6997	19.0	21.5	98	1477	18.1	4.5	93
TV-PRIME TIME	QUINTILE 1	33090	3575	19.6	10.8	99	941	20.1	2.8	102	7406	20.1	22.4	102	2031	24.9	6.1	126
	QUINTILE 2	33357	3649	20.0	10.9	100	941	20.1	2.8	101	7507	20.4	22.5	103	1578	19.3	4.7	97
	QUINTILE 3	33980	3722	20.4	11.0	101	964	20.6	2.8	102	7479	20.3	22.0	100	1634	20.0	4.8	99
	QUINTILE 4	33854	3507	19.2	10.4	95	930	19.8	2.7	98	7526	20.4	22.2	101	1473	18.0	4.4	89
	QUINTILE 5	33444	3804	20.8	11.4	104	912	19.5	2.7	98	6887	18.7	20.6	94	1455	17.8	4.4	89
TV-DAYTIME	TERCILE 1	49121	5553	30.4	11.3	104	1740	37.1	3.5	127	10423	28.3	21.2	97	2454	30.0	5.0	103
	TERCILE 2	48823	5357	29.3	11.0	101	1166	24.9	2.4	85	10570	28.7	21.6	99	2381	29.1	4.9	100
	TERCILE 3	69782	7347	40.2	10.5	97	1781	38.0	2.6	91	15812	43.0	22.7	103	3336	40.8	4.8	98
TV-TOTAL	QUINTILE 1	33584	3941	21.6	11.7	108	915	19.5	2.7	97	7056	19.2	21.0	96	1880	23.0	5.6	115
	QUINTILE 2	33441	3519	19.3	10.5	97	1288	27.5	3.9	138	7618	20.7	22.8	104	1406	17.2	4.2	86
	QUINTILE 3	33505	3444	18.9	10.3	94	835	17.8	2.5	89	7296	19.8	21.8	99	1867	22.8	5.6	114
	QUINTILE 4	33466	3595	19.7	10.7	99	847	18.1	2.5	91	7382	20.1	22.1	101	1524	18.7	4.6	93
	QUINTILE 5	33731	3758	20.6	11.1	102	801	17.1	2.4	85	7453	20.3	22.1	101	1493	18.3	4.4	91
MAGAZINES-NEWSPAPERS: DUAL		44503	4657	25.5	10.5	96	1428	30.5	3.2	115	10573	28.7	23.8	108	2322	28.4	5.2	107
MAGAZINE IMPERATIVE		39363	4141	22.7	10.5	97	1052	22.4	2.7	96	8903	24.2	22.6	103	1957	24.0	5.0	102
NEWSPAPER IMPERATIVE		46441	5050	27.7	10.9	100	1272	27.1	2.7	98	10349	28.1	22.3	102	2031	24.9	4.4	90
MAGAZINES-OUTDOOR: DUAL		33726	3341	18.3	9.9	91	945	20.2	2.8	100	8331	22.6	24.7	113	1805	22.1	5.4	110
MAGAZINE IMPERATIVE		52846	5703	31.2	10.8	99	1589	33.9	3.0	108	11627	31.6	22.0	100	2507	30.7	4.7	97
OUTDOOR IMPERATIVE		52140	5985	32.8	11.5	105	1291	27.5	2.5	89	10849	29.5	20.8	95	2576	31.5	4.9	101
MAGAZINES-RADIO: DUAL		37081	3929	21.5	10.6	97	1021	21.8	2.8	99	8565	23.3	23.1	105	1836	22.5	5.0	102
MAGAZINE IMPERATIVE		49747	5133	28.1	10.3	95	1650	35.2	3.3	119	11815	32.1	23.8	108	2541	31.1	5.1	105
RADIO IMPERATIVE		49208	5382	29.5	10.9	100	1054	22.5	2.1	77	10251	27.9	20.8	95	2340	28.6	4.8	98
MAGAZINES-TELEVISION: DUAL		33103	3807	20.9	11.5	106	1269	27.1	3.8	137	7916	21.5	23.9	109	1624	19.9	4.9	101
MAGAZINE IMPERATIVE		54575	5667	31.0	10.4	95	1388	29.6	2.5	91	12554	34.1	23.0	105	2723	33.3	5.0	102
TELEVISION IMPERATIVE		53249	5786	31.7	10.9	100	1402	29.9	2.6	94	10952	29.8	20.6	94	2555	31.3	4.8	98
NEWSPAPERS-OUTDOOR: DUAL		36255	3904	21.4	10.8	99	1124	24.0	3.1	111	8839	24.0	24.4	111	1848	22.6	5.1	105
NEWSPAPER IMPERATIVE		55591	6029	33.0	10.8	100	1646	35.1	3.0	106	12314	33.5	22.2	101	2601	31.8	4.7	96
OUTDOOR IMPERATIVE		48319	5209	28.5	10.8	99	1187	25.3	2.5	88	10079	27.4	20.9	95	2456	30.1	5.1	104
NEWSPAPERS-RADIO: DUAL		37242	4162	22.8	11.2	103	998	21.3	2.7	96	8739	23.7	23.5	107	1880	23.0	5.0	104
NEWSPAPER IMPERATIVE		54423	5787	31.7	10.6	98	1847	39.4	3.4	121	12719	34.6	23.4	107	2538	31.1	4.7	96
RADIO IMPERATIVE		46650	5150	28.2	11.0	101	967	20.6	2.1	74	9483	25.8	20.3	93	2281	27.9	4.9	100
NEWSPAPERS-TELEVISION: DUAL		35974	3793	20.8	10.5	97	1285	27.4	3.6	128	8355	22.7	23.2	106	1844	22.6	5.1	105
NEWSPAPER IMPERATIVE		56095	6026	33.0	10.7	99	1447	30.9	2.6	92	13156	35.7	23.5	107	2577	31.5	4.6	94
TELEVISION IMPERATIVE		47170	5282	28.9	11.2	103	1237	26.4	2.6	94	9663	26.3	20.5	93	2349	28.7	5.0	102
OUTDOOR-RADIO: DUAL		33748	3612	19.8	10.7	98	744	15.9	2.2	79	7898	21.5	23.4	107	1922	23.5	5.7	117
OUTDOOR IMPERATIVE		52785	5825	31.9	11.0	101	1699	36.2	3.2	115	11746	31.9	22.3	101	2496	30.5	4.7	97
RADIO IMPERATIVE		52882	6011	32.9	11.4	104	1339	28.6										

	TOTAL U.S. '000	AMACIN				ASCRIPITIN				BAYER ASPIRIN				BUFFERIN EXTRA STRENGTH			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	18257	100.0	10.9	100	4687	100.0	2.8	100	36804	100.0	21.9	100	8171	100.0	4.9	100
ATLANTIC MONTHLY	867	**75	0.4	8.7	79	**5	0.1	0.6	21	*189	0.5	21.8	99	**14	0.2	1.6	33
BARRON'S	1580	*135	0.7	8.5	78	**115	2.5	7.3	260	344	0.9	21.8	99	*63	0.5	2.7	56
BETTER HOMES & GARDENS	22203	2408	13.2	10.8	100	870	18.6	3.9	140	5249	14.3	23.6	108	1067	13.1	4.8	99
BON APPETIT	3810	406	2.2	10.7	98	*172	3.7	4.5	162	890	2.4	23.4	106	**92	1.1	2.4	50
BUSINESS WEEK	4663	360	2.0	7.7	71	**74	1.6	1.6	57	1241	3.4	26.6	121	254	3.1	5.4	112
CAR AND DRIVER	3102	339	1.9	10.9	100	**42	0.9	1.4	48	940	2.6	30.3	138	*161	2.0	5.2	107
CBS MAGAZINE NETWORK (GROSS)	7311	645	3.5	8.8	81	**220	4.7	3.0	108	1867	5.1	25.5	116	318	3.9	4.3	89
CHANGING TIMES	3400	305	1.7	9.0	82	*98	2.1	2.9	103	792	2.2	23.3	106	*183	2.2	5.4	110
COLONIAL HOMES	1796	*172	0.9	9.6	88	**54	1.2	3.0	108	436	1.2	24.3	111	**79	1.0	4.4	90
CONDE NAST MAG. PKG. (GROSS)	19924	2186	12.0	11.0	101	724	15.4	3.6	130	4298	11.7	21.6	98	1195	14.6	6.0	123
CONSUMERS DIGEST	3125	312	1.7	10.0	92	**99	2.1	3.2	113	669	1.8	21.4	98	**42	0.5	1.3	28
COSMOPOLITAN	10577	1144	6.3	10.8	99	*218	4.7	2.1	74	2149	5.8	20.3	93	640	7.8	6.1	124
COUNTRY LIVING	3746	312	1.7	8.3	77	*171	3.6	4.6	163	833	2.3	22.2	101	*202	2.5	5.4	111
CUISINE	2214	*176	1.0	7.9	73	**74	1.6	3.3	120	410	1.1	18.5	84	**89	1.1	4.0	83
CYCLE WORLD	2394	*161	0.9	6.7	62	**67	1.4	2.8	100	652	1.8	27.2	124	**106	1.3	4.4	91
DCI:CREATIVE IDEAS FOR LIV	3068	355	1.9	11.6	106	**82	1.7	2.7	96	636	1.7	20.7	94	**92	1.1	3.0	62
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	915	5.0	9.6	88	288	6.1	3.0	108	2270	6.2	23.8	108	378	4.6	4.0	81
DISCOVER	2277	*196	1.1	8.6	79	**44	0.9	1.9	69	573	1.6	25.2	115	**101	1.2	4.4	91
EBONY	7187	1016	5.6	14.1	130	**99	2.1	1.4	49	1335	3.6	18.6	85	365	4.5	5.1	104
ESQUIRE	2560	389	2.1	15.2	140	**109	2.3	4.3	152	541	1.5	21.1	96	*168	2.1	6.6	135
ESSENCE	3242	520	2.8	16.0	147	**33	0.7	1.0	36	570	1.5	17.6	80	*162	2.0	5.0	103
FAMILY CIRCLE	19639	2061	11.3	10.5	96	634	13.5	3.2	116	4525	12.3	23.0	105	945	11.6	4.8	99
THE FAMILY HANDYMAN	3540	339	1.9	9.6	88	**121	2.6	3.4	122	889	2.4	25.1	114	*254	3.1	7.2	147
FAMILY WEEKLY	23924	2609	14.3	10.9	100	999	21.3	4.2	149	5612	15.2	23.5	107	1096	13.4	4.6	94
FIELD & STREAM	9883	1164	6.4	11.8	108	*247	5.3	2.5	89	2572	7.0	26.0	119	613	7.5	6.2	127
FOOD & WINE	1030	**68	0.4	6.6	61	**44	0.9	4.3	153	*206	0.6	20.0	91	**36	0.4	3.5	72
FORBES	2679	236	1.3	8.8	81	**43	0.9	1.6	57	728	2.0	27.2	124	*104	1.3	3.9	80
FORTUNE	2931	293	1.6	10.0	92	**30	0.6	1.0	37	789	2.1	26.9	123	**98	1.2	3.3	69
GENTLEMEN'S QUARTERLY	3481	428	2.3	12.3	113	**45	1.0	1.3	46	787	2.1	22.6	103	*243	3.0	7.0	143
GLAMOUR	7163	707	3.9	9.9	91	*253	5.4	3.5	126	1489	4.0	20.8	95	452	5.5	6.3	130
GOLF DIGEST	2355	317	1.7	13.5	124	**98	2.1	4.2	149	578	1.6	24.5	112	**109	1.3	4.6	95
GOLF DIGEST/TENNIS (GROSS)	3610	397	2.2	11.0	101	**139	3.0	3.9	138	874	2.4	24.2	110	*176	2.2	4.9	100
GOLF MAGAZINE	2046	*214	1.2	10.5	96	**71	1.5	3.5	124	593	1.6	29.0	132	**82	1.0	4.0	82
GOLF MAGAZINE/SKI (GROSS)	3547	325	1.8	9.2	84	**128	2.7	3.6	129	939	2.6	26.5	121	*121	1.5	3.4	70
GOOD HOUSEKEEPING	20353	2250	12.3	11.1	102	865	18.5	4.2	152	4460	12.1	21.9	100	784	9.6	3.9	79
HARPER'S BAZAAR	3362	287	1.6	8.5	78	**151	3.2	4.5	161	630	1.7	18.7	85	*233	2.9	6.9	142
HEALTH	2987	230	1.3	7.7	71	*161	3.4	5.4	193	670	1.8	22.4	102	**81	1.0	2.7	56
HEARST MAG CORP. BUY (GROSS)	67928	7106	38.9	10.5	96	2372	50.6	3.5	125	14887	40.4	21.9	100	3187	39.0	4.7	96
HEARST MAN POWER (GROSS)	11282	1264	6.9	11.2	103	283	6.0	2.5	90	2891	7.9	25.6	117	560	6.9	5.0	102
HEARST WOMAN POWER (GROSS)	40514	4326	23.7	10.7	98	1398	29.8	3.5	123	8544	23.2	21.1	96	1779	21.8	4.4	90
HOUSE BEAUTIFUL	4885	525	2.9	10.7	99	*231	4.9	4.7	169	1107	3.0	22.7	103	*226	2.8	4.6	95
INC.	1308	**103	0.6	7.9	72	**6	0.1	0.5	16	330	0.9	25.2	115	**70	0.9	5.4	110
JET	6498	877	4.8	13.5	124	**129	2.8	2.0	71	1313	3.6	20.2	92	408	5.0	6.3	129
LADIES' HOME JOURNAL	14797	1581	8.7	10.7	98	511	10.9	3.5	124	3386	9.2	22.9	104	772	9.4	5.2	107
LHJ FAMILY GRP COMBO(GROSS)	21743	2177	11.9	10.0	92	811	17.3	3.7	133	4872	13.2	22.4	102	1006	12.3	4.6	95
LIFE	9881	1283	7.0	13.0	119	314	6.7	3.2	114	2224	6.0	22.5	103	453	5.5	4.6	94
L.A. TIMES HOME MAGAZINE	2775	356	1.9	12.8	118	**59	1.3	2.1	76	577	1.6	20.8	95	*144	1.8	5.2	107
MADAMEISSELLE	4219	553	3.0	13.1	120	**152	3.2	3.6	129	837	2.3	19.8	90	*239	2.9	5.7	116
MC CALL'S	16422	1776	9.7	10.8	99	680	14.5	4.1	148	3739	10.2	22.8	104	816	10.0	5.0	102
MC CALL'S/WRK MOTHER (GROSS)	17919	1938	10.6	10.8	99	733	15.6	4.1	146	4122	11.2	23.0	105	860	10.5	4.8	99
MECHANIX ILLUSTRATED	4433	465	2.5	10.5	96	**123	2.6	2.8	99	1172	3.2	26.4	120	*236	2.9	5.3	109
METROPOLITAN HOME	1504	*181	1.0	12.0	111	**34	0.7	2.3	81	427	1.2	28.4	129	**50	0.6	3.3	68
MONEY	4723	381	2.1	8.1	74	**69	1.5	1.5	52	1276	3.5	27.0	123	*188	2.3	4.0	82
MOTHER EARTH NEWS	2325	*175	1.0	7.5	69	**100	2.1	4.3	154	606	1.6	26.1	119	**134	1.6	5.8	118
MS.	1189	**152	0.8	12.8	117	**17	0.4	1.4	51	*192	0.5	16.1	74	**17	0.2	1.4	29
NATIONAL ENQUIRER	18892	2270	12.4	12.0	110	507	10.8	2.7	96	4516	12.3	23.9	109	946	11.6	5.0	103
NATIONAL GEOGRAPHIC	22129	2106	11.5	9.5	87	805	17.2	3.6	130	5760	15.7	26.0	119	1116	13.7	5.0	104
NATIONAL SUNDAY MAGAZINE PKG	103750	11098	60.8	10.7	98	3044	64.9	2.9	105	23591	64.1	22.7	104	5181	63.4	5.0	103
NATURAL HISTORY	1379	*91	0.5	6.6	61	**22	0.5	1.6	57	324	0.9	23.5	107	**21	0.3	1.5	31
NEW WOMAN	2289	*153	0.8	6.7	61	**41	0.9	1.8	64	500	1.4	21.8	100	**79	1.0	3.5	71
NEW YORK INCLUDING CUE	1088	*99	0.5	9.1	84	**4	0.1	0.4	13	243	0.7	22.3	102	**30	0.4	2.8	57
THE NEW YORKER	2459	223	1.2	9.1	83	**55	1.2	2.2	80	607	1.6	24.7	112	*104	1.3	4.2	87
NEWSWEEK	16527	1784	9.8	10.8	99	454	9.7	2.7	98	4046	11.0	24.5	112	637	7.8	3.9	79
THE N.Y. TIMES DAILY EDITION	2739	349	1.9	12.7	117	**76	1.6	2.8	99	745	2.0	27.2	124	*114	1.4	4.2	85
THE N.Y. TIMES MAGAZINE	4443	511	2.8	11.5	106	*154	3.3	3.5	124	1317	3.6	29.6	135	*121	1.5	2.7	56
OMNI	2799	*242	1.3	8.6	79	**80	1.7	2.9	102	767	2.1	27.4	125	*141	1.7	5.0	103
ON CABLE	2209	*259	1.4	11.7	108	**38	0.8	1.7	62	423	1.1	19.1	87	**123	1.5	5.6	114
1001 HOME IDEAS	3959	366	2.0	9.2	85	**138	2.9	3.5	125	816	2.2	20.6	94	*153	1.9	3.9	79
ORGANIC GARDENING	3111	327	1.8	10.5	97	**97	2.1	3.1	112	647	1.8	20.8	95	*211	2.6	6.8	139
OUTDOOR LIFE	5024	602	3.3	12.0	110	**79	1.7	1.6	56	1312	3.6	26.1	119	293	3.6	5.8	120
PARADE MAGAZINE	51292	5403	29.6	10.5	97	1265	27.0	2.5	88	11548	31.4	22.5	103	2643	32.3	5.2	106

	TOTAL U.S. '000	ANACIN				ASCRIPTIN				BAYER ASPIRIN				BUFFERIN EXTRA STRENGTH			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	18257	100.0	10.9	100	4687	100.0	2.8	100	36804	100.0	21.9	100	8171	100.0	4.9	100
PARENTS	5298	371	2.0	7.0	64	**81	1.7	1.5	55	1031	2.8	19.5	89	*191	2.3	3.6	74
PENTHOUSE	5129	576	3.2	11.2	103	**59	1.3	1.2	41	1174	3.2	22.9	104	275	3.4	5.4	110
PEOPLE	21070	2123	11.6	10.1	93	645	13.8	3.1	110	4811	13.1	22.8	104	983	12.0	4.7	96
PLAYBOY	10562	1093	6.0	10.3	95	**291	6.2	2.8	99	2429	6.6	23.0	105	585	7.2	5.5	114
POPULAR HOT RODDING	2498	*255	1.4	10.2	94	**54	1.2	2.2	77	568	1.5	22.7	104	**189	2.3	7.6	155
POPULAR MECHANICS	5887	676	3.7	11.5	105	*165	3.5	2.8	100	1550	4.2	26.3	120	*238	2.9	4.0	83
POPULAR SCIENCE	4317	582	3.2	13.5	124	**115	2.5	2.7	95	983	2.7	22.8	104	*284	3.5	6.6	135
PREVENTION	5792	597	3.3	10.3	95	*221	4.7	3.8	137	1260	3.4	21.8	99	364	4.5	6.3	129
PSYCHOLOGY TODAY	3284	388	2.1	11.8	109	*123	2.6	3.7	134	659	1.8	20.1	91	*118	1.4	3.6	74
READER'S DIGEST	40046	4269	23.4	10.7	98	1564	33.4	3.9	140	8918	24.2	22.3	101	1793	21.9	4.5	92
REDBOOK	9584	931	5.1	9.7	89	315	6.7	3.3	118	1934	5.3	20.2	92	355	4.3	3.7	76
ROAD & TRACK	2590	*226	1.2	8.7	80	**57	1.2	2.2	79	652	1.8	25.2	115	*269	0.8	2.7	55
ROLLING STONE	3302	378	2.1	11.4	105	**116	2.5	3.5	126	741	2.0	22.4	102	*267	3.3	8.1	166
RUNNER'S WORLD	1229	**145	0.8	11.8	108	**76	1.6	6.2	221	*265	0.7	21.6	98	*552	0.6	4.2	87
SATURDAY EVENING POST	2119	207	1.1	9.8	90	**71	1.5	3.4	120	518	1.4	24.5	112	**95	1.2	4.5	92
SCIENCE 84	1543	*152	0.8	9.9	91	**53	1.1	3.4	123	313	0.9	20.3	92	**75	0.9	4.9	100
SCIENCE DIGEST	1747	*117	0.6	6.7	62	**22	0.5	1.3	45	424	1.2	24.3	111	*550	0.6	2.9	59
SCIENTIFIC AMERICAN	1994	*165	0.9	8.3	76	**40	0.9	2.0	72	443	1.2	22.2	101	*901	1.1	4.6	94
SELF	3119	321	1.8	10.3	95	**93	2.0	3.0	107	755	2.1	24.2	110	*177	2.2	5.7	116
SEVENTEEN	3923	573	3.1	14.6	134	**149	3.2	3.8	136	973	2.6	24.8	113	*175	2.1	4.5	92
SKI	1501	**111	0.6	7.4	68	**57	1.2	3.8	136	346	0.9	23.1	105	**39	0.5	2.6	53
SMITHSONIAN	5976	494	2.7	8.3	76	184	3.9	3.1	110	1595	4.3	26.7	122	248	3.0	4.1	85
SOAP OPERA DIGEST	4228	530	2.9	12.5	115	**94	2.0	2.2	80	921	2.5	21.8	99	295	3.6	7.0	143
SOUTHERN LIVING	6488	560	3.1	8.6	79	*205	4.4	3.2	113	1633	4.4	25.2	115	286	3.5	4.4	90
SPORT	3500	407	2.2	11.6	107	**99	2.1	2.8	101	873	2.4	24.9	114	*223	2.7	6.4	131
THE SPORTING NEWS	2456	348	1.9	14.2	130	**82	1.7	3.3	119	620	1.7	25.2	115	**160	2.0	6.5	134
SPORTS AFIELD	3648	470	2.6	12.9	118	**96	2.0	2.6	94	918	2.5	25.2	115	*272	3.3	7.5	153
SPORTS ILLUSTRATED	14484	1593	8.7	11.0	101	321	6.8	2.2	79	3289	8.9	22.7	103	703	8.6	4.9	100
STAR	12661	1518	8.3	12.0	110	319	6.8	2.5	90	2834	7.7	22.4	102	674	8.2	5.3	109
SUNDAY	52799	5329	29.2	10.1	93	1393	29.7	2.6	94	11858	32.2	22.5	102	2740	33.5	5.2	107
SUNSET	3513	300	1.6	8.5	78	**149	3.2	4.2	152	774	2.1	22.0	100	**121	1.5	3.4	71
TV GUIDE	42766	4639	25.4	10.8	100	1181	25.2	2.8	99	9568	26.0	22.4	102	2188	26.8	5.1	105
TENNIS	1254	*81	0.4	6.5	59	**41	0.9	3.3	117	*295	0.8	23.5	107	*867	0.8	5.3	110
TIME	22054	2108	11.5	9.6	88	591	12.6	2.7	96	5192	14.1	23.5	107	1083	13.3	4.9	101
TOWN & COUNTRY	1555	*134	0.7	8.6	79	**76	1.6	4.9	175	302	0.8	19.4	89	**56	0.7	3.6	74
TRAVEL & LEISURE	2173	*205	1.1	9.4	87	**75	1.6	3.5	124	504	1.4	23.2	106	**79	1.0	3.6	75
TRUE STORY	4636	490	2.7	10.6	97	**102	2.2	2.2	79	1086	3.0	23.4	107	318	3.9	6.9	141
U.S. NEWS & WORLD REPORT	10353	1025	5.6	9.9	91	*201	4.3	1.9	69	2481	6.7	24.0	109	434	5.3	4.2	86
USA TODAY	4994	373	2.0	7.5	69	*127	2.7	2.5	91	1206	3.3	24.1	110	225	2.8	4.5	92
US	3528	310	1.7	8.8	81	**48	1.0	1.4	49	995	2.7	28.2	129	*265	3.2	7.5	154
VOGUE	5424	605	3.3	11.2	102	*226	4.8	4.2	149	1217	3.3	22.4	102	327	4.0	6.0	124
WALL STREET JOURNAL	6292	561	3.1	8.9	82	*115	2.5	1.8	65	1606	4.4	25.5	116	370	4.5	5.9	121
WEIGHT WATCHERS	2762	*181	1.0	6.6	60	**111	2.4	4.0	144	661	1.8	23.9	109	*156	1.9	5.6	116
WOMAN'S DAY	16320	1808	9.9	11.1	102	635	13.5	3.9	139	3529	9.6	21.6	99	766	9.4	4.7	96
WORKING MOTHER	1496	*162	0.9	10.8	99	**53	1.1	3.5	127	384	1.0	25.7	117	*444	0.5	2.9	60
WORKING WOMAN	1851	*174	1.0	9.4	86	**66	1.4	3.6	128	366	1.0	19.8	90	**81	1.0	4.4	90
WORLD TENNIS	580	**50	0.3	8.6	79	**29	0.6	5.0	179	*135	0.4	23.3	106	*226	0.3	4.5	92
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1263	6.9	10.2	93	366	7.8	2.9	106	3031	8.2	24.4	111	665	8.1	5.4	110
BLAIR INSERTS	91671	9754	53.4	10.6	98	2602	55.5	2.8	102	20972	57.0	22.9	104	4545	55.6	5.0	102
DAILY NEWSPAPERS																	
READ ANY	109190	12005	65.8	11.0	101	3223	68.8	3.0	106	24894	67.6	22.8	104	5107	62.5	4.7	96
READ ONE	89587	9827	53.8	11.0	101	2628	56.1	2.9	105	20248	55.0	22.6	103	4210	51.5	4.7	96
READ TWO OR MORE	19602	2179	11.9	11.1	102	596	12.7	3.0	109	4646	12.6	23.7	108	897	11.0	4.6	94
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	11862	65.0	10.8	99	3215	68.6	2.9	105	25218	68.5	23.0	105	5412	66.2	4.9	101
READ ONE	95074	10528	57.7	11.1	102	2770	59.1	2.9	104	21669	58.9	22.8	104	4776	58.5	5.0	103
READ TWO OR MORE	14588	1333	7.3	9.1	84	445	9.5	3.1	109	3549	9.6	24.3	111	635	7.8	4.4	89
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	27.65				26.44				29.99				31.20			
30 DAY REACH	149706	16308	89.3	10.9	100	4185	89.3	2.8	100	32906	89.4	22.0	100	7346	89.9	4.9	101
50 SHWG - 30 DAY AV FREQ	15.16	14.43				13.96				15.64				16.25			
30 DAY REACH	142406	15651	85.7	11.0	101	3957	84.4	2.8	99	31650	86.0	22.2	101	7064	86.5	5.0	102
25 SHWG - 30 DAY AV FREQ	8.23	7.78				7.51				8.49				8.55			
30 DAY REACH	131152	14476	79.3	11.0	101	3683	78.6	2.8	100	29154	79.2	22.2	101	6673	81.7	5.1	104
CABLE TV: HOME WIRED	66879	6481	35.5	9.7	89	2070	44.2	3.1	111	14419	39.2	21.6	98	3589	43.9	5.4	110
HOME NOT WIRED	100848	11776	64.5	11.7	107	2617	55.8	2.6	93	22385	60.8	22.2	101	4582	56.1	4.5	93
HAVE PAY CABLE	35024	3289	18.0	9.4	86	927	19.8	2.6	95	7554	20.5	21.6	98	2106	25.8	6.0	123

	TOTAL U.S. '000	ANACIN				ASPIRIN				BAYER ASPIRIN				BUFFERIN EXTRA STRENGTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	18257	100.0	10.9	100	4687	100.0	2.8	100	36804	100.0	21.9	100	8171	100.0	4.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	10463	57.3	10.9	101	2420	51.6	2.5	91	21622	58.7	22.6	103	4771	58.4	5.0	102
10:00 AM - 3:00 PM	63599	6754	37.0	10.6	98	1665	35.5	2.6	94	13577	36.9	21.3	97	3173	38.8	5.0	102
3:00 PM - 7:00 PM	72097	7488	41.0	10.4	95	1683	35.9	2.3	84	16179	44.0	22.4	102	3796	46.5	5.3	108
7:00 PM - MIDNIGHT	36670	3982	21.8	10.9	100	866	18.5	2.4	85	8014	21.8	21.9	100	1971	24.1	5.4	110
MIDNIGHT - 6:00 AM	21908	2394	13.1	10.9	100	628	13.4	2.9	103	4823	13.1	22.0	100	1142	14.0	5.2	107
6:00 AM - MIDNIGHT	127571	13704	75.1	10.7	99	3323	70.9	2.6	93	28254	76.8	22.1	101	6401	78.3	5.0	103
ENTIRE DAY	129239	13875	76.0	10.7	99	3379	72.1	2.6	94	28624	77.8	22.1	101	6472	79.2	5.0	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3946	21.6	11.6	107	906	19.3	2.7	95	8016	21.8	23.6	107	1698	20.8	5.0	102
ALL NEWS	6062	672	3.7	11.1	102	*186	4.0	3.1	110	1366	3.7	22.5	103	325	4.0	5.4	110
AOR/PROGRESSIVE	11884	1216	6.7	10.2	94	*240	5.1	2.0	72	2655	7.2	22.3	102	575	7.0	4.8	99
BEAUTIFUL MUSIC	11180	1032	5.7	9.2	85	372	7.9	3.3	119	2498	6.8	22.3	102	710	8.7	6.4	130
BLACK	4538	685	3.8	15.1	139	*660	1.3	1.3	47	863	2.3	19.0	87	*299	3.7	6.6	135
CLASSICAL	3857	304	1.7	7.9	72	*115	2.5	3.0	107	944	2.6	24.5	112	*201	2.5	5.2	107
CHR/ROCK	21946	2506	13.7	11.4	105	435	9.3	2.0	71	4620	12.6	21.1	96	1277	15.6	5.8	119
COUNTRY	27262	2831	15.5	10.4	95	708	15.1	2.6	93	6366	17.3	23.4	106	1208	14.8	4.4	91
GOLDEN OLDIES	3339	202	1.1	6.0	56	*143	3.1	4.3	153	627	1.7	18.8	86	*195	2.4	5.8	120
MOR/NOSTALGIA	10346	1074	5.9	10.4	95	307	6.6	3.0	106	2320	6.3	22.4	102	554	6.8	5.4	110
NEWS/TALK	8929	761	4.2	8.5	78	*190	4.1	2.1	76	2065	5.6	23.1	105	495	6.1	5.5	114
RELIGIOUS	5488	569	3.1	10.4	95	*191	4.1	3.5	125	922	2.5	16.8	77	*234	2.9	4.3	88
SOFT ROCK	1232	**160	0.9	13.0	119	*62	1.3	5.0	180	*292	0.8	23.7	108	*116	1.4	9.4	193
URBAN CONTEMPORARY	3184	340	1.9	10.7	98	*13	0.3	0.4	15	500	1.4	15.7	72	*265	3.2	8.3	171
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	839	4.6	12.1	112	*135	2.9	2.0	70	1402	3.8	20.3	92	318	3.9	4.6	94
ABC DIRECTION	5212	543	3.0	10.4	96	*137	2.9	2.6	94	1035	2.8	19.9	90	271	3.3	5.2	107
ABC ENTERTAINMENT	10385	1082	5.9	10.4	96	225	4.8	2.2	78	2508	6.8	24.2	110	575	7.0	5.5	114
ABC FM	4762	514	2.8	10.8	99	*665	1.4	1.4	49	859	2.3	18.0	82	*157	1.9	3.3	68
ABC INFORMATION	11339	1201	6.6	10.6	97	327	7.0	2.9	103	2502	6.8	22.1	101	548	6.7	4.8	99
ABC ROCK	4878	527	2.9	10.8	99	*882	1.7	1.7	60	1004	2.7	20.6	94	294	3.6	6.0	124
CBS	10709	1278	7.0	11.9	110	426	9.1	4.0	142	2654	7.2	24.8	113	578	7.1	5.4	111
MUTUAL	10251	1090	6.0	10.6	98	366	7.8	3.6	128	2437	6.6	23.8	108	709	8.7	6.9	142
NBC	12243	1259	6.9	10.3	94	291	6.2	2.4	85	2850	7.7	23.3	106	560	6.9	4.6	94
RADIORADIO	4606	496	2.7	10.8	99	*1104	2.2	2.3	81	1013	2.8	22.0	100	383	4.7	8.3	171
RKO ONE	5148	552	3.0	10.7	99	*884	1.8	1.6	58	1192	3.2	23.2	106	376	4.6	7.3	150
RKO TWO	7313	683	3.7	9.3	86	*155	3.3	2.1	76	1565	4.3	21.4	98	375	4.6	5.1	105
THE SOURCE	5981	556	3.0	9.3	85	*184	3.9	3.1	110	1289	3.5	21.6	98	320	3.9	5.4	110
NON-WIRED : BLAIR	19329	2028	11.1	10.5	96	508	10.8	2.6	94	4009	10.9	20.7	95	918	11.2	4.7	97
INTERNET	27139	2991	16.4	11.0	101	566	12.1	2.1	75	5876	16.0	21.7	99	1747	21.4	6.4	132
KATZ RADIO GROUP	36319	3597	19.7	9.9	91	975	20.8	2.7	96	8177	22.2	22.5	103	2210	27.0	6.1	125
SUPERNET	22361	2461	13.5	11.0	101	615	13.1	2.8	98	4784	13.0	21.4	98	973	11.9	4.4	89
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1536	8.4	10.6	97	492	10.5	3.4	121	3101	8.4	21.3	97	869	10.6	6.0	123
WKDAY 9:00 AM - 1:00 PM	18688	2153	11.8	11.5	106	631	13.5	3.4	121	3950	10.7	21.1	96	927	11.3	5.0	102
WKDAY 1:00 PM - 4:30 PM	24061	2771	15.2	11.5	106	788	16.8	3.3	117	4949	13.4	20.6	94	1153	14.1	4.8	98
WKDAY 4:30 PM - 7:30 PM	44079	4884	26.8	11.1	102	1332	28.4	3.0	108	9546	25.9	21.7	99	2208	27.0	5.0	103
WKDAY 7:30 PM - 8:00 PM	61979	6638	36.4	10.7	98	1849	39.4	3.0	107	13803	37.5	22.3	101	3040	37.2	4.9	101
WKDAY 11:00 PM - 11:30 PM	49084	5554	30.4	11.3	104	1517	32.4	3.1	111	10986	29.9	22.4	102	2586	31.6	5.3	108
WKDAY 11:30 PM - 1:00 AM	16560	1793	9.8	10.8	99	543	11.6	3.3	117	3575	9.7	21.6	98	908	11.1	5.5	113
M-SAT 8-11 PM+SUN 7-11 PM	66967	7286	39.9	10.9	100	1922	41.0	2.9	103	14867	40.4	22.2	101	3471	42.5	5.2	106
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	889	4.9	9.6	88	261	5.6	2.8	101	1677	4.6	18.1	82	456	5.6	4.9	101
ANOTHER WORLD	N 6138	652	3.6	10.6	98	219	4.7	3.6	128	1225	3.3	20.0	91	292	3.6	4.8	98
AS THE WORLD TURNS	C 7707	1058	5.8	13.7	126	355	7.6	4.6	165	1858	5.0	24.1	110	326	4.0	4.2	87
CAPITOL	C 4688	684	3.7	14.6	134	193	4.1	4.1	147	1040	2.8	22.2	101	201	2.5	4.3	88
CBS MORN. NEWS 1	C 2792	266	1.5	9.5	88	*83	1.8	3.0	106	712	1.9	25.5	116	137	1.7	4.9	101
CBS MORN. NEWS 2	C 2071	228	1.2	11.0	101	*55	1.2	2.7	95	480	1.3	23.2	106	*83	1.0	4.0	82
DAYS OF OUR LIVES	N 8018	793	4.3	9.9	91	322	6.9	4.0	144	1590	4.3	19.8	90	472	5.8	5.9	121
FACTS OF LIFE - DAYTIME	N 3487	379	2.1	10.9	100	*46	1.0	1.3	47	637	1.7	18.3	83	156	1.9	4.5	92
FAMILY FEUD	A 4817	660	3.6	13.7	126	167	3.6	3.5	124	1037	2.8	21.5	98	235	2.9	4.9	100
GENERAL HOSPITAL	A 8333	977	5.4	11.7	108	249	5.3	3.0	107	1536	4.2	18.4	84	434	5.3	5.2	107
GOOD MORNING, AMERICA-730A	A 5472	744	4.1	13.6	125	231	4.9	4.2	151	1217	3.3	22.2	101	253	3.1	4.6	95
GOOD MORNING, AMERICA-830A	A 3965	434	2.4	10.9	101	205	4.4	5.2	185	880	2.4	22.2	101	218	2.7	5.5	113
GUIDING LIGHT	C 7542	941	5.2	12.5	115	312	6.7	4.1	148	1794	4.9	23.8	108	304	3.7	4.0	83
ONE LIFE TO LIVE	A 6018	658	3.6	10.9	100	193	4.1	3.2	115	1112	3.0	18.5	84	239	2.9	4.0	82
PRESS YOUR LUCK	C 3589	532	2.9	14.8	136	114	2.4	3.2	114	848	2.3	23.6	108	251	3.1	7.0	144
PRICE IS RIGHT 1	C 7418	984	5.4	13.3	122	287	6.1	3.9	138	1661	4.5	22.4	102	294	3.6	4.0	81
PRICE IS RIGHT 2	C 8276	1092	6.0	13.2	121	342	7.3	4.1	148	1896	5						

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - BRANDS USED
(ADULTS)

		TOTAL U.S. '000	A '000	ANACIN B DOWN	C ACROSS %	D INDX	A '000	ASCRIPTIN B DOWN	C ACROSS %	D INDX	A '000	BAYER ASPIRIN B DOWN	C ACROSS %	D INDX	A '000	EXTRA STRENGTH B DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	18257	100.0	10.9	100	4687	100.0	2.8	100	36804	100.0	21.9	100	8171	100.0	4.9	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	5577	30.5	10.7	98	1869	39.9	3.6	128	11757	31.9	22.5	102	2584	31.6	4.9	101
NETWORK AFFILIATES - LATE		39164	4349	23.8	11.1	102	1230	26.2	3.1	112	8800	23.9	22.5	102	2067	25.3	5.3	108
INDEPENDENTS - LATE		5133	593	3.2	11.6	106	96	2.0	1.9	67	1270	3.5	24.7	113	252	3.1	4.9	101
TV EVENING NTKM 6 PM - 2 AM																		
A TEAM		M 22825	2423	13.3	10.6	98	623	13.3	2.7	98	5075	13.8	22.2	101	1321	16.2	5.8	119
ABC MONDAY NIGHT MOVIE		A 11258	1218	6.7	10.8	99	337	7.2	3.0	107	2488	6.8	22.1	101	541	6.6	4.8	99
ABC SUNDAY NIGHT MOVIE		A 23600	2815	15.4	11.9	110	587	12.5	2.5	89	5102	13.9	21.6	99	1182	14.5	5.0	103
ABC WORLD NEWS TONIGHT		A 12801	1361	7.5	10.6	98	520	11.1	4.1	145	2854	7.8	22.3	102	640	7.8	5.0	103
AFTERMASH		C 10966	1122	6.1	10.2	94	358	7.6	3.3	117	2250	6.1	20.5	94	629	7.7	5.7	118
ALICE		C 17050	1883	10.3	11.0	101	458	9.8	2.7	96	3627	9.9	21.3	97	979	12.0	5.7	118
AMERICAN PARADE		C 11998	1306	7.2	10.9	100	340	7.3	2.8	101	2829	7.7	23.6	107	625	7.6	5.2	107
BENSON		A 19258	2098	11.5	10.9	100	455	9.7	2.4	85	4250	11.5	22.1	101	1039	12.7	5.4	111
BLUE THUNDER		A 11478	1374	7.5	12.0	110	248	5.3	2.2	77	2564	7.0	22.3	102	604	7.4	5.3	108
CAGNEY & LACEY		C 18263	2362	12.9	12.9	119	534	11.4	2.9	105	4269	11.6	23.4	107	926	11.3	5.1	104
CBS EVENING NEWS-DEAN		C 7733	803	4.4	10.4	95	*228	4.9	2.9	106	1643	4.5	21.2	97	464	5.7	6.0	123
CBS EVENING NEWS-RATHER		C 15653	1673	9.2	10.7	98	501	10.7	3.2	115	3571	9.7	22.8	104	802	9.8	5.1	105
CBS SAT. NEWS-SCHIEFFER		C 8744	940	5.1	10.8	99	257	5.5	2.9	105	2089	5.7	23.9	109	460	5.6	5.3	108
CBS SATURDAY NIGHT MOVIE		C 12000	1154	6.3	9.6	88	388	8.3	3.2	116	2557	6.9	21.3	97	679	8.3	5.7	116
CBS WEDNESDAY NIGHT MOVIE		C 11522	1324	7.3	11.5	106	483	10.3	4.2	150	2789	7.6	24.2	110	594	7.3	5.2	106
CHEERS		N 16818	1628	8.9	9.7	89	448	9.6	2.7	95	3626	9.9	21.6	98	1036	12.7	6.2	126
DALLAS		C 37510	4167	22.8	11.1	102	1092	23.3	2.9	104	8378	22.8	22.3	102	1963	24.0	5.2	107
DIFF'RENT STROKES		N 11258	1321	7.2	11.7	108	211	4.5	1.9	67	2347	6.4	20.8	95	563	6.9	5.0	103
DOUBLE TROUBLE		N 12248	1289	7.1	10.5	97	319	6.8	2.6	93	2687	7.3	21.9	100	700	8.6	5.7	117
DUCK FACTORY		N 11100	1087	6.0	9.8	90	*265	5.7	2.4	85	2430	6.6	21.9	100	730	8.9	6.6	135
DUKES OF HAZZARD		C 12353	1392	7.6	11.3	104	323	6.9	2.6	94	2552	6.9	20.7	94	543	6.6	4.4	90
DYNASTY		A 33279	3621	19.8	10.9	100	951	20.3	2.9	102	7303	19.8	21.9	100	1845	22.6	5.5	114
FACTS OF LIFE		N 13410	1521	8.3	11.3	104	315	6.7	2.3	84	2707	7.4	20.2	92	560	6.9	4.2	86
FALCON CREST		C 31093	3340	18.3	10.7	99	822	17.5	2.6	95	7164	19.5	23.0	105	1558	19.1	5.0	103
FALL GUY		A 18649	2077	11.4	11.1	102	471	10.0	2.5	90	4238	11.5	22.7	104	1046	12.8	5.6	115
FAMILY TIES		N 13101	1539	8.4	11.7	108	343	7.3	2.6	94	2911	7.9	22.2	101	704	8.6	5.4	110
FANTASY ISLAND		A 13069	1552	8.5	11.9	109	341	7.3	2.6	93	2872	7.8	22.0	100	593	7.3	4.5	93
FOULUPS, BLEEPES & BLUNDERS		A 16588	1985	10.9	12.0	110	422	9.0	2.5	91	3516	9.6	21.2	97	747	9.1	4.5	92
FOUR SEASONS		C 9302	951	5.2	10.2	94	*320	6.8	3.4	123	1934	5.3	20.8	95	587	7.2	6.3	130
GIMME A BREAK		N 13955	1691	9.3	12.1	111	392	8.4	2.8	101	3115	8.5	22.3	102	787	9.6	5.6	116
HART TO HART		A 15735	1754	9.6	11.1	102	363	7.7	2.3	83	3435	9.3	21.8	99	798	9.8	5.1	104
HILL STREET BLUES		N 18257	1805	9.9	9.9	91	491	10.5	2.7	96	4052	11.0	22.2	101	963	11.8	5.3	108
HOTEL		A 24236	2819	15.4	11.6	107	684	14.6	2.8	101	5330	14.5	22.0	100	1356	16.6	5.6	115
JEFFERSONS		C 17010	1867	10.2	11.0	101	506	10.8	3.0	106	3510	9.5	20.6	94	944	11.6	5.5	114
JENNIFER SLEPT HERE		N 9397	992	5.4	10.6	97	*191	4.1	2.0	73	1902	5.2	20.2	92	502	6.1	5.3	110
KATE & ALLIE		C 16762	1976	10.8	11.8	108	423	9.0	2.5	90	3789	10.3	22.6	103	625	7.6	3.7	77
KNIGHT RIDER		N 13164	1437	7.9	10.9	100	377	8.0	2.9	102	2940	8.0	22.3	102	711	8.7	5.4	111
LOVE BOAT		A 20400	2328	12.8	11.4	105	561	12.0	2.8	98	4415	12.0	21.6	99	974	11.9	4.8	98
MAGNUM PI		C 22543	2479	13.6	11.0	101	621	13.2	2.8	99	4955	13.5	22.0	100	1259	15.4	5.6	115
MAMA'S FAMILY		N 9852	1085	5.9	11.0	101	296	6.3	3.0	108	2130	5.8	21.6	99	669	8.2	6.8	139
MASTER, THE		N 8082	950	5.2	11.8	108	*193	4.1	2.4	85	1839	5.0	22.8	104	358	4.4	4.4	91
MATT HOUSTON		A 12881	1485	8.1	11.5	106	384	8.2	3.0	107	2720	7.4	21.1	96	652	8.0	5.1	104
NBC MONDAY NIGHT MOVIE		N 23889	2424	13.3	10.1	93	745	15.9	3.1	112	5158	14.0	21.6	98	1301	15.9	5.4	112
NBC NIGHTLY NEWS		N 11156	1096	6.0	9.8	90	497	10.6	4.5	159	2434	6.6	21.8	99	521	6.4	4.7	96
NBC NIGHTLY NEWS-SAT		N 7363	786	4.3	10.7	98	*287	6.1	3.9	139	1749	4.8	23.8	108	415	5.1	5.6	116
NBC NIGHTLY NEWS-SUN		N 6214	572	3.1	9.2	85	*216	4.6	3.5	124	1487	4.0	23.9	109	385	4.7	6.2	127
NBC SUNDAY NIGHT MOVIE		N 17590	1760	9.6	10.0	92	532	11.4	3.0	108	3875	10.5	22.0	100	858	10.5	4.9	100
NEWMART		C 16740	2111	11.6	12.6	116	460	9.8	2.7	98	3936	10.7	23.5	107	753	9.2	4.5	92
ONE DAY AT A TIME		C 11820	1412	7.7	11.9	110	318	6.8	2.7	96	2296	6.2	19.4	89	626	7.7	5.3	109
PEOPLE ARE FUNNY		N 9138	1042	5.7	11.4	105	*264	5.6	2.9	103	1981	5.4	21.7	99	625	7.6	6.8	140
REAL PEOPLE		N 15979	1493	8.2	9.3	86	546	11.6	3.4	122	3481	9.5	21.8	99	592	7.2	3.7	76
REMINGTON STEELE		N 14395	1633	8.9	11.3	104	396	8.4	2.8	98	3076	8.4	21.4	97	779	9.5	5.4	111
RIPLEY'S BELIEVE IT - NOT		A 11362	1111	6.1	9.8	90	295	6.3	2.6	93	2554	6.9	22.5	102	486	5.9	4.3	88
RIPTIDE		N 13920	1533	8.4	11.0	101	354	7.6	2.5	91	3158	8.6	22.7	103	699	8.6	5.0	103
SCARECROW & MRS. KING		C 17571	1919	10.5	10.9	100	554	11.8	3.2	113	3798	10.3	21.6	99	909	11.1	5.2	106
SIMON & SIMON		C 20208	2418	13.2	12.0	110	585	12.5	2.9	104	4525	12.3	22.4	102	1101	13.5	5.4	112
60 MINUTES		C 27668	2813	15.4	10.2	93	938	20.0	3.4	121	6265	17.0	22.6	103	1442	17.6	5.2	107
ST. ELSEWHERE		N 13699	1499	8.2	10.9	101	389	8.3	2.8	102	3145	8.5	23.0	105	751	9.2	5.5	113
THREE'S COMPANY		A 20632	2338	12.8	11.3	104	576	12.3	2.8	100	4385	11.9	21.3	97	1100	13.5		

	TOTAL U.S. '000	BUFFERIN				ARTHRITIS STRENGTH				EXCEDRIN EXTRA STRENGTH				PANADOL			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	15818	100.0	9.4	100	2995	100.0	1.8	100	21498	100.0	12.8	100	5774	100.0	3.4	100
MALES	79263	7380	46.7	9.3	99	1240	41.4	1.6	88	9998	46.5	12.6	98	2137	37.0	2.7	78
FEMALES	88464	8439	53.4	9.5	101	1755	58.6	2.0	111	11500	53.5	13.0	101	3638	63.0	4.1	119
18 - 24	28671	2612	16.5	9.1	97	**260	8.7	0.9	51	3989	18.6	13.9	109	970	16.8	3.4	98
25 - 34	39536	2963	18.7	7.5	79	*504	16.8	1.3	71	6089	28.3	15.4	120	1697	29.4	4.3	125
35 - 44	28978	2824	17.9	9.7	103	*363	12.1	1.3	70	4774	22.2	16.5	129	1451	25.1	5.0	145
45 - 54	22345	2075	13.1	9.3	98	*479	16.0	2.1	120	2669	12.4	11.9	93	734	12.7	3.3	95
55 - 64	22224	2465	15.6	11.1	118	*631	21.1	2.8	159	2318	10.8	10.4	81	*498	8.6	2.2	65
65 OR OLDER	25973	2879	18.2	11.1	118	758	25.3	2.9	163	1659	7.7	6.4	50	*424	7.3	1.6	47
18 - 34	68207	5576	35.3	8.2	87	764	25.5	1.1	63	10078	46.9	14.8	115	2668	46.2	3.9	114
18 - 49	108058	9544	60.3	8.8	94	1337	44.6	1.2	69	16193	75.3	15.0	117	4429	76.7	4.1	119
25 - 54	90859	7862	49.7	8.7	92	1346	44.9	1.5	83	13533	63.0	14.9	116	3882	67.2	4.3	124
35 - 49	39851	3969	25.1	10.0	106	573	19.1	1.4	81	6115	28.4	15.3	120	1761	30.5	4.4	128
50 OR OLDER	59669	6274	39.7	10.5	111	1658	55.4	2.8	156	5304	24.7	8.9	69	1345	23.3	2.3	65
GRADUATED COLLEGE	28091	2736	17.3	9.7	103	*289	9.6	1.0	58	3848	17.9	13.7	107	815	14.1	2.9	84
ATTENDED COLLEGE	28938	2930	20.8	11.4	121	*352	11.8	1.2	68	4468	20.8	15.4	120	1122	19.4	3.9	113
GRADUATED HIGH SCHOOL	65503	5582	35.3	8.5	90	1321	44.1	2.0	113	8969	41.7	13.7	107	2683	46.5	4.1	119
DID NOT GRADUATE HIGH SCHOOL	45195	4207	26.6	9.3	99	1034	34.5	2.3	128	4213	19.6	9.3	73	1154	20.0	2.6	74
EMPLOYED MALES	56429	5319	33.6	9.4	100	681	22.7	1.2	68	7765	36.1	13.8	107	1715	29.7	3.0	88
EMPLOYED FEMALES	43971	3974	25.1	9.0	96	621	20.7	1.4	79	6609	30.7	15.0	117	1778	30.8	4.0	117
EMPLOYED FULL-TIME	87773	7708	48.7	8.8	93	1159	38.7	1.3	74	12665	58.9	14.4	113	3075	53.3	3.5	102
EMPLOYED PART-TIME	12627	1585	10.0	12.6	133	*143	4.8	1.1	63	1710	8.0	13.5	106	*418	7.2	3.3	96
NOT EMPLOYED	67327	6525	41.3	9.7	103	1693	56.5	2.5	141	7123	33.1	10.6	83	2281	39.5	3.4	98
PROFESSIONAL/MANAGER	25845	2468	15.6	9.5	101	*252	8.4	1.0	55	3708	17.2	14.3	112	819	14.2	3.2	92
TECH/CLERICAL/SALES	30895	2781	17.6	9.0	95	*386	12.9	1.2	70	4617	21.5	14.9	117	1043	18.1	3.4	98
PRECISION/CRAFT	12629	1197	7.6	9.5	101	*164	5.5	1.3	73	1739	8.1	13.8	107	*492	8.5	3.9	113
OTHER EMPLOYED	31031	2847	18.0	9.2	97	*501	16.7	1.6	90	4310	20.0	13.9	108	1139	19.7	3.7	107
SINGLE	35557	3358	21.2	9.4	100	*398	13.3	1.1	63	4967	23.1	14.0	109	1319	22.8	3.7	108
MARRIED	103585	9748	61.6	9.4	100	2066	69.0	2.0	112	13468	62.6	13.0	101	3729	64.6	3.6	105
DIVORCED/SEPARATED/WIDOWED	28585	2712	17.1	9.5	101	531	17.7	1.9	104	3063	14.2	10.7	84	726	12.6	2.5	74
PARENTS	59295	5045	31.9	8.5	90	871	29.1	1.5	82	9242	43.0	15.6	122	2685	46.5	4.5	132
WHITE	146081	14255	90.1	9.8	103	2573	85.9	1.8	99	18642	86.7	12.8	100	5019	86.9	3.4	100
BLACK	17974	1193	7.5	6.6	70	*415	13.9	2.3	129	2440	11.3	13.6	106	603	10.4	3.4	97
OTHER	3672	**370	2.3	10.1	107	**8	0.3	0.2	12	*416	1.9	11.3	88	**153	2.6	4.2	121
NORTHEAST-CENSUS	37005	4279	27.1	11.6	123	604	20.2	1.6	91	4623	21.5	12.5	97	1448	25.1	3.9	114
NORTH CENTRAL	42642	4384	27.7	10.3	109	685	22.9	1.6	90	6337	29.5	14.9	116	1313	22.7	3.1	89
SOUTH	56777	4779	30.2	8.4	89	1233	41.2	2.2	122	5407	25.2	9.5	74	2237	38.7	3.9	114
WEST	31303	2376	15.0	7.6	80	*474	15.8	1.5	85	5131	23.9	16.4	128	776	13.4	2.5	72
NORTHEAST-MKTG.	38125	3757	23.8	9.9	104	632	21.1	1.7	93	4512	21.0	11.8	92	1461	25.3	3.8	111
EAST CENTRAL	24794	2743	17.3	11.1	117	434	14.5	1.8	98	3485	16.2	14.1	110	913	15.8	3.7	107
WEST CENTRAL	28511	2854	18.0	10.0	106	*408	13.6	1.4	80	4291	20.0	15.1	117	776	13.4	2.7	79
SOUTH	48953	4356	27.5	8.9	94	1101	36.8	2.2	126	4650	21.6	9.5	74	1912	33.1	3.9	113
PACIFIC	27344	2107	13.3	7.7	82	*420	14.0	1.5	86	4559	21.2	16.7	130	*713	12.3	2.6	76
COUNTY SIZE A	69301	6467	40.9	9.3	99	929	31.0	1.3	75	8924	41.5	12.9	100	2083	36.1	3.0	87
COUNTY SIZE B	50633	4701	29.7	9.3	98	1185	39.6	2.3	131	6149	28.6	12.1	95	1664	28.8	3.3	95
COUNTY SIZE C	26259	2505	15.8	9.5	101	*446	14.9	1.7	95	3494	16.3	13.3	104	1065	18.4	4.1	118
COUNTY SIZE D	21534	2145	13.6	10.0	106	*435	14.5	2.0	113	2931	13.6	13.6	106	963	16.7	4.5	130
METRO CENTRAL CITY	50014	4486	28.4	9.0	95	846	28.2	1.7	95	6362	29.6	12.7	99	1514	26.2	3.0	88
METRO SUBURBAN	76832	7587	48.0	9.9	105	1318	44.0	1.7	96	10263	47.7	13.4	104	2617	45.3	3.4	99
NON METRO	40881	3746	23.7	9.2	97	831	27.7	2.0	114	4873	22.7	11.9	93	1644	28.5	4.0	117
TOP 5 ADI'S	39550	3621	22.9	9.2	97	597	19.9	1.5	85	5385	25.0	13.6	106	1260	21.8	3.2	93
TOP 10 ADI'S	54877	4859	30.7	8.9	94	844	28.2	1.5	86	6897	32.1	12.6	98	1818	31.5	3.3	96
TOP 20 ADI'S	77516	7499	47.4	9.7	103	1105	36.9	1.4	80	9986	46.5	12.9	101	2533	43.9	3.3	95
HSGLD INC. \$50,000 OR MORE	17257	1685	10.7	9.8	104	*208	6.9	1.2	68	2422	11.3	14.0	109	*670	11.6	3.9	113
\$40,000 OR MORE	33235	3127	19.8	9.4	100	*424	14.2	1.3	71	4570	21.3	13.8	107	1291	22.4	3.9	113
\$30,000 OR MORE	59693	5938	37.5	9.9	105	789	26.3	1.3	74	8724	40.6	14.6	114	2327	40.3	3.9	113
\$25,000 OR MORE	76275	7496	47.4	9.8	104	1078	36.0	1.4	79	11093	51.6	14.5	113	2895	50.1	3.8	110
\$20,000 - \$24,999	18607	1901	12.0	10.2	108	*349	11.7	1.9	105	2324	10.8	12.5	97	*652	11.3	3.5	102
\$15,000 - \$19,999	17175	1648	10.4	9.6	102	*320	10.7	1.9	104	2300	10.7	13.4	104	719	12.5	4.2	122
\$10,000 - \$14,999	24569	1901	12.0	7.7	82	*529	17.7	2.2	121	2612	12.1	10.6	83	785	13.6	3.2	93
UNDER \$10,000	31101	2872	18.2	9.2	98	720	24.0	2.3	130	3169	14.7	10.2	79	723	12.5	2.3	68
HOUSEHOLD OF 1 PERSON	19441	1825	11.5	9.4	100	299	10.0	1.5	86	1816	8.4	9.3	73	403	7.0	2.1	60
2 PEOPLE	51803	5215	33.0	10.1	107	1218	40.7	2.4	132	5753	26.8	11.1	87	1132	19.6	2.2	63
3 OR 4 PEOPLE	66933	6064	38.3	9.1	96	923	30.8	1.4	77	9336	43.4	13.9	109	2681	46.4	4.0	116
5 OR MORE PEOPLE	29550	2715	17.2	9.2	97	*555	18.5	1.9	105	4593	21.4	15.5	121	1559	27.0	5.3	153
NO CHILD IN HSHLD	96587	9733	61.5	10.1	107	1967	65.7	2.0	114	10570	49.2	10.9	85	2650	45.9	2.7	80
CHILD(REN) UNDER 2 YRS	10844	746	4.7	6.9	73	*84	2.8	0.8	43	1646	7.7	15.2	118	*419	7.3	3.9	112
2 - 5 YEARS	26358	1852	11.7	7.0	75	*234	7.8	0.9	50	3871	18.0	14.7	115	1036	17.9	3.9	114
6 - 11 YEARS	30453	2723	17.2	8.9	95	*521	17.4	1.7	96	4874	22.7	16.0	125	1501	26.0	4.9	143
12 - 17 YEARS	36575	3376	21.3	9.2	98	*582	19.4	1.6	89	5730	26.7	15.7	122	1688	29.2	4.6	134
RESIDENCE OWNED	117770	11790	74.5	10.0	106	2325	77.6	2.0	111	14744	68.6	12.5	98	4219	73.1	3.6	104
VALUE: \$50,000 OR MORE	70166	6992	44.2	10.0	106	1018	34.0	1.5	81	9243	43.0	13.2	103	2537	43.9	3.6	105
VALUE: UNDER \$50,000	47604	4798	30.3	10.1	107	1307	43.6	2.7	154	5501	25.6	11.6	90	1683	29.1	3.5	103

			TOTAL U.S. '000	BUFFERIN			ARTHRITIS STRENGTH				EXCEDRIN EXTRA STRENGTH				PANADOL				
				A	B	C	D	A	B	C	D	A	B	C	D				
																'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS			167727	15818	100.0	9.4	100	2995	100.0	1.8	100	21498	100.0	12.8	100	5774	100.0	3.4	100
MAGAZINES	QUINTILE 1		34022	3413	21.6	10.0	106	*521	17.4	1.5	86	5213	24.2	15.3	120	1539	26.7	4.5	131
	QUINTILE 2		34800	3385	21.4	9.7	103	679	22.7	2.0	109	5066	23.6	14.6	114	1247	21.6	3.6	104
	QUINTILE 3		30514	2876	18.2	9.4	100	*423	14.1	1.4	78	3697	17.2	12.1	95	766	13.3	2.5	73
	QUINTILE 4		33324	3028	19.1	9.1	96	651	21.7	2.0	109	4023	18.7	12.1	94	1135	19.7	3.4	99
	QUINTILE 5		35066	3117	19.7	8.9	94	722	24.1	2.1	115	3500	16.3	10.0	78	1088	18.8	3.1	90
NEWSPAPERS	QUINTILE 1		29107	3132	19.8	10.8	114	*385	12.9	1.3	74	4034	18.8	13.9	108	1089	18.9	3.7	109
	QUINTILE 2		49095	5060	32.0	10.3	109	891	29.7	1.8	102	6338	29.5	12.9	101	2011	34.8	4.1	119
	QUINTILE 3		23107	2010	12.7	8.7	92	*375	12.5	1.6	91	*001	14.0	13.0	101	*674	11.7	2.9	85
	QUINTILE 4		33556	2873	18.2	8.6	91	653	21.8	1.9	109	4305	20.0	13.0	100	931	16.1	2.8	81
	QUINTILE 5		32863	2743	17.3	8.3	89	691	23.1	2.1	118	3820	17.8	11.6	91	1070	18.5	3.3	95
OUTDOOR	QUINTILE 1		33431	2892	18.3	8.7	92	*429	14.3	1.3	72	4992	23.2	14.9	117	1157	20.0	3.5	101
	QUINTILE 2		33478	3205	20.3	9.6	102	*441	14.7	1.3	74	4510	21.0	13.5	105	1403	24.3	4.2	122
	QUINTILE 3		33574	3092	19.5	9.2	98	626	20.9	1.9	104	4395	20.4	13.1	102	1253	21.7	3.7	108
	QUINTILE 4		33935	3356	21.2	9.9	105	844	28.2	2.5	139	4031	18.8	11.9	93	812	14.1	2.4	70
	QUINTILE 5		33310	3273	20.7	9.8	104	655	21.9	2.0	110	3570	16.6	10.7	84	1149	19.9	3.4	100
RADIO-DRIVE TIME	QUINTILE 1		33136	3282	20.7	9.9	105	578	19.3	1.7	98	4314	20.1	13.0	102	1227	21.3	3.7	108
	QUINTILE 2		31658	2913	18.4	9.2	98	574	19.2	1.8	102	4571	21.3	14.4	113	1072	18.6	3.4	98
	QUINTILE 3		32541	3132	19.8	9.6	102	603	20.1	1.9	104	4128	19.2	12.7	99	1171	20.3	3.6	105
	QUINTILE 4		34247	3271	20.7	9.6	101	666	22.2	1.9	109	4629	21.5	13.5	105	1225	21.2	3.6	104
	QUINTILE 5		36144	3221	20.4	8.9	94	573	19.1	1.6	89	3856	17.9	10.7	83	1079	18.7	3.0	87
RADIO-MID-DAY	TERCILE 1		45037	4332	27.4	9.6	102	766	25.6	1.7	95	5979	27.8	13.3	104	1552	26.9	3.4	100
	TERCILE 2		44819	4179	26.4	9.3	99	830	27.7	1.9	104	5986	27.8	13.4	104	1633	28.3	3.6	106
	TERCILE 3		77872	7307	46.2	9.4	99	1399	46.7	1.8	101	9533	44.3	12.2	96	2589	44.8	3.3	97
	QUINTILE 1		33763	3359	21.2	9.9	105	591	19.7	1.8	98	4626	21.5	13.7	107	1224	21.2	3.6	105
	QUINTILE 2		33240	3043	19.2	9.2	97	681	22.7	2.0	115	4388	20.4	13.2	103	1064	18.4	3.2	93
RADIO-TOTAL	QUINTILE 3		33408	3350	21.2	10.0	106	*431	14.4	1.3	72	4692	21.8	14.0	110	1222	21.2	3.7	106
	QUINTILE 4		34792	3184	20.1	9.2	97	700	23.4	2.0	113	4232	19.7	12.2	95	1337	23.2	3.8	112
	QUINTILE 5		32524	2882	18.2	8.9	94	592	19.8	1.8	102	3559	16.6	10.9	85	928	16.1	2.9	83
	QUINTILE 1		33090	3497	22.1	10.6	112	650	21.7	2.0	110	4207	19.6	12.7	99	1109	19.2	3.4	97
	QUINTILE 2		33357	3603	22.8	10.8	115	623	20.8	1.9	105	4671	21.7	14.0	109	1133	19.6	3.4	99
TV-PRIME TIME	QUINTILE 3		33980	3041	19.2	8.9	95	*524	17.5	1.5	86	4139	19.3	12.2	95	1638	28.4	4.8	140
	QUINTILE 4		33854	2957	18.7	8.7	93	680	22.7	2.0	112	4234	19.7	12.5	98	1142	19.8	3.4	98
	QUINTILE 5		33444	2721	17.2	8.1	86	518	17.3	1.5	87	4247	19.8	12.7	99	752	13.0	2.2	65
	TERCILE 1		49121	4630	29.3	9.4	100	1012	33.8	2.1	115	5851	27.2	11.9	93	1545	26.8	3.1	91
	TERCILE 2		48823	5006	31.6	10.3	109	862	28.8	1.8	99	6488	30.2	13.3	104	1833	31.7	3.8	109
TV-DAYTIME	TERCILE 3		69782	6182	39.1	8.9	94	1122	37.5	1.6	90	9159	42.6	13.1	102	2396	41.5	3.4	100
	QUINTILE 1		33584	3561	22.5	10.6	112	659	22.0	2.0	110	4131	19.2	12.3	96	1137	19.7	3.4	98
	QUINTILE 2		33441	3061	19.4	9.2	97	754	25.2	2.3	126	4007	18.6	12.0	93	1219	21.1	3.6	106
	QUINTILE 3		33505	3301	20.9	9.9	104	*547	18.3	1.6	91	4336	20.2	12.9	101	1260	21.8	3.8	109
	QUINTILE 4		33466	3354	21.2	10.0	106	*509	17.0	1.5	85	4267	19.8	12.8	99	1218	21.1	3.6	106
TV-TOTAL	QUINTILE 5		33731	2541	16.1	7.5	80	*526	17.6	1.6	87	4757	22.1	14.1	110	942	16.3	2.8	81
	MAGAZINES-NEWSPAPERS: DUAL		44503	4620	29.2	10.4	110	735	24.5	1.7	92	6458	30.0	14.5	113	1961	34.0	4.4	128
	MAGAZINE IMPERATIVE		39363	3364	21.3	8.5	91	706	23.6	1.8	100	5573	25.9	14.2	110	1129	19.6	2.9	83
	NEWSPAPER IMPERATIVE		46441	4680	29.6	10.1	107	697	23.3	1.5	84	5370	25.0	11.6	90	1481	25.6	3.2	93
	MAGAZINES-OUTDOOR: DUAL		33726	3176	20.1	9.4	100	466	15.6	1.4	77	5151	24.0	15.3	119	1452	25.1	4.3	125
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE		52846	5278	33.4	10.0	106	971	32.4	1.8	103	6980	32.5	13.2	103	1685	29.2	3.2	93
	OUTDOOR IMPERATIVE		52140	4551	28.8	8.7	93	801	26.7	1.5	86	6500	30.2	12.5	97	1784	30.9	3.4	99
	MAGAZINES-RADIO: DUAL		37081	3869	24.5	10.4	111	723	24.1	1.9	109	5474	25.5	14.8	115	1359	23.5	3.7	106
	MAGAZINE IMPERATIVE		49747	4665	29.5	9.4	99	764	25.5	1.5	86	6860	31.9	13.8	108	1895	32.8	3.8	111
	RADIO IMPERATIVE		49208	4442	28.1	9.0	96	857	28.6	1.7	98	5838	27.2	11.9	93	1465	25.4	3.0	86
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE		33103	3377	21.3	10.2	108	539	18.0	1.6	91	4595	21.4	13.9	108	1258	21.8	3.8	110
	TELEVISION IMPERATIVE		54575	5167	32.7	9.5	100	824	27.5	1.5	85	8175	38.0	15.0	117	1983	34.3	3.6	106
			53249	5071	32.1	9.5	101	1149	38.4	2.2	121	5690	26.5	10.7	83	1717	29.7	3.2	94
	NEWSPAPERS-OUTDOOR: DUAL		36255	3661	23.1	10.1	107	460	15.4	1.3	71	5283	24.6	14.6	114	1499	26.0	4.1	120
	NEWSPAPER IMPERATIVE		55591	5796	36.6	10.4	111	1090	36.4	2.0	110	6802	31.6	12.2	95	1907	33.0	3.4	100
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE		48319	4000	25.3	8.3	88	729	24.3	1.5	84	6458	30.0	13.4	104	1725	29.9	3.6	104
	NEWSPAPERS-RADIO: DUAL		37242	4256	26.9	11.4	121	680	22.7	1.8	102	5463	25.4	14.7	114	1449	25.1	3.9	113
	NEWSPAPER IMPERATIVE		54423	5178	32.7	9.5	101	790	26.4	1.5	81	6710	31.2	12.3	96	2080	36.0	3.8	111
	RADIO IMPERATIVE		46650	3828	24.2	8.2	87	819	27.3	1.8	98	6131	28.5	13.1	103	1407	24.4	3.0	88
	NEWSPAPERS-TELEVISION: DUAL		35974	3959	25.0	11.0	117	725	24.2	2.0	113	4542	21.1	12.6	99	1306	22.6	3.6	105
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE		56095	5510	34.8	9.8	104	738	24.6	1.3	74	7781	36.2	13.9	108	2164	37.5	3.9	112
	TELEVISION IMPERATIVE		47170	4171	26.4	8.8	94	951	31.8	2.0	113	5487	25.5	11.6	91	1547	26.8	3.3	95
	OUTDOOR-RADIO: DUAL		33748	3006	19.0	8.9	94	*476	15.9	1.4	79	5206	24.2	15.4	120	1129	19.6	3.3	97
	OUTDOOR IMPERATIVE		52785	4798	30.3	9.1	96	756	25.2	1.4	80	6820	31.7	12.9	101	2168	37.5	4.1	119
	RADIO IMPERATIVE		52882	5546	35.1	10.5	111	1050	35.1										

	TOTAL U.S. '000	BUFFERIN				ARTHRITIS STRENGTH				EXCEDRIN EXTRA				PANADOL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	15818	100.0	9.4	100	2995	100.0	1.8	100	21498	100.0	12.8	100	5774	100.0	3.4	100
ATLANTIC MONTHLY	867	**64	0.4	7.4	78	**0	0.0	0.0	0	**106	0.5	12.2	95	**6	0.1	0.7	20
BARRON'S	1580	**171	1.1	10.8	115	**4	0.1	0.3	14	**255	1.2	16.1	126	**82	1.4	5.2	151
BETTER HOMES & GARDENS	22203	2394	15.1	10.8	114	452	15.1	2.0	114	3343	15.6	15.1	117	864	15.0	3.9	113
BON APPETIT	3810	345	2.2	9.1	96	**38	1.3	1.0	56	335	1.6	8.8	69	**199	3.4	5.2	152
BUSINESS WEEK	4663	325	2.1	7.0	74	**31	1.0	0.7	37	453	2.1	9.7	76	**123	2.1	2.6	77
CAR AND DRIVER	3102	*294	1.9	9.5	100	**56	1.9	1.8	101	476	2.2	15.3	120	**118	2.0	3.8	111
CBS MAGAZINE NETWORK (GROSS)	7311	603	3.8	8.2	87	**70	2.3	1.0	54	941	4.4	12.9	100	**163	2.8	2.2	65
CHANGING TIMES	3400	348	2.2	10.2	109	**43	1.4	1.3	71	436	2.0	12.8	100	**160	2.8	4.7	137
COLONIAL HOMES	1796	*169	1.1	9.4	100	**38	1.3	2.1	118	*181	0.8	10.1	79	**32	0.6	1.8	52
CONDE NAST MAG. PKG. (GROSS)	19924	1745	11.0	8.8	93	386	12.9	1.9	108	3395	15.6	16.8	131	1040	18.0	5.2	152
CONSUMERS DIGEST	3125	308	1.9	9.9	105	**68	2.3	2.2	122	386	1.8	12.4	96	**173	3.0	5.5	161
COSMOPOLITAN	10577	900	5.7	8.5	90	**165	5.5	1.6	87	1797	8.4	17.0	133	578	10.0	5.5	159
COUNTRY LIVING	3746	371	2.3	9.9	105	**83	2.8	2.2	124	690	3.2	18.4	144	**168	2.9	4.5	130
CUISINE	2214	270	1.7	12.2	129	**51	1.7	2.3	129	257	1.2	11.6	91	**75	1.3	3.4	98
CYCLE WORLD	2394	*210	1.3	8.8	93	**33	1.1	1.4	77	348	1.6	14.5	113	**69	1.2	2.9	84
DCI:CREATIVE IDEAS FOR LIV	3068	340	2.1	11.1	118	**83	2.8	2.7	152	361	1.7	11.8	92	**176	3.0	5.7	167
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1147	7.3	12.0	127	*205	6.8	2.1	120	946	4.4	9.9	77	448	7.8	4.7	136
DISCOVER	2277	272	1.7	11.9	127	**16	0.5	0.7	39	295	1.4	13.0	101	**129	2.2	5.7	165
EBONY	7187	457	2.9	6.4	67	*162	5.4	2.3	126	1109	5.2	15.4	120	339	5.9	4.7	137
ESQUIRE	2560	*153	1.0	6.0	63	**60	2.0	2.3	131	417	1.9	16.3	127	**38	0.7	1.5	43
ESSENCE	3242	240	1.5	7.4	78	**67	2.2	2.1	116	532	2.5	16.4	128	*201	3.5	6.2	180
FAMILY CIRCLE	19639	2134	13.5	10.9	115	437	14.6	2.2	125	2945	13.7	15.0	117	1057	18.3	5.4	156
THE FAMILY HANDYMAN	3540	328	2.1	9.3	98	**78	2.6	2.2	123	535	2.5	15.1	118	**80	1.4	2.3	66
FAMILY WEEKLY	23924	1993	12.6	8.3	88	526	17.6	2.2	123	3405	15.8	14.2	111	887	15.4	3.7	108
FIELD & STREAM	9883	1087	6.9	11.0	117	*141	4.7	1.4	80	1536	7.1	15.5	121	302	5.2	3.1	89
FOOD & WINE	1030	**98	0.6	9.5	101	**23	0.8	2.2	125	**96	0.4	9.3	73	**54	0.9	5.2	152
FORBES	2679	285	1.8	10.6	113	**19	0.6	0.7	40	342	1.6	12.8	100	**94	1.6	3.5	102
FORTUNE	2931	261	1.7	8.9	94	*7	0.2	0.2	13	373	1.7	12.7	99	**97	1.7	3.3	96
GENTLEMEN'S QUARTERLY	3481	*182	1.2	5.2	55	*101	3.4	2.9	162	498	2.3	14.3	112	**192	3.3	5.5	160
GLAMOUR	7163	641	4.1	8.9	95	*174	5.8	2.4	136	1318	6.1	18.4	144	446	7.7	6.2	181
GOLF DIGEST	2355	*220	1.4	9.3	99	**63	2.1	2.7	150	323	1.5	13.7	107	**60	1.0	2.5	74
GOLF DIGEST/TENNIS (GROSS)	3610	353	2.2	9.8	104	**91	3.0	2.5	141	478	2.2	13.2	103	**80	1.4	2.2	64
GOLF MAGAZINE	2046	*155	1.0	7.6	80	**36	1.2	1.8	99	364	1.7	17.8	139	**99	1.7	4.8	141
GOLF MAGAZINE/SKI (GROSS)	3547	*200	1.3	5.6	60	**57	1.9	1.6	90	569	2.6	16.0	125	**133	2.3	3.7	109
GOOD HOUSEKEEPING	20393	2326	14.7	11.4	121	311	10.4	1.5	86	2942	13.7	14.5	113	1045	18.1	5.1	149
HARPER'S BAZAAR	3362	*281	1.8	8.4	89	**90	3.0	2.7	150	554	2.6	16.5	129	*161	2.8	4.8	139
HEALTH	2987	313	2.0	10.5	111	**71	2.4	2.4	133	377	1.8	12.6	98	**125	2.2	4.2	122
HEARST MAG CORP. BUY (GROSS)	67928	7008	44.3	10.3	109	1085	36.2	1.6	89	10470	48.7	15.4	120	3214	55.7	4.7	137
HEARST MAN POWER (GROSS)	11282	1306	8.3	11.6	123	*165	5.5	1.5	82	1928	9.0	17.1	133	385	6.7	3.4	99
HEARST WOMAN POWER (GROSS)	40514	4199	26.5	10.4	110	623	20.8	1.5	86	6110	28.4	15.1	118	2167	37.5	5.3	155
HOUSE BEAUTIFUL	4885	461	2.9	9.4	100	**58	1.9	1.2	66	628	2.9	12.9	100	*225	3.9	4.6	134
INC.	1308	**118	0.7	9.0	96	**17	0.6	1.3	73	*168	0.8	12.8	100	**27	0.5	2.1	60
JET	6498	431	2.7	6.6	70	*140	4.7	2.2	121	928	4.3	14.3	111	352	6.1	5.4	157
LADIES' HOME JOURNAL	14797	1505	9.5	10.2	108	*285	9.5	1.9	108	2328	10.8	15.7	123	929	16.1	6.3	182
LHJ FAMILY GRP COMBO(GROSS)	21743	2094	13.2	9.6	102	402	13.4	1.8	104	3339	15.5	15.4	120	1269	22.0	5.8	170
LIFE	9881	834	5.3	8.4	89	*142	4.7	1.4	80	1479	6.9	15.0	117	508	8.8	5.1	149
L.A. TIMES HOME MAGAZINE	2775	391	2.5	14.1	149	**41	1.4	1.5	83	473	2.2	17.0	133	**123	2.1	4.4	129
MADMOISELLE	4219	399	2.5	9.5	100	**78	2.6	1.8	104	648	3.0	15.4	120	*227	3.9	5.4	156
MC CALL'S	16422	1645	10.4	10.0	106	*259	8.6	1.6	88	2350	10.9	14.3	112	822	14.2	5.0	145
MC CALL'S/WRK MOTHER (GROSS)	17919	1738	11.0	9.7	103	302	10.1	1.7	94	2656	12.4	14.8	116	849	14.7	4.7	138
MECHANIX ILLUSTRATED	4433	379	2.4	8.5	91	**60	2.0	1.4	76	701	3.3	15.8	123	**72	1.2	1.6	47
METROPOLITAN HOME	1504	*151	1.0	10.0	106	**42	1.4	2.8	156	222	1.0	14.8	115	**53	0.9	3.5	102
MONEY	4723	463	2.9	9.8	104	**32	1.1	0.7	38	672	3.1	14.2	111	*194	3.4	4.1	119
MOTHER EARTH NEWS	2325	*164	1.0	7.1	75	**13	0.4	0.6	31	377	1.8	16.2	127	**70	1.2	3.0	87
MS.	1189	**95	0.6	8.0	85	**36	1.2	3.0	170	*227	1.1	19.1	149	**33	0.6	2.8	81
NATIONAL ENQUIRER	18892	1656	10.5	8.8	93	312	10.4	1.7	92	2664	12.4	14.1	110	751	13.0	4.0	115
NATIONAL GEOGRAPHIC	22129	2434	15.4	11.0	117	364	12.2	1.6	92	3223	15.0	14.6	114	497	8.6	2.2	65
NATIONAL SUNDAY MAGAZINE PKG	103750	10270	64.9	9.9	105	1748	58.4	1.7	94	13895	64.6	13.4	104	3710	64.3	3.6	104
NATURAL HISTORY	1379	**89	0.6	6.5	68	**25	0.8	1.8	102	*119	0.6	8.6	67	**11	0.2	0.8	23
NEW WOMAN	2289	*155	1.0	6.8	72	**35	1.2	1.5	86	347	1.6	15.2	118	**51	0.9	2.2	65
NEW YORK INCLUDING CUE	1088	**92	0.6	8.5	90	**40	1.3	3.7	206	*170	0.8	15.6	122	**69	1.2	6.3	184
THE NEW YORKER	2459	247	1.6	10.0	107	**46	1.5	1.9	105	314	1.5	12.8	100	**49	0.8	2.0	58
NEWSWEEK	16527	1615	10.2	9.8	104	*295	9.8	1.8	100	2231	10.4	13.5	105	614	10.6	3.7	108
THE N.Y. TIMES DAILY EDITION	2739	426	2.7	15.6	165	*266	0.9	0.9	53	359	1.7	13.1	102	**151	2.6	5.5	160
THE N.Y. TIMES MAGAZINE	4443	609	3.9	13.7	145	**48	1.6	1.1	61	591	2.7	13.3	104	*190	3.3	4.3	124
OMNI	2799	276	1.7	9.9	105	**24	0.8	0.9	48	491	2.3	17.5	137	**96	1.7	3.4	100
ON CABLE	2209	*242	1.5	11.0	116	**61	2.0	2.8	155	351	1.6	15.9	124	*257	4.5	11.6	338
1001 HOME IDEAS	3959	277	1.8	7.0	74	**47	1.6	1.2	66	635	3.0	16.0	125	*215	3.7	5.4	158
ORGANIC GARDENING	3111	332	2.1	10.7	113	**24	0.8	0.8	43	422	2.0	13.6	106	**118	2.0	3.8	110
OUTDOOR LIFE	5024	612	3.9	12.2	129	**81	2.7	1.6	90	707	3.3	14.1	110	*157	2.7	3.1	91
PARADE MAGAZINE	51292	5098	32.2	9.9	105	786	26.2	1.5	86	6989	32.5	13.6	106	1871	32.4	3.6	106

	TOTAL U.S. '000	BUFFERIN				ARTHRITIS STRENGTH				EXCEDRIN EXTRA STRENGTH				PANADOL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	15818	100.0	9.4	100	2995	100.0	1.8	100	21498	100.0	12.8	100	5774	100.0	3.4	100
PARENTS	5298	501	3.2	9.5	100	**83	2.8	1.6	88	786	3.7	14.8	116	*277	4.8	5.2	152
PENTHOUSE	5129	459	2.9	8.9	95	**43	1.4	0.8	47	791	3.7	15.4	120	*156	2.7	3.0	88
PEOPLE	21070	1987	12.6	9.4	100	252	8.4	1.2	67	3262	15.2	15.5	121	1023	17.7	4.9	141
PLAYBOY	10562	839	5.3	7.9	84	**73	2.4	0.7	39	1466	6.8	13.9	108	364	6.3	3.4	100
POPULAR HOT RODDING	2498	*230	1.5	9.2	98	**82	2.7	3.3	184	384	1.8	15.4	120	**66	1.1	2.6	77
POPULAR MECHANICS	5887	628	4.0	10.7	113	**90	3.0	1.5	86	1028	4.8	17.5	136	*220	3.8	3.7	109
POPULAR SCIENCE	4317	556	3.5	12.9	137	**104	3.5	2.4	135	594	2.8	13.8	107	*70	1.2	1.6	47
PREVENTION	5792	633	4.0	10.9	116	*125	4.2	2.2	121	700	3.3	12.1	94	*236	4.1	4.1	118
PSYCHOLOGY TODAY	3284	354	2.2	10.8	114	**13	0.4	0.4	22	485	2.3	14.8	115	*300	5.2	9.1	265
READER'S DIGEST	40046	4088	25.8	10.2	108	828	27.6	2.1	116	5569	25.9	13.9	108	1551	26.9	3.9	113
REDBOOK	9584	973	6.2	10.2	108	**147	4.9	1.5	86	1372	6.4	14.3	112	543	9.4	5.7	165
ROAD & TRACK	2590	*249	1.6	9.6	102	**18	0.6	0.7	39	254	1.2	9.8	77	*64	1.1	2.5	72
ROLLING STONE	3302	311	2.0	9.4	100	**9	0.3	0.3	15	564	2.6	17.1	133	*93	1.6	2.8	82
RUNNER'S WORLD	1229	**119	0.8	9.7	103	*28	0.9	2.3	128	*204	0.9	16.6	130	*29	0.5	2.4	69
SATURDAY EVENING POST	2110	198	1.3	9.4	100	*27	0.9	1.3	72	349	1.6	16.5	129	*50	0.9	2.4	69
SCIENCE 84	1543	*151	1.0	9.8	104	*28	0.9	1.8	102	299	1.4	19.4	151	*22	0.4	1.4	41
SCIENCE DIGEST	1747	238	1.5	13.6	144	*31	1.0	1.8	99	313	1.5	17.9	140	*47	0.8	2.7	78
SCIENTIFIC AMERICAN	1994	*201	1.3	10.1	107	*35	1.2	1.8	98	346	1.6	17.4	135	*28	0.5	1.4	41
SELF	3119	*227	1.4	7.3	77	*41	1.4	1.3	74	527	2.5	16.9	132	*107	1.9	3.4	100
SEVENTEEN	3923	390	2.5	9.9	105	*53	1.8	1.4	76	581	2.7	14.8	116	*223	3.9	5.7	165
SKI	1501	**45	0.3	3.0	32	*21	0.7	1.4	78	*205	1.0	13.7	107	*33	0.6	2.2	64
SMITHSONIAN	5976	449	2.8	7.5	80	*73	2.4	1.2	68	795	3.7	13.3	104	*120	2.1	2.0	58
SOAP OPERA DIGEST	4228	280	1.8	6.6	70	*44	1.5	1.0	58	783	3.6	18.5	144	*254	4.4	6.0	175
SOUTHERN LIVING	6488	807	5.1	12.4	132	*122	4.1	1.9	105	585	2.7	9.0	70	*271	4.7	4.2	121
SORT	3500	322	2.0	9.2	98	*104	3.5	3.0	166	523	2.4	14.9	117	*131	2.3	3.7	109
THE SPORTING NEWS	2456	*229	1.4	9.3	99	*33	1.1	1.3	75	505	2.3	20.6	160	*63	1.1	2.6	75
SPORTS AFIELD	3648	440	2.8	12.1	128	*44	1.5	1.2	68	586	2.7	16.1	125	*118	2.0	3.2	94
SPORTS ILLUSTRATED	14484	1227	7.8	8.5	90	*159	5.3	1.1	61	1846	8.6	12.7	99	563	9.8	3.9	113
STAR	12661	1161	7.3	9.2	97	*130	4.3	1.0	58	1914	8.9	15.1	118	582	10.1	4.6	134
SUNDAY	52799	5465	34.5	10.4	110	756	25.2	1.4	80	6994	32.5	13.2	103	1995	34.6	3.8	110
SUNSET	3513	228	1.4	6.5	69	*70	2.3	2.0	112	526	2.4	15.0	117	*134	2.3	3.8	111
TV GUIDE	42766	3875	24.5	9.1	96	590	19.7	1.4	77	6098	28.4	14.3	111	1855	32.1	4.3	126
TENNIS	1254	*134	0.8	10.7	113	*28	0.9	2.2	125	*155	0.7	12.4	96	*21	0.4	1.7	49
TIME	22054	2140	13.5	9.7	103	298	9.9	1.4	76	2793	13.0	12.7	99	837	14.5	3.8	110
TOWN & COUNTRY	1555	*153	1.0	9.8	104	*27	0.9	1.7	97	275	1.3	17.7	138	*66	1.1	4.2	123
TRAVEL & LEISURE	2173	239	1.5	11.0	117	*73	2.4	3.4	188	258	1.2	11.9	93	*78	1.4	3.6	104
TRUE STORY	4636	352	2.2	7.6	81	*89	3.0	1.9	108	620	2.9	13.4	104	*229	4.0	4.9	143
U.S. NEWS & WORLD REPORT	10353	1022	6.5	9.9	105	*118	3.9	1.1	64	1291	6.0	12.5	97	*128	2.2	1.2	36
USA TODAY	4994	413	2.6	8.3	88	*63	2.1	1.3	71	659	3.1	13.2	103	225	3.9	4.5	131
US	3528	331	2.1	9.4	99	*22	0.7	0.6	35	513	2.4	14.5	113	*175	3.0	5.0	144
VOGUE	5424	478	3.0	8.8	93	*94	3.1	1.7	97	862	4.0	15.9	124	*261	4.5	4.8	140
WALL STREET JOURNAL	6292	552	3.5	8.8	93	*89	3.0	1.4	79	908	4.2	14.4	113	*160	2.8	2.5	74
WEIGHT WATCHERS	2762	*203	1.3	7.3	78	*61	2.0	2.2	124	454	2.1	16.4	128	*192	3.3	7.0	202
WOMAN'S DAY	16320	1591	10.1	9.7	103	331	11.1	2.0	114	2301	10.7	14.1	110	922	16.0	5.6	164
WORKING MOTHER	1496	**93	0.6	6.2	66	*43	1.4	2.9	161	*306	1.4	20.5	160	*28	0.5	1.9	54
WORKING WOMAN	1851	*112	0.7	6.1	64	*59	2.0	3.2	179	381	1.8	20.6	161	*70	1.2	3.8	110
WORLD TENNIS	580	*38	0.2	6.6	69	**9	0.3	1.6	87	*123	0.6	21.2	165	*7	0.1	1.2	35
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1107	7.0	8.9	95	*169	5.6	1.4	76	1878	8.7	15.1	118	297	5.1	2.4	70
BLAIR INSERTS	91671	9134	57.7	10.0	106	1485	49.6	1.6	91	12173	56.6	13.3	104	3156	54.7	3.4	100
DAILY NEWSPAPERS																	
READ ANY	109190	10783	68.2	9.9	105	1873	62.5	1.7	96	14080	65.5	12.9	101	3981	68.9	3.6	106
READ ONE	89587	8714	55.1	9.7	103	1556	52.0	1.7	97	11433	53.2	12.8	100	3231	56.0	3.6	105
READ TWO OR MORE	19602	2069	13.1	10.6	112	317	10.6	1.6	91	2647	12.3	13.5	105	751	13.0	3.8	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	10904	68.9	9.9	105	1802	60.2	1.6	92	14649	68.1	13.4	104	3969	68.7	3.6	105
READ ONE	95074	9406	59.5	9.9	105	1594	53.2	1.7	94	12546	58.4	13.2	103	3391	58.7	3.6	104
READ TWO OR MORE	14588	1497	9.5	10.3	109	*208	6.9	1.4	80	2103	9.8	14.4	112	578	10.0	4.0	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.96				22.32				31.73				30.72			
30 DAY REACH	149706	13991	88.4	9.3	99	2612	87.2	1.7	98	19397	90.2	13.0	101	4995	86.5	3.3	97
50 SHWG - 30 DAY AV FREQ	15.16	15.24				11.61				16.51				16.09			
30 DAY REACH	142406	13289	84.0	9.3	99	2505	83.6	1.8	99	18682	86.9	13.1	102	4777	82.7	3.4	97
25 SHWG - 30 DAY AV FREQ	8.23	8.35				6.35				8.82				8.35			
30 DAY REACH	131152	12119	76.6	9.2	98	2290	76.5	1.7	98	17518	81.5	13.4	104	4582	79.4	3.5	101
CABLE TV: HOME WIRED	66879	6258	39.6	9.4	99	1088	36.3	1.6	91	8467	39.4	12.7	99	2417	41.9	3.6	105
HOME NOT WIRED	100848	9561	60.4	9.5	101	1907	63.7	1.9	106	13031	60.6	12.9	101	3357	58.1	3.3	97
HAVE PAY CABLE	35024	3412	21.6	9.7	103	*553	18.5	1.6	88	4863	22.6	13.9	108	1538	26.6	4.4	128

	TOTAL U.S. '000	BUFFERIN				ARTHRITIS STRENGTH				EXCEDRIN EXTRA STRENGTH				PANADOL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	15818	100.0	9.4	100	2995	100.0	1.8	100	21498	100.0	12.8	100	5774	100.0	3.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	9283	58.7	9.7	103	1798	60.0	1.9	105	12699	59.1	13.3	104	3570	61.8	3.7	108
10:00 AM - 3:00 PM	63599	6250	39.5	9.8	104	1218	40.7	1.9	107	8522	39.6	13.4	105	2263	39.2	3.6	103
3:00 PM - 7:00 PM	72097	6935	43.8	9.6	102	1197	40.0	1.7	93	9935	46.2	13.8	108	2537	43.9	3.5	102
7:00 PM - MIDNIGHT	36670	3574	22.6	9.7	103	504	16.8	1.4	77	5039	23.4	13.7	107	1357	23.5	3.7	107
MIDNIGHT - 6:00 AM	21908	2224	14.1	10.2	108	449	15.0	2.0	115	2861	13.3	13.1	102	769	13.3	3.5	102
6:00 AM - MIDNIGHT	127571	12203	77.1	9.6	101	2248	75.1	1.8	99	17076	79.4	13.4	104	4555	78.9	3.6	104
ENTIRE DAY	129239	12381	78.3	9.6	102	2284	76.3	1.8	99	17248	80.2	13.3	104	4647	80.5	3.6	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3753	23.7	11.0	117	699	23.3	2.1	115	5160	24.0	15.2	118	1289	22.3	3.8	110
ALL NEWS	6062	565	3.6	9.3	99	**131	4.4	2.2	121	728	3.4	12.0	94	*104	1.8	1.7	50
AOR/PROGRESSIVE	11884	1187	7.5	10.0	106	**127	4.2	1.1	60	1554	7.2	13.1	102	461	8.0	3.9	113
BEAUTIFUL MUSIC	11180	1137	7.2	10.2	108	*190	6.3	1.7	95	1375	6.4	12.3	96	276	4.8	2.5	72
BLACK	4538	369	2.3	8.1	86	**82	2.7	1.8	101	679	3.2	15.0	117	*240	4.2	5.3	154
CLASSICAL	3857	431	2.7	11.2	118	**36	1.2	0.9	52	599	2.8	15.5	121	**132	2.3	3.4	99
CHR/ROCK	21946	2185	13.8	10.0	106	*300	10.0	1.4	77	3456	16.1	15.7	123	907	15.7	4.1	120
COUNTRY	27262	2248	14.2	8.2	87	480	16.0	1.8	99	3401	15.8	12.5	97	1174	20.3	4.3	125
GOLDEN OLDIES	3339	*222	1.4	6.6	70	**46	1.5	1.4	77	366	1.7	11.0	86	**108	1.9	3.2	94
MOR/NEOSTALGIA	10346	1126	7.1	10.9	115	*227	7.6	2.2	123	1294	6.0	12.5	98	372	6.4	3.6	104
NEWS/TALK	8929	902	5.7	10.1	107	*175	5.8	2.0	110	1152	5.4	12.9	101	*274	4.7	3.1	89
RELIGIOUS	5488	480	3.0	8.7	93	**92	3.1	1.7	94	654	3.0	11.9	93	*228	3.9	4.2	121
SOFT ROCK	1232	**71	0.4	5.8	61	**53	1.8	4.3	241	**132	0.6	10.7	84	*110	0.2	0.8	24
URBAN CONTEMPORARY	3184	*312	2.0	9.8	104	**44	1.5	1.4	77	524	2.4	16.5	128	**99	1.7	3.1	90
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	579	3.7	8.4	89	*175	5.8	2.5	142	1112	5.2	16.1	126	*279	4.8	4.0	117
ABC DIRECTION	5212	456	2.9	8.7	93	**104	3.5	2.0	112	583	2.7	11.2	87	*244	4.2	4.7	136
ABC ENTERTAINMENT	10385	1117	7.1	10.8	114	*182	6.1	1.8	98	1416	6.6	13.6	106	344	6.0	3.3	96
ABC FM	4762	502	3.2	10.5	112	**25	0.8	0.5	29	656	3.1	13.8	107	*206	3.6	4.3	126
ABC INFORMATION	11339	966	6.1	8.5	90	*193	6.4	1.7	95	1505	7.0	13.3	104	408	7.1	3.6	105
ABC ROCK	4878	504	3.2	10.3	110	**35	1.2	0.7	40	700	3.3	14.4	112	*112	1.9	2.3	67
CBS	10709	1195	7.6	11.2	118	*151	5.0	1.4	79	1204	5.6	11.2	88	317	5.5	3.0	86
MUTUAL	10251	957	6.1	9.3	99	299	10.0	2.9	163	1311	6.1	12.8	100	350	6.1	3.4	99
NBC	12243	1186	7.5	9.7	103	*287	9.6	2.3	131	1719	8.0	14.0	110	303	5.2	2.5	72
RADIORADIO	4606	624	3.9	13.5	144	**95	3.2	2.1	116	789	3.7	17.1	134	*120	2.1	2.6	76
RKO ONE	5148	513	3.2	10.0	106	**75	2.5	1.5	82	830	3.9	16.1	126	*297	5.1	5.8	168
RKO TWO	7313	713	4.5	9.7	103	**108	3.6	1.5	83	1035	4.8	14.2	110	325	5.6	4.4	129
THE SOURCE	5981	681	4.3	11.4	121	**116	3.9	1.9	109	770	3.6	12.9	100	*355	6.1	5.9	172
NON-HIRED : BLAIR	19329	1789	11.3	9.3	98	282	9.4	1.5	82	2541	11.8	13.1	103	710	12.3	3.7	107
INTERNET	27139	2762	17.5	10.2	108	442	14.8	1.6	91	4051	18.8	14.9	116	1090	18.9	4.0	117
KATZ RADIO GROUP	36319	3724	23.5	10.3	109	679	22.7	1.9	105	4900	22.8	13.5	105	1244	21.5	3.4	99
SUPERNET	22361	2060	13.0	9.2	98	319	10.7	1.4	80	2931	13.6	13.1	102	865	15.0	3.9	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1675	10.6	11.5	122	241	8.0	1.7	93	1773	8.2	12.2	95	422	7.3	2.9	84
WKDAY 9:00 AM - 1:00 PM	18688	1853	11.7	9.9	105	436	14.6	2.3	131	2322	10.8	12.4	97	625	10.8	3.3	97
WKDAY 1:00 PM - 4:30 PM	24061	2252	14.2	9.4	99	463	15.5	1.9	108	2930	13.6	12.2	95	880	15.2	3.7	106
WKDAY 4:30 PM - 7:30 PM	44079	4392	27.8	10.0	106	888	29.6	2.0	113	5357	24.9	12.2	95	1586	27.5	3.6	105
WKDAY 7:30 PM - 8:00 PM	61979	6219	39.3	10.0	106	1229	41.0	2.0	111	7343	34.2	11.8	92	2190	37.9	3.5	103
WKDAY 11:00 PM - 11:30 PM	49084	4911	31.0	10.0	106	985	32.9	2.0	112	6371	29.6	13.0	101	1799	31.2	3.7	106
WKDAY 11:30 PM - 1:00 AM	16560	1553	9.8	9.4	99	334	11.2	2.0	113	2030	9.4	12.3	96	633	11.0	3.8	111
M-SAT 8-11 PM+ SUN 7-11 PM	66967	6713	42.4	10.0	106	1229	41.0	1.8	103	8596	40.0	12.8	100	2457	42.6	3.7	107
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	766	4.8	8.3	88	179	6.0	1.9	108	1347	6.3	14.5	113	342	-5.9	3.7	107
ANOTHER WORLD	N 6138	740	4.7	12.1	128	*86	2.9	1.4	78	624	2.9	10.2	79	285	4.9	4.6	135
AS THE WORLD TURNS	C 7707	702	4.4	9.1	97	138	4.6	1.8	100	815	3.8	10.6	83	285	4.9	3.7	107
CAPITOL	C 4688	373	2.4	8.0	84	*89	3.0	1.9	106	506	2.4	10.8	84	187	3.2	4.0	116
CBS MORN. NEWS 1	C 2792	351	2.2	12.6	133	*57	1.9	2.0	114	334	1.6	12.0	93	*60	1.0	2.1	62
CBS MORN. NEWS 2	C 2071	241	1.5	11.6	123	**31	1.0	1.5	84	204	0.9	9.9	77	**43	0.7	2.1	60
DAYS OF OUR LIVES	N 8018	1030	6.5	12.8	136	*140	4.7	1.7	98	977	4.5	12.2	95	378	6.5	4.7	137
FACTS OF LIFE - DAYTIME	N 3487	324	2.0	9.3	99	*82	2.7	2.4	132	392	1.8	11.2	88	*121	2.1	3.5	101
FAMILY FEUD	A 4817	480	3.0	10.0	106	*75	2.5	1.6	87	595	2.8	12.4	96	180	3.1	3.7	109
GENERAL HOSPITAL	A 8333	758	4.8	9.1	96	202	6.7	2.4	136	1149	5.3	13.8	108	297	5.1	3.6	104
GOOD MORNING, AMERICA-730 A	5472	610	3.9	11.1	118	*71	2.4	1.3	73	577	2.7	10.5	82	160	2.8	2.9	85
GOOD MORNING, AMERICA-830 A	3965	423	2.7	10.7	113	*83	2.8	2.1	117	454	2.1	11.5	89	116	2.0	2.9	85
GUIDING LIGHT	C 7542	645	4.1	8.6	91	*133	4.4	1.8	99	792	3.7	10.5	82	290	5.0	3.8	112
ONE LIFE TO LIVE	A 6018	477	3.0	7.9	84	152	5.1	2.5	141	886	4.1	14.7	115	247	4.3	4.1	119
PRESS YOUR LUCK	C 3589	376	2.4	10.5	111	*76	2.5	2.1	119	469	2.2	13.1	102	131	2.3	3.7	106
PRICE IS RIGHT 1	C 7418	684	4.3	9.2	98	234	7.8	3.2	177	836	3.9	11.3	88	257	4.5	3.5	101
PRICE IS RIGHT 2	C 8276	804	5.1	9.7	103	245	8.2	3.0	166	958	4.5	11.6	90	299	5.2	3.	

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - BRANDS USED
(ADULTS)

	TOTAL U.S. '000	BUFFERIN				ARTHRITIS STRENGTH				EXCEDRIN EXTRA STRENGTH				PANADOL			
		A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	15818	100.0	9.4	100	2995	100.0	1.8	100	21498	100.0	12.8	100	5774	100.0	3.4	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	5308	33.6	10.2	108	1193	39.8	2.3	128	5887	27.4	11.3	88	1770	30.7	3.4	98
NETWORK AFFILIATES - LATE	39164	3932	24.9	10.0	106	785	26.2	2.0	112	5174	24.1	13.2	103	1382	23.9	3.5	103
INDEPENDENTS - LATE	5133	535	3.4	10.4	111	*87	2.9	1.7	95	651	3.0	12.7	99	199	3.4	3.9	113
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 22825	2180	13.8	9.6	101	501	16.7	2.2	123	2911	13.5	12.8	100	851	14.7	3.7	108
ABC MONDAY NIGHT MOVIE	A 11258	1174	7.4	10.4	111	*248	8.3	2.2	123	1334	6.2	11.8	92	345	6.0	3.1	89
ABC SUNDAY NIGHT MOVIE	A 23600	2285	14.4	9.7	103	451	15.1	1.9	107	2856	13.3	12.1	94	903	15.6	3.8	111
ABC WORLD NEWS TONIGHT	A 12801	1149	7.3	9.0	95	209	7.0	1.6	91	1402	6.5	11.0	85	459	7.9	3.6	104
AFTERMASH	C 10966	1366	8.6	12.5	132	*188	6.3	1.7	96	1302	6.1	11.9	93	*368	6.4	3.4	97
ALICE	C 17050	1971	12.5	11.6	123	249	8.3	1.5	82	2023	9.4	11.9	93	535	9.3	3.1	91
AMERICAN PARADE	C 11998	1305	8.3	10.9	115	197	6.6	1.6	92	1292	6.0	10.8	84	546	9.5	4.6	132
BENSON	A 19258	2037	12.9	10.6	112	288	9.6	1.5	84	2525	11.7	13.1	102	656	11.4	3.4	99
BLUE THUNDER	A 11478	1097	6.9	9.6	101	*238	7.9	2.1	116	1528	7.1	13.3	104	368	6.4	3.2	93
CAGNEY & LACEY	C 18263	2029	12.8	11.1	118	377	12.6	2.1	116	2578	12.0	14.1	110	662	11.5	3.6	105
CBS EVENING NEWS-DEAN	C 7733	781	4.9	10.1	107	*163	5.4	2.1	118	931	4.3	12.0	94	*283	4.9	3.7	106
CBS EVENING NEWS-RATHER	C 15653	1811	11.4	11.6	123	356	11.9	2.3	127	1891	8.8	12.1	94	531	9.2	3.4	99
CBS SAT. NEWS-SCHIEFFER	C 8744	1103	7.0	12.6	134	173	5.8	2.0	111	999	4.6	11.4	89	204	3.5	2.3	68
CBS SATURDAY NIGHT MOVIE	C 12000	1131	7.2	9.4	100	178	5.9	1.5	83	1571	7.3	13.1	102	243	4.2	2.0	59
CBS WEDNESDAY NIGHT MOVIE	C 11522	1122	7.1	9.7	103	234	7.8	2.0	114	1325	6.2	11.5	90	373	6.5	3.2	94
CHEERS	M 16818	1655	10.5	9.8	104	202	6.7	1.2	67	2419	11.3	14.4	112	707	12.2	4.2	122
DALLAS	C 37510	4041	25.5	10.8	114	666	22.2	1.8	99	4901	22.8	13.1	102	1282	22.2	3.4	99
DIFF'RENT STROKES	M 11258	1080	6.8	9.6	102	*208	6.9	1.8	103	1321	6.1	11.7	92	398	6.9	3.5	103
DOUBLE TROUBLE	M 12248	1166	7.4	9.5	101	*172	5.7	1.4	79	1790	8.3	14.6	114	436	7.6	3.6	103
DUCK FACTORY	N 11100	1150	7.3	10.4	110	*109	3.6	1.0	55	1513	7.0	13.6	106	367	6.4	3.3	96
DUKES OF HAZZARD	C 12353	1077	6.8	8.7	92	284	9.5	2.3	129	1505	7.0	12.2	95	344	6.0	2.8	81
DYNASTY	A 33279	3580	22.6	10.8	114	627	20.9	1.9	106	4489	20.9	13.5	105	1219	21.1	3.7	106
FACTS OF LIFE	N 13410	1280	8.1	9.5	101	*166	5.5	1.2	69	1843	8.6	13.7	107	444	7.7	3.3	96
FALCON CREST	C 31093	3170	20.0	10.2	108	602	20.1	1.9	108	3912	18.2	12.6	98	1132	19.6	3.6	106
FALL GUY	A 18649	1770	11.2	9.5	101	207	6.9	1.1	62	2305	10.7	12.4	96	767	13.3	4.1	119
FAMILY TIES	N 13101	1389	8.8	10.6	112	*287	9.6	2.2	123	1746	8.1	13.3	104	442	7.7	3.4	98
FANTASY ISLAND	A 13069	1359	8.6	10.4	110	263	8.8	2.0	113	1483	6.9	11.3	89	381	6.6	2.9	85
FOULUPS, BLEEPS & BLUNDERS	A 16588	1700	10.7	10.2	109	*226	7.5	1.4	76	2109	9.8	12.7	99	707	12.2	4.3	124
FOUR SEASONS	C 9302	1062	6.7	11.4	121	*167	5.6	1.8	101	1166	5.4	12.5	98	*363	6.3	3.9	113
GIMME A BREAK	N 13955	1490	9.4	10.7	113	304	10.2	2.2	122	1657	7.7	11.9	93	438	7.6	3.1	91
HART TO HART	A 15735	1478	9.3	9.4	100	*184	6.1	1.2	65	1857	8.6	11.8	92	625	10.8	4.0	115
HILL STREET BLUES	N 18257	1955	12.4	10.7	114	*223	7.4	1.2	68	2880	13.4	15.8	123	741	12.8	4.1	118
HOTEL	A 24236	2496	15.8	10.3	109	563	18.8	2.3	130	3333	15.5	13.8	107	939	16.3	3.9	113
JEFFERSONS	C 17010	1951	12.3	11.5	122	327	10.9	1.9	108	1993	9.3	11.7	91	620	10.7	3.6	106
JENNIFER SLEPT HERE	N 9397	780	4.9	8.3	88	*195	6.5	2.1	116	1218	5.7	13.0	101	*256	4.4	2.7	79
KATE & ALLIE	C 16762	1698	10.7	10.1	107	*258	8.6	1.5	86	2009	9.3	12.0	94	459	7.9	2.7	80
KNIGHT RIDER	N 13164	1302	8.2	9.9	105	*230	7.7	1.7	98	1819	8.5	13.8	108	577	10.0	4.4	127
LOVE BOAT	A 20400	2290	14.5	11.2	119	437	14.6	2.1	120	2380	11.1	11.7	91	715	12.4	3.5	102
MAGNUM PI	C 22543	2360	14.9	10.5	111	389	13.0	1.7	97	3087	14.4	13.7	107	1005	17.4	4.5	130
MAMA'S FAMILY	N 9852	1057	6.7	10.7	114	*158	5.3	1.6	90	1337	6.2	13.6	106	359	6.2	3.6	106
MASTER, THE	N 8082	887	5.6	11.0	116	*123	4.1	1.5	85	1047	4.9	13.0	101	*223	3.9	2.8	80
MATT HOUSTON	A 12881	1132	7.2	8.8	93	*220	7.3	1.7	96	1724	8.0	13.4	104	468	8.1	3.6	106
NBC MONDAY NIGHT MOVIE	N 23889	2282	14.4	9.6	101	343	11.5	1.4	80	3128	14.6	13.1	102	896	15.5	3.8	109
NBC NIGHTLY NEWS	N 11156	1222	7.7	11.0	116	236	7.9	2.1	118	1278	5.9	11.5	89	291	5.0	2.6	76
NBC NIGHTLY NEWS-SAT	N 7363	778	4.9	10.6	112	*130	4.3	1.8	99	827	3.8	11.2	88	*124	2.1	1.7	49
NBC NIGHTLY NEWS-SUN	N 6214	777	4.9	12.5	133	*129	4.3	2.1	116	647	3.0	10.4	81	*208	3.6	3.3	97
NBC SUNDAY NIGHT MOVIE	N 17590	1788	11.3	10.2	108	*268	8.9	1.5	85	2463	11.5	14.0	109	577	10.0	3.3	95
NEWHART	C 16740	1859	11.8	11.1	118	*297	9.9	1.8	99	2273	10.6	13.6	106	522	9.0	3.1	91
ONE DAY AT A TIME	C 11820	1297	8.2	11.0	116	*208	6.9	1.8	99	1730	8.0	14.6	114	402	7.0	3.4	99
PEOPLE ARE FUNNY	N 9138	1018	6.4	11.1	118	*202	6.7	2.2	124	1314	6.1	14.4	112	403	7.0	4.4	128
REAL PEOPLE	N 15979	1735	11.0	10.9	115	442	14.8	2.8	155	1958	9.1	12.3	96	511	8.9	3.2	93
REMINGTON STEELE	N 14395	1355	8.6	9.4	100	*289	9.6	2.0	112	2106	9.8	14.6	114	583	10.1	4.1	118
RIPLEY'S BELIEVE IT - NOT	A 11362	1095	6.9	9.6	102	*203	6.8	1.8	100	1442	6.7	12.7	99	381	6.6	3.4	97
RIP TIDE	N 13920	1355	8.6	9.7	103	345	11.5	2.5	139	1981	9.2	14.2	111	512	8.9	3.7	107
SCARECROW & MRS. KING	C 17571	1752	11.1	10.0	106	346	11.6	2.0	110	2218	10.3	12.6	98	768	13.3	4.4	127
SIMON & SIMON	C 20208	2038	12.9	10.1	107	491	16.4	2.4	136	2723	12.7	13.5	105	582	10.1	2.9	84
60 MINUTES	C 27668	3040	19.2	11.0	117	620	20.7	2.2	125	3238	15.1	11.7	91	846	14.7	3.1	89
ST. ELSEWHERE	N 13699	1537	9.7	11.2	119	*244	8.1	1.8	100	2116	9.8	15.4	121	515	8.9	3.8	109
THREE'S COMPANY	A 20632	2333	14.7	11.3	120	303	10.1	1.5	82	2778	12.9	13.5	105	627	10.9	3.0	88
T.J. HOOKER	A 17136	1859	11.8	10.8	115	353	11.8	2.1	115	1981	9.2	11.6	90	637			

	TOTAL U.S. '000	ST. JOSEPH				TYLENOL				TYLENOL EXTRA STRENGTH CAPSULES/TABLETS				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	6817	100.0	4.1	100	40405	100.0	24.1	100	41276	100.0	24.6	100				
MALES	79263	2574	37.8	3.2	80	17361	43.0	21.9	91	17444	42.3	22.0	89				
FEMALES	88464	4243	62.2	4.8	118	23044	57.0	26.0	108	23832	57.7	26.9	109				
18 - 24	28671	1401	20.6	4.9	120	7704	19.1	26.9	112	8211	19.9	28.6	116				
25 - 34	39536	1560	22.9	3.9	97	11600	28.7	29.3	122	12460	30.2	31.5	128				
35 - 44	28978	1271	18.6	4.4	108	7307	18.1	25.2	105	7495	18.2	25.9	105				
45 - 54	22345	828	12.1	3.7	91	4978	12.3	22.3	92	5000	12.1	22.4	91				
55 - 64	22224	832	12.2	3.7	92	4395	10.9	19.8	82	4482	10.9	20.2	82				
65 OR OLDER	25973	926	13.6	3.6	88	4421	10.9	17.0	71	3629	8.8	14.0	57				
18 - 34	68207	2961	43.4	4.3	107	19303	47.8	28.3	117	20070	50.1	30.3	123				
18 - 49	108058	4696	68.9	4.3	107	29262	72.4	27.1	112	30717	74.4	28.4	116				
25 - 54	90859	3658	53.7	4.0	99	23884	59.1	26.3	109	24955	60.5	27.5	112				
35 - 49	39851	1735	25.5	4.4	107	9959	24.6	25.0	104	10047	24.3	25.2	102				
50 OR OLDER	59669	2122	31.1	3.6	87	11143	27.6	18.7	78	10559	25.6	17.7	72				
GRADUATED COLLEGE	28091	679	10.0	2.4	59	7335	18.2	26.1	108	6747	16.3	24.0	98				
ATTENDED COLLEGE	28938	808	11.9	2.8	69	7858	19.4	27.2	113	7934	19.2	27.4	111				
GRADUATED HIGH SCHOOL	65503	2838	41.6	4.3	107	15867	39.3	24.2	101	17435	42.2	26.6	108				
DID NOT GRADUATE HIGH SCHOOL	45195	2493	36.6	5.5	136	9345	23.1	20.7	86	9160	22.2	20.3	82				
EMPLOYED MALES	56429	1596	23.4	2.8	70	12924	32.0	22.9	95	13279	32.2	23.5	96				
EMPLOYED FEMALES	43971	1958	28.7	4.5	110	11845	29.3	26.9	112	13446	32.6	30.6	124				
EMPLOYED FULL-TIME	87773	2984	43.8	3.4	84	21350	52.8	24.3	101	23265	56.4	26.5	108				
EMPLOYED PART-TIME	12627	*570	8.4	4.5	111	3419	8.5	27.1	112	3461	8.4	27.4	111				
NOT EMPLOYED	67327	3263	47.9	4.8	119	15636	38.7	23.2	96	14551	35.3	21.6	88				
PROFESSIONAL/MANAGER	25845	707	10.4	2.7	67	6963	17.2	26.9	112	6912	16.7	26.7	109				
TECH/CLERICAL/SALES	30895	967	14.2	3.1	77	7823	19.4	25.3	105	8752	21.2	28.3	115				
PRECISION/CRAFT	12629	*397	5.8	3.1	77	3090	7.6	24.5	102	3035	7.4	24.0	98				
OTHER EMPLOYED	31031	1484	21.8	4.8	118	6892	17.1	22.2	92	8026	19.4	25.9	105				
SINGLE	35557	1380	20.2	3.9	95	8368	20.7	23.5	98	8469	20.5	23.8	97				
MARRIED	103585	4162	61.1	4.0	99	26555	65.7	25.6	106	27020	65.5	26.1	106				
DIVORCED/SEPARATED/WIDOWED	28585	1275	18.7	4.5	110	5482	13.6	19.2	80	5787	14.0	20.2	82				
PARENTS	59295	3419	50.2	5.8	142	18316	45.3	30.9	128	17813	43.2	30.0	122				
WHITE	146081	5213	76.5	3.6	88	35638	88.2	24.4	101	37561	91.0	25.7	104				
BLACK	17974	1506	22.1	8.4	206	3750	9.3	20.9	87	3038	7.4	16.9	69				
OTHER	3672	*999	1.5	2.7	66	1016	2.5	27.7	115	*677	1.6	18.4	75				
NORTHEAST-CENSUS	37005	1191	17.5	3.2	79	9379	23.2	25.3	105	8854	21.5	23.9	97				
NORTH CENTRAL	42642	1473	21.6	3.5	85	10368	25.7	24.3	101	10131	24.5	23.8	97				
SOUTH	56777	3161	46.4	5.6	137	12748	31.6	22.5	93	14672	35.5	25.8	105				
WEST	31303	993	14.6	3.2	78	7910	19.6	25.3	105	7620	18.5	24.3	99				
NORTHEAST-MKTG.	38125	1363	20.0	3.6	88	9652	23.9	25.3	105	8699	21.1	22.8	93				
EAST CENTRAL	24794	693	10.2	2.8	69	5709	14.1	23.0	96	6341	15.4	25.6	104				
WEST CENTRAL	28511	1051	15.4	3.7	91	6908	17.1	24.2	101	6690	16.2	23.5	95				
SOUTH	48953	2823	41.4	5.8	142	11197	27.7	22.9	95	12995	31.5	26.5	108				
PACIFIC	27344	888	13.0	3.2	80	6939	17.2	25.4	105	6553	15.9	24.0	97				
COUNTY SIZE A	69301	2718	39.9	3.9	96	16847	41.7	24.3	101	15920	38.6	23.0	93				
COUNTY SIZE B	50633	1970	28.9	3.9	96	12831	31.8	25.3	105	14091	34.1	27.8	113				
COUNTY SIZE C	26259	1040	15.3	4.0	97	5640	14.0	21.5	89	6428	15.6	24.5	99				
COUNTY SIZE D	21534	1089	16.0	5.1	124	5086	12.6	23.6	98	4838	11.7	22.5	91				
METRO CENTRAL CITY	50014	2410	35.4	4.8	119	11979	29.6	24.0	99	11572	28.0	23.1	94				
METRO SUBURBAN	76832	2439	35.8	3.2	78	19575	48.4	25.5	106	20167	48.9	26.2	107				
NON METRO	40881	1968	28.9	4.8	118	8851	21.9	21.7	90	9537	23.1	23.3	95				
TOP 5 ADI'S	39550	1442	21.2	3.6	90	9958	24.6	25.2	105	9273	22.5	23.4	95				
TOP 10 ADI'S	54877	2228	32.7	4.1	100	13301	32.9	24.2	101	12357	29.9	22.5	92				
TOP 20 ADI'S	77516	2957	43.4	3.8	94	18772	46.5	24.2	101	17632	42.7	22.7	92				
HSJLD INC. \$50,000 OR MORE	17257	*390	5.7	2.3	56	4413	10.9	25.6	106	4100	9.9	23.8	97				
\$40,000 OR MORE	33235	797	11.7	2.4	59	8418	20.8	25.3	105	8448	20.5	25.4	103				
\$30,000 OR MORE	59693	1572	23.1	2.6	65	15731	38.9	26.4	109	15446	37.4	25.9	105				
\$25,000 OR MORE	76275	2201	32.3	2.9	71	20021	49.6	26.2	109	20013	48.5	26.2	107				
\$20,000 - \$24,999	18607	737	10.8	4.0	97	4384	10.9	23.6	98	5029	12.2	27.0	110				
\$15,000 - \$19,999	17175	820	12.0	4.8	117	4034	10.0	23.5	98	4357	10.6	25.4	103				
\$10,000 - \$14,999	24569	1184	17.4	4.8	119	5748	14.2	23.4	97	5813	14.1	23.7	96				
UNDER \$10,000	31101	1875	27.5	6.0	148	6217	15.4	20.0	83	6065	14.7	19.5	79				
HOUSEHOLD OF 1 PERSON	19441	433	6.4	2.2	55	3262	8.1	16.8	70	3385	8.2	17.4	71				
2 PEOPLE	51803	1897	27.8	3.7	90	10715	26.5	20.7	86	11407	27.6	22.0	89				
3 OR 4 PEOPLE	66933	2857	41.9	4.3	105	17664	43.7	26.4	110	18521	44.9	27.7	112				
5 OR MORE PEOPLE	29550	1630	23.9	5.5	136	8764	21.7	29.7	123	7964	19.3	27.0	110				
NO CHILD IN HSHLD	96587	2822	41.4	2.9	72	19257	47.7	19.9	83	20395	49.4	21.1	86				
CHILD(REN) UNDER 2 YRS	10844	734	10.8	6.8	167	3911	9.7	36.1	150	3720	9.0	34.3	139				
2 - 5 YEARS	26358	1611	23.6	6.1	150	8457	20.9	32.1	133	8815	21.4	33.4	136				
6 - 11 YEARS	30453	1874	27.5	6.2	151	8936	22.1	29.3	122	8604	20.8	28.3	115				
12 - 17 YEARS	36575	1891	27.7	5.2	127	10059	24.9	27.5	114	9361	22.7	25.6	104				
RESIDENCE OWNED	117770	4368	64.1	3.7	91	28455	70.4	24.2	100	28527	69.1	24.2	98				
VALUE: \$50,000 OR MORE	70166	2119	31.1	3.0	74	16839	41.7	24.0	100	17445	42.3	24.9	101				
VALUE: UNDER \$50,000	47604	2249	33.0	4.7	116	11616	28.7	24.4	101	11082	26.8	23.3	95				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - BRANDS USED
(ADULTS)

		TOTAL U.S. '000	ST. JOSEPH				TYLENOL				TYLENOL EXTRA STRENGTH CAPSULES/TABLETS							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	6817	100.0	4.1	100	40405	100.0	24.1	100	41276	100.0	24.6	100				
MAGAZINES	QUINTILE 1	34022	1447	21.2	4.3	105	9265	22.9	27.2	113	9706	23.5	28.5	116				
	QUINTILE 2	34800	1320	19.4	3.8	93	8832	21.9	25.4	105	8696	21.1	25.0	102				
	QUINTILE 3	30514	1332	19.5	4.4	107	6998	17.3	22.9	95	7517	18.2	24.6	100				
	QUINTILE 4	33324	1221	17.9	3.7	90	7874	19.5	23.6	98	7757	18.8	23.3	95				
	QUINTILE 5	35066	1499	22.0	4.3	105	7435	18.4	21.2	88	7600	18.4	21.7	88				
NEWSPAPERS	QUINTILE 1	29107	1027	15.1	3.5	87	7162	17.7	24.6	102	6792	16.5	23.3	95				
	QUINTILE 2	49095	1874	27.5	3.8	94	11705	29.0	23.8	99	11859	28.7	24.2	98				
	QUINTILE 3	23107	863	12.7	3.7	92	5656	14.0	24.5	102	6730	15.3	27.4	111				
	QUINTILE 4	33556	1506	22.1	4.5	110	8538	21.1	25.4	106	8303	20.1	24.7	101				
	QUINTILE 5	32863	1547	22.7	4.7	116	7344	18.2	22.3	93	7992	19.4	24.3	99				
OUTDOOR	QUINTILE 1	33431	1419	20.8	4.2	104	8239	20.4	24.6	102	9014	21.8	27.0	110				
	QUINTILE 2	33478	1411	20.7	4.2	104	8866	21.9	26.5	110	8451	20.5	25.2	103				
	QUINTILE 3	33574	1278	18.7	3.8	94	8161	20.2	24.3	101	8548	20.7	25.5	103				
	QUINTILE 4	33935	1533	22.5	4.5	111	7742	19.2	22.8	95	8194	19.9	24.1	98				
	QUINTILE 5	33310	1177	17.3	3.5	87	7396	18.3	22.2	92	7069	17.1	21.2	86				
RADIO-DRIVE TIME	QUINTILE 1	33136	1509	22.1	4.6	112	8134	20.1	24.5	102	8743	21.2	26.4	107				
	QUINTILE 2	31658	1432	21.0	4.5	111	7747	19.2	24.5	102	8314	20.1	26.3	107				
	QUINTILE 3	32541	1327	19.5	4.1	100	8212	20.3	25.2	105	8105	19.6	24.9	101				
	QUINTILE 4	34247	1348	19.8	3.9	97	8419	20.8	24.6	102	8787	21.3	25.7	104				
	QUINTILE 5	36144	1201	17.6	3.3	82	7893	19.5	21.8	91	7328	17.8	20.3	82				
RADIO-MID- DAY	TERCILE 1	45037	2084	30.6	4.6	114	11512	28.5	25.6	106	11988	29.0	26.6	108				
	TERCILE 2	44819	1755	25.7	3.9	96	10717	26.5	23.9	99	10909	26.4	24.3	99				
	TERCILE 3	77872	2979	43.7	3.8	94	18176	45.0	23.3	97	18379	44.5	23.6	96				
RADIO-TOTAL	QUINTILE 1	33763	1609	23.6	4.8	117	8248	20.4	24.4	101	9128	22.1	27.0	110				
	QUINTILE 2	33240	1556	22.8	4.7	115	8083	20.0	24.3	101	8719	21.1	26.2	107				
	QUINTILE 3	33408	1151	16.9	3.4	85	8565	21.2	25.6	106	8323	20.2	24.9	101				
	QUINTILE 4	34792	1390	20.4	4.0	98	8367	20.7	24.0	100	8469	20.5	24.3	99				
	QUINTILE 5	32524	1111	16.3	3.4	84	7142	17.7	22.0	91	6638	16.1	20.4	83				
TV-PRIME TIME	QUINTILE 1	33090	1454	21.3	4.4	108	7444	18.4	22.5	93	7302	17.7	22.1	90				
	QUINTILE 2	33357	1352	19.8	4.1	100	8451	20.9	25.3	105	8422	20.4	25.2	103				
	QUINTILE 3	33980	1254	18.4	3.7	91	8321	20.6	24.5	102	8963	21.7	26.4	107				
	QUINTILE 4	33854	1259	18.5	3.7	92	8211	20.3	24.3	101	8618	20.9	25.5	103				
	QUINTILE 5	33444	1498	22.0	4.5	110	7978	19.7	23.9	99	7971	19.3	23.8	97				
TV-DAYTIME	TERCILE 1	49121	2481	36.4	5.1	124	11601	28.7	23.6	98	11820	28.6	24.1	98				
	TERCILE 2	48823	2027	29.7	4.2	102	12129	30.0	24.8	103	12518	30.3	25.6	104				
	TERCILE 3	69782	2310	33.9	3.3	81	16675	41.3	23.9	99	16938	41.0	24.3	99				
TV-TOTAL	QUINTILE 1	33584	1669	24.5	5.0	122	7553	18.7	22.5	93	7835	19.0	23.3	95				
	QUINTILE 2	33441	1374	20.2	4.1	101	7868	19.5	23.5	98	7462	18.1	22.3	91				
	QUINTILE 3	33505	1195	17.5	3.6	88	8376	20.7	25.0	104	8318	20.2	24.8	101				
	QUINTILE 4	33466	1324	19.4	4.0	97	8139	20.1	24.3	101	8920	21.6	26.7	108				
	QUINTILE 5	33731	1256	18.4	3.7	92	8469	21.0	25.1	104	8742	21.2	25.9	105				
MAGAZINES-NEWSPAPERS: DUAL		44503	1676	24.6	3.8	93	11271	27.9	25.3	105	11455	27.8	25.7	105				
MAGAZINE IMPERATIVE		39363	1870	27.4	4.8	117	10297	25.5	26.2	109	10784	26.1	27.4	111				
NEWSPAPER IMPERATIVE		46441	1674	24.6	3.6	89	10554	26.1	22.7	94	10538	25.5	22.7	92				
MAGAZINES-OUTDOOR: DUAL		33726	1330	19.5	3.9	97	9076	22.5	26.9	112	9532	23.1	28.3	115				
MAGAZINE IMPERATIVE		52846	2114	31.0	4.0	98	13207	32.7	25.0	104	13179	31.9	24.9	101				
OUTDOOR IMPERATIVE		52140	2236	32.8	4.3	106	12247	30.3	23.5	98	12230	29.6	23.5	95				
MAGAZINES-RADIO: DUAL		37081	1601	23.5	4.3	106	9692	24.0	26.1	109	9962	24.1	26.9	109				
MAGAZINE IMPERATIVE		49747	1844	27.1	3.7	91	12628	31.3	25.4	105	12708	30.8	25.5	104				
RADIO IMPERATIVE		49208	2226	32.7	4.5	111	11376	28.2	23.1	96	12274	29.7	24.9	101				
MAGAZINES-TELEVISION: DUAL		33103	1350	19.8	4.1	100	8411	20.8	25.4	105	7976	19.3	24.1	98				
MAGAZINE IMPERATIVE		54575	2123	31.1	3.9	96	14161	35.0	25.9	108	15113	36.6	27.7	113				
TELEVISION IMPERATIVE		53249	2301	33.8	4.3	106	11678	28.9	21.9	91	11507	27.9	21.6	88				
NEWSPAPERS-OUTDOOR: DUAL		36255	1319	19.3	3.6	90	9273	23.0	25.6	106	9635	23.3	26.6	108				
NEWSPAPER IMPERATIVE		55591	2019	29.6	3.6	89	12873	31.9	23.2	96	12745	30.9	22.9	93				
OUTDOOR IMPERATIVE		48319	2289	33.6	4.7	117	12360	30.6	25.6	106	12594	30.5	26.1	106				
NEWSPAPERS-RADIO: DUAL		37242	1552	22.8	4.2	103	9032	22.4	24.3	101	9506	23.0	25.5	104				
NEWSPAPER IMPERATIVE		54423	1790	26.3	3.3	81	12987	32.1	23.9	99	12761	30.9	23.4	95				
RADIO IMPERATIVE		46650	2279	33.4	4.9	120	11757	29.1	25.2	105	12820	31.1	27.5	112				
NEWSPAPERS-TELEVISION: DUAL		35974	1474	21.6	4.1	101	8363	20.7	23.2	97	8162	19.8	22.7	92				
NEWSPAPER IMPERATIVE		56095	1958	28.7	3.5	86	13982	34.6	24.9	103	14284	34.6	25.5	103				
TELEVISION IMPERATIVE		47170	2132	31.3	4.5	111	11256	27.9	23.9	99	11373	27.6	24.1	98				
OUTDOOR-RADIO: DUAL		33748	1448	21.2	4.3	106	8294	20.5	24.6	102	9340	22.6	27.7	112				
OUTDOOR IMPERATIVE		52785	2101	30.8	4.0	98	13315	33.0	25.2	105	12753	30.9	24.2	98				
RADIO IMPERATIVE		52882	2242	32.9	4.2	104	12847	31.8	24.3	101	13079	31.7	24.7	101				
OUTDOOR-TELEVISION: DUAL		32030	1573	23.1	4.9	121	7730	19.1	24.1	100	7744	18.8	24.2	98				
OUTDOOR IMPERATIVE		54626	1940	28.5	3.6	87	14275	35.3	26.1	108	14885	36.1	27.2	111				
TELEVISION IMPERATIVE		54874	2178	31.9	4.0	98	12541	31.0	22.9	95	12411	30.1	22.6	92				
RADIO-TELEVISION: DUAL		33386	1670	24.5	5.0	123	8159	20.2	24.4	101	8474	20.5	25.4	103				
RADIO IMPERATIVE		53810	2104	30.9	3.9	96	13517	33.5	25.1	104	14570	35.3	27.1	110				
TELEVISION IMPERATIVE		54023	2078	30.5	3.8	95	12379	30.6	22.9	95	11786	28.6	21.8	89				

	TOTAL U.S. '000	ST. JOSEPH				TYLENOL				TYLENOL EXTRA STRENGTH CAPSULES/TABLETS							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	6817	100.0	4.1	100	40405	100.0	24.1	100	41276	100.0	24.6	100				
ATLANTIC MONTHLY	867	**8	0.1	0.9	23	*209	0.5	24.1	100	*204	0.5	23.5	96				
BARRON'S	1580	**33	0.5	2.1	51	447	1.1	28.3	117	359	0.9	22.7	92				
BETTER HOMES & GARDENS	22203	961	14.1	4.3	106	5958	14.7	26.8	111	6140	14.9	27.7	112				
BON APPETIT	3810	*121	1.8	3.2	78	1037	2.6	27.2	113	937	2.3	24.6	100				
BUSINESS WEEK	4663	*172	2.5	3.7	91	1187	2.9	25.5	106	1070	2.6	22.9	93				
CAR AND DRIVER	3102	**67	1.0	2.2	53	637	1.6	20.5	85	884	2.1	28.5	116				
CBS MAGAZINE NETWORK (GROSS)	7311	335	4.9	4.6	113	1854	4.6	25.4	105	1812	4.4	24.8	101				
CHANGING TIMES	3400	**136	2.0	4.0	98	877	2.2	25.8	107	731	1.8	21.5	87				
COLONIAL HOMES	1796	**146	2.1	8.1	200	538	1.3	30.0	124	572	1.4	31.8	129				
CONDE NAST MAG. PKG. (GROSS)	19924	733	10.8	3.7	91	5911	14.6	29.7	123	6043	14.6	30.3	123				
CONSUMERS DIGEST	3125	**98	1.4	3.1	77	777	1.9	24.9	103	776	1.9	24.8	101				
COSMOPOLITAN	10577	421	6.2	4.0	98	2867	7.1	27.1	113	3365	8.2	31.8	129				
COUNTRY LIVING	3746	*171	2.5	4.6	112	1083	2.7	28.9	120	985	2.4	26.3	107				
CUISINE	2214	**65	1.0	2.9	72	499	1.2	22.5	94	598	1.4	27.0	110				
CYCLE WORLD	2394	**135	2.0	5.6	139	531	1.3	22.2	92	605	1.5	25.3	103				
DCI:CREATIVE IDEAS FOR LIV	3068	*153	2.2	5.0	123	764	1.9	24.9	103	953	2.3	31.1	126				
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	473	6.9	4.9	122	2422	6.0	25.3	105	2816	6.8	29.5	120				
DISCOVER	2277	**94	1.4	4.1	102	579	1.4	25.4	106	563	1.4	24.7	100				
EBONY	7187	604	8.9	8.4	207	1657	4.1	23.1	96	1422	3.4	19.8	80				
ESQUIRE	2560	**89	1.3	3.5	86	729	1.8	28.5	118	615	1.5	24.0	98				
ESSENCE	3242	310	4.5	9.6	235	991	2.5	30.6	127	694	1.7	21.4	87				
FAMILY CIRCLE	19639	962	14.1	4.9	121	5254	13.0	26.8	111	5564	13.5	28.3	115				
THE FAMILY HANDYMAN	3540	**141	2.1	4.0	98	990	2.5	28.0	116	1078	2.6	30.5	124				
FAMILY WEEKLY	23924	790	11.6	3.3	81	5909	14.6	24.7	103	6478	15.7	27.1	110				
FIELD & STREAM	9883	459	6.7	4.6	114	2587	6.4	26.2	109	2678	6.5	27.1	110				
FOOD & WINE	1030	**42	0.6	4.1	100	258	0.6	25.0	104	330	0.8	32.0	130				
FORBES	2679	**62	0.9	2.3	57	725	1.8	27.1	112	595	1.4	22.2	90				
FORTUNE	2931	**95	1.4	3.2	80	778	1.9	26.5	110	766	1.9	26.1	106				
GENTLEMEN'S QUARTERLY	3481	*169	2.5	4.9	119	1021	2.5	29.3	122	908	2.2	26.1	106				
GLAMOUR	7163	*211	3.1	2.9	72	2245	5.6	31.3	130	2387	5.8	33.3	135				
GOLF DIGEST	2355	**56	0.8	2.4	59	604	1.5	25.6	106	672	1.6	28.5	116				
GOLF DIGEST/TENNIS (GROSS)	3610	**122	1.8	3.4	83	862	2.1	23.9	99	1014	2.5	28.1	114				
GOLF MAGAZINE	2046	**26	0.4	1.3	31	513	1.3	25.1	104	656	1.6	32.1	130				
GOLF MAGAZINE/SKI (GROSS)	3547	**69	1.0	1.9	48	827	2.0	23.3	97	1038	2.5	29.3	119				
GOOD HOUSEKEEPING	20353	720	10.6	3.5	87	5707	14.1	28.0	116	5565	13.5	27.3	111				
HARPER'S BAZAAR	3362	**145	2.1	4.3	106	923	2.3	27.5	114	948	2.3	28.2	115				
HEALTH	2987	*175	2.6	5.9	144	831	2.1	27.8	115	964	2.3	32.3	131				
HEARST MAG CORP. BUY (GROSS)	67928	2738	40.2	4.0	99	18391	45.5	27.1	112	19096	46.3	28.1	114				
HEARST MAN POWER (GROSS)	11282	382	5.6	3.4	83	2815	7.0	25.0	104	2541	6.2	22.5	92				
HEARST WOMAN POWER (GROSS)	40514	1587	23.3	3.9	96	11159	27.6	27.5	114	12113	29.3	29.9	121				
HOUSE BEAUTIFUL	4885	*245	3.6	5.0	123	1184	2.9	24.2	101	1343	3.3	27.5	112				
INC.	1308	**32	0.5	2.4	60	344	0.9	26.3	109	255	0.6	19.5	79				
JET	6498	551	8.1	8.5	209	1448	3.6	22.3	93	1199	2.9	18.5	75				
LADIES' HOME JOURNAL	14797	595	8.7	4.0	99	4087	10.1	27.6	115	4433	10.7	30.0	122				
LHJ FAMILY GRP COMBO(GROSS)	21743	929	13.6	4.3	105	6049	15.0	27.8	115	6655	16.1	30.6	124				
LIFE	9881	490	7.2	5.0	122	2622	6.5	26.5	110	2544	6.2	25.7	105				
L.A. TIMES HOME MAGAZINE	2775	**62	0.9	2.2	55	685	1.7	24.7	102	613	1.5	22.1	90				
MADEMOISELLE	4219	*153	2.2	3.6	89	1115	2.8	26.4	110	1298	3.1	30.8	125				
MC CALL'S	16422	765	11.2	4.7	115	4366	10.8	26.6	110	4920	11.9	30.0	122				
MC CALL'S/WRK MOTHER (GROSS)	17919	847	12.4	4.7	116	4840	12.0	27.0	112	5349	13.0	29.9	121				
MECHANIX ILLUSTRATED	4433	*185	2.7	4.2	103	1092	2.7	24.6	102	970	2.4	21.9	89				
METROPOLITAN HOME	1504	**124	1.8	8.2	203	429	1.1	28.5	118	291	0.7	19.3	79				
MONEY	4723	*156	2.3	3.3	81	1260	3.1	26.7	111	1229	3.0	26.0	106				
MOTHER EARTH NEWS	2325	**85	1.2	3.7	90	612	1.5	26.3	109	664	1.6	28.6	116				
MS.	1189	**30	0.4	2.5	62	358	0.9	30.1	125	395	1.0	33.2	135				
NATIONAL ENQUIRER	18892	1092	16.0	5.8	142	4780	11.8	25.3	105	4988	12.1	26.4	107				
NATIONAL GEOGRAPHIC	22129	715	10.5	3.2	79	5592	13.8	25.3	105	5483	13.3	24.8	101				
NATIONAL SUNDAY MAGAZINE PKG	103750	4007	58.8	3.9	95	25306	62.6	24.4	101	25703	62.3	24.8	101				
NATURAL HISTORY	1379	**48	0.7	3.5	86	313	0.8	22.7	94	300	0.7	21.8	88				
NEW WOMAN	2289	**128	1.9	5.6	138	531	1.3	23.2	96	529	1.3	23.1	94				
NEW YORK INCLUDING CUE	1088	**37	0.5	3.4	84	298	0.7	27.4	114	*212	0.5	19.5	79				
THE NEW YORKER	2459	**57	0.8	2.3	57	641	1.6	26.1	108	558	1.4	22.7	92				
NEWSWEEK	16527	624	9.2	3.8	93	4450	11.0	26.9	112	4085	9.9	24.7	100				
THE N.Y. TIMES DAILY EDITION	2739	**54	0.8	2.0	49	699	1.7	25.5	106	612	1.5	22.3	91				
THE N.Y. TIMES MAGAZINE	4443	**79	1.2	1.8	44	1285	3.2	28.9	120	972	2.4	21.9	89				
OMNI	2799	**112	1.6	4.0	98	820	2.0	29.3	122	805	2.0	28.8	117				
ON CABLE	2209	**119	1.7	5.4	133	509	1.3	23.0	96	655	1.6	29.7	120				
1001 HOME IDEAS	3959	*159	2.3	4.0	99	1132	2.8	28.6	119	1259	3.1	31.8	129				
ORGANIC GARDENING	3111	**133	2.0	4.3	105	772	1.9	24.8	103	727	1.8	23.4	95				
OUTDOOR LIFE	5024	*144	2.1	2.9	71	1334	3.3	26.6	110	1314	3.2	26.2	106				
PARADE MAGAZINE	51292	2090	30.7	4.1	100	12447	30.8	24.3	101	12582	30.5	24.5	100				

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - BRANDS USED
(ADULTS)

	TOTAL U.S. '000	ST. JOSEPH				TYLENOL				TYLENOL EXTRA STRENGTH CAPSULES/TABLETS							
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	6817	100.0	4.1	100	40405	100.0	24.1	100	41276	100.0	24.6	100				
PARENTS	5298	382	5.6	7.2	177	2019	5.0	38.1	158	1920	4.7	36.2	147				
PENTHOUSE	5129	**229	3.4	4.5	110	1336	3.3	26.0	108	1496	3.6	29.2	119				
PEOPLE	21070	856	12.6	4.1	100	5990	14.8	28.4	118	5974	14.5	28.4	115				
PLAYBOY	10562	436	6.4	4.1	102	2773	6.9	26.3	109	2788	6.8	26.4	107				
POPULAR HOT RODDING	2498	*157	2.3	6.3	155	632	1.6	25.3	105	717	1.7	28.7	117				
POPULAR MECHANICS	5887	*188	2.8	3.2	79	1495	3.7	25.4	105	1376	3.3	23.4	95				
POPULAR SCIENCE	4317	**154	2.3	3.6	88	1036	2.6	24.0	100	963	2.3	22.3	91				
PREVENTION	5792	*250	3.7	4.3	106	1416	3.5	24.4	101	1354	3.3	23.4	95				
PSYCHOLOGY TODAY	3284	*147	2.2	4.5	110	913	2.3	27.8	115	870	2.1	26.5	108				
READER'S DIGEST	40046	1439	21.1	3.6	88	9668	23.9	24.1	100	10252	24.8	25.6	104				
REDBOOK	9584	446	6.5	4.7	114	2585	6.4	27.0	112	3183	7.7	33.2	135				
ROAD & TRACK	2590	**72	1.1	2.8	68	616	1.5	23.8	99	701	1.7	27.1	110				
ROLLING STONE	3302	**102	1.5	3.1	76	996	2.5	30.2	125	1008	2.4	30.5	124				
RUNNER'S WORLD	1229	**30	0.4	2.4	60	360	0.9	29.3	122	262	0.6	21.3	87				
SATURDAY EVENING POST	2110	*115	1.7	5.5	134	572	1.4	27.1	113	529	1.3	25.1	102				
SCIENCE 84	1543	**71	1.0	4.6	113	334	0.8	21.6	90	333	0.8	21.6	88				
SCIENCE DIGEST	1747	**71	1.0	4.1	100	401	1.0	23.0	95	264	0.6	15.1	61				
SCIENTIFIC AMERICAN	1994	**42	0.6	2.1	52	408	1.0	20.5	85	466	1.1	23.4	95				
SELF	3119	**123	1.8	3.9	97	1053	2.6	33.8	140	934	2.3	29.9	122				
SEVENTEEN	3923	**133	2.0	3.4	83	1143	2.8	29.1	121	1339	3.2	34.1	139				
SKI	1501	**43	0.6	2.9	70	314	0.8	20.9	87	382	0.9	25.4	103				
SMITHSONIAN	5976	*172	2.5	2.9	71	1690	4.2	28.3	117	1264	3.1	21.2	86				
SOAP OPERA DIGEST	4228	*176	2.6	4.2	102	1414	3.5	33.4	139	1329	3.2	31.4	128				
SOUTHERN LIVING	6488	320	4.7	4.9	121	1659	4.1	25.6	106	1863	4.5	28.7	117				
SPORT	3500	*142	2.1	4.1	100	839	2.1	24.0	100	965	2.3	27.6	112				
THE SPORTING NEWS	2456	**90	1.3	3.7	90	778	1.9	31.7	131	714	1.7	29.1	118				
SPORTS AFIELD	3648	**122	1.8	3.3	82	919	2.3	25.2	105	901	2.2	24.7	100				
SPORTS ILLUSTRATED	14484	495	7.3	3.4	84	3747	9.3	25.9	107	3670	8.9	25.3	103				
STAR	12661	615	9.0	4.9	120	3377	8.4	26.7	111	3554	8.6	28.1	114				
SUNDAY	52799	2148	31.5	4.1	100	12863	31.8	24.4	101	12530	30.4	23.7	96				
SUNSET	3513	**72	1.1	2.0	50	899	2.2	25.6	106	761	1.8	21.7	88				
TV GUIDE	42766	2105	30.9	4.9	121	10709	26.5	25.0	104	11869	28.8	27.8	113				
TENNIS	1254	**67	1.0	5.3	131	258	0.6	20.6	85	342	0.8	27.3	111				
TIME	22054	728	10.7	3.3	81	5646	14.0	25.6	106	5691	13.8	25.8	105				
TOWN & COUNTRY	1555	**37	0.5	2.4	59	467	1.2	30.0	125	378	0.9	24.3	99				
TRAVEL & LEISURE	2173	**44	0.6	2.0	50	441	1.1	20.3	84	542	1.3	24.9	101				
TRUE STORY	4636	*309	4.5	6.7	164	1290	3.2	27.8	116	1348	3.3	29.1	118				
U.S. NEWS & WORLD REPORT	10353	376	5.5	3.6	89	2520	6.2	24.3	101	2563	6.2	24.8	101				
USA TODAY	4994	*217	3.2	4.3	107	1284	3.2	25.7	107	1479	3.6	29.6	120				
US	3528	*141	2.1	4.0	98	1062	2.6	30.1	125	1038	2.5	29.4	120				
VOGUE	5424	246	3.6	4.5	112	1499	3.7	27.6	115	1425	3.5	26.3	107				
WALL STREET JOURNAL	6292	*112	1.6	1.8	44	1465	3.6	23.3	97	1477	3.6	23.5	95				
WEIGHT WATCHERS	2762	**92	1.3	3.3	82	931	2.3	33.7	140	623	1.5	22.6	92				
WOMAN'S DAY	16320	678	9.9	4.2	102	4291	10.6	26.3	109	4671	11.3	28.6	116				
WORKING MOTHER	1496	**83	1.2	5.5	137	475	1.2	31.8	132	429	1.0	28.7	117				
WORKING WOMAN	1851	**88	1.3	4.8	117	497	1.2	26.9	111	470	1.1	25.4	103				
WORLD TENNIS	580	*30	0.4	5.2	127	*147	0.4	25.3	105	**156	0.4	26.9	109				
ZIFF-DAVIS MAG NETHK (GROSS)	12412	451	6.6	3.6	89	3177	7.9	25.6	106	3328	8.1	26.8	109				
BLAIR INSERTS	91671	3591	52.7	3.9	96	22361	55.3	24.4	101	22145	53.7	24.2	98				
DAILY NEWSPAPERS																	
READ ANY	109190	4156	61.0	3.8	94	26549	65.7	24.3	101	26567	64.4	24.3	99				
READ ONE	89587	3525	51.7	3.9	97	21968	54.4	24.5	102	21858	53.0	24.4	99				
READ TWO OR MORE	19602	631	9.3	3.2	79	4581	11.3	23.4	97	4709	11.4	24.0	98				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4217	61.9	3.8	95	26834	66.4	24.5	102	26916	65.2	24.5	100				
READ ONE	95074	3740	54.9	3.9	97	23170	57.3	24.4	101	23399	56.7	24.6	100				
READ TWO OR MORE	14588	477	7.0	3.3	80	3664	9.1	25.1	104	3518	8.5	24.1	98				
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	28.53				30.09				30.14							
30 DAY REACH	149706	6241	91.6	4.2	103	36295	89.8	24.2	101	37593	91.1	25.1	102				
50 SHMG - 30 DAY AV FREQ	15.16	14.91				15.83				15.76							
30 DAY REACH	142406	5976	87.7	4.2	103	34524	85.4	24.2	101	35974	87.2	25.3	103				
25 SHMG - 30 DAY AV FREQ	8.23	8.13				8.44				8.45							
30 DAY REACH	131152	5475	80.3	4.2	103	32381	80.1	24.7	102	33512	81.2	25.6	104				
CABLE TV: HOME WIRED	66879	2772	40.7	4.1	102	16683	41.3	24.9	104	18789	45.5	28.1	114				
HOME NOT WIRED	100848	4045	59.3	4.0	99	23722	58.7	23.5	98	22487	54.5	22.3	91				
HAVE PAY CABLE	35024	1416	20.8	4.0	99	8885	22.0	25.4	105	10901	26.4	31.1	126				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

-PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
-NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ST. JOSEPH				TYLENOL				TYLENOL EXTRA STRENGTH CAPSULES/TABLETS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	6817	100.0	4.1	100	40405	100.0	24.1	100	41276	100.0	24.6	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3742	54.9	3.9	96	23671	58.6	24.8	103	24860	60.2	26.0	106				
10:00 AM - 3:00 PM	63599	2671	39.2	4.2	103	15826	39.2	24.9	103	16515	40.0	26.0	106				
3:00 PM - 7:00 PM	72097	3094	45.4	4.3	106	18010	44.6	25.0	104	19013	46.1	26.4	107				
7:00 PM - MIDNIGHT	36670	1519	22.3	4.1	102	8808	21.8	24.0	100	9866	23.9	26.9	109				
MIDNIGHT - 6:00 AM	21908	944	13.8	4.3	106	5190	12.8	23.7	98	5544	13.4	25.3	103				
6:00 AM - MIDNIGHT	127571	5218	76.5	4.1	101	31710	78.5	24.9	103	32753	79.4	25.7	104				
ENTIRE DAY	129239	5272	77.3	4.1	100	32029	79.3	24.8	103	33163	80.3	25.7	104				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1353	19.8	4.0	98	8983	22.2	26.4	110	8668	21.0	25.5	104				
ALL NEWS	6062	*137	2.0	2.3	56	1365	3.4	22.5	93	1236	3.0	20.4	83				
AOR/PROGRESSIVE	11884	388	5.7	3.3	80	3020	7.5	25.4	105	2966	7.2	25.0	101				
BEAUTIFUL MUSIC	11180	489	7.2	4.4	108	2571	6.4	23.0	95	2681	6.5	24.0	97				
BLACK	4538	317	4.7	7.0	172	1107	2.7	24.4	101	1056	2.6	23.3	95				
CLASSICAL	3857	**77	1.1	2.0	49	873	2.2	22.6	94	894	2.2	23.2	94				
CHR/ROCK	21946	831	12.2	3.8	93	5606	13.9	25.5	106	6705	16.2	30.6	124				
COUNTRY	27262	1129	16.6	4.1	102	6298	15.6	23.1	96	7475	18.1	27.4	111				
GOLDEN OLDIES	3339	*123	1.8	3.7	91	952	2.4	28.5	118	1013	2.5	30.3	123				
MOR/NOTALGIA	10346	403	5.9	3.9	96	2707	6.7	26.2	109	2654	6.4	25.7	104				
NEWS/TALK	8929	294	4.3	3.3	81	2106	5.2	23.6	98	1894	4.6	21.2	86				
RELIGIOUS	5488	353	5.2	6.4	158	1346	3.3	24.5	102	1437	3.5	26.2	106				
SOFT ROCK	1232	**21	0.3	1.7	42	*246	0.6	20.0	83	352	0.9	28.6	116				
URBAN CONTEMPORARY	3184	*241	3.5	7.6	186	619	1.5	19.4	81	850	2.1	26.7	108				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	349	5.1	5.0	124	1843	4.6	26.7	111	1896	4.6	27.4	111				
ABC DIRECTION	5212	*156	2.3	3.0	74	1322	3.3	25.4	105	1321	3.2	25.3	103				
ABC ENTERTAINMENT	10385	334	4.9	3.2	79	2531	6.3	24.4	101	2577	6.2	24.8	101				
ABC FM	4762	*191	2.8	4.0	99	1223	3.0	25.7	107	1454	3.5	30.5	124				
ABC INFORMATION	11339	361	5.3	3.2	78	2768	6.9	24.4	101	2824	6.8	24.9	101				
ABC ROCK	4878	*197	2.9	4.0	99	1229	3.0	25.2	105	1265	3.1	25.9	105				
CBS	10709	367	5.4	3.4	84	2339	5.8	21.8	91	2234	5.4	20.9	85				
MUTUAL	10251	482	7.1	4.7	116	2446	6.1	23.9	99	2348	5.7	22.9	93				
NBC	12243	296	4.3	2.4	59	3077	7.6	25.1	104	2861	6.9	23.4	95				
RADIORADIO	4606	*212	3.1	4.6	113	1186	2.9	25.7	107	1248	3.0	27.1	110				
RKO ONE	5148	*230	3.4	4.5	110	1362	3.4	26.5	110	1406	3.4	27.3	111				
RKO TWO	7313	300	4.4	4.1	101	1547	3.8	21.2	88	1973	4.8	27.0	110				
THE SOURCE	5981	*232	3.4	3.9	95	1402	3.5	23.4	97	1653	4.0	27.6	112				
NON-WIRED : BLAIR	19329	775	11.4	4.0	99	4646	11.5	24.0	100	5357	13.0	27.7	113				
INTERNET	27139	1121	16.4	4.1	102	7008	17.3	25.8	107	6750	16.4	24.9	101				
KATZ RADIO GROUP	36319	1304	19.1	3.6	88	9045	22.4	24.9	103	9029	21.9	24.9	101				
SUPERNET	22361	967	14.2	4.3	106	5730	14.2	25.6	106	6230	15.1	27.9	113				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	562	8.2	3.9	95	3268	8.1	22.5	93	3411	8.3	23.5	95				
WKDAY 9:00 AM - 1:00 PM	18688	916	13.4	4.9	121	4403	10.9	23.6	98	4594	11.1	24.6	100				
WKDAY 1:00 PM - 4:30 PM	24061	1210	17.7	5.0	124	5722	14.2	23.8	99	5956	14.4	24.8	101				
WKDAY 4:30 PM - 7:30 PM	44079	1804	26.5	4.1	101	10232	25.3	23.2	96	10252	24.8	23.3	95				
WKDAY 7:30 PM - 8:00 PM	61979	2546	37.3	4.1	101	14238	35.2	23.0	95	14357	34.8	23.2	94				
WKDAY 11:00 PM - 11:30 PM	49084	2234	32.8	4.6	112	11529	28.5	23.5	98	11793	28.6	24.0	98				
WKDAY 11:30 PM - 1:00 AM	16560	842	12.4	5.1	125	3827	9.5	23.1	96	4019	9.7	24.3	99				
M-SAT 8-11 PM-SUN 7-11 PM	66967	2737	40.1	4.1	101	16088	39.8	24.0	100	16328	39.6	24.4	99				
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	526	7.7	5.7	140	2332	5.8	25.2	104	2394	5.8	25.8	105				
ANOTHER WORLD	N 6138	264	3.9	4.3	106	1418	3.5	23.1	96	1689	4.1	27.5	112				
AS THE WORLD TURNS	C 7707	340	5.0	4.4	109	1759	4.4	22.8	95	1644	4.0	21.3	87				
CAPITOL	C 4688	222	3.3	4.7	117	1074	2.7	22.9	95	996	2.4	21.2	86				
CBS MORN. NEWS 1	C 2792	136	2.0	4.9	120	623	1.5	22.3	93	662	1.6	23.7	96				
CBS MORN. NEWS 2	C 2071	*87	1.3	4.2	103	395	1.0	19.1	79	480	1.2	23.2	94				
DAYS OF OUR LIVES	N 8018	300	4.4	3.7	92	2185	5.4	27.3	113	1996	4.8	24.9	101				
FACTS OF LIFE - DAYTIME	N 3487	263	3.9	7.5	186	689	1.7	19.8	82	844	2.0	24.2	98				
FAMILY FEUD	A 4817	263	3.9	5.5	134	963	2.4	20.0	83	1097	2.7	22.8	93				
GENERAL HOSPITAL	A 8333	484	7.1	5.8	143	2181	5.4	26.2	109	2317	5.6	27.8	113				
GOOD MORNING, AMERICA-730	A 5472	149	2.2	2.7	67	1194	3.0	21.8	91	1364	3.3	24.9	101				
GOOD MORNING, AMERICA-830	A 3965	98	1.4	2.5	61	913	2.3	23.0	96	999	2.4	25.2	102				
GUIDING LIGHT	C 7542	372	5.5	4.9	121	1847	4.6	24.5	102	1630	3.9	21.6	88				
ONE LIFE TO LIVE	A 6018	323	4.7	5.4	132	1544	3.8	25.7	107	1652	4.0	27.5	112				
PRESS YOUR LUCK	C 3589	196	2.9	5.5	134	880	2.2	24.5	102	978	2.4	27.2	111				
PRICE IS RIGHT 1	C 7418	393	5.8	5.3	130	1756	4.3	23.7	98	1771	4.3	23.9	97				
PRICE IS RIGHT 2	C 8276	407	6.0	4.9	121	1949	4.8	23.6	98	2012	4.9	24.3	99				
RYAN'S HOPE	A 4358	306	4.5	7.0	173	1110	2.7	25.5	106	1280	3.1	29.4	119				
SALE OF THE CENTURY	N 3749	195	2.9	5.2	128	819	2.0	21.8	91	895	2.2	23.9	97				
SEARCH FOR TOMORROW	N 2884	142	2.1	4.9	121	710	1.8	24.6	102	660	1.6	22.9	93				
TODAY SHOW 1	N 4869	118	1.7	2.4	60	1083	2.7	22.2	92	1021	2.5	21.0	85				
TODAY SHOW 2	N 4135	100	1.5	2.4	60	817	2.0	19.8	82	914	2.2	22.1	90				
\$25,000 PYRAMID	C 4361	165	2.4	3.8	93	972	2.4	22.3	93	1001	2.4	23.0	93				
WHEEL OF FORTUNE	N 6187	224	3.3	3.6	89	1398	3.5	22.6	94	1446	3.5	23.4	95				
YOUNG AND THE RESTLESS	C 8186	386	5.7	4.7	116	1917	4.7	23.4	97	2023	4.9	24.7	100				
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC HIDE WORLD-SPORTS SAT	A 4727	*118	1.7	2.5	61	1051	2.6	22.2	92	1062	2.6	22.5	91				
NBA PLAYOFF GAME -1	C 5127	243	3.6	4.7	117	1221	3.0	23.8	99	1056	2.6	20.6	84				
NBC MAJOR LEAGUE PRE-GAME N	3945	*234	3.4	5.9	146	883	2.2	22.4	93	932	2.3	23.6	96				
SPORTSWORLD - SUN	N 3370	*169	2.5	5.0	123	803	2.0	23.8	99	801	1.9	23.8	97				
SUNDAY MORNING	C 4200	*131	1.9	3.1	77	907	2.2	21.6	90	860	2.1	20.5	83				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - BRANDS USED
(ADULTS)

	TOTAL U.S. '000	ST. JOSEPH				TYLENOL				TYLENOL EXTRA STRENGTH CAPSULES/TABLETS							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	6817	100.0	4.1	100	40405	100.0	24.1	100	41276	100.0	24.6	100				
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1952	28.6	3.7	92	11887	29.4	22.7	94	11619	28.1	22.2	90				
NETWORK AFFILIATES - LATE	39164	1726	25.3	4.4	108	9181	22.7	23.4	97	9497	23.0	24.2	99				
INDEPENDENTS - LATE	5133	128	1.9	2.5	61	1306	3.2	25.4	106	1141	2.8	22.2	90				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 22825	1135	16.6	5.0	122	5496	13.6	24.1	100	5574	13.5	24.4	99				
ABC MONDAY NIGHT MOVIE	A 11258	510	7.5	4.5	111	2854	7.1	25.4	105	2947	7.1	26.2	106				
ABC SUNDAY NIGHT MOVIE	A 23600	982	14.4	4.2	102	5844	14.5	24.8	103	5827	14.1	24.7	100				
ABC WORLD NEWS TONIGHT	A 12801	384	5.6	3.0	74	3066	7.6	24.0	99	2775	6.7	21.7	88				
AFTERMASH	C 10966	*316	4.6	2.9	71	2460	6.1	22.4	93	2591	6.3	23.6	96				
ALICE	C 17050	767	11.3	4.5	111	4024	10.0	23.6	98	4053	9.8	23.8	97				
AMERICAN PARADE	C 11998	408	6.0	3.4	84	2759	6.8	23.0	95	2603	6.3	21.7	88				
BENSON	A 19258	711	10.4	3.7	91	4616	11.4	24.0	99	4349	10.5	22.6	92				
BLUE THUNDER	A 11478	503	7.4	4.4	108	2684	6.6	23.4	97	2627	6.4	22.9	93				
CAGNEY & LACEY	C 18263	637	9.3	3.5	86	4578	11.3	25.1	104	4209	10.2	23.0	94				
CBS EVENING NEWS-DEAN	C 7733	*213	3.1	2.8	68	1510	3.7	19.5	81	1829	4.4	23.7	96				
CBS EVENING NEWS-RATHER	C 15653	561	8.2	3.6	88	3535	8.7	22.6	94	3510	8.5	22.4	91				
CBS SAT. NEWS-SCHIEFFER	C 8744	262	3.8	3.0	74	1796	4.4	20.5	85	1844	4.5	21.1	86				
CBS SATURDAY NIGHT MOVIE	C 12000	523	7.7	4.4	107	3001	7.4	25.0	104	2782	6.7	23.2	94				
CBS WEDNESDAY NIGHT MOVIE	C 11522	480	7.0	4.2	102	2838	7.0	24.6	102	2674	6.5	23.2	94				
CHEERS	N 16818	522	7.7	3.1	76	4287	10.6	25.5	106	4481	10.9	26.6	108				
DALLAS	C 37510	1267	18.6	3.4	83	9002	22.3	24.0	100	9349	22.6	24.9	101				
DIFF'RENT STROKES	N 11258	614	9.0	5.5	134	2703	6.7	24.0	100	2642	6.4	23.5	95				
DOUBLE TROUBLE	N 12248	648	9.5	5.3	130	2954	7.3	24.1	100	3056	7.4	25.0	101				
DUCK FACTORY	N 11100	340	5.0	3.1	75	2631	6.5	23.7	98	3070	7.4	27.7	112				
DUKES OF HAZZARD	C 12353	664	9.7	5.4	132	2748	6.8	22.2	92	3013	7.3	24.4	99				
DYNASTY	A 33279	1334	19.6	4.0	99	8278	20.5	24.9	103	8412	20.4	25.3	103				
FACTS OF LIFE	M 13410	696	10.2	5.2	128	2940	7.3	21.9	91	3313	8.0	24.7	100				
FALCON CREST	C 31093	1048	15.4	3.4	83	7982	19.8	25.7	107	7670	18.6	24.7	100				
FALL GUY	A 18649	695	10.2	3.7	92	4336	10.7	23.3	97	4356	10.6	23.4	95				
FAMILY TIES	M 13101	562	8.2	4.3	106	3283	8.1	25.1	104	3296	8.0	25.2	102				
FANTASY ISLAND	A 13069	589	8.6	4.5	111	3088	7.6	23.6	98	3095	7.5	23.7	96				
FOULUPS, BLEEPES & BLUNDERS	A 16588	573	8.4	3.5	85	3971	9.8	23.9	99	4127	10.0	24.9	101				
FOUR SEASONS	C 9302	*248	3.6	2.7	66	2148	5.3	23.1	96	2255	5.5	24.2	99				
GIMME A BREAK	N 13955	690	10.1	4.9	122	3260	8.1	23.4	97	3249	7.9	23.3	95				
HART TO HART	A 15735	780	11.4	5.0	122	3525	8.7	22.4	93	3947	9.6	25.1	102				
HILL STREET BLUES	N 18257	732	10.7	4.0	99	4607	11.4	25.2	105	4861	11.8	26.6	108				
HOTEL	A 24236	911	13.4	3.8	92	5826	14.4	24.0	100	5830	14.1	24.1	98				
JEFFERSONS	C 17010	787	11.5	4.6	114	3876	9.6	22.8	95	3783	9.2	22.2	90				
JENNIFER SLEPT HERE	N 9397	467	6.9	5.0	122	2212	5.5	23.5	98	2292	5.6	24.4	99				
KATE & ALLIE	C 16762	719	10.5	4.3	106	4300	10.6	25.7	106	3619	8.8	21.6	88				
KNIGHT RIDER	N 13164	646	9.5	4.9	121	3283	8.1	24.9	104	3204	7.8	24.3	99				
LOVE BOAT	A 20400	766	11.2	3.8	92	4812	11.9	23.6	98	4579	11.1	22.4	91				
MAGNUM PI	C 22543	865	12.7	3.8	94	5155	12.8	22.9	95	5297	12.8	23.5	95				
MAMA'S FAMILY	N 9852	523	7.7	5.3	131	2258	5.6	22.9	95	2250	5.5	22.8	93				
MASTER, THE	N 8082	310	4.5	3.8	94	1950	4.8	24.1	100	1691	4.1	20.9	85				
MATT HOUSTON	A 12881	455	6.7	3.5	87	3246	8.0	25.2	105	3158	7.7	24.5	100				
NBC MONDAY NIGHT MOVIE	M 23889	1017	14.9	4.3	105	6203	15.4	26.0	108	6163	14.9	25.8	105				
NBC NIGHTLY NEWS	M 11156	477	7.0	4.3	105	2317	5.7	20.8	86	2419	5.9	21.7	88				
NBC NIGHTLY NEWS-SAT	N 7363	321	4.7	4.4	107	1755	4.3	23.8	99	1539	3.7	20.9	85				
NBC NIGHTLY NEWS-SUN	N 6214	*257	3.8	4.1	102	1419	3.5	22.8	95	1200	2.9	19.3	78				
NBC SUNDAY NIGHT MOVIE	N 17590	934	13.7	5.3	131	4188	10.4	23.8	99	4345	10.5	24.7	100				
NEWHART	C 16740	618	9.1	3.7	91	4123	10.2	24.6	102	3869	9.4	23.1	94				
ONE DAY AT A TIME	C 11820	538	7.9	4.6	112	3033	7.5	25.7	107	3071	7.4	26.0	106				
PEOPLE ARE FUNNY	N 9138	- 454	6.7	5.0	122	2040	5.0	22.3	93	2195	5.3	24.0	98				
REAL PEOPLE	N 15979	766	11.2	4.8	118	3547	8.8	22.2	92	3591	8.7	22.5	91				
REMINGTON STEELE	N 14395	509	7.5	3.5	87	3406	8.4	23.7	98	3664	8.9	25.5	103				
RIPLY'S BELIEVE IT - NOT	A 11362	527	7.7	4.6	114	2905	7.2	25.6	106	2886	7.0	25.4	103				
RIPTIDE	N 13920	618	9.1	4.4	109	3225	8.0	23.2	96	3517	8.5	25.3	103				
SCARECROW & MRS. KING	C 17571	626	9.2	3.6	88	4280	10.6	24.4	101	4229	10.2	24.1	98				
SIMON & SIMON	C 20208	836	12.3	4.1	102	4885	12.1	24.2	100	4869	11.8	24.1	98				
60 MINUTES	C 27668	933	13.7	3.4	83	6265	15.5	22.6	94	6064	14.7	21.9	89				
ST. ELSEWHERE	N 13699	674	9.9	4.9	121	3430	8.5	25.0	104	3428	8.3	25.0	102				
THREE'S COMPANY	A 20632	926	13.6	4.5	110	4845	12.0	23.5	97	4853	11.8	23.5	96				
T.J. HOOKER	A 17136	557	8.2	3.3	80	3904	9.7	22.8	95	3850	9.3	22.5	91				
TONIGHT SHOW	N 4963	186	2.7	3.7	92	1077	2.7	21.7	90	1189	2.9	24.0	97				
TRAPPER JOHN, M.D.	C 16332	801	11.8	4.9	121	3633	9.0	22.2	92	3752	9.1	23.0	93				
TV BLOOPERS & PRAC. JOKES	N 18881	785	11.5	4.2	102	4194	10.4	22.2	92	4603	11.2	24.4	99				
20/20	A 18315	612	9.0	3.3	82	4040	10.0	22.1	92	4725	11.4	25.8	105				
WEBSTER	A 18722	629	9.2	3.4	83	4544	11.2	24.3	101	4314	10.5	23.0	94				
WORLD NEWS - SUN	A 5327	*199	2.9	3.7	92	1284	3.2	24.1	100	1334	3.2	25.0	102				
YELLOW ROSE	N 8370	332	4.9	4.0	98	1964	4.9	23.5	97	2119	5.1	25.3	103				
TV VIEWING SPORT																	

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - USED FOR
(ADULTS)

	TOTAL U.S. '000	ARTHRITIS OR RHEUMATISM				BACKACHES				OTHER MUSCLE ACHES				COLDS, FLU OR FEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	21370	100.0	12.7	100	23665	100.0	14.1	100	19789	100.0	11.8	100	58188	100.0	34.7	100
MALES	79263	8346	39.1	10.5	83	9274	39.2	11.7	83	8628	43.6	10.9	92	26338	45.3	33.2	96
FEMALES	88464	13025	60.9	14.7	116	14391	60.8	16.3	115	11160	56.4	12.6	107	31850	54.7	36.0	104
18 - 24	28671	1100	5.1	3.8	30	3248	13.7	11.3	80	2935	14.8	10.2	87	10642	18.3	37.1	107
25 - 34	39536	1714	8.0	4.3	34	5164	21.8	13.1	93	4499	22.7	11.4	96	15602	26.8	39.5	114
35 - 44	28978	2406	11.3	8.3	65	4210	17.8	14.5	103	3698	18.7	12.8	108	11028	19.0	38.1	110
45 - 54	22345	3344	15.6	15.0	117	3583	15.1	16.0	114	2811	14.2	12.6	107	7767	13.3	34.8	100
55 - 64	22224	5202	24.3	23.4	184	3300	13.9	14.8	105	2865	14.5	12.9	109	6858	11.8	30.9	89
65 OR OLDER	25973	7605	35.6	29.3	230	4159	17.6	16.0	113	2981	15.1	11.5	97	6292	10.8	24.2	70
18 - 34	68207	2814	13.2	4.1	32	8412	35.5	12.3	87	7433	37.6	10.9	92	26244	45.1	38.5	111
18 - 49	108058	6553	30.7	6.1	48	14518	61.3	13.4	95	12476	63.0	11.5	98	40857	70.2	37.8	109
25 - 54	90859	7464	34.9	8.2	64	12958	54.8	14.3	101	11008	55.6	12.1	103	34397	59.1	37.9	109
35 - 49	39851	3739	17.5	9.4	74	6106	25.8	15.3	109	5042	25.5	12.7	107	14613	25.1	36.7	106
50 OR OLDER	59669	14818	69.3	24.8	195	9147	38.7	15.3	109	7313	37.0	12.3	104	17331	29.8	29.0	84
GRADUATED COLLEGE	28091	2302	10.8	8.2	64	2965	12.5	10.6	75	3152	15.9	11.2	95	9696	16.7	34.5	99
ATTENDED COLLEGE	28938	3000	14.0	10.4	81	4113	17.4	14.2	101	3512	17.7	12.1	103	10611	18.2	36.7	106
GRADUATED HIGH SCHOOL	65503	7767	36.3	11.9	93	9230	39.0	14.1	100	7487	37.8	11.4	97	23498	40.4	35.9	103
DID NOT GRADUATE HIGH SCHOOL	45195	8301	38.8	18.4	144	7357	31.1	16.3	115	5638	28.5	12.5	106	14384	24.7	31.8	92
EMPLOYED MALES	56429	4293	20.1	7.6	60	6224	26.3	11.0	78	5984	30.2	10.6	90	19539	33.6	34.6	100
EMPLOYED FEMALES	43971	4196	19.6	9.5	75	6254	26.4	14.2	101	5810	29.4	13.2	112	17353	29.8	39.5	114
EMPLOYED FULL-TIME	87773	7260	34.0	8.3	65	10919	46.1	12.4	88	10252	51.8	11.7	99	32328	55.6	36.8	106
EMPLOYED PART-TIME	12627	1229	5.8	9.7	76	1559	6.6	12.3	88	1542	7.8	12.2	104	4565	7.8	36.2	104
NOT EMPLOYED	67327	12881	60.3	19.1	150	11187	47.3	16.6	118	7995	40.4	11.9	101	21296	36.6	31.6	91
PROFESSIONAL/MANAGER	25845	2172	10.2	8.4	66	3039	12.8	11.8	83	2755	13.9	10.7	90	9210	15.8	35.6	103
TECH/CLERICAL/SALES	30895	2699	12.6	8.7	69	3640	15.4	11.8	84	3732	18.9	12.1	102	11351	19.5	36.7	106
PRECISION/CRAFT	12629	926	4.3	7.3	58	1605	6.8	12.7	90	1419	7.2	11.2	95	4909	8.4	38.9	112
OTHER EMPLOYED	31031	2693	12.6	8.7	68	4195	17.7	13.5	96	3888	19.6	12.5	106	11423	19.6	36.8	106
SINGLE	35557	1784	8.3	5.0	39	4189	17.7	11.8	83	3994	20.2	11.2	95	12527	21.5	35.2	102
MARRIED	103585	14634	68.5	14.1	111	14649	61.9	14.1	100	12338	62.3	11.9	101	37006	63.6	35.7	103
DIVORCED/SEPARATED/WIDOWED	28585	4952	23.2	17.3	136	4827	20.4	16.9	120	3456	17.5	12.1	102	8656	14.9	30.3	87
PARENTS	59295	4129	19.3	7.0	55	8645	36.5	14.6	103	7366	37.2	12.4	105	24381	41.9	41.1	119
WHITE	146081	19062	89.2	13.0	102	20294	85.8	13.9	98	17184	86.8	11.8	100	50886	87.5	34.8	100
BLACK	17974	1995	9.3	11.1	87	3007	12.7	16.7	119	2036	10.3	11.3	96	6098	10.5	33.9	98
OTHER	3672	**314	1.5	8.6	67	**365	1.5	9.9	70	*569	2.9	15.5	131	1204	2.1	32.8	95
NORTHEAST-CENSUS	37005	3893	18.2	10.5	83	5210	22.0	14.1	100	4541	22.9	12.3	104	13886	23.9	37.5	108
NORTH CENTRAL	42642	5632	26.4	13.2	104	5526	23.4	13.0	92	4559	23.0	10.7	91	14790	25.4	34.7	100
SOUTH	56777	8308	38.9	14.6	115	9111	38.5	16.0	114	6637	33.5	11.7	99	18751	32.2	33.0	95
WEST	31303	3539	16.6	11.3	89	3818	16.1	12.2	86	4051	20.5	12.9	110	10762	18.5	34.4	99
NORTHEAST-MKTG.	38125	3850	18.0	10.1	79	5259	22.2	13.8	98	4554	23.0	11.9	101	13767	23.7	36.1	104
EAST CENTRAL	24794	3119	14.6	12.6	99	3444	14.6	13.9	98	2837	14.3	11.4	97	8551	14.7	34.5	99
WEST CENTRAL	28511	3782	17.7	13.3	104	3638	15.4	12.8	90	3154	15.9	11.1	94	9915	17.0	34.8	100
SOUTH	48953	7425	34.7	15.2	119	8122	34.3	16.6	118	5763	29.1	11.8	100	16526	28.4	33.8	97
PACIFIC	27344	3195	15.0	11.7	92	3201	13.5	11.7	83	3481	17.6	12.7	108	9429	16.2	34.5	99
COUNTY SIZE A	69301	7182	33.6	10.4	81	9006	38.1	13.0	92	7773	39.3	11.2	95	23352	40.1	33.7	97
COUNTY SIZE B	50633	6350	29.7	12.5	98	6828	28.9	13.5	96	5486	27.7	10.8	92	18025	31.0	35.6	103
COUNTY SIZE C	26259	4020	18.8	15.3	120	4009	16.9	15.3	108	3549	17.9	13.5	115	9078	15.6	34.6	100
COUNTY SIZE D	21534	3819	17.9	17.7	139	3822	16.2	17.7	126	2981	15.1	13.8	117	7733	13.3	35.9	104
METRO CENTRAL CITY	50014	5503	25.8	11.0	86	6298	26.6	12.6	89	5701	28.8	11.4	97	17550	30.2	35.1	101
METRO SUBURBAN	76832	9321	43.6	12.1	95	10572	44.7	13.8	98	8980	45.4	11.7	99	26746	46.0	34.8	100
NON METRO	40881	6546	30.6	16.0	126	6795	28.7	16.6	118	5108	25.6	12.5	106	13893	23.9	34.0	98
TOP 5 ADI'S	39550	4032	18.9	10.2	80	5171	21.9	13.1	93	4496	22.7	11.4	96	13969	24.0	35.3	102
TOP 10 ADI'S	54877	5603	26.2	10.2	80	7382	31.2	13.5	95	6128	31.0	11.2	95	18597	32.0	33.9	98
TOP 20 ADI'S	77516	8408	39.3	10.8	85	10392	43.9	13.4	95	8844	44.7	11.4	97	26269	45.1	33.9	98
HSHLD INC. \$50,000 OR MORE	17257	1502	7.0	8.7	68	2182	9.2	12.6	90	2019	10.2	11.7	99	5606	9.6	32.5	94
\$40,000 OR MORE	33235	2819	13.2	8.5	67	4107	17.4	12.4	88	3783	19.1	11.4	96	11318	19.5	34.1	98
\$30,000 OR MORE	59693	5196	24.3	8.7	68	6971	29.5	11.7	83	6660	33.7	11.2	95	20990	36.1	35.2	101
\$25,000 OR MORE	76275	6936	32.5	9.1	71	9019	38.1	11.8	84	8567	43.3	11.2	95	27219	46.8	35.7	103
\$20,000 - \$24,999	18607	1975	9.2	10.6	83	2788	11.8	15.0	106	2277	11.5	12.2	104	6826	11.7	36.7	106
\$15,000 - \$19,999	17175	2282	10.7	13.3	104	2371	10.0	13.8	98	2423	12.2	14.1	120	6025	10.4	35.1	101
\$10,000 - \$14,999	24569	4292	20.1	17.5	137	4152	17.5	16.9	120	2863	14.5	11.7	99	8570	14.7	34.9	101
UNDER \$10,000	31101	5886	27.5	18.9	149	5335	22.5	17.2	122	3659	18.5	11.8	100	9549	16.4	30.7	89
HOUSEHOLD OF 1 PERSON	19441	3634	17.0	18.7	147	2978	12.6	15.3	109	2052	10.4	10.6	89	5293			

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - USED FOR
(ADULTS)

		ARTHRITIS OR RHEUMATISM				BACKACHES				OTHER MUSCLE ACHES				COLDS, FLU OR FEVER				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	21370	100.0	12.7	100	23665	100.0	14.1	100	19789	100.0	11.8	100	58188	100.0	34.7	100
MAGAZINES	QUINTILE 1	34022	3761	17.6	11.1	87	5030	21.3	14.8	105	4765	24.1	14.0	119	12781	22.0	37.6	108
	QUINTILE 2	34800	4426	20.7	12.7	100	4889	20.7	14.0	100	4082	20.6	11.7	99	12551	21.6	36.1	104
	QUINTILE 3	30514	3451	16.1	11.3	89	4051	17.1	13.3	94	3458	17.5	11.3	96	10702	18.4	35.1	101
	QUINTILE 4	33324	4337	20.3	13.0	102	4216	17.8	12.7	90	3469	17.5	10.4	88	11226	19.3	33.7	97
	QUINTILE 5	35066	5396	25.3	15.4	121	5478	23.1	15.6	111	4016	20.3	11.5	97	10929	18.8	31.2	90
NEWSPAPERS	QUINTILE 1	29107	3429	16.0	11.8	92	3882	16.4	13.3	95	3407	17.2	11.7	99	9791	16.8	33.6	97
	QUINTILE 2	49095	7117	33.3	14.5	114	6888	29.1	14.0	99	5716	28.9	11.6	99	17397	29.9	35.4	102
	QUINTILE 3	23107	2795	13.1	12.1	95	3043	12.9	13.2	93	3079	15.6	13.3	113	8189	14.1	35.4	102
	QUINTILE 4	33556	3764	17.6	11.2	88	4615	19.5	13.8	97	3554	18.0	10.6	90	11750	20.2	35.0	101
	QUINTILE 5	32863	4267	20.0	13.0	102	5236	22.1	15.9	113	4033	20.4	12.3	104	11062	19.0	33.7	97
OUTDOOR	QUINTILE 1	33431	3218	15.1	9.6	76	4522	19.1	13.5	96	4105	20.7	12.3	104	12570	21.6	37.6	108
	QUINTILE 2	33478	3747	17.5	11.2	88	4181	17.7	12.5	89	4111	20.8	12.3	104	12498	21.5	37.3	108
	QUINTILE 3	33574	4129	19.3	12.3	97	4941	20.9	14.7	104	3852	19.5	11.5	97	11160	19.2	33.2	96
	QUINTILE 4	33935	4516	21.1	13.3	104	5060	21.4	14.9	106	3796	19.2	11.2	95	11145	19.2	32.8	95
	QUINTILE 5	33310	5760	27.0	17.3	136	4961	21.0	14.9	106	3925	19.8	11.8	100	10814	18.6	32.5	94
RADIO-DRIVE TIME	QUINTILE 1	33136	4075	19.1	12.3	97	4552	19.2	13.7	97	4252	21.5	12.8	109	11940	20.5	36.0	104
	QUINTILE 2	31658	3632	17.0	11.5	90	4323	18.3	13.7	97	3459	17.5	10.9	93	11153	19.2	35.2	102
	QUINTILE 3	32541	3631	17.0	11.2	88	4902	20.7	15.1	107	3992	20.2	12.3	104	11893	20.4	36.5	105
	QUINTILE 4	34247	4243	19.9	12.4	97	4786	20.2	14.0	99	3879	19.6	11.3	96	11699	20.1	34.2	98
	QUINTILE 5	36144	5790	27.1	16.0	126	5102	21.6	14.1	100	4207	21.3	11.6	99	11504	19.8	31.8	92
RADIO-MID-DAY	TERCILE 1	45037	5331	24.9	11.8	93	6194	26.2	13.8	97	5499	27.8	12.2	103	16034	27.6	35.6	103
	TERCILE 2	44819	5532	25.9	12.3	97	6498	27.5	14.5	103	5272	26.6	11.8	100	15596	26.8	34.8	100
	TERCILE 3	77872	10508	49.2	13.5	106	10973	46.4	14.1	100	9017	45.6	11.6	98	26559	45.6	34.1	98
	QUINTILE 1	33763	3848	18.0	11.4	89	4496	19.0	13.3	94	4411	22.3	13.1	111	11805	20.3	35.0	101
	QUINTILE 2	33240	3906	18.3	11.8	92	4940	20.9	14.9	105	3714	18.8	11.2	95	11841	20.3	35.6	103
RADIO-TOTAL	QUINTILE 3	33408	3715	17.4	11.1	87	4437	18.7	13.3	94	3692	18.7	11.1	94	12258	21.1	36.7	106
	QUINTILE 4	33492	4407	20.6	12.7	99	5068	21.4	14.6	103	4269	21.6	12.3	104	12366	21.3	35.5	102
	QUINTILE 5	32524	5494	25.7	16.9	133	4723	20.0	14.5	103	3703	18.7	11.4	97	9919	17.0	30.5	88
	QUINTILE 1	33090	5203	24.3	15.7	123	5169	21.8	15.6	111	4308	21.8	13.0	110	11265	19.4	34.0	98
	QUINTILE 2	33357	4175	19.5	12.5	98	4628	19.6	13.9	98	3636	18.4	10.9	92	11883	20.4	35.6	103
TV-PRIME TIME	QUINTILE 3	33980	3864	18.1	11.4	89	4681	19.8	13.8	98	4114	20.8	12.1	103	12460	21.4	36.7	106
	QUINTILE 4	33854	4109	19.2	12.1	95	4641	19.6	13.7	97	3975	20.1	11.7	100	11336	19.5	33.5	97
	QUINTILE 5	33444	4019	18.8	12.0	94	4545	19.2	13.6	96	3755	19.0	11.2	95	11244	19.3	33.6	97
	TERCILE 1	49121	8156	38.2	16.6	130	7576	32.0	15.4	109	6023	30.4	12.3	104	16638	28.6	33.9	98
	TERCILE 2	48823	5404	25.3	11.1	87	7081	29.9	14.5	103	5668	28.6	11.6	98	17255	29.7	35.3	102
TV-DAYTIME	TERCILE 3	69782	7810	36.5	11.2	88	9008	38.1	12.9	91	8098	40.9	11.6	98	24295	41.8	34.8	100
	QUINTILE 1	33584	5364	25.1	16.0	125	5350	22.6	15.9	113	4292	21.7	12.8	108	11407	19.6	34.0	98
	QUINTILE 2	33441	5060	23.7	15.1	119	4779	20.2	14.3	101	3871	19.6	11.6	98	11252	19.3	33.6	97
	QUINTILE 3	33505	3959	18.5	11.8	93	4651	19.7	13.9	98	3758	19.0	11.2	95	11616	20.0	34.7	100
	QUINTILE 4	33466	3328	15.6	9.9	78	4191	17.7	12.5	89	4006	20.2	12.0	101	11989	20.6	35.8	103
TV-TOTAL	QUINTILE 5	33731	3660	17.1	10.9	85	4693	19.8	13.9	99	3862	19.5	11.4	97	11926	20.5	35.4	102
	MAGAZINES-NEWSPAPERS: DUAL	44503	5478	25.6	12.3	97	6283	26.5	14.1	100	5596	28.3	12.6	107	15789	27.1	35.5	102
	MAGAZINE IMPERATIVE	39363	4096	19.2	10.4	82	5738	24.2	14.6	103	5078	25.7	12.9	109	14715	25.3	37.4	108
	NEWSPAPER IMPERATIVE	46441	6600	30.9	14.2	112	6021	25.4	13.0	92	5116	25.9	11.0	93	15886	27.3	34.2	99
	MAGAZINES-OUTDOOR: DUAL	33726	3111	14.6	9.2	72	4418	18.7	13.1	93	4271	21.6	12.7	107	13103	22.5	38.9	112
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	52846	7243	33.9	13.7	108	7928	33.5	15.0	106	6505	32.9	12.3	104	18180	31.2	34.4	99
	OUTDOOR IMPERATIVE	52140	6270	29.3	12.0	94	6950	29.4	13.3	94	5968	30.2	11.4	97	18077	31.1	34.7	100
	MAGAZINES-RADIO: DUAL	37081	4272	20.0	11.5	90	5117	21.6	13.8	98	4639	23.4	12.5	106	13223	22.7	35.7	103
	MAGAZINE IMPERATIVE	49747	6276	29.4	12.6	99	7196	30.4	14.5	103	6326	32.0	12.7	108	18385	31.6	37.0	107
	RADIO IMPERATIVE	49208	5782	27.1	11.8	92	6857	29.0	13.9	99	5475	27.7	11.1	94	17000	29.2	34.5	100
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	4571	21.4	13.8	108	4644	19.6	14.0	99	3877	19.6	11.7	99	11664	20.0	35.2	102
	TELEVISION IMPERATIVE	54575	5282	24.7	9.7	76	7700	32.5	14.1	100	6937	35.1	12.7	108	20354	35.0	37.3	108
	QUINTILE 1	53249	8185	38.3	15.4	121	7967	33.7	15.0	106	6245	31.6	11.7	99	17119	29.4	32.1	93
	QUINTILE 2	36255	4125	19.3	11.4	89	5045	21.3	13.9	99	4611	23.3	12.7	108	13582	23.3	37.5	108
	QUINTILE 3	55591	8358	39.1	15.0	118	7602	32.1	13.7	97	6296	31.8	11.3	96	18111	31.1	32.6	94
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	48319	5067	23.7	10.5	82	6506	27.5	13.5	95	5722	28.9	11.8	100	17499	30.1	36.2	104
	OUTDOOR IMPERATIVE	37242	4380	20.5	11.8	92	5169	21.8	13.9	98	4199	21.2	11.3	96	13306	22.9	35.7	103
	QUINTILE 1	54423	7895	36.9	14.5	114	7266	30.7	13.4	95	6675	33.7	12.3	104	18743	32.2	34.4	99
	QUINTILE 2	46650	5082	23.8	10.9	86	6610	27.9	14.2	100	5766	29.1	12.4	105	16637	28.6	35.7	103
	QUINTILE 3	35974	5904	27.6	16.4	129	5041	21.3	14.0	99	4523	22.9	12.6	107	12217	21.0	34.0	98
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	56095	6200	29.0	11.1	87	7479	31.6	13.3	94	6409	32.4	11.4	97	19940	34.3	35.5	102
	TELEVISION IMPERATIVE	47170	6474	30.3	13.7	108	7488	31.6	15.9	113	5713	28.9	12.1	103	16165	27.8	34.3	99
	QUINTILE 1	33748	3400	15.9	10.1	79	4396	18.6	13.0	92	4166	21.1	12.3	105	12640	21.7	37.5	108
	QUINTILE 2	52785	6138	28.7	11.6	91	7236	30.6	13.7	97	6170	31.2	11.7	99				

	TOTAL U.S. '000	ARTHRITIS OR RHEUMATISM				BACKACHES				OTHER MUSCLE ACHES				COLDS, FLU OR FEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	21370	100.0	12.7	100	23665	100.0	14.1	100	19789	100.0	11.8	100	58188	100.0	34.7	100
ATLANTIC MONTHLY	867	**24	0.1	2.8	22	**52	0.2	6.0	43	**62	0.3	7.2	61	282	0.5	32.5	94
BARRON'S	1580	*136	0.6	8.6	68	*226	1.0	14.3	101	*221	1.1	14.0	119	494	0.8	31.3	90
BETTER HOMES & GARDENS	22203	3589	16.8	16.2	127	3573	15.1	16.1	114	3038	15.4	13.7	116	8437	14.5	38.0	110
BON APPETIT	3810	452	2.1	11.9	93	601	2.5	15.8	112	572	2.9	15.0	127	1307	2.2	34.3	99
BUSINESS WEEK	4663	386	1.8	8.3	65	541	2.3	11.6	82	404	2.0	8.7	73	1482	2.5	31.8	92
CAR AND DRIVER	3102	**130	0.6	4.2	33	339	1.4	10.9	77	320	1.6	10.3	87	1020	1.8	32.9	95
CBS MAGAZINE NETWORK (GROSS)	7311	518	2.4	7.1	56	816	3.4	11.2	79	846	4.3	11.6	98	2494	4.3	34.1	98
CHANGING TIMES	3400	389	1.8	11.4	90	489	2.1	14.4	102	441	2.2	13.0	110	1219	2.1	35.9	103
COLONIAL HOMES	1796	189	0.9	10.5	83	340	1.4	18.9	134	294	1.5	16.4	139	650	1.1	36.2	104
CONDE NAST MAG. PKG. (GROSS)	19924	1473	6.9	7.4	58	3229	13.6	16.2	115	3010	15.2	15.1	128	7951	13.7	39.9	115
CONSUMERS DIGEST	3125	630	2.9	20.2	158	417	1.8	13.3	95	418	2.1	13.4	113	1032	1.8	33.0	95
COSMOPOLITAN	10577	912	4.3	8.6	68	1560	6.6	14.7	105	1345	6.8	12.7	108	3879	6.7	36.7	106
COUNTRY LIVING	3746	404	1.9	10.8	85	585	2.5	15.6	111	342	1.7	9.1	77	1419	2.4	37.9	109
CUISINE	2214	304	1.4	13.7	108	361	1.5	16.3	116	323	1.6	14.6	124	767	1.3	34.6	100
CYCLE WORLD	2394	**165	0.8	6.9	54	311	1.3	13.0	92	*287	1.5	12.0	102	817	1.4	34.1	98
DCI:CREATIVE IDEAS FOR LIV	3068	680	3.2	22.2	174	589	2.5	19.2	136	365	1.8	11.9	101	985	1.7	32.1	93
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1689	7.9	17.7	139	1628	6.9	17.0	121	1157	5.8	12.1	103	3355	5.8	35.1	101
DISCOVER	2277	*210	1.0	9.2	72	272	1.1	11.9	85	286	1.4	12.6	106	767	1.3	33.7	97
EBONY	7187	690	3.2	9.6	75	1118	4.7	15.6	110	802	4.1	11.2	95	2526	4.3	35.1	101
ESQUIRE	2560	243	1.1	9.5	75	425	1.8	16.6	118	364	1.8	14.2	121	871	1.5	34.0	98
ESSENCE	3242	342	1.6	10.5	83	449	1.9	13.8	98	469	2.4	14.5	123	1114	1.9	34.4	99
FAMILY CIRCLE	19639	2934	13.7	14.9	117	3411	14.4	17.4	123	2733	13.8	13.9	118	7857	13.5	40.0	115
THE FAMILY HANDYMAN	3540	525	2.5	14.8	116	589	2.5	16.6	118	495	2.5	14.0	119	1348	2.3	38.1	110
FAMILY WEEKLY	23924	3501	16.4	14.6	115	3508	14.8	14.7	104	3278	16.6	13.7	116	8650	14.9	36.2	104
FIELD & STREAM	9883	1187	5.6	12.0	94	1471	6.2	14.9	105	1298	6.6	13.1	111	3889	6.7	39.4	113
FOOD & WINE	1030	*109	0.5	10.6	83	*162	0.7	15.7	111	*114	0.6	11.1	94	363	0.6	35.2	102
FORBES	2679	199	0.9	7.4	58	248	1.0	9.3	66	228	1.2	8.5	72	897	1.5	33.5	97
FORTUNE	2931	249	1.2	8.5	67	333	1.4	11.4	81	310	1.6	10.6	90	941	1.6	32.1	93
GENTLEMEN'S QUARTERLY	3481	*169	0.8	4.9	38	401	1.7	11.5	82	441	2.2	12.7	107	1288	2.2	37.0	107
GLAMOUR	7163	504	2.4	7.0	55	1228	5.2	17.1	122	1314	6.6	18.3	155	2827	4.9	39.5	114
GOLF DIGEST	2355	258	1.2	11.0	86	319	1.3	13.5	96	240	1.2	10.2	86	776	1.3	33.0	95
GOLF DIGEST/TENNIS (GROSS)	3610	314	1.5	8.7	68	452	1.9	12.5	89	374	1.9	10.4	88	1056	1.8	29.3	84
GOLF MAGAZINE	2046	*222	1.0	10.9	85	257	1.1	12.6	89	*181	0.9	8.8	75	619	1.1	30.3	87
GOLF MAGAZINE/SKI (GROSS)	3547	334	1.6	9.4	74	403	1.7	11.4	81	303	1.5	8.5	72	1052	1.8	29.7	85
GOOD HOUSEKEEPING	20353	3039	14.2	14.9	117	3406	14.4	16.7	119	2718	13.7	13.4	113	7610	13.1	37.4	108
HARPER'S BAZAAR	3362	274	1.3	8.1	64	565	2.4	16.8	119	500	2.5	14.9	126	1270	2.2	37.8	109
HEALTH	2987	405	1.9	13.6	106	468	2.0	15.7	111	481	2.4	16.1	136	1113	1.9	37.3	107
HEARST MAG CORP. BUY (GROSS)	67928	8086	37.8	11.9	93	10736	45.4	15.8	112	8704	44.0	12.8	109	25520	43.9	37.6	108
HEARST MAN POWER (GROSS)	11282	1167	5.5	10.3	81	1527	6.5	13.5	96	1436	7.3	12.7	108	4275	7.3	37.9	109
HEARST WOMAN POWER (GROSS)	40514	5217	24.4	12.9	101	6547	27.7	16.2	115	5293	26.7	13.1	111	15352	26.4	37.9	109
HOUSE BEAUTIFUL	4885	609	2.8	12.5	98	817	3.5	16.7	119	640	3.2	13.1	111	1790	3.1	36.6	106
INC.	1308	**128	0.6	9.8	77	*133	0.6	10.2	72	*148	0.7	11.3	96	361	0.6	27.6	80
JET	6498	614	2.9	9.4	74	948	4.0	14.6	103	795	4.0	12.2	104	2340	4.0	36.0	104
LADIES' HOME JOURNAL	14797	2308	10.8	15.6	122	2736	11.6	18.5	131	2200	11.1	14.9	126	5512	9.5	37.3	107
LHJ FAMILY GRP COMBO(GROSS)	21743	3115	14.6	14.3	112	3854	16.3	17.7	126	3255	16.4	15.0	127	8044	13.8	37.0	107
LIFE	9881	929	4.3	9.4	74	1352	5.7	13.7	97	1334	6.7	13.5	114	3662	6.3	37.1	107
L.A. TIMES HOME MAGAZINE	2775	301	1.4	10.8	85	301	1.3	10.8	77	336	1.7	12.1	103	886	1.5	31.9	92
MADMOISELLE	4219	264	1.2	6.3	49	636	2.7	15.1	107	597	3.0	14.2	120	1836	3.2	43.5	125
MC CALL'S	16422	2615	12.2	15.9	125	2916	12.3	17.8	126	2506	12.7	15.3	129	6073	10.4	37.0	107
MC CALL'S/HRK MOTHER (GROSS)	17919	2787	13.0	15.6	122	3172	13.4	17.7	125	2781	14.1	15.5	132	6692	11.5	37.3	108
MECHANIX ILLUSTRATED	4433	503	2.4	11.3	89	495	2.1	11.2	79	665	3.4	15.0	127	1537	2.6	34.7	100
METROPOLITAN HOME	1504	*148	0.7	9.8	77	*179	0.8	11.9	84	186	0.9	12.4	105	478	0.8	31.8	92
MONEY	4723	466	2.2	9.9	77	532	2.2	11.3	80	619	3.1	13.1	111	1582	2.7	33.5	97
MOTHER EARTH NEWS	2325	304	1.4	13.1	103	401	1.7	17.2	122	283	1.4	12.2	103	975	1.7	41.9	121
MS.	1189	**89	0.4	7.5	59	*125	0.5	10.5	75	*117	0.6	9.8	83	523	0.9	44.0	127
NATIONAL ENQUIRER	18892	2510	11.7	13.3	104	2991	12.6	15.8	112	2722	13.8	14.4	122	7047	12.1	37.3	108
NATIONAL GEOGRAPHIC	22129	3109	14.5	14.0	110	2732	11.5	12.3	88	2614	13.2	11.8	100	7821	13.4	35.3	102
NATIONAL SUNDAY MAGAZINE PKG	103750	13130	61.4	12.7	99	13969	59.0	13.5	95	12325	62.3	11.9	101	36374	62.5	35.1	101
NATURAL HISTORY	1379	*147	0.7	10.7	84	*105	0.4	7.6	54	*164	0.8	11.9	101	469	0.8	34.0	98
NEW WOMAN	2289	*155	0.7	6.8	53	404	1.7	17.6	125	*228	1.2	10.0	84	830	1.4	36.3	105
NEW YORK INCLUDING CUE	1088	**65	0.3	6.0	47	*108	0.5	9.9	70	**82	0.4	7.5	64	319	0.5	29.3	85
THE NEW YORKER	2459	316	1.5	12.9	101	273	1.2	11.1	79	313	1.6	12.7	108	892	1.5	36.3	105
NEWSWEEK	16527	1769	8.3	10.7	84	1858	7.9	11.2	80	1787	9.0	10.8	92	5773	9.9	34.9	101
THE N.Y. TIMES DAILY EDITION	2739	225	1.1	8.2	64	333	1.4	12.2	86	272	1.4	9.9	84	961	1.7	35.1	101
THE N.Y. TIMES MAGAZINE	4443	488	2.3	11.0	86	520	2.2	11.7	83	518	2.6	11.7	99	1635	2.8	36.8	106
OHNI	2799	*186	0.9	6.6	52	338	1.4	12.1	86	262	1.3	9.4	79	1083	1.9	38.7	112
ON CABLE	2209	*216	1.0	9.8	77	288	1.2	13.0	92	*227	1.1	10.3	87	767	1.3	34.7	100
1001 HOME IDEAS	3959	402	1.9	10.2	80	651	2.8	16.4	117	574	2.9	14.5	123	1419	2.4	35.8	103
ORGANIC GARDENING	3111	567	2.7	18.2	143	451	1.9	14.5	103	393	2.0	12.6	107	1161	2.0	37.3	108
OUTDOOR LIFE	5024	517	2.4	10.3	81	774	3.3	15.4	109	653	3.3	13.0	110	1905	3.3	37.9	109
PARADE MAGAZINE	51292	6415	30.0	12.5	98	6800	28.7	13.3	94	6090	30.8	11.9	101	17966	30.9	35.0	101

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - USED FOR
(ADULTS)

	TOTAL U.S. '000	ARTHRITIS OR RHEUMATISM				BACKACHES				OTHER MUSCLE ACHES				COLDS, FLU OR FEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	21370	100.0	12.7	100	23665	100.0	14.1	100	19789	100.0	11.8	100	58188	100.0	34.7	100
PARENTS	5298	379	1.8	7.2	56	704	3.0	13.3	94	528	2.7	10.0	84	2278	3.9	43.0	124
FENTHOUSE	5129	316	1.5	6.2	48	559	2.4	10.9	77	596	3.0	11.6	98	1682	2.9	32.8	95
PEOPLE	21070	2186	10.2	10.4	81	3188	13.5	15.1	107	2566	13.0	12.2	103	7851	13.5	37.3	107
PLAYBOY	10562	875	4.1	8.3	65	1247	5.3	11.8	84	1435	7.3	13.6	115	3723	6.4	35.2	102
POPULAR HOT RODDING	2498	**105	0.5	4.2	33	*249	1.1	10.0	71	260	1.3	10.4	88	837	1.4	33.5	97
POPULAR MECHANICS	5887	690	3.2	11.7	92	754	3.2	12.8	91	818	4.1	13.9	118	2205	3.8	37.5	108
POPULAR SCIENCE	4317	505	2.4	11.7	92	428	1.8	9.9	70	470	2.4	10.9	92	1462	2.5	33.9	98
PREVENTION	5792	1135	5.3	19.6	154	911	3.8	15.7	111	598	3.0	10.3	88	1860	3.2	32.1	93
PSYCHOLOGY TODAY	3284	283	1.3	8.6	68	353	1.5	10.7	76	418	2.1	12.7	108	1103	1.9	33.6	97
READER'S DIGEST	40046	6561	30.7	16.4	129	5767	24.4	14.4	102	5104	25.8	12.7	108	14091	24.2	35.2	101
REDBOOK	9584	1265	5.9	13.2	104	1581	6.7	16.5	117	1230	6.2	12.8	109	3863	6.6	40.3	116
ROAD & TRACK	2590	*134	0.6	5.2	41	248	1.0	9.6	68	283	1.4	10.9	93	893	1.5	34.5	99
ROLLING STONE	3302	*185	0.9	5.6	44	421	1.8	12.7	90	559	2.8	16.9	143	1423	2.4	43.1	124
RUNNER'S WORLD	1229	**66	0.3	5.4	42	*109	0.5	8.9	63	*183	0.9	14.9	126	378	0.6	30.8	89
SATURDAY EVENING POST	2110	287	1.3	13.6	107	301	1.3	14.3	101	299	1.5	14.2	120	789	1.4	37.4	108
SCIENCE 84	1543	*211	1.0	13.7	107	*197	0.8	12.8	90	*231	1.2	15.0	127	555	1.0	36.0	104
SCIENCE DIGEST	1747	*118	0.6	6.8	53	*201	0.8	11.5	82	*182	0.9	10.4	88	715	1.2	40.9	118
SCIENTIFIC AMERICAN	1994	**116	0.5	5.8	46	*221	0.9	11.1	79	*136	0.7	6.8	58	614	1.1	30.8	89
SELF	3119	*217	1.0	7.0	55	446	1.9	14.3	101	342	1.7	11.0	93	1316	2.3	42.2	122
SEVENTEEN	3923	263	1.2	6.7	53	477	2.0	12.2	86	516	2.6	13.2	111	1676	2.9	42.7	123
SKI	1501	*112	0.5	7.5	59	*146	0.6	9.7	69	*122	0.6	8.1	69	433	0.7	28.8	83
SMITHSONIAN	5976	695	3.3	11.6	91	672	2.8	11.2	80	541	2.7	9.1	77	1964	3.4	32.9	95
SOAP OPERA DIGEST	4228	389	1.8	9.2	72	779	3.3	18.4	131	624	3.2	14.8	125	1769	3.0	41.8	121
SOUTHERN LIVING	6488	1009	4.7	15.6	122	1039	4.4	16.0	114	792	4.0	12.2	103	2370	4.1	36.5	105
SPORT	3500	308	1.4	8.8	69	362	1.5	10.3	73	410	2.1	11.7	99	1122	1.9	32.1	92
THE SPORTING NEWS	2456	*227	1.1	9.2	73	421	1.8	17.1	121	320	1.6	13.0	110	1040	1.8	42.3	122
SPORTS AFIELD	3648	359	1.7	9.8	77	572	2.4	15.7	111	436	2.2	12.0	101	1355	2.3	37.1	107
SPORTS ILLUSTRATED	14484	1136	5.3	7.8	62	1756	7.4	12.1	86	1621	8.2	11.2	95	5175	8.9	35.7	103
STAR	12661	1857	8.7	14.7	115	2012	8.5	15.9	113	1629	8.2	12.9	109	4746	8.2	37.5	108
SUNDAY	52799	6034	28.2	11.4	90	7008	29.6	13.3	94	5806	29.3	11.0	93	18218	31.3	34.5	99
SUNSET	3513	526	2.5	15.0	118	425	1.8	12.1	86	488	2.5	13.9	118	1128	1.9	32.1	93
TV GUIDE	42766	5074	23.7	11.9	93	6418	27.1	15.0	106	5596	28.3	13.1	111	16240	27.9	38.0	109
TENNIS	1254	**56	0.3	4.5	35	*134	0.6	10.7	76	*134	0.7	10.7	91	280	0.5	22.3	64
TIME	22054	2129	10.0	9.7	76	3089	13.1	14.0	99	2691	13.6	12.2	103	7851	13.5	35.6	103
TOWN & COUNTRY	1555	*152	0.7	9.8	77	*229	1.0	14.7	104	*142	0.7	9.1	77	501	0.9	32.2	93
TRAVEL & LEISURE	2173	253	1.2	11.6	91	268	1.1	12.3	87	265	1.3	12.2	103	790	1.4	36.4	105
TRUE STORY	4636	595	2.8	12.8	101	800	3.4	17.3	122	571	2.9	12.3	104	1801	3.1	38.8	112
U.S. NEWS & WORLD REPORT	10353	1419	6.6	13.7	108	1212	5.1	11.7	83	1227	6.2	11.9	100	3644	6.3	35.2	101
USA TODAY	4994	467	2.2	9.4	73	656	2.8	13.1	93	629	3.2	12.6	107	1739	3.0	34.8	100
US	3528	*223	1.0	6.3	50	567	2.4	16.1	114	582	2.9	16.5	140	1490	2.6	42.2	122
VOGUE	5424	488	2.3	9.0	71	919	3.9	16.9	120	757	3.8	14.0	118	1972	3.4	36.4	105
MALL STREET JOURNAL	6292	607	2.8	9.6	76	710	3.0	11.3	80	716	3.6	11.4	96	2062	3.5	32.8	94
WEIGHT WATCHERS	2762	384	1.8	13.9	109	531	2.2	19.2	136	434	2.2	15.7	133	1101	1.9	39.9	115
WOMAN'S DAY	16320	2556	12.0	15.7	123	2865	12.1	17.6	124	2061	10.4	12.6	107	6180	10.6	37.9	109
WORKING WOMAN	1496	*172	0.8	11.5	90	*256	1.1	17.1	121	*273	1.4	18.2	155	619	1.1	41.4	119
WORKING WOMAN	1851	*203	0.9	11.0	86	290	1.2	15.7	111	257	1.3	13.9	118	585	1.0	31.6	91
WORLD TENNIS	580	**49	0.2	8.4	66	**64	0.3	11.0	78	**101	0.5	17.4	148	*140	0.2	24.1	70
ZIFF-DAVIS MAG NETWK (GROSS)	12412	913	4.3	7.4	58	1422	6.0	11.5	81	1382	7.0	11.1	94	4116	7.1	33.2	96
BLAIR INSERTS	91671	11159	52.2	12.2	96	12218	51.6	13.3	94	10519	53.2	11.5	97	31933	54.9	34.8	100
DAILY NEWSPAPERS																	
READ ANY	109190	14385	67.3	13.2	103	15095	63.8	13.8	98	12810	64.7	11.7	99	38010	65.3	34.8	100
READ ONE	89587	11814	55.3	13.2	104	12551	53.0	14.0	99	10554	53.3	11.8	100	31352	53.9	35.0	101
READ TWO OR MORE	19602	2571	12.0	13.1	103	2544	10.8	13.0	92	2256	11.4	11.5	98	6658	11.4	34.0	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	13740	64.3	12.5	98	14861	62.8	13.6	96	13023	65.8	11.9	101	38531	66.2	35.1	101
READ ONE	95074	11841	55.4	12.5	98	12843	54.3	13.5	96	11237	56.8	11.8	100	33600	57.7	35.3	102
READ TWO OR MORE	14588	1899	8.9	13.0	102	2018	8.5	13.8	98	1786	9.0	12.2	104	4931	8.5	33.8	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	24.98				28.82				29.66				30.25			
30 DAY REACH	149706	18015	84.3	12.0	94	20800	87.9	13.9	98	17594	88.9	11.8	100	52276	89.8	34.9	101
50 SHWG - 30 DAY AV FREQ	15.16	13.25				15.16				15.62				15.91			
30 DAY REACH	142406	17029	79.7	12.0	94	19802	83.7	13.9	99	16744	84.6	11.8	100	49775	85.5	35.0	101
25 SHWG - 30 DAY AV FREQ	8.23	7.39				8.24				8.38				8.56			
30 DAY REACH	131152	15263	71.4	11.6	91	18255	77.1	13.9	99	15613	78.9	11.9	101	46300	79.6	35.3	102
CABLE TV: HOME WIRED	66879	8175	38.3	12.2	96	9649	40.8	14.4	102	8628	43.6	12.9	109	23461	40.3	35.1	101
HOME NOT WIRED	100848	13196	61.8	13.1	103	14016	59.2	13.9	99	11160	56.4	11.1	94	34727	59.7	34.4	99
HAVE PAY CABLE	35024	3173	14.8	9.1	71	5160	21.8	14.7	104	4820	24.4	13.8	117	12455	21.4	35.6	103

	TOTAL U.S. '000	ARTHRITIS OR RHEUMATISM				BACKACHES				OTHER MUSCLE ACHES				COLDS, FLU OR FEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	21370	100.0	12.7	100	23665	100.0	14.1	100	19789	100.0	11.8	100	58188	100.0	34.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	11287	52.8	11.8	93	13148	55.6	13.8	97	11306	57.1	11.8	100	34035	58.5	35.6	103
10:00 AM - 3:00 PM	63599	7643	35.8	12.0	94	8952	37.8	14.1	100	7618	38.5	12.0	102	22647	38.9	35.6	103
3:00 PM - 7:00 PM	72097	7516	35.2	10.4	82	9610	40.6	13.3	94	8533	43.1	11.8	100	25899	44.5	35.9	104
7:00 PM - MIDNIGHT	36670	3649	17.1	10.0	78	4655	19.7	12.7	90	4369	22.1	11.9	101	12841	22.1	35.0	101
MIDNIGHT - 6:00 AM	21908	2372	11.1	10.8	85	2995	12.7	13.7	97	2648	13.4	12.1	102	7729	13.3	35.3	102
6:00 AM - MIDNIGHT	127571	14765	69.1	11.6	91	17363	73.4	13.6	96	15124	76.4	11.9	100	45350	77.9	35.5	102
ENTIRE DAY	129239	15003	70.2	11.6	91	17644	74.6	13.7	97	15368	77.7	11.9	101	45885	78.9	35.5	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3879	18.2	11.4	90	4654	19.7	13.7	97	4270	21.6	12.6	106	12636	21.7	37.2	107
ALL NEWS	6062	752	3.5	12.4	97	725	3.1	12.0	85	748	3.8	12.3	105	1992	3.4	32.9	95
AOR/PROGRESSIVE	11884	804	3.8	6.8	53	1393	5.9	11.7	83	1430	7.2	12.0	102	4310	7.4	36.3	105
BEAUTIFUL MUSIC	11180	1655	7.7	14.8	116	1589	6.7	14.2	101	1306	6.6	11.7	99	3759	6.5	33.6	97
BLACK	4538	426	2.0	9.4	74	779	3.3	17.2	122	548	2.8	12.1	102	1734	3.0	38.2	110
CLASSICAL	3857	381	1.8	9.9	78	441	1.9	11.4	81	479	2.4	12.4	105	1315	2.3	34.1	98
CHR/ROCK	21946	1511	7.1	6.9	54	2893	12.2	13.2	93	2663	13.5	12.1	103	8421	14.5	38.4	111
COUNTRY	27262	3790	17.7	13.9	109	4107	17.4	15.1	107	3352	16.9	12.3	104	9817	16.9	36.0	104
GOLDEN OLDIES	3339	346	1.6	10.4	81	408	1.7	12.2	87	356	1.8	10.7	90	1158	2.0	34.7	100
MOR/NOSTALGIA	10346	1294	6.1	12.5	98	1249	5.3	12.1	86	1151	5.8	11.1	94	3577	6.1	34.6	100
NEWS/TALK	8929	1119	5.2	12.5	98	1076	4.5	12.1	85	996	5.0	11.2	95	2802	4.8	31.4	90
RELIGIOUS	5488	784	3.7	14.3	112	725	3.1	13.2	94	532	2.7	9.7	82	1656	2.8	30.2	87
SOFT ROCK	1232	**87	0.4	7.1	55	*200	0.8	16.2	115	*183	0.9	14.9	126	418	0.7	33.9	98
URBAN CONTEMPORARY	3184	*242	1.1	7.6	60	415	1.8	13.0	92	358	1.8	11.2	95	1153	2.0	36.2	104
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	473	2.2	6.8	54	936	4.0	13.5	96	959	4.8	13.9	118	2715	4.7	39.3	113
ABC DIRECTION	5212	808	3.8	15.5	122	724	3.1	13.9	98	529	2.7	10.1	86	1921	3.3	36.9	106
ABC ENTERTAINMENT	10385	1296	6.1	12.5	98	1463	6.2	14.1	100	1213	6.1	11.7	99	4091	7.0	39.4	114
ABC FM	4762	337	1.6	7.1	56	495	2.1	10.4	74	550	2.8	11.5	98	1815	3.1	38.1	110
ABC INFORMATION	11339	1628	7.6	14.4	113	1933	8.2	17.0	121	1547	7.8	13.6	116	4079	7.0	36.0	104
ABC ROCK	4878	253	1.2	5.2	41	648	2.7	13.3	94	526	2.7	10.8	91	1845	3.2	37.8	109
CBS	10709	1634	7.6	15.3	120	1336	5.6	12.5	88	1177	5.9	11.0	93	3493	6.0	32.6	94
MUTUAL	10251	1306	6.1	12.7	100	1639	6.9	16.0	113	1351	6.8	13.2	112	3605	6.2	35.2	101
NBC	12243	1762	8.2	14.4	113	1371	5.8	11.2	79	1365	6.9	11.1	94	4180	7.2	34.1	98
RADIORADIO	4606	379	1.8	8.2	65	650	2.7	14.1	100	550	2.8	11.9	101	1547	2.7	33.6	97
RKO ONE	5148	379	1.8	7.4	58	761	3.2	14.8	105	700	3.5	13.6	115	2142	3.7	41.6	120
RKO TWO	7313	808	3.8	11.0	87	1007	4.3	13.8	98	915	4.6	12.5	106	2552	4.4	34.9	101
THE SOURCE	5981	709	3.3	11.9	93	814	3.4	13.6	96	803	4.1	13.4	114	2095	3.6	35.0	101
NON-HIRED : BLAIR	19329	2030	9.5	10.5	82	2532	10.7	13.1	93	2148	10.9	11.1	94	6720	11.5	34.8	100
INTERNET	27139	2607	12.2	9.6	75	3533	14.9	13.0	92	3184	16.1	11.7	99	9846	16.9	36.3	105
KATZ RADIO GROUP	36319	4192	19.6	11.5	91	4522	19.1	12.5	88	4262	21.5	11.7	99	13043	22.4	35.9	104
SUPERNET	22361	2564	12.0	11.5	90	2991	12.6	13.4	95	2906	14.7	13.0	110	8055	13.8	36.0	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2374	11.1	16.3	128	2161	9.1	14.9	105	1733	8.8	11.9	101	4632	8.0	31.9	92
WKDAY 9:00 AM - 1:00 PM	18688	3113	14.6	16.7	131	2976	12.6	15.9	113	2324	11.7	12.4	105	6284	10.8	33.6	97
WKDAY 1:00 PM - 4:30 PM	24061	3795	17.8	15.8	124	3891	16.4	16.2	115	2894	14.6	12.0	102	8314	14.3	34.6	100
WKDAY 4:30 PM - 7:30 PM	44079	6587	30.8	14.9	117	6592	27.9	15.0	106	5321	26.9	12.1	102	14845	25.5	33.7	97
WKDAY 7:30 PM - 8:00 PM	61979	9230	43.2	14.9	117	9095	38.4	14.7	104	7488	37.8	12.1	102	21035	36.2	33.9	98
WKDAY 11:00 PM - 11:30 PM	49084	6940	32.5	14.1	111	7379	31.2	15.0	107	6014	30.4	12.3	104	16722	28.7	34.1	98
WKDAY 11:30 PM - 1:00 AM	16560	2150	10.1	13.0	102	2500	10.6	15.1	107	2095	10.6	12.7	107	5720	9.8	34.5	100
M-SAT 8-11 PM-SUN 7-11 PM	66967	9106	42.6	13.6	107	9749	41.2	14.6	103	8098	40.9	12.1	102	23419	40.2	35.0	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1131	5.3	12.2	96	1596	6.7	17.2	122	1150	5.8	12.4	105	3287	5.6	35.5	102
ANOTHER WORLD	N 6138	1102	5.2	18.0	141	1020	4.3	16.6	118	562	2.8	9.2	78	2052	3.5	33.4	96
AS THE WORLD TURNS	C 7707	1528	7.2	19.8	156	1266	5.3	16.4	116	894	4.5	11.6	98	2611	4.5	33.9	98
CAPITOL	C 4688	854	4.0	18.2	143	773	3.3	16.5	117	523	2.6	11.2	95	1684	2.9	35.9	104
CBS MORN. NEWS 1	C 2792	557	2.6	19.9	157	459	1.9	16.4	117	280	1.4	10.0	85	960	1.6	34.4	99
CBS MORN. NEWS 2	C 2071	383	1.8	18.5	145	275	1.2	13.3	94	177	0.9	8.5	72	662	1.1	32.0	92
DAYS OF OUR LIVES	N 8018	1413	6.6	17.6	138	1270	5.4	15.8	112	993	5.0	12.4	105	2784	4.8	34.7	100
FACTS OF LIFE - DAYTIME	N 3487	425	2.0	12.2	96	406	1.7	11.6	83	372	1.9	10.7	90	1152	2.0	33.0	95
FAMILY FEUD	A 4817	782	3.7	16.2	127	729	3.1	15.1	107	564	2.9	11.7	99	1554	2.7	32.3	93
GENERAL HOSPITAL	A 8333	1195	5.6	14.3	113	1465	6.2	17.6	125	1182	6.0	14.2	120	3006	5.2	36.1	104
GOOD MORNING, AMERICA-730A	A 5472	918	4.3	16.8	132	805	3.4	14.7	104	751	3.8	13.7	116	1675	2.9	30.6	88
GOOD MORNING, AMERICA-830A	A 3965	605	2.8	15.3	120	624	2.6	15.7	112	522	2.6	13.2	112	1259	2.2	31.8	92
GUIDING LIGHT	C 7542	1289	6.0	17.1	134	1257	5.3	16.7	118	873	4.4	11.6	98	2679	4.6	35.5	102
ONE LIFE TO LIVE	A 6018	840	3.9	14.0	110	964	4.1	16.0	114	756	3.8	12.6	106	2099	3.6	34.9	101
PRESS YOUR LUCK	C 3589	651	3.0	18.1	142	599	2.5	16.7	118	453	2.3	12.6	107	1343	2.3	37.4	108
PRICE IS RIGHT 1	C 7418	1424	6.7	19.2	151	1118	4.7	15.1	107	899							

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	TOTAL U.S. '000	HEADACHES				MENSTRUAL OR PERIOD PAIN				SLEEPLESSNESS				OTHER			
		A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX
TOTAL ADULTS	167727	114206	100.0	68.1	100	19128	100.0	11.4	100	6585	100.0	3.9	100	6110	100.0	3.6	100
MALES	79263	51602	45.2	65.1	96	3732	19.5	4.7	41	2464	37.4	3.1	79	2887	47.3	3.6	100
FEMALES	88464	62604	54.8	70.8	104	15396	80.5	17.4	153	4121	62.6	4.7	119	3223	52.7	3.6	100
18 - 24	28671	19807	17.3	69.1	101	4936	25.8	17.2	151	738	11.2	2.6	66	1227	20.1	4.3	117
25 - 34	39536	29677	26.0	75.1	110	6927	36.2	17.5	154	1323	20.1	3.3	85	1241	20.3	3.1	86
35 - 44	28978	21557	18.9	74.4	109	4398	23.0	15.2	133	894	13.6	3.1	79	1029	16.8	3.6	97
45 - 54	22345	15843	13.9	70.9	104	1817	9.5	8.1	71	962	14.6	4.3	110	832	13.6	3.7	102
55 - 64	22224	14928	13.1	67.2	99	606	3.2	2.7	24	1184	18.0	5.3	136	721	11.8	3.2	89
65 OR OLDER	25973	12395	10.9	47.7	70	444	2.3	1.7	15	1483	22.5	5.7	145	1060	17.3	4.1	112
18 - 34	68207	49484	43.3	72.5	107	11862	62.0	17.4	152	2062	31.3	3.0	77	2468	40.4	3.6	99
18 - 49	108058	78997	69.2	73.1	107	17424	91.1	16.1	141	3456	52.5	3.2	81	3940	64.5	3.6	100
25 - 54	90859	67077	58.7	73.8	108	13142	68.7	14.5	127	3180	48.3	3.5	89	3102	50.8	3.4	94
35 - 49	39851	29514	25.8	74.1	109	5561	29.1	14.0	122	1395	21.2	3.5	89	1472	24.1	3.7	101
50 OR OLDER	59669	35209	30.8	59.0	87	1704	8.9	2.9	25	3129	47.5	5.2	134	2170	35.5	3.6	100
GRADUATED COLLEGE	28091	19935	17.5	71.0	104	3288	17.2	11.7	103	1013	15.4	3.6	92	907	14.8	3.2	89
ATTENDED COLLEGE	28938	20976	18.4	72.5	106	3532	18.5	12.2	107	841	12.8	2.9	74	1020	16.7	3.5	97
GRADUATED HIGH SCHOOL	65503	46308	40.5	70.7	104	8932	46.7	13.6	120	2789	42.4	4.3	108	2464	40.3	3.8	103
DID NOT GRADUATE HIGH SCHOOL	45195	26987	23.6	59.7	88	3376	17.6	7.5	66	1943	29.5	4.3	110	1720	28.2	3.8	104
EMPLOYED MALES	56429	38767	33.9	68.7	101	2842	14.9	5.0	44	1558	23.7	2.8	70	1954	32.0	3.5	95
EMPLOYED FEMALES	43971	33946	29.7	77.2	113	9446	49.4	21.5	188	1728	26.2	3.9	100	1564	25.6	3.6	98
EMPLOYED FULL-TIME	87773	63485	55.6	72.3	106	10439	54.6	11.9	104	2761	41.9	3.1	80	3032	49.6	3.5	95
EMPLOYED PART-TIME	12627	9228	8.1	73.1	107	1849	9.7	14.6	128	*525	8.0	4.2	106	*486	8.0	3.8	106
NOT EMPLOYED	67327	41493	36.3	61.6	91	6840	35.8	10.2	89	3299	50.1	4.9	125	2592	42.4	3.8	106
PROFESSIONAL/MANAGER	25845	19127	16.7	74.0	109	2901	15.2	11.2	98	745	11.3	2.9	73	770	12.6	3.0	82
TECH/CLERICAL/SALES	30895	23226	20.3	75.2	110	4951	25.9	16.0	141	1060	16.1	3.4	87	902	14.8	2.9	80
PRECISION/CRAFT	12629	8837	7.7	70.0	103	843	4.4	6.7	59	*444	6.7	3.5	90	*579	9.5	4.6	126
OTHER EMPLOYED	31031	21524	18.8	69.4	102	3594	18.8	11.6	102	1037	15.7	3.3	85	1267	20.7	4.1	112
SINGLE	35557	23595	20.7	66.4	97	4969	26.0	14.0	123	1072	16.3	3.0	77	1574	25.8	4.4	122
MARRIED	103585	73462	64.3	70.9	104	11589	60.6	11.2	98	3846	58.4	3.7	95	3559	58.2	3.4	94
DIVORCED/SEPARATED/WIDOWED	28585	17149	15.0	60.0	88	2570	13.4	9.0	79	1668	25.3	5.8	149	977	16.0	3.4	94
PARENTS	59295	45016	39.4	75.9	111	10151	53.1	17.1	150	1904	28.9	3.2	82	1854	30.3	3.1	86
WHITE	146081	101391	88.8	69.4	102	16436	85.9	11.3	99	5924	90.0	4.1	103	5236	85.7	3.6	98
BLACK	17974	10565	9.3	58.8	86	2221	11.6	12.4	108	551	8.4	3.1	78	759	12.4	4.2	116
OTHER	3672	2250	2.0	61.3	90	**471	2.5	12.8	112	**110	1.7	3.0	76	**115	1.9	3.1	86
NORTHEAST-CENSUS	37005	24632	21.6	66.6	98	3709	19.4	10.0	88	1308	19.9	3.5	90	1458	23.9	3.9	108
NORTH CENTRAL	42642	29665	26.0	69.6	102	5540	29.0	13.0	114	1622	24.6	3.8	97	1436	23.5	3.4	92
SOUTH	56777	37475	32.8	66.0	97	6022	31.5	10.6	93	2485	37.7	4.4	111	2182	35.7	3.8	105
WEST	31303	22433	19.6	71.7	105	3857	20.2	12.3	108	1170	17.8	3.7	95	1034	16.9	3.3	91
NORTHEAST-MKTG.	38125	24653	21.6	64.7	95	3928	20.5	10.3	90	1206	18.3	3.2	81	1807	29.6	4.7	130
EAST CENTRAL	24794	17049	14.9	68.8	101	3026	15.8	12.2	107	973	14.8	3.9	100	912	14.9	3.7	101
WEST CENTRAL	28511	19992	17.5	70.1	103	3766	19.7	13.2	116	1093	16.6	3.8	98	905	14.8	3.2	87
SOUTH	48953	32955	28.9	67.3	99	5071	26.5	10.4	91	2332	35.4	4.8	121	1613	26.4	3.3	90
PACIFIC	27344	19556	17.1	71.5	105	3337	17.4	12.2	107	980	14.9	3.6	91	872	14.3	3.2	88
COUNTY SIZE A	69301	46018	40.3	66.4	98	7833	41.0	11.3	99	2544	38.6	3.7	94	2683	43.9	3.9	106
COUNTY SIZE B	50633	35723	31.3	70.6	104	6219	32.5	12.3	108	2019	30.7	4.0	102	1704	27.9	3.4	92
COUNTY SIZE C	26259	18206	15.9	69.3	102	2792	14.6	10.6	93	1246	18.9	4.7	121	893	14.6	3.4	93
COUNTY SIZE D	21534	14259	12.5	66.2	97	2285	11.9	10.6	93	776	11.8	3.6	92	830	13.6	3.9	106
METRO CENTRAL CITY	50014	32910	28.8	65.8	97	5652	29.5	11.3	99	1964	29.8	3.9	100	1827	29.9	3.7	100
METRO SUBURBAN	76832	54157	47.4	70.5	104	9496	49.6	12.4	108	2915	44.3	3.8	97	2779	45.5	3.6	99
NON METRO	40881	27139	23.8	66.4	97	3981	20.8	9.7	85	1705	25.9	4.2	106	1505	24.6	3.7	101
TOP 5 ADI'S	39550	26340	23.1	66.6	98	4407	23.0	11.1	98	1463	22.2	3.7	94	1612	26.4	4.1	112
TOP 10 ADI'S	54877	36044	31.6	65.7	96	5888	30.8	10.7	94	2050	31.1	3.7	95	2267	37.1	4.1	113
TOP 20 ADI'S	77516	51660	45.2	66.6	98	8548	44.7	11.0	97	2852	43.3	3.7	94	3085	50.5	4.0	109
HSHLD INC. \$50,000 OR MORE	17257	12578	11.0	72.9	107	1766	9.2	10.2	90	689	10.5	4.0	102	*508	8.3	2.9	81
\$40,000 OR MORE	33235	24111	21.1	72.5	107	3701	19.3	11.1	98	1166	17.7	3.5	89	1173	19.2	3.5	97
\$30,000 OR MORE	59693	43630	38.2	73.1	107	7080	37.0	11.9	104	1963	29.8	3.3	84	2006	32.8	3.4	92
\$25,000 OR MORE	76275	55690	48.8	73.0	107	9294	48.6	12.2	107	2429	36.9	3.2	81	2659	43.5	3.5	96
\$20,000 - \$24,999	18607	13076	11.4	70.3	103	2314	12.1	12.4	109	769	11.7	4.1	105	632	10.3	3.4	93
\$15,000 - \$19,999	17175	11689	10.2	68.1	100	2132	11.1	12.4	109	652	9.9	3.8	97	684	11.2	4.0	109
\$10,000 - \$14,999	24569	16042	14.0	65.3	96	2792	14.6	11.4	100	1267	19.2	5.2	131	900	14.7	3.7	101
UNDER \$10,000	31101	17709	15.5	56.9	84	2597	13.6	8.4	73	1468	22.3	4.7	120	1234	20.2	4.0	109
HOUSEHOLD OF 1 PERSON	19441	10988	9.6	56.5	83	1102	5.8	5.7	50	1245	18.9	6.4	163	711	11.6	3.7	100
2 PEOPLE	51803	34221	30.0	66.1	97	4413	23.1	8.5	75	2101	31.9	4.1	103	2104	34.4	4.1	111
3 OR 4 PEOPLE	66933	47892	41.9	71.6	105												

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - USED FOR
(ADULTS)

		TOTAL U.S. '000	HEADACHES				MENSTRUAL OR PERIOD PAIN				SLEEPLESSNESS				OTHER			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	114206	100.0	68.1	100	19128	100.0	11.4	100	6585	100.0	3.9	100	6110	100.0	3.6	100
MAGAZINES	QUINTILE 1	34022	24867	21.8	73.1	107	4654	24.3	13.7	120	1262	19.2	3.7	94	1353	22.1	4.0	109
	QUINTILE 2	34800	24573	21.5	70.6	104	4504	23.5	12.9	113	1239	18.8	3.6	91	1251	20.5	3.6	99
	QUINTILE 3	30514	21085	18.5	69.1	101	3403	17.8	11.2	98	1456	22.1	4.8	122	949	15.5	3.1	85
	QUINTILE 4	33324	22116	19.4	66.4	97	3654	19.1	11.0	96	1232	18.7	3.7	94	1118	18.3	3.4	92
	QUINTILE 5	35066	21566	18.9	61.5	90	2914	15.2	8.3	73	1397	21.2	4.0	101	1439	23.6	4.1	113
NEWSPAPERS	QUINTILE 1	29107	19747	17.3	67.8	100	2764	14.5	9.5	83	1109	16.8	3.8	97	950	15.5	3.3	90
	QUINTILE 2	49095	33580	29.4	68.4	100	5327	27.8	10.9	95	2193	33.3	4.5	114	1752	28.7	3.6	99
	QUINTILE 3	23107	16367	14.3	70.8	104	2896	15.1	12.5	110	972	14.8	4.2	107	902	14.8	3.9	107
	QUINTILE 4	33556	23195	20.3	69.1	102	4956	25.9	14.8	130	1171	17.8	3.5	89	1308	21.4	3.9	107
	QUINTILE 5	32863	21318	18.7	64.9	95	3185	16.7	9.7	85	1139	17.3	3.5	88	1200	19.6	3.7	100
OUTDOOR	QUINTILE 1	33431	23875	20.9	71.4	105	4532	23.7	13.6	119	1408	21.4	4.2	107	1197	19.6	3.6	98
	QUINTILE 2	33478	23453	20.5	70.1	103	4297	22.5	12.8	113	1185	18.0	3.5	90	1112	18.2	3.3	91
	QUINTILE 3	33574	22640	19.8	67.4	99	3823	20.0	11.4	100	1269	19.3	3.8	96	1314	21.5	3.9	107
	QUINTILE 4	33935	22847	20.0	67.3	99	3538	18.5	10.4	91	1433	21.8	4.2	108	1431	23.4	4.2	116
	QUINTILE 5	33310	21391	18.7	64.2	94	2938	15.4	8.8	77	1291	19.6	3.9	99	1057	17.3	3.2	87
RADIO-DRIVE TIME	QUINTILE 1	33136	23081	20.2	69.7	102	4184	21.9	12.6	111	1243	18.9	3.8	96	954	15.6	2.9	79
	QUINTILE 2	31658	22262	19.5	70.3	103	3930	20.5	12.4	109	1113	16.9	3.5	90	1233	20.2	3.9	107
	QUINTILE 3	32541	22761	19.9	69.9	103	3750	19.6	11.5	101	1297	19.7	4.0	102	1345	22.0	4.1	113
	QUINTILE 4	34247	23484	20.6	68.6	101	4054	21.2	11.8	104	1342	20.4	3.9	100	1296	21.2	3.8	104
	QUINTILE 5	36144	22618	19.8	62.6	92	3210	16.8	8.9	78	1590	24.1	4.4	112	1281	21.0	3.5	97
RADIO-MID- DAY	TERCILE 1	45037	31246	27.4	69.4	102	5820	30.4	12.9	113	1691	25.7	3.8	96	1533	25.1	3.4	93
	TERCILE 2	44819	30025	26.3	67.0	98	5190	27.1	11.6	102	1720	26.1	3.8	98	1745	28.6	3.9	107
	TERCILE 3	77872	52935	46.4	68.0	100	8118	42.4	10.4	91	3173	48.2	4.1	104	2832	46.4	3.6	100
RADIO-TOTAL	QUINTILE 1	33763	23595	20.7	69.9	103	4503	23.5	13.3	117	1169	17.8	3.5	88	1113	18.2	3.3	90
	QUINTILE 2	33240	22949	20.1	69.0	101	4195	21.9	12.6	111	1276	19.4	3.8	98	1214	19.9	3.7	100
	QUINTILE 3	33408	23092	20.2	69.1	102	4060	21.2	12.2	107	1129	17.1	3.4	86	1092	17.9	3.3	90
	QUINTILE 4	34792	23920	20.9	68.8	101	3696	19.3	10.6	93	1674	25.4	4.8	123	1496	24.5	4.3	118
	QUINTILE 5	32524	20651	18.1	63.5	93	2674	14.0	8.2	72	1338	20.3	4.1	105	1195	19.6	3.7	101
TV-PRIME TIME	QUINTILE 1	33090	21710	19.0	65.6	96	3149	16.5	9.5	83	1455	22.1	4.4	112	1357	22.2	4.1	113
	QUINTILE 2	33357	23587	20.7	70.7	104	4507	23.6	13.5	118	1286	19.5	3.9	98	1140	18.7	3.4	94
	QUINTILE 3	33980	23541	20.6	69.3	102	3987	20.8	11.7	103	1208	18.3	3.6	91	1281	21.0	3.8	103
	QUINTILE 4	33854	23333	20.4	68.9	101	3932	20.6	11.6	102	1250	19.0	3.7	94	1195	19.6	3.5	97
	QUINTILE 5	33444	22036	19.3	65.9	97	3553	18.6	10.6	93	1386	21.0	4.1	106	1137	18.6	3.4	93
TV-DAYTIME	TERCILE 1	49121	32045	28.1	65.2	96	5489	28.7	11.2	98	2372	36.0	4.8	123	1786	29.2	3.6	100
	TERCILE 2	48823	34409	30.1	70.5	104	6406	33.5	13.1	115	1867	28.4	3.8	97	1602	26.2	3.3	90
	TERCILE 3	69782	47752	41.8	68.4	100	7234	37.8	10.4	91	2345	35.6	3.4	86	2722	44.5	3.9	107
TV-TOTAL	QUINTILE 1	33584	20988	18.4	62.5	92	3389	17.7	10.1	88	1669	25.3	5.0	127	1327	21.7	4.0	108
	QUINTILE 2	33441	22919	20.1	68.5	101	3324	17.4	9.9	87	1265	19.2	3.8	96	1274	20.9	3.8	105
	QUINTILE 3	33505	23184	20.3	69.2	102	4177	21.8	12.5	109	1199	18.2	3.6	91	1153	18.9	3.4	94
	QUINTILE 4	33466	23945	21.0	71.6	105	3946	20.6	11.8	103	1292	19.6	3.9	98	949	15.5	2.8	78
	QUINTILE 5	33731	23170	20.3	68.7	101	4291	22.4	12.7	112	1160	17.6	3.4	88	1408	23.0	4.2	115
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE	QUINTILE 1	44503	31480	27.6	70.7	104	4962	25.9	11.1	98	1777	27.0	4.0	102	1663	27.2	3.7	103
	QUINTILE 2	39363	28544	25.0	72.5	106	6000	31.4	15.2	134	1391	21.1	3.5	90	1346	22.0	3.4	94
	QUINTILE 3	46441	30427	26.6	65.5	96	4398	23.0	9.5	83	2144	32.6	4.6	118	1561	25.5	3.4	92
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	33726	24846	21.8	73.7	108	4805	25.1	14.2	125	1231	18.7	3.7	93	1120	18.3	3.3	91
	QUINTILE 2	52846	36619	32.1	69.3	102	6238	32.6	11.8	104	2072	31.5	3.9	100	2071	33.9	3.9	108
	QUINTILE 3	52140	34730	30.4	66.6	98	5900	30.8	11.3	99	2050	31.1	3.9	100	1819	29.8	3.5	96
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	37081	26547	23.2	71.6	105	5195	27.2	14.0	123	1394	21.2	3.8	96	1197	19.6	3.2	89
	QUINTILE 2	49747	35222	30.8	70.8	104	5893	30.8	11.8	104	2092	31.8	4.2	107	1912	31.3	3.8	106
	QUINTILE 3	49208	32913	28.8	66.9	98	5645	29.5	11.5	101	1714	26.0	3.5	89	1711	28.0	3.5	95
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	33103	23194	20.3	70.1	103	3897	20.4	11.8	103	1464	22.2	4.4	113	1214	19.9	3.7	101
	QUINTILE 2	54575	39874	34.9	73.1	107	7599	39.7	13.9	122	1888	28.7	3.5	88	1884	30.8	3.5	95
	QUINTILE 3	53249	33607	29.4	63.1	93	4872	25.5	9.1	80	2316	35.2	4.3	111	1959	32.1	3.7	101
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	36255	25671	22.5	70.8	104	4567	23.9	12.6	110	1426	21.7	3.9	100	1284	21.0	3.5	97
	QUINTILE 2	55591	37096	32.5	66.7	98	5127	26.8	9.2	81	2364	35.9	4.3	108	1959	32.1	3.5	97
	QUINTILE 3	48319	33686	29.5	69.7	102	6544	34.2	13.5	119	1738	26.4	3.6	92	1815	29.7	3.8	103
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	37242	26129	22.9	70.2	103	4195	21.9	11.3	99	1413	21.5	3.8	97	1253	20.5	3.4	92
	QUINTILE 2	54423	36608	32.1	67.3	99	5398	28.2	9.9	87	2407	36.6	4.4	113	1959	32.1	3.6	99
	QUINTILE 3	46650	32395	28.4	69.4	102	6665	34.8	14.3	125	1615	24.5	3.5	88	1729	28.3	3.7	102
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	35974	24177	21.2	67.2	99	3656	19.1	10.2	89	1708	25.9	4.7	121	1278	20.9	3.6	98
	QUINTILE 2	56095	39247	34.4	70.0	103	6454	33.7	11.5	101	2219	33.7	4.0	101	1916	31.4	3.4	94
	QUINTILE 3	47170	31061	27.2	65.8	97	5461	28.5	11.6	102	1878	28.5	4.0	101	1899	31.1	4.0	111
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	33748	24269	21.3	71.9	106	5030	26.3	14.9	131	1145	17.4	3.4	86	1143	18.7	3.4	9

	TOTAL U.S. '000	HEADACHES				MENSTRUAL OR PERIOD PAIN				SLEEPLESSNESS				OTHER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	114206	100.0	68.1	100	19128	100.0	11.4	100	6585	100.0	3.9	100	6110	100.0	3.6	100
ATLANTIC MONTHLY	867	606	0.5	69.9	103	**60	0.3	6.9	61	**27	0.4	3.1	79	**38	0.6	4.4	120
BARRON'S	1580	1124	1.0	71.1	104	**125	0.7	7.9	69	**38	0.6	2.4	61	**57	0.9	3.6	99
BETTER HOMES & GARDENS	22203	16135	14.1	72.7	107	3344	17.5	15.1	132	1019	15.5	4.6	117	745	12.2	3.4	92
BON APPETIT	3810	2773	2.4	72.8	107	605	3.2	15.9	139	*196	3.0	5.1	131	*286	4.7	7.5	206
BUSINESS WEEK	4663	3239	2.8	67.7	99	380	2.0	8.1	71	*117	1.8	2.5	64	*205	3.4	4.4	121
CAR AND DRIVER	3102	2204	1.9	71.1	104	*298	1.6	9.6	84	**125	1.9	4.0	103	**71	1.2	2.3	63
CBS MAGAZINE NETWORK (GROSS)	7311	5018	4.4	68.6	101	701	3.7	9.6	84	*183	2.8	2.5	64	*230	3.8	3.1	86
CHANGING TIMES	3400	2325	2.0	68.4	100	409	2.1	12.0	105	*131	2.0	3.9	98	**70	1.1	2.1	57
COLONIAL HOMES	1796	1251	1.1	69.7	102	286	1.5	15.9	140	**101	1.5	5.6	143	**55	0.9	3.1	84
CONDE NAST MAG. PKG. (GROSS)	19924	14655	12.8	73.6	108	4997	26.1	25.1	220	647	9.8	3.2	83	851	13.9	4.3	117
CONSUMERS DIGEST	3125	2082	1.8	66.6	98	260	1.4	8.3	73	**147	2.2	4.7	120	**59	1.0	1.9	52
COSMOPOLITAN	10577	7766	6.8	73.4	108	2402	12.6	22.7	199	330	5.0	3.1	79	408	6.7	3.9	106
COUNTRY LIVING	3746	2768	2.4	73.9	109	741	3.9	19.8	173	*195	3.0	5.2	133	**135	2.2	3.6	99
CUISINE	2214	1525	1.3	68.9	101	*228	1.2	10.3	90	**36	0.5	1.6	41	**142	2.3	6.4	176
CYCLE WORLD	2394	1644	1.4	68.7	101	*250	1.3	10.4	92	**73	1.1	3.0	78	**75	1.2	3.1	86
DCI:CREATIVE IDEAS FOR LIV	3068	2196	1.9	71.6	105	524	2.7	17.1	150	*181	2.7	5.9	150	**97	1.6	3.2	87
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	6888	6.0	72.1	106	1213	6.3	12.7	111	694	10.5	7.3	185	281	4.6	2.9	81
DISCOVER	2277	1704	1.5	74.8	110	354	1.9	15.5	136	**71	1.1	3.1	79	**39	0.6	1.7	47
EBONY	7187	4318	3.8	60.1	88	1088	5.7	15.1	133	202	3.1	2.8	72	313	5.1	4.4	120
ESQUIRE	2560	1763	1.5	68.9	101	*245	1.3	9.6	84	**64	1.0	2.5	64	**78	1.3	3.0	84
ESSENCE	3242	2121	1.9	65.4	96	796	4.2	24.6	215	**79	1.2	2.4	62	**85	1.4	2.6	72
FAMILY CIRCLE	19639	14456	12.7	73.6	108	3401	17.8	17.3	152	1039	15.8	5.3	135	867	14.2	4.4	121
THE FAMILY HANDYMAN	3540	2551	2.2	72.1	106	327	1.7	9.2	81	**114	1.7	3.2	82	*162	2.7	4.6	126
FAMILY WEEKLY	23924	16851	14.8	70.4	103	2902	15.2	12.1	106	1166	17.7	4.9	124	946	15.5	4.0	109
FIELD & STREAM	9883	7258	6.4	73.4	108	948	5.0	9.6	84	379	5.8	3.8	98	364	6.0	3.7	101
FOOD & WINE	1030	657	0.6	63.8	94	*152	0.8	14.8	129	**28	0.4	2.7	69	**81	1.3	7.9	216
FORBES	2679	1837	1.6	68.6	101	*209	1.1	7.8	68	**90	1.4	3.4	86	**97	1.6	3.6	99
FORTUNE	2931	2086	1.8	71.2	105	299	1.6	10.2	89	**50	0.8	1.7	43	**75	1.2	2.6	70
GENTLEMAN'S QUARTERLY	3481	2442	2.1	70.2	103	394	2.1	11.3	99	*154	2.3	4.4	113	**124	2.0	3.6	98
GLAMOUR	7163	5469	4.8	76.4	112	1940	10.1	27.1	237	*246	3.7	3.4	87	376	6.2	5.2	144
GOLF DIGEST	2355	1692	1.5	71.8	106	*166	0.9	7.0	62	**87	1.3	3.7	94	**34	0.6	1.4	40
GOLF DIGEST/TENNIS (GROSS)	3610	2485	2.2	68.8	101	336	1.8	9.3	82	*181	2.7	5.0	128	**109	1.8	3.0	83
GOLF MAGAZINE	2046	1476	1.3	72.1	106	**86	0.4	4.2	37	**58	0.9	2.8	72	**118	1.9	5.8	158
GOLF MAGAZINE/SKI (GROSS)	3547	2527	2.2	71.2	105	282	1.5	8.0	70	**91	1.4	2.6	65	*196	3.2	5.5	152
GOOD HOUSEKEEPING	20353	14880	13.0	73.1	107	3472	18.2	17.1	150	903	13.7	4.4	113	690	11.3	3.4	93
HARPER'S BAZAAR	3362	2335	2.0	69.5	102	692	3.6	20.6	180	**85	1.3	2.5	64	*139	2.3	4.1	113
HEALTH	2987	2003	1.8	67.1	98	477	2.5	16.0	140	**82	1.2	2.7	70	*161	2.6	5.4	148
HEARST MAG CORP. BUY (GROSS)	67928	49090	43.0	72.3	106	11283	59.0	16.6	146	2697	41.0	4.0	101	2389	39.1	3.5	97
HEARST MAN POWER (GROSS)	11282	7757	6.8	68.8	101	816	4.3	7.2	63	353	5.4	3.1	80	320	5.2	2.8	78
HEARST WOMAN POWER (GROSS)	40514	29857	26.1	73.7	108	7736	40.4	19.1	167	1602	24.3	4.0	101	1491	24.4	3.7	101
HOUSE BEAUTIFUL	4885	3541	3.1	72.5	106	696	3.6	14.2	125	*231	3.5	4.7	120	*153	2.5	3.1	86
INC.	1308	831	0.7	63.5	93	**76	0.4	5.8	51	**46	0.7	3.5	90	**53	0.9	4.1	111
JET	6498	3813	3.3	58.7	86	1044	5.5	16.1	141	*153	2.3	2.4	60	265	4.3	4.1	112
LADIES' HOME JOURNAL	14797	11132	9.7	75.2	110	2818	14.7	19.0	167	742	11.3	5.0	128	481	7.9	3.3	89
LHJ FAMILY GRP COMBO(GROSS)	21743	16106	14.1	74.1	109	3970	20.8	18.3	160	925	14.0	4.3	108	807	13.2	3.7	102
LIFE	9881	6920	6.1	70.0	103	1174	6.1	11.9	104	340	5.2	3.4	88	411	6.7	4.2	114
L.A. TIMES HOME MAGAZINE	2775	1928	1.7	69.5	102	292	1.5	10.5	92	**41	0.6	1.5	38	**58	0.9	2.1	57
MADAMOISELLE	4219	2945	2.6	69.8	103	915	4.8	21.7	190	**112	1.7	2.7	68	*165	2.7	3.9	107
MC CALL'S	16422	12104	10.6	73.7	108	2789	14.6	17.0	149	745	11.3	4.5	116	563	9.2	3.4	94
MC CALL'S/WRK MOTHER (GROSS)	17919	13214	11.6	73.7	108	3154	16.5	17.6	154	799	12.1	4.5	114	594	9.7	3.3	91
MECHANIX ILLUSTRATED	4433	3097	2.7	69.9	103	275	1.4	6.2	54	*129	2.0	2.9	74	*155	2.5	3.5	96
METROPOLITAN HOME	1504	1068	0.9	71.0	104	*171	0.9	11.4	100	*161	0.9	4.1	103	*57	0.9	3.8	104
MONEY	4723	3334	2.9	70.6	104	434	2.3	9.2	81	*175	2.7	3.7	94	*157	2.6	3.3	91
MOTHER EARTH NEWS	2325	1707	1.5	73.4	108	*317	1.7	13.6	120	**94	1.4	4.0	103	**93	1.5	4.0	110
MS.	1189	851	0.7	71.6	105	326	1.7	27.4	240	**49	0.7	4.1	105	**15	0.2	1.3	35
NATIONAL ENQUIRER	18892	13012	11.4	68.9	101	2728	14.3	14.4	127	847	12.9	4.5	114	671	11.0	3.6	98
NATIONAL GEOGRAPHIC	22129	15839	13.9	71.6	105	2132	11.1	9.6	84	741	11.3	3.3	85	833	13.6	3.8	103
NATIONAL SUNDAY MAGAZINE PKG	103750	71731	62.8	69.1	102	12129	63.4	11.7	103	4178	63.4	4.0	103	3903	63.9	3.8	103
NATURAL HISTORY	1379	890	0.8	64.5	95	*106	0.6	7.7	67	**40	0.6	2.9	74	**42	0.7	3.0	84
NEW WOMAN	2289	1739	1.5	76.0	112	550	2.9	24.0	211	**56	0.9	2.4	62	**41	0.7	1.8	49
NEW YORK INCLUDING CUE	1088	712	0.6	65.4	96	*76	0.4	7.0	61	**54	0.8	5.0	126	**42	0.7	3.9	106
THE NEW YORKER	2459	1702	1.5	69.2	102	303	1.6	12.3	108	**101	1.5	4.1	105	**78	1.3	3.2	87
NEWSWEEK	16527	11799	10.3	71.4	105	1828	9.6	11.1	97	553	8.4	3.3	85	650	10.6	3.9	108
THE N.Y. TIMES DAILY EDITION	2739	1848	1.6	67.5	99	199	1.0	7.3	64	**89	1.4	3.2	83	*141	2.3	5.1	141
THE N.Y. TIMES MAGAZINE	4443	3094	2.7	69.6	102	406	2.1	9.1	80	**97	1.5	2.2	56	*177	2.9	4.0	109
OMNI	2799	2040	1.8	72.9	107	298	1.6	10.6	93	*330	0.5	1.1	27	**119	1.9	4.3	117
ON CABLE	2209	1485	1.3	67.2	99	445	2.3	20.1	177	**84	1.3	3.8	97	**52	0.9	2.4	65
1001 HOME IDEAS	3959	2972	2.6	75.1	110	675	3.5	17.0	150	**101	1.5	2.6	65	*166	2.7	4.2	115
ORGANIC GARDENING	3111	2094	1.8	67.3	99	323	1.7	10.4	91	*157	2.4	5.0	129	**79	1.3	2.5	70
OUTDOOR LIFE	5024	3475	3.0	69.2	102	574	3.0	11.4	100	*166	2.5	3.3	84	**130	2.1	2.6	71
PARADE MAGAZINE	51292	35189	30.8	68.6	101	5909	30.9	11.5	101	1879	28.5	3.7	93	1838	30.1	3.6	98

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - USED FOR
(ADULTS)

	TOTAL U.S. '000	HEADACHES				MENSTRUAL OR PERIOD PAIN				SLEEPLESSNESS				OTHER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	114206	100.0	68.1	100	19128	100.0	11.4	100	6585	100.0	3.9	100	6110	100.0	3.6	100
PARENTS	5298	4124	3.6	77.8	114	1340	7.0	25.3	222	*181	2.7	3.4	87	*212	3.5	4.0	110
PENTHOUSE	5129	3775	3.3	73.6	108	598	3.1	11.7	102	**146	2.2	2.8	73	*175	2.9	3.4	94
PEOPLE	21070	15332	13.4	72.8	107	3711	19.4	17.6	154	779	11.8	3.7	94	909	14.9	4.3	118
PLAYBOY	10562	7514	6.6	71.1	104	946	4.9	9.0	79	312	4.7	3.0	75	470	7.7	4.4	122
POPULAR HOT RODDING	2498	1765	1.5	70.7	104	*284	1.5	11.4	100	**22	0.3	0.9	22	**113	1.8	4.5	124
POPULAR MECHANICS	5887	4219	3.7	71.7	105	375	2.0	6.4	56	*188	2.9	3.2	81	*212	3.5	3.6	99
POPULAR SCIENCE	4317	2955	2.6	68.5	101	287	1.5	6.6	58	**110	1.7	2.5	65	**132	2.2	3.1	84
PREVENTION	5792	3636	3.2	62.8	92	620	3.2	10.7	94	280	4.3	4.8	123	*281	4.6	4.9	133
PSYCHOLOGY TODAY	3284	2444	2.1	74.4	109	468	2.4	14.3	125	**87	1.3	2.6	67	**134	2.2	4.1	112
READER'S DIGEST	40046	27397	24.0	68.4	100	4481	23.4	11.2	98	1605	24.4	4.0	102	1292	21.1	3.2	89
REDBOOK	9584	7211	6.3	75.2	111	1863	9.7	19.4	170	368	5.6	3.8	98	394	6.4	4.1	113
ROAD & TRACK	2590	1809	1.6	69.8	103	*232	1.2	9.0	79	**61	0.9	2.4	60	**53	0.9	2.0	56
ROLLING STONE	3302	2486	2.2	75.3	111	514	2.7	15.6	136	*161	2.4	4.9	124	**94	1.5	2.8	78
RUNNER'S WORLD	1229	877	0.8	71.4	105	**117	0.6	9.5	83	**41	0.6	3.3	85	**36	0.6	2.9	80
SATURDAY EVENING POST	2110	1398	1.2	66.3	97	280	1.5	13.3	116	*119	1.8	5.6	144	*28	0.5	1.3	36
SCIENCE 84	1543	1074	0.9	69.6	102	*205	1.1	13.3	116	**65	1.0	4.2	107	**29	0.5	1.9	52
SCIENCE DIGEST	1747	1173	1.0	67.1	99	*160	0.8	9.2	80	**73	1.1	4.2	106	**16	0.3	0.9	25
SCIENTIFIC AMERICAN	1994	1416	1.2	71.0	104	*140	0.7	7.0	62	**65	1.0	3.3	83	**24	0.4	1.2	33
SELF	3119	2391	2.1	76.7	113	989	5.2	31.7	278	**85	1.3	2.7	69	**89	1.5	2.9	78
SEVENTEEN	3923	2823	2.5	72.0	106	936	4.9	23.9	209	*188	2.9	4.8	122	*238	3.9	6.1	167
SKI	1501	1051	0.9	70.0	103	*197	1.0	13.1	115	**34	0.5	2.3	58	**78	1.3	5.2	143
SMITHSONIAN	5976	4119	3.6	68.9	101	588	3.1	9.8	86	*194	2.9	3.2	83	*216	3.5	3.6	99
SOAP OPERA DIGEST	4228	3123	2.7	73.9	108	861	4.5	20.4	179	*178	2.7	4.2	107	*213	3.5	5.0	138
SOUTHERN LIVING	6488	4692	4.1	72.3	106	689	3.6	10.6	93	513	7.8	7.9	201	*183	3.0	2.8	77
SPORT	3500	2453	2.1	70.1	103	*256	1.3	7.3	64	**139	2.1	4.0	101	**145	2.4	4.1	114
THE SPORTING NEWS	2456	1727	1.5	70.3	103	*244	1.3	9.9	87	**94	1.4	3.8	97	**130	2.1	5.3	145
SPORTS AFIELD	3648	2365	2.1	64.8	95	280	1.5	7.7	67	**92	1.4	2.5	64	**92	1.5	2.5	69
SPORTS ILLUSTRATED	14484	10098	8.8	69.7	102	1263	6.6	8.7	76	372	5.6	2.6	65	567	9.3	3.9	107
STAR	12661	8656	7.6	68.4	100	2084	10.9	16.5	144	548	8.3	4.3	110	413	6.8	3.3	90
SUNDAY	52799	36015	31.5	68.2	100	6000	31.4	11.4	100	1921	29.2	3.6	93	2000	32.7	3.8	104
SUNSET	3513	2653	2.3	75.5	111	415	2.2	11.8	104	*172	2.6	4.9	125	**84	1.4	2.4	66
TV GUIDE	42766	30416	26.6	71.1	104	5780	30.2	13.5	119	1655	25.1	3.9	99	1413	23.1	3.3	91
TENNIS	1254	793	0.7	63.2	93	*170	0.9	13.6	119	**94	1.4	7.5	191	**75	1.2	6.0	164
TIME	22054	15418	13.5	69.9	103	2481	13.0	11.2	99	834	12.7	3.8	96	763	12.5	3.5	95
TOWN & COUNTRY	1555	1086	1.0	69.8	103	229	1.2	14.7	129	**109	1.7	7.0	179	**68	1.1	4.4	120
TRAVEL & LEISURE	2173	1406	1.2	64.7	95	*162	0.8	7.5	65	**92	1.4	4.2	108	**55	0.9	2.5	69
TRUE STORY	4636	3411	3.0	73.6	108	806	4.2	17.4	152	*236	3.6	5.1	130	*127	2.1	2.7	75
U.S. NEWS & WORLD REPORT	10353	6867	6.0	66.3	97	850	4.4	8.2	72	438	6.7	4.2	108	360	5.9	3.5	95
USA TODAY	4994	3699	3.2	74.1	109	558	2.9	11.2	98	*241	3.7	4.8	123	*179	2.9	3.6	98
US	3528	2642	2.3	74.9	110	800	4.2	22.7	199	**142	2.2	4.0	103	**60	1.0	1.7	47
VOGUE	5424	3851	3.4	71.0	104	1153	6.0	21.3	186	*204	3.1	3.8	96	*222	3.6	4.1	112
WALL STREET JOURNAL	6292	4446	3.9	70.7	104	499	2.6	7.9	70	*205	3.1	3.3	83	*236	3.9	3.8	103
WEIGHT WATCHERS	2762	1928	1.7	69.8	103	528	2.8	19.1	168	*183	2.8	6.6	169	**114	1.9	4.1	113
WOMAN'S DAY	16320	12155	10.6	74.5	109	2899	15.2	17.8	156	780	11.8	4.8	122	666	10.9	4.1	112
WORKING MOTHER	1496	1110	1.0	74.2	109	366	1.9	24.5	215	**54	0.8	3.6	92	**32	0.5	2.1	59
WORKING WOMAN	1851	1358	1.2	73.4	108	443	2.3	23.9	210	**45	0.7	2.4	62	**59	1.0	3.2	87
WORLD TENNIS	580	352	0.3	60.7	89	**71	0.4	12.2	107	**0	0.0	0.0	0	**31	0.5	5.3	147
ZIFF-DAVIS MAG NETWK (GROSS)	12412	8668	7.6	69.8	103	1191	6.2	9.6	84	353	5.4	2.8	72	432	7.1	3.5	96
BLAIR INSERTS	91671	63252	55.4	69.0	101	10436	54.6	11.4	100	3434	52.1	3.7	95	3455	56.5	3.8	103
DAILY NEWSPAPERS																	
READ ANY	109190	74485	65.2	68.2	100	11713	61.2	10.7	94	4477	68.0	4.1	104	3900	63.8	3.6	98
READ ONE	89587	61143	53.5	68.2	100	10025	52.4	11.2	98	3697	56.1	4.1	105	3259	53.3	3.6	100
READ TWO OR MORE	19602	13342	11.7	68.1	100	1688	8.8	8.6	76	779	11.8	4.0	101	641	10.5	3.3	90
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	75887	66.4	69.2	102	12768	66.8	11.6	102	4439	67.4	4.0	103	4049	66.3	3.7	101
READ ONE	95074	65770	57.6	69.2	102	11312	59.1	11.9	104	3807	57.8	4.0	102	3624	59.3	3.8	105
READ TWO OR MORE	14588	10117	8.9	69.4	102	1456	7.6	10.0	88	632	9.6	4.3	110	425	7.0	2.9	80
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.97				32.96				27.65				29.29			
30 DAY REACH	149706	102471	89.7	68.4	101	17601	92.0	11.8	103	5919	89.9	4.0	101	5503	90.1	3.7	101
50 SHWG - 30 DAY AV FREQ	15.16	15.76				17.14				14.80				15.34			
30 DAY REACH	142406	97606	85.5	68.5	101	16937	88.5	11.9	104	5530	84.0	3.9	99	5259	86.1	3.7	101
25 SHWG - 30 DAY AV FREQ	8.23	8.50				9.18				7.88				8.13			
30 DAY REACH	131152	90502	79.2	69.0	101	15786	82.5	12.0	106	5215	79.2	4.0	101	4957	81.1	3.8	104
CABLE TV: HOME WIRED	66879	47649	41.7	71.2	105	8366	43.7	12.5	110	2908	44.2	4.3	111	2552	41.8	3.8	105
HOME NOT WIRED	100848	66557	58.3	66.0	97	10762	56.3	10.7	94	3678	55.9	3.6	93	3559	58.2	3.5	97
HAVE PAY CABLE	35024	26035	22.8	74.3	109	5097	26.6	14.6	128	1353	20.5	3.9	98	1342	22.0	3.8	105

	TOTAL U.S. '000	HEADACHES				MENSTRUAL OR PERIOD PAIN				SLEEPLESSNESS				OTHER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	114206	100.0	68.1	100	19128	100.0	11.4	100	6585	100.0	3.9	100	6110	100.0	3.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	67130	58.8	70.2	103	11356	59.4	11.9	104	3578	54.3	3.7	95	3383	55.4	3.5	97
10:00 AM - 3:00 PM	63599	43726	38.3	68.8	101	7949	41.6	12.5	110	2441	37.1	3.8	98	2264	37.1	3.6	98
3:00 PM - 7:00 PM	72097	50855	44.5	70.5	104	8952	46.8	12.4	109	2664	40.5	3.7	94	2694	44.1	3.7	103
7:00 PM - MIDNIGHT	36670	25326	22.2	69.1	101	4434	23.2	12.1	106	1298	19.7	3.5	90	1384	22.7	3.8	104
MIDNIGHT - 6:00 AM	21908	15345	13.4	70.0	103	2645	13.8	12.1	106	769	11.7	3.5	89	838	13.7	3.8	105
6:00 AM - MIDNIGHT	127571	88772	77.7	69.6	102	15287	79.9	12.0	105	4872	74.0	3.8	97	4553	74.5	3.6	98
ENTIRE DAY	129239	89851	78.7	69.5	102	15501	81.0	12.0	105	4949	75.2	3.8	98	4635	75.9	3.6	98
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	24331	21.3	71.5	105	4493	23.5	13.2	116	1236	18.8	3.6	93	1296	21.2	3.8	105
ALL NEWS	6062	4002	3.5	66.0	97	359	1.9	5.9	52	179	2.7	3.0	75	*123	2.0	2.0	56
AOR/PROGRESSIVE	11884	8547	7.5	71.9	106	1505	7.9	12.7	111	460	7.0	3.9	99	388	6.4	3.3	90
BEAUTIFUL MUSIC	11180	7618	6.7	68.1	100	1069	5.6	9.6	84	499	7.6	4.5	114	410	6.7	3.7	101
BLACK	4538	3048	2.7	67.2	99	696	3.6	15.3	134	*167	2.5	3.7	94	*188	3.1	4.1	114
CLASSICAL	3857	2573	2.3	66.7	98	354	1.9	9.2	80	*134	2.0	3.5	88	*182	3.0	4.7	130
CHR/ROCK	21946	16111	14.1	73.4	108	3316	17.3	15.1	132	843	12.8	3.8	98	749	12.3	3.4	94
COUNTRY	27262	19008	16.6	69.7	102	3227	16.9	11.8	104	1267	19.2	4.6	118	1036	17.0	3.8	104
GOLDEN OLDIES	3339	2343	2.1	70.2	103	449	2.3	13.4	118	*376	1.2	2.3	58	*103	1.7	3.1	85
MOR/NOSTALGIA	10346	7201	6.3	69.6	102	957	5.0	9.2	81	385	5.8	3.7	95	418	6.8	4.0	111
NEWS/TALK	8929	6126	5.4	68.6	101	748	3.9	8.4	73	335	5.1	3.8	96	240	3.9	2.7	74
RELIGIOUS	5488	3651	3.2	66.5	98	746	3.9	13.6	119	*132	2.0	2.4	61	*153	2.5	2.8	77
SOFT ROCK	1232	883	0.8	71.7	105	*163	0.9	13.2	116	*61	0.9	5.0	126	*62	1.0	5.0	138
URBAN CONTEMPORARY	3184	1908	1.7	59.9	88	429	2.2	13.5	118	*91	1.4	2.9	73	*148	2.4	4.6	128
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	5028	4.4	72.8	107	1133	5.9	16.4	144	*246	3.7	3.6	91	*286	4.7	4.1	114
ABC DIRECTION	5212	3483	3.0	66.8	98	466	2.4	8.9	78	*145	2.2	2.8	71	*194	3.2	3.7	102
ABC ENTERTAINMENT	10385	7064	6.2	68.0	100	1097	5.7	10.6	93	452	6.9	4.4	111	334	5.5	3.2	88
ABC FM	4762	3418	3.0	71.8	105	729	3.8	15.3	134	*148	2.2	3.1	79	*223	3.6	4.7	129
ABC INFORMATION	11339	8082	7.1	71.3	105	1127	5.9	9.9	87	401	6.1	3.5	90	433	7.1	3.8	105
ABC ROCK	4878	3412	3.0	69.9	103	719	3.8	14.7	129	*216	3.3	4.4	113	*189	3.1	3.9	106
CBS	10709	7441	6.5	69.5	102	773	4.0	7.2	63	356	5.4	3.3	85	299	4.9	2.8	77
MUTUAL	10251	7036	6.2	68.6	101	1085	5.7	10.6	93	447	6.8	4.4	111	267	4.4	2.6	72
NBC	12243	8450	7.4	69.0	101	1270	6.6	10.4	91	446	6.8	3.6	93	352	5.8	2.9	79
RADIORADIO	4606	3157	2.8	68.5	101	529	2.8	11.5	101	*178	2.7	3.9	98	*154	2.5	3.3	92
RKO ONE	5148	3804	3.3	73.9	109	802	4.2	15.6	137	*97	1.5	1.9	48	*277	4.5	5.4	148
RKO TWO	7313	5121	4.5	70.0	103	891	4.7	12.2	107	299	4.5	4.1	104	327	5.4	4.5	123
THE SOURCE	5981	4099	3.6	68.5	101	676	3.5	11.3	99	*318	4.8	5.3	135	*231	3.8	3.9	106
NON-HIRED : BLAIR	19329	13765	12.1	71.2	105	2396	12.5	12.4	109	680	10.3	3.5	90	544	8.9	2.8	77
INTERNET	27139	18936	16.6	69.8	102	3548	18.5	13.1	115	936	14.2	3.4	88	951	15.6	3.5	96
KATZ RADIO GROUP	36319	25261	22.1	69.6	102	4243	22.2	11.7	102	1363	20.7	3.8	96	1214	19.9	3.5	92
SUPERNET	22361	15786	13.8	70.6	104	3006	15.7	13.4	118	933	14.2	4.2	106	783	12.8	3.5	96
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	9634	8.4	66.3	97	1586	8.3	10.9	96	714	10.8	4.9	125	558	9.1	3.8	105
WKDAY 9:00 AM - 1:00 PM	18688	12272	10.7	65.7	96	2221	11.6	11.9	104	937	14.2	5.0	128	652	10.7	3.5	96
WKDAY 1:00 PM - 4:30 PM	24061	15771	13.8	65.5	96	3224	16.9	13.4	117	1174	17.8	4.9	124	807	13.2	3.4	92
WKDAY 4:30 PM - 7:30 PM	44079	28746	25.2	65.2	96	4662	24.4	10.6	93	2042	31.0	4.6	118	1556	25.5	3.5	97
WKDAY 7:30 PM - 8:00 PM	61979	40750	35.7	65.7	97	5652	34.3	10.6	93	2518	38.2	4.1	103	2254	36.9	3.6	100
WKDAY 11:00 PM - 11:30 PM	49084	33441	29.3	68.1	100	5427	28.4	11.1	97	2202	33.4	4.5	114	1765	28.9	3.6	99
WKDAY 11:30 PM - 1:00 AM	16560	11095	9.7	67.0	98	2003	10.5	12.1	106	768	11.7	4.6	118	638	10.4	3.9	106
M-SAT 8-11 PM-SUN 7-11 PM	66967	45652	40.0	68.2	100	7727	40.4	11.5	101	2695	40.9	4.0	103	2499	40.9	3.7	102
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	6274	5.5	67.7	99	1444	7.5	15.6	137	268	4.1	2.9	74	272	4.5	2.9	81
ANOTHER WORLD	N 6138	3809	3.3	62.1	91	986	5.2	16.1	141	303	4.6	4.9	126	261	4.3	4.3	117
AS THE WORLD TURNS	C 7707	4930	4.3	64.0	94	854	4.5	11.1	97	465	7.1	6.0	154	242	4.0	3.1	86
CAPITOL	C 4688	2953	2.6	63.0	93	637	3.3	13.6	119	200	3.0	4.3	109	161	2.6	3.4	94
CBS MORN. NEWS 1	C 2792	1823	1.6	65.3	96	256	1.3	9.2	80	146	2.2	5.2	133	*70	1.1	2.5	69
CBS MORN. NEWS 2	C 2071	1279	1.1	61.8	91	133	0.7	6.4	56	*92	1.4	4.4	113	*65	1.1	3.1	86
DAYS OF OUR LIVES	N 8018	5383	4.7	67.1	99	1249	6.5	15.6	137	359	5.5	4.5	114	357	5.8	4.5	122
FACTS OF LIFE - DAYTIME	N 3487	2159	1.9	61.9	91	498	2.6	14.3	125	120	1.8	3.4	88	114	1.9	3.3	90
FAMILY FEUD	A 4817	3049	2.7	63.3	93	523	2.7	10.9	95	183	2.8	3.8	97	194	3.2	4.0	111
GENERAL HOSPITAL	A 8333	5566	4.9	66.8	98	1264	6.6	15.2	133	321	4.9	3.9	98	283	4.6	3.4	93
GOOD MORNING, AMERICA-730A	A 5472	3608	3.2	65.9	97	620	3.2	11.3	99	263	4.0	4.8	122	191	3.1	3.5	96
GOOD MORNING, AMERICA-830A	A 3965	2646	2.3	66.7	98	400	2.1	10.1	88	191	2.9	4.8	123	136	2.2	3.4	94
GUIDING LIGHT	C 7542	4963	4.3	65.8	97	930	4.9	12.3	108	490	7.4	6.5	165	278	4.5	3.7	101
ONE LIFE TO LIVE	A 6018	4005	3.5	66.6	98	916	4.8	15.2	133	247	3.8	4.1	105	226	3.7	3.8	103
PRESS YOUR LUCK	C 3589	2402	2.1	66.9	98	354	1.9	9.9	86	175	2.7	4.9	124	155	2.5	4.3	119
PRICE IS RIGHT 1	C 7418	4825	4.2	65.0	96	662	3.5	8.9	78	402	6.1	5.4	138	233	3.8	3.1	86
PRICE IS RIGHT 2	C 8276	5426	4.8	65.6	96	855	4.5	10.3	91	443							

HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION) - USED FOR
(ADULTS)

		TOTAL U.S. '000	HEADACHES				MENSTRUAL OR PERIOD PAIN				SLEEPLESSNESS				OTHER				
			A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	
TOTAL ADULTS			167727	114206	100.0	68.1	100	19128	100.0	11.4	100	6585	100.0	3.9	100	6110	100.0	3.6	100
WKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY			52292	34039	29.8	65.1	96	4633	24.2	8.9	78	2389	36.3	4.6	116	1857	30.4	3.6	97
NETWORK AFFILIATES - LATE			39164	26746	23.4	68.3	100	4243	22.2	10.8	95	1837	27.9	4.7	119	1391	22.8	3.6	97
INDEPENDENTS - LATE			5133	3386	3.0	66.0	97	515	2.7	10.0	88	192	2.9	3.7	95	202	3.3	3.9	108
TV EVENING NTWK 6 PM - 2 AM																			
A TEAM			N 22825	15604	13.7	68.4	100	2522	13.2	11.0	97	956	14.5	4.2	107	843	13.8	3.7	101
ABC MONDAY NIGHT MOVIE			A 11258	7747	6.8	68.8	101	1371	7.2	12.2	107	505	7.7	4.5	114	408	6.7	3.6	99
ABC SUNDAY NIGHT MOVIE			A 23600	16308	14.3	69.1	101	2645	13.8	11.2	98	836	12.7	3.5	90	909	14.9	3.9	104
ABC WORLD NEWS TONIGHT			A 12801	8252	7.2	64.5	95	1026	5.4	8.0	70	567	8.6	4.4	113	440	7.2	3.4	94
AFTERMASH			C 10966	7088	6.2	64.6	95	1311	6.9	12.0	105	524	8.0	4.8	122	298	4.9	2.7	75
ALICE			C 17050	11606	10.2	68.1	100	2235	11.7	13.1	115	675	10.3	4.0	101	592	9.7	3.5	95
AMERICAN PARADE			C 11998	7730	6.8	64.4	95	1108	5.8	9.2	81	506	7.7	4.2	107	519	8.5	4.3	119
BENSON			A 19258	12712	11.1	66.0	97	2302	12.0	12.0	105	781	11.9	4.1	103	801	13.1	4.2	114
BLUE THUNDER			A 11478	7855	6.9	68.4	101	1076	5.6	9.4	82	436	6.6	3.8	97	420	6.9	3.7	100
CAGNEY & LACEY			C 18263	12733	11.1	69.7	102	2229	11.7	12.2	107	704	10.7	3.9	98	719	11.8	3.9	108
CBS EVENING NEWS-DEAN			C 7733	4612	4.0	59.6	88	550	2.9	7.1	62	277	4.2	3.6	91	312	5.1	4.0	111
CBS EVENING NEWS-RATHER			C 15653	10191	8.9	65.1	96	1425	7.4	9.1	80	921	14.0	5.9	150	516	8.4	3.3	90
CBS SAT. NEWS-SCHIEFFER			C 8744	5585	4.9	63.9	94	627	3.3	7.2	63	521	7.9	6.0	152	255	4.2	2.9	80
CBS SATURDAY NIGHT MOVIE			C 12000	8477	7.4	70.6	104	1455	7.6	12.1	106	454	6.9	3.8	96	415	6.8	3.5	95
CBS WEDNESDAY NIGHT MOVIE			C 11522	7677	6.7	66.6	98	1200	6.3	10.4	91	523	7.9	4.5	116	460	7.5	4.0	110
CHEERS			N 16818	11956	10.5	71.1	104	2379	12.4	14.1	124	576	8.7	3.4	87	742	12.1	4.4	121
DALLAS			C 37510	25997	22.8	69.3	102	4352	22.8	11.6	102	1725	26.2	4.6	117	1457	23.8	3.9	107
DIFF'RENT STROKES			N 11258	7597	6.7	67.5	99	1465	7.7	13.0	114	602	9.1	5.3	136	310	5.1	2.8	76
DOUBLE TROUBLE			N 12248	8495	7.4	69.4	102	1673	8.7	13.7	120	532	8.1	4.3	111	406	6.6	3.3	91
DUCK FACTORY			N 11100	7914	6.9	71.3	105	1620	8.5	14.6	128	463	7.0	4.2	106	552	9.0	5.0	137
DUKES OF HAZZARD			C 12353	8196	7.2	66.3	97	1110	5.8	9.0	79	470	7.1	3.8	97	464	7.6	3.8	103
DYNASTY			A 33279	22830	20.0	68.6	101	4559	23.8	13.7	120	1290	19.6	3.9	99	1106	18.1	3.3	91
FACTS OF LIFE			N 13410	8993	7.9	67.1	98	1861	9.7	13.9	122	568	8.6	4.2	108	482	7.9	3.6	99
FALCON CREST			C 31093	21402	18.7	68.8	101	3970	20.8	12.8	112	1346	20.4	4.3	110	1296	21.2	4.2	114
FALL GUY			A 18649	12396	10.9	66.5	98	2210	11.6	11.9	104	718	10.9	3.9	98	646	10.6	3.5	95
FAMILY TIES			N 13101	9252	8.1	70.6	104	2109	11.0	16.1	141	552	8.4	4.2	107	430	7.0	3.3	90
FANTASY ISLAND			A 13069	8710	7.6	66.6	98	1575	8.2	12.1	106	433	6.6	3.3	84	354	5.8	2.7	74
FOULUPS, BLEEPS & BLUNDERS			A 16588	10874	9.5	65.6	96	2095	11.0	12.6	111	582	8.8	3.5	89	445	7.3	2.7	74
FOUR SEASONS			C 9302	6049	5.3	65.0	96	1225	6.4	13.2	115	517	7.9	5.6	142	*331	5.4	3.6	98
GIMME A BREAK			N 13955	9478	8.3	67.9	100	1969	10.3	14.1	124	583	8.9	4.2	106	525	8.6	3.8	103
HART TO HART			A 15735	10726	9.4	68.2	100	2023	10.6	12.9	113	661	10.0	4.2	107	489	8.0	3.1	85
HILL STREET BLUES			N 18257	12884	11.3	70.6	104	2424	12.7	13.3	116	707	10.7	3.9	99	757	12.4	4.1	114
HOTEL			A 24236	16364	14.3	67.5	99	2817	14.7	11.6	102	936	14.2	3.9	98	930	15.2	3.8	105
JEFFERSONS			C 17010	11054	9.7	65.0	95	1995	10.4	11.7	103	697	10.6	4.1	104	573	9.4	3.4	92
JENNIFER SLEPT HERE			N 9397	6502	5.7	69.2	102	1230	6.4	13.1	115	428	6.5	4.6	116	265	4.3	2.8	77
KATE & ALLIE			C 16762	11579	10.1	69.1	101	1973	10.3	11.8	103	708	10.8	4.2	108	595	9.7	3.5	97
KNIGHT RIDER			N 13164	9010	7.9	68.4	101	1581	8.3	12.0	105	465	7.1	3.5	90	404	6.6	3.1	84
LOVE BOAT			A 20400	13386	11.7	65.6	96	2162	11.3	10.6	93	752	11.4	3.7	94	661	10.8	3.2	89
MAGNUM PI			C 22543	15382	13.5	68.2	100	2398	12.5	10.6	93	874	13.3	3.9	99	877	14.4	3.9	107
MAMA'S FAMILY			N 9852	6727	5.9	68.3	100	1222	6.4	12.4	109	461	7.0	4.7	119	302	4.9	3.1	84
MASTER, THE			N 8082	5625	4.9	69.6	102	822	4.3	10.2	89	348	5.3	4.3	110	301	4.9	3.7	102
MATT HOUSTON			A 12881	9045	7.9	70.2	103	1299	6.8	10.1	88	547	8.3	4.2	108	519	8.5	4.0	111
NBC MONDAY NIGHT MOVIE			N 23889	16898	14.8	70.7	104	3219	16.8	13.5	118	795	12.1	3.3	85	776	12.7	3.2	89
NBC NIGHTLY NEWS			N 11156	7159	6.3	64.2	94	963	5.0	8.6	76	437	6.6	3.9	100	418	6.8	3.7	103
NBC NIGHTLY NEWS-SAT			N 7363	4787	4.2	65.0	95	476	2.5	6.5	57	301	4.6	4.1	104	254	4.2	3.4	95
NBC NIGHTLY NEWS-SUN			N 6214	3857	3.4	62.1	91	379	2.0	6.1	53	316	4.8	5.1	130	*232	3.8	3.7	102
NBC SUNDAY NIGHT MOVIE			N 17590	12582	11.0	71.5	105	2399	12.5	13.6	120	499	7.6	2.8	72	528	8.6	3.0	82
NEMHART			C 16740	11769	10.3	70.3	103	2101	11.0	12.6	110	668	10.1	4.0	102	592	9.7	3.5	97
ONE DAY AT A TIME			C 11820	8285	7.3	70.1	103	1770	9.3	15.0	131	476	7.2	4.0	103	382	6.3	3.2	89
PEOPLE ARE FUNNY			N 9138	6078	5.3	66.5	98	1102	5.8	12.1	106	408	6.2	4.5	114	264	4.3	2.9	79
REAL PEOPLE			N 15979	10404	9.1	65.1	96	1763	9.2	11.0	97	660	10.0	4.1	105	568	9.3	3.6	98
REMINGTON STEELE			N 14395	10030	8.8	69.7	102	1999	10.5	13.9	122	611	9.3	4.2	108	616	10.1	4.3	117
RIPLEY'S BELIEVE IT - NOT			A 11362	7907	6.9	69.6	102	1159	6.1	10.2	89	438	6.7	3.9	98	368	6.0	3.2	89
RIP TIDE			N 13920	9581	8.4	68.8	101	1735	9.1	12.5	109	550	8.4	4.0	101	594	9.7	4.3	117
SCARECROW & MRS. KING			C 17571	12196	10.7	69.4	102	2137	11.2	12.2	107	711	10.8	4.0	103	684	11.2	3.9	107
SIMON & SIMON			C 20208	14151	12.4	70.0	103	2377	12.4	11.8	103	961	14.6	4.8	121	755	12.4	3.7	103
60 MINUTES			C 27668	17692	15.5	63.9	94	2343	12.2	8.5	74	1127	17.1	4.1	104	981	16.1	3.5	97
ST. ELSEWHERE			N 13699	9652	8.5	70.5	103	1913	10.0	14.0	122	600	9.1	4.4	112	536	8.8	3.9	107
THREE'S COMPANY			A 20632	14262</															

INDIGESTION AIDS & UPSET STOMACH REMEDIES
(NON-PRESCRIPTION)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-11

		'000	%	UNWEIGHTED					
4A. DO YOU YOURSELF USE THEM?									
YES		95804	57.1	10817					
NO		71923	42.9	8293					
IF YOU DO									
4B. WHO DECIDES WHICH BRANDS YOU USE? (MARK AS MANY AS APPLY)									
YOURSELF		73013	43.5	8393					
YOUR HUSBAND/WIFE		23396	13.9	2542					
OTHER MALE		2381	1.4	232					
OTHER FEMALE		4959	3.0	382					
DO NOT KNOW		5377	3.2	605					
					ALL	SOLE	PRIMARY	SECONDARY	UNWEIGHTED
		'000	%	'000	%	'000	%	'000	%
4C. WHAT TYPES DO YOU USE?									
LIQUID		42366	25.3	21322	12.7	16070	9.6	4973	3.0
SELTZER (TABLET OR POWDER)		28375	16.9	13750	8.2	10219	6.1	4405	2.6
CHEWABLE TABLET		45216	27.0	23692	14.1	13658	8.1	7866	4.7
OTHER TABLET		7145	4.3	3612	2.2	1848	1.1	1686	1.0
DO NOT KNOW		5031	3.0						
4D. WHICH BRANDS DO YOU USE?									
ALKA-2		3851	2.3	654	.4	2418	1.4	780	.5
ALKA-SELTZER		28788	17.2	7639	4.6	16514	9.8	4635	2.8
BISODOL		938	.6	192	.1	626	.4	120	.1
BRIOSCHI		1420	.8	295	.2	766	.5	359	.2
BROMO-SELTZER		2908	1.7	391	.2	1845	1.1	673	.4
DI GEL		8536	5.1	1857	1.1	4762	2.8	1917	1.1
GAS-X		2321	1.4	289	.2	1473	.9	559	.3
GAVISCON		3183	1.9	851	.5	1731	1.0	601	.4
GELUSIL		2773	1.7	676	.4	1391	.8	706	.4
KAOPECTATE		7017	4.2	743	.4	4047	2.4	2226	1.3
LO-SAL		1813	1.1	353	.2	1040	.6	420	.3
MAALOX		16901	10.1	4261	2.5	8592	5.1	4049	2.4
MYLANTA		13818	8.2	3398	2.0	7460	4.4	2960	1.8
PEPTO-BISMOL		31142	18.6	8708	5.2	16679	9.9	5754	3.4
PHILLIPS MILK OF MAGNESIA LIQUID		5120	3.1	678	.4	2983	1.8	1459	.9
PHILLIPS MILK OF MAGNESIA TABLETS		2536	1.5	375	.2	1486	.9	675	.4
RIOPAN		3476	2.1	838	.5	1874	1.1	764	.5
ROLAIDS		23909	14.3	5370	3.2	12849	7.7	5690	3.4
TEMPO		3892	2.3	789	.5	2067	1.2	1036	.6
TITRALAC		868	.5	197	.1	434	.3	237	.1
TUMS E-X		1176	.7	80	*	718	.4	378	.2
TUMS		16998	10.1	2853	1.7	8734	5.2	5411	3.2
OTHER BRANDS		6050	3.6	1941	1.2	1938	1.2	2171	1.3
DO NOT KNOW		1295	.8						
		'000	%	UNWEIGHTED					
4E. ABOUT HOW OFTEN DID YOU USE INDIGESTION AIDS OR UPSET STOMACH REMEDIES IN THE LAST 6 MONTHS?									
ONCE A DAY OR MORE OFTEN	H	7547	4.5	886					
2 OR 3 TIMES A WEEK	H	10830	6.5	1254					
ONCE A WEEK	H	8147	4.9	951					
2 OR 3 TIMES A MONTH	M	17767	10.6	1994					
ONCE A MONTH	M	11861	7.1	1359					
ONCE EVERY 2 MONTHS	M	8732	5.2	986					
ONCE EVERY 3 MONTHS OR LESS OFTEN	L	21898	13.1	2370					
NEVER IN LAST 6 MONTHS	L	9023	5.4	1017					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	95804	100.0	57.1	100	26524	100.0	15.8	100	38360	100.0	22.9	100	30921	100.0	18.4	100
MALES	79263	44370	46.3	56.0	98	12253	46.2	15.5	98	17655	46.0	22.3	97	14462	46.8	18.2	99
FEMALES	88464	51435	53.7	58.1	102	14271	53.8	16.1	102	20705	54.0	23.4	102	16458	53.2	18.6	101
18 - 24	28671	14251	14.9	49.7	87	3392	12.8	11.8	75	5352	14.0	18.7	82	5508	17.8	19.2	104
25 - 34	39536	22621	23.6	57.2	100	4885	18.4	12.4	78	9359	24.4	23.7	104	8377	27.1	21.2	115
35 - 44	28978	17134	17.9	59.1	104	4135	15.6	14.3	90	7134	18.6	24.6	108	5865	19.0	20.2	110
45 - 54	22345	13073	13.6	58.5	102	3879	14.6	17.4	110	5200	13.6	23.3	102	3994	12.9	17.9	97
55 - 64	22224	13502	14.1	60.8	106	4162	15.7	18.7	118	5472	14.3	24.6	108	3869	12.5	17.4	94
65 OR OLDER	25973	15223	15.9	58.6	103	6072	22.9	23.4	148	5843	15.2	22.5	98	3308	10.7	12.7	69
18 - 34	68207	36873	38.5	54.1	95	8277	31.2	12.1	77	14710	38.3	21.6	94	13885	44.9	20.4	110
18 - 49	108058	60500	63.1	56.0	98	14269	53.8	13.2	84	24341	63.5	22.5	98	21890	70.8	20.3	110
25 - 54	90859	52828	55.1	58.1	102	12899	48.6	14.2	90	21693	56.6	23.9	104	18236	59.0	20.1	109
35 - 49	39851	23627	24.7	59.3	104	5991	22.6	15.0	95	9631	25.1	24.2	106	8005	25.9	20.1	109
50 OR OLDER	59669	35305	36.9	59.2	104	12256	46.2	20.5	130	14018	36.5	23.5	103	9031	29.2	15.1	82
GRADUATED COLLEGE	28091	15431	16.1	54.9	96	3243	12.2	11.5	73	6142	16.0	21.9	96	6045	19.5	21.5	117
ATTENDED COLLEGE	28938	16719	17.5	57.8	101	3753	14.1	13.0	82	7043	18.4	24.3	106	5922	19.2	20.5	111
GRADUATED HIGH SCHOOL	65503	37233	38.9	56.8	100	10370	39.1	15.8	100	14777	38.5	22.6	99	12086	39.1	18.5	100
DID NOT GRADUATE HIGH SCHOOL	45195	26422	27.6	58.5	102	9157	34.5	20.3	128	10398	27.1	23.0	101	6867	22.2	15.2	82
EMPLOYED MALES	56429	31162	32.5	55.2	97	7808	29.4	13.8	87	12504	32.6	22.2	97	10851	35.1	19.2	104
EMPLOYED FEMALES	43971	25377	26.5	57.7	101	5535	20.9	12.6	80	10403	27.1	23.7	103	9439	30.5	21.5	116
EMPLOYED FULL-TIME	87773	49541	51.7	56.4	99	11728	44.2	13.4	84	20141	52.5	22.9	100	17673	57.2	20.1	109
EMPLOYED PART-TIME	12627	6998	7.3	55.4	97	1615	6.1	12.8	81	2765	7.2	21.9	96	2617	8.5	20.7	112
NOT EMPLOYED	67327	39265	41.0	58.3	102	13181	49.7	19.6	124	15453	40.3	23.0	100	10631	34.4	15.8	86
PROFESSIONAL/MANAGER	25845	14284	14.9	55.3	97	3132	11.8	12.1	77	5665	14.8	21.9	96	5487	17.7	21.2	115
TECH/CLERICAL/SALES	30895	17215	18.0	55.7	98	3744	14.1	12.1	77	7022	18.3	22.7	99	6450	20.9	20.9	113
PRECISION/CRAFT	12629	7397	7.7	58.6	103	1903	7.2	15.1	95	3220	8.4	25.5	111	2275	7.4	18.0	98
OTHER EMPLOYED	31031	17642	18.4	56.9	100	4564	17.2	14.7	93	7000	18.2	22.6	99	6078	19.7	19.6	106
SINGLE	35557	17404	18.2	48.9	86	4234	16.0	11.9	75	6642	17.3	18.7	82	6529	21.1	18.4	100
MARRIED	103585	62053	64.8	59.9	105	17221	64.9	16.6	105	24738	64.5	23.9	104	20094	65.0	19.4	105
DIVORCED/SEPARATED/WIDOWED	28585	16347	17.1	57.2	100	5069	19.1	17.7	112	6980	18.2	24.4	107	4298	13.9	15.0	82
PARENTS	59295	34926	36.5	58.9	103	8448	31.9	14.2	90	13970	36.4	23.6	103	12508	40.5	21.1	114
WHITE	146081	83957	87.6	57.5	101	23109	87.1	15.8	100	33771	88.0	23.1	101	27077	87.6	18.5	101
BLACK	17974	10229	10.7	56.9	100	3030	11.4	16.9	107	3966	10.3	22.1	96	3234	10.5	18.0	98
OTHER	3672	1618	1.7	44.1	77	*385	1.5	10.5	66	*623	1.6	17.0	74	*610	2.0	16.6	90
NORTHEAST-CENSUS	37005	20215	21.1	54.6	96	5763	21.7	15.6	98	8018	20.9	21.7	95	6434	20.8	17.4	94
NORTH CENTRAL	42642	23733	24.8	55.7	97	6832	25.8	16.0	101	9243	24.1	21.7	95	7658	24.8	18.0	97
SOUTH	56777	34132	35.6	60.1	105	9760	36.8	17.2	109	13943	36.3	24.6	107	10428	33.7	18.4	100
WEST	31303	17725	18.5	56.6	99	4169	15.7	13.3	84	7156	18.7	22.9	100	6400	20.7	20.4	111
NORTHEAST-MKTG.	38125	20276	21.2	53.2	93	5661	21.3	14.8	94	8117	21.2	21.3	93	498	21.0	17.0	92
EAST CENTRAL	24794	13980	14.6	56.4	99	4248	16.0	17.1	108	5672	14.8	22.9	100	4059	13.1	16.4	89
WEST CENTRAL	28511	15895	16.6	55.8	98	4389	16.5	15.4	97	6053	15.8	21.2	93	5453	17.6	19.1	104
SOUTH	48953	30355	31.7	62.0	109	8665	32.7	17.7	112	12302	32.1	25.1	110	9388	30.4	19.2	104
PACIFIC	27344	15298	16.0	55.9	98	3560	13.4	13.0	82	6216	16.2	22.7	99	5523	17.9	20.2	110
COUNTY SIZE A	69301	37077	38.7	53.5	94	9817	37.0	14.2	90	15175	39.6	21.9	96	12086	39.1	17.4	95
COUNTY SIZE B	50633	29867	31.2	59.0	103	8198	30.9	16.2	102	11948	31.1	23.6	103	9721	31.4	19.2	104
COUNTY SIZE C	26259	16199	16.9	61.7	108	4415	16.6	16.8	106	6418	16.7	24.4	107	5366	17.4	20.4	111
COUNTY SIZE D	21534	12662	13.2	58.8-103		4094	15.4	19.0	120	4820	12.6	22.4	98	3748	12.1	17.4	94
METRO CENTRAL CITY	50014	27987	29.2	56.0	98	6922	26.1	13.8	88	11367	29.6	22.7	99	9698	31.4	19.4	105
METRO SUBURBAN	76832	43417	45.3	56.5	99	12213	46.0	15.9	101	17634	46.0	23.0	100	13571	43.9	17.7	96
NON METRO	40881	24400	25.5	59.7	104	7390	27.9	18.1	114	9359	24.4	22.9	100	7651	24.7	18.7	102
TOP 5 ADI'S	39550	21494	22.4	54.3	95	5452	20.6	13.8	87	8678	22.6	21.9	96	7363	23.8	18.6	101
TOP 10 ADI'S	54877	29149	30.4	53.1	93	7402	27.9	13.5	85	12026	31.4	21.9	96	9721	31.4	17.7	96
TOP 20 ADI'S	77516	41826	43.7	54.0	94	11098	41.8	14.3	91	16918	44.1	21.8	95	13810	44.7	17.8	97
HSOLD INC. \$50,000 OR MORE	17257	9389	9.8	54.4	95	2324	8.8	13.5	85	3502	9.1	20.3	89	3563	11.5	20.6	112
\$40,000 OR MORE	33235	17862	18.6	53.7	94	4139	15.6	12.5	79	7151	18.6	21.5	94	6572	21.3	19.8	107
\$30,000 OR MORE	59693	33282	34.7	55.8	98	8159	30.8	13.7	86	13182	34.4	22.1	97	11941	38.6	20.0	109
\$25,000 OR MORE	76275	42830	44.7	56.2	98	10369	39.1	13.6	86	17147	44.7	22.5	98	15313	49.5	20.1	109
\$20,000 - \$24,999	18607	11046	11.5	59.4	104	2865	10.8	15.4	97	4447	11.6	23.9	104	3735	12.1	20.1	109
\$15,000 - \$19,999	17175	10002	10.4	58.2	102	2492	9.4	14.5	92	4203	11.0	24.5	107	3307	10.7	19.3	104
\$10,000 - \$14,999	24569	14148	14.8	57.6	101	4455	16.8	18.1	115	5686	14.8	23.1	101	4007	13.0	16.3	88
UNDER \$10,000	31101	17779	18.6	57.2	100	6343	23.9	20.4	129	6876	17.9	22.1	97	4560	14.7	14.7	80
HOUSEHOLD OF 1 PERSON	19441	10399	10.9	53.5	94	3230	12.2	1									

		ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS				
		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	95804	100.0	57.1	100	26524	100.0	15.8	100	38360	100.0	22.9	100	30921	100.0	18.4	100
MAGAZINES	QUINTILE 1	34022	20866	21.8	61.3	107	4899	18.5	14.4	91	8627	22.5	25.4	111	7340	23.7	21.6	117
	QUINTILE 2	34800	17995	20.7	56.9	100	5308	20.0	15.3	96	8030	20.9	23.1	101	6457	20.9	18.6	101
	QUINTILE 3	30514	16923	17.7	55.5	97	4624	17.4	15.2	96	6890	18.0	22.6	99	5410	17.5	17.7	96
	QUINTILE 4	33324	18691	19.5	56.1	98	5050	19.0	15.2	96	7088	18.5	21.3	93	6554	21.2	19.7	107
	QUINTILE 5	35066	19529	20.4	55.7	98	6645	25.1	18.9	120	7725	20.1	22.0	96	5159	16.7	14.7	80
NEWSPAPERS	QUINTILE 1	29107	16420	17.1	56.4	99	4519	17.0	15.5	98	6483	16.9	22.3	97	5418	17.5	18.6	101
	QUINTILE 2	49095	28584	29.8	58.2	102	7878	29.7	16.0	101	11693	30.5	23.8	104	9013	29.1	18.4	100
	QUINTILE 3	23107	13533	14.1	58.6	103	3653	13.8	15.8	100	5377	14.0	23.3	102	4503	14.6	19.5	106
	QUINTILE 4	33556	18906	19.7	56.3	99	5008	18.9	14.9	94	7541	19.7	22.5	98	6357	20.6	18.9	103
	QUINTILE 5	32863	18362	19.2	55.9	98	5466	20.6	16.6	105	7266	18.9	22.1	97	5629	18.2	17.1	93
OUTDOOR	QUINTILE 1	33431	18776	19.6	56.2	98	4504	17.0	13.5	85	7547	19.7	22.6	99	6726	21.8	20.1	109
	QUINTILE 2	33478	19401	20.3	58.0	101	4848	18.3	14.5	92	8109	21.1	24.2	106	6444	20.8	19.2	104
	QUINTILE 3	33574	18866	19.7	56.2	98	5375	20.3	16.0	101	7460	19.4	22.2	97	6031	19.5	18.0	97
	QUINTILE 4	33935	19410	20.3	57.2	100	5959	22.5	17.6	111	7415	19.3	21.9	96	6037	19.5	17.8	96
	QUINTILE 5	33310	19351	20.2	58.1	102	5838	22.0	17.5	111	7830	20.4	23.5	103	5683	18.4	17.1	93
RADIO-DRIVE TIME	QUINTILE 1	33136	19346	20.2	58.4	102	4658	17.6	14.1	89	7943	20.7	24.0	105	6745	21.8	20.4	110
	QUINTILE 2	31658	18218	19.0	57.5	101	5396	20.3	17.0	108	7151	18.6	22.6	99	5671	18.3	17.9	97
	QUINTILE 3	32541	18461	19.3	56.7	99	4852	18.3	14.9	94	7490	19.5	23.0	101	6119	19.8	18.8	102
	QUINTILE 4	34247	19433	20.3	56.7	99	5152	19.4	15.0	95	7804	20.3	22.8	100	6477	20.9	18.9	103
	QUINTILE 5	36144	20346	21.2	56.3	99	6466	24.4	17.9	113	7972	20.8	22.1	96	5908	19.1	16.3	89
RADIO-MID- DAY	TERCILE 1	45037	26011	27.2	57.8	101	7009	26.4	15.6	98	10715	27.9	23.8	104	8267	26.8	18.4	100
	TERCILE 2	44819	26031	27.2	58.1	102	7374	27.8	16.5	104	10648	27.8	23.8	104	8009	25.9	17.9	97
	TERCILE 3	77872	43762	45.7	56.2	98	12141	45.8	15.6	99	16997	44.3	21.8	95	14624	47.3	18.8	102
RADIO-TOTAL	QUINTILE 1	33763	19792	20.7	58.6	103	5140	19.4	15.2	96	8112	21.1	24.0	105	6540	21.2	19.4	105
	QUINTILE 2	33240	18950	19.8	57.0	100	5122	19.3	15.4	97	7693	20.1	23.1	101	6135	19.8	18.5	100
	QUINTILE 3	33408	18784	19.6	56.2	98	5246	19.8	15.7	99	7531	19.6	22.5	99	6007	19.4	18.0	98
	QUINTILE 4	34792	19909	20.8	57.2	100	5079	19.1	14.6	92	8164	21.3	23.5	103	6665	21.6	19.2	104
	QUINTILE 5	32524	18370	19.2	56.5	99	5938	22.4	18.3	115	6859	17.9	21.1	92	5573	18.0	17.1	93
TV-PRIME TIME	QUINTILE 1	33090	19645	20.5	59.4	104	6015	22.7	18.2	115	8026	20.9	24.3	106	5603	18.1	16.9	92
	QUINTILE 2	33357	19681	20.5	59.0	103	5025	18.9	15.1	95	8602	22.4	25.8	113	6054	19.6	18.1	98
	QUINTILE 3	33980	19207	20.0	56.5	99	5234	19.7	15.4	97	7540	19.7	22.2	97	6433	20.8	18.9	103
	QUINTILE 4	33854	19199	20.0	56.7	99	5380	20.3	15.9	100	7068	18.4	20.9	91	6751	21.8	19.9	108
	QUINTILE 5	33444	18073	18.9	54.0	95	4871	18.4	14.6	92	7123	18.6	21.3	93	6079	19.7	18.2	99
TV-DAYTIME	TERCILE 1	49121	29382	30.7	59.8	105	9279	35.0	18.9	119	11683	30.5	23.8	104	8420	27.2	17.1	93
	TERCILE 2	48823	27932	29.2	57.2	100	7381	27.8	15.1	96	11246	29.3	23.0	101	9304	30.1	19.1	103
	TERCILE 3	69782	38490	40.2	55.2	97	9863	37.2	14.1	89	15430	40.2	22.1	97	13197	42.7	18.9	103
TV-TOTAL	QUINTILE 1	33584	20233	21.1	60.2	105	6315	23.8	18.8	119	8228	21.4	24.5	107	5690	18.4	16.9	92
	QUINTILE 2	33441	19710	20.6	58.9	103	5772	21.8	17.3	109	8012	20.9	24.0	105	5927	19.2	17.7	96
	QUINTILE 3	33505	18638	19.5	55.6	97	4941	18.6	14.7	93	7495	19.5	22.4	98	6203	20.1	18.5	100
	QUINTILE 4	33466	18932	19.8	56.6	99	4926	18.6	14.7	93	7352	19.2	22.0	96	6654	21.5	19.9	108
	QUINTILE 5	33731	18291	19.1	54.2	95	4571	17.2	13.6	86	7274	19.0	21.6	94	6447	20.8	19.1	104
MAGAZINES-NEWSPAPERS: DUAL		44503	26039	27.2	58.5	102	6950	26.2	15.6	99	10676	27.8	24.0	105	8412	27.2	18.9	103
MAGAZINE IMPERATIVE		39363	23242	24.3	59.0	103	5539	20.9	14.1	89	9581	25.0	24.3	106	8122	26.3	20.6	112
NEWSPAPER IMPERATIVE		46441	26216	27.4	56.5	99	7602	28.7	16.4	104	10380	27.1	22.4	98	8233	26.6	17.7	96
MAGAZINES-OUTDOOR: DUAL		33726	19304	20.1	57.2	100	4308	16.2	12.8	81	8170	21.3	24.2	106	6826	22.1	20.2	110
MAGAZINE IMPERATIVE		52846	31080	32.4	58.8	103	8638	32.6	16.3	103	12424	32.4	23.5	103	10017	32.4	19.0	103
OUTDOOR IMPERATIVE		52140	28997	30.3	55.6	97	8101	30.5	15.5	98	11406	29.7	21.9	96	9490	30.7	18.2	99
MAGAZINES-RADIO: DUAL		37081	21663	22.6	58.4	102	5213	19.7	14.1	89	9043	23.6	24.4	107	7407	24.0	20.0	108
MAGAZINE IMPERATIVE		49747	28925	30.2	58.1	102	7676	28.9	15.4	98	11680	30.4	23.5	103	9569	30.9	19.2	104
RADIO IMPERATIVE		49208	27661	28.9	56.2	98	8141	30.7	16.5	105	10940	28.5	22.2	97	8580	27.7	17.4	95
MAGAZINES-TELEVISION: DUAL		33103	20137	21.0	60.8	106	5719	21.6	17.3	109	8335	21.7	25.2	110	6083	19.7	18.4	100
MAGAZINE IMPERATIVE		54575	30783	32.1	56.4	99	7117	26.8	13.0	82	12560	32.7	23.0	101	11107	35.9	20.4	110
TELEVISION IMPERATIVE		53249	30422	31.8	57.1	100	9441	35.6	17.7	112	12016	31.3	22.6	99	8964	29.0	16.8	91
NEWSPAPERS-OUTDOOR: DUAL		36255	20934	21.9	57.7	101	5429	20.5	15.0	95	8645	22.5	23.8	104	6860	22.2	18.9	103
NEWSPAPER IMPERATIVE		55591	32206	33.6	57.9	101	9364	35.3	16.8	107	12766	33.3	23.0	100	10076	32.6	18.1	98
OUTDOOR IMPERATIVE		48319	26965	28.1	55.8	98	6631	25.0	13.7	87	10957	28.6	22.7	99	9377	30.3	19.4	105
NEWSPAPERS-RADIO: DUAL		37242	21765	22.7	58.4	102	5702	21.5	15.3	97	9069	23.6	24.4	106	6994	22.6	18.8	102
NEWSPAPER IMPERATIVE		54423	31154	32.5	57.2	100	8711	32.8	16.0	101	12343	32.2	22.7	99	10099	32.7	18.6	101
RADIO IMPERATIVE		46650	26507	27.7	56.8	99	7163	27.0	15.4	97	10627	27.7	22.8	100	8717	28.2	18.7	101
NEWSPAPERS-TELEVISION: DUAL		35974	21550	22.5	59.9	105	6271	23.6	17.4	110	8838	23.0	24.6	107	6442	20.8	17.9	97
NEWSPAPER IMPERATIVE		56095	31478	32.9	56.1	98	7946	30.0	14.2	90	12615	32.9	22.5	98	10917	35.3	19.5	106
TELEVISION IMPERATIVE		47170	27513	28.7	58.3	102	8265	31.2	17.5	111	11043	28.8	23.4	102	8205	26.5	17.4	94
OUTDOOR-RADIO: DUAL		33748	19252	20.1	57.0	100	4885	18.4	14.5	92								

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	95804	100.0	57.1	100	26524	100.0	15.8	100	38360	100.0	22.9	100	30921	100.0	18.4	100
ATLANTIC MONTHLY	867	428	0.4	49.4	86	**80	0.3	9.2	58	*172	0.4	19.8	87	*176	0.6	20.3	110
BARRON'S	1580	984	1.0	62.3	109	*124	0.5	7.8	50	524	1.4	33.2	145	335	1.1	21.2	115
BETTER HOMES & GARDENS	22203	13335	13.9	60.1	105	3415	12.9	15.4	97	5612	14.6	25.3	111	4308	13.9	19.4	105
BON APPETIT	3810	2208	2.3	58.0	101	601	2.3	15.8	100	898	2.3	23.6	103	709	2.3	18.6	101
BUSINESS WEEK	4663	2570	2.7	55.1	96	675	2.5	14.5	92	1029	2.7	22.1	96	866	2.8	18.6	101
CAR AND DRIVER	3102	1828	1.9	58.9	103	430	1.6	13.9	88	804	2.1	25.9	113	594	1.9	19.1	104
CBS MAGAZINE NETWORK (GROSS)	7311	3921	4.1	53.6	94	1050	4.0	14.4	91	1551	4.0	21.2	93	1321	4.3	18.1	98
CHANGING TIMES	3400	1890	2.0	55.6	97	371	1.4	10.9	69	828	2.2	24.4	106	692	2.2	20.4	110
COLONIAL HOMES	1796	1081	1.1	60.2	105	221	0.8	12.3	78	477	1.2	26.6	116	384	1.2	21.4	116
CONDE NAST MAG. PKG. (GROSS)	19924	11325	11.8	56.8	100	2693	10.2	13.5	85	4546	11.9	22.8	100	4085	13.2	20.5	111
CONSUMERS DIGEST	3125	1839	1.9	58.8	103	474	1.8	15.2	96	789	2.1	25.2	110	577	1.9	18.5	100
COSMOPOLITAN	10577	6109	6.4	57.8	101	1509	5.7	14.3	90	2465	6.4	23.3	102	2135	6.9	20.2	109
COUNTRY LIVING	3746	2303	2.4	61.5	108	522	2.0	13.9	88	1062	2.8	28.4	124	718	2.3	19.2	104
CUISINE	2214	1344	1.4	60.7	106	328	1.2	14.8	94	541	1.4	24.4	107	475	1.5	21.5	116
CYCLE WORLD	2394	1274	1.3	53.2	93	413	1.6	17.3	109	474	1.2	19.8	87	386	1.2	16.1	87
DCI:CREATIVE IDEAS FOR LIV	3068	1931	2.0	62.9	110	485	1.8	15.8	100	740	1.9	24.1	105	706	2.3	23.0	125
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	6049	6.3	63.3	111	1582	6.0	16.6	105	2282	5.9	23.9	104	2184	7.1	22.9	124
DISCOVER	2277	1331	1.4	58.5	102	*248	0.9	10.9	69	567	1.5	24.9	109	516	1.7	22.7	123
EBONY	1787	4035	4.2	56.1	98	1143	4.3	15.9	101	1569	4.1	21.8	95	1323	4.3	18.4	100
ESQUIRE	2560	1566	1.6	61.2	107	389	1.5	15.2	96	746	1.9	29.1	127	431	1.4	16.8	91
ESSENCE	3242	1918	2.0	59.2	104	519	2.0	16.0	101	697	1.8	21.5	94	702	2.3	21.7	117
FAMILY CIRCLE	19639	12094	12.6	61.6	108	3177	12.0	16.2	102	5171	13.5	26.3	115	3747	12.1	19.1	103
THE FAMILY HANDYMAN	3540	2174	2.3	61.4	108	500	1.9	14.1	89	977	2.5	27.6	121	697	2.3	19.7	107
FAMILY WEEKLY	23924	14313	14.9	59.8	105	4019	15.2	16.8	106	5811	15.1	24.3	106	4483	14.5	18.7	102
FIELD & STREAM	9883	6071	6.3	61.4	108	1921	7.2	19.4	123	2424	6.3	24.5	107	1726	5.6	17.5	95
FOOD & WINE	1030	620	0.6	60.2	105	*130	0.5	12.6	80	254	0.7	24.7	108	236	0.8	22.9	124
FORBES	2679	1396	1.5	52.1	91	311	1.2	11.6	73	618	1.6	23.1	101	467	1.5	17.4	95
FORTUNE	2931	1647	1.7	56.2	98	333	1.3	11.4	72	642	1.7	21.9	96	673	2.2	23.0	125
GENTLEMEN'S QUARTERLY	3481	1873	2.0	53.8	94	418	1.6	12.0	76	617	1.6	17.7	78	838	2.7	24.1	131
GLAMOUR	7163	4108	4.3	57.4	100	1054	4.0	14.7	93	1658	4.3	23.1	101	1395	4.5	19.5	106
GOLF DIGEST	2355	1457	1.5	61.9	108	314	1.2	13.3	84	638	1.7	27.1	118	505	1.6	21.4	116
GOLF DIGEST/TENNIS (GROSS)	3610	2081	2.2	57.6	101	444	1.7	12.3	78	872	2.3	24.2	106	765	2.5	21.2	115
GOLF MAGAZINE	2046	1229	1.3	60.1	105	248	0.9	12.1	77	533	1.4	26.1	114	448	1.4	21.9	119
GOLF MAGAZINE/SKI (GROSS)	3547	1960	2.0	55.3	97	398	1.5	11.2	71	861	2.2	24.3	106	702	2.3	19.8	107
GOOD HOUSEKEEPING	20353	12570	13.1	61.8	108	3255	12.3	16.0	101	5218	13.6	25.6	112	4097	13.2	20.1	109
HARPER'S BAZAAR	3362	2106	2.2	62.6	110	505	1.9	15.0	95	822	2.1	24.4	107	780	2.5	23.2	126
HEALTH	2987	1946	2.0	65.1	114	426	1.6	14.3	90	739	1.9	24.7	108	781	2.5	26.1	142
HEARST MAG CORP. BUY (GROSS)	67928	41006	42.8	60.4	106	10308	38.9	15.2	96	17273	45.0	25.4	111	13425	43.4	19.8	107
HEARST MAN POWER (GROSS)	11282	6572	6.9	58.3	102	1823	6.9	16.2	102	2818	7.3	25.0	109	1931	6.2	17.1	93
HEARST WOMAN POWER (GROSS)	40514	24436	25.5	60.3	106	6149	23.2	15.2	96	10266	26.8	25.3	111	8020	25.9	19.8	107
HOUSE BEAUTIFUL	4885	3149	3.3	64.5	113	752	2.8	15.4	97	1322	3.4	27.1	118	1075	3.5	22.0	119
INC.	1308	658	0.7	50.3	88	*118	0.4	9.0	57	313	0.8	23.9	105	*227	0.7	17.4	94
JET	6498	3719	3.9	57.2	100	928	3.5	14.3	90	1521	4.0	23.4	102	1271	4.1	19.6	106
LADIES' HOME JOURNAL	14797	9035	9.4	61.1	107	2411	9.1	16.3	103	3959	10.3	26.8	117	2665	8.6	18.0	98
LHJ FAMILY GRP COMBO(GROSS)	21743	13396	14.0	61.6	108	3274	12.3	15.1	95	5714	14.9	26.3	115	4407	14.3	20.3	110
LIFE	9881	5379	5.6	54.4	95	1470	5.5	14.9	94	2221	5.8	22.5	98	1689	5.5	17.1	93
L.A. TIMES HOME MAGAZINE	2775	1549	1.6	55.8	98	259	1.0	9.3	59	671	1.7	24.2	106	619	2.0	22.3	121
MADEMOISELLE	4219	2387	2.5	56.6	99	611	2.3	14.5	92	866	2.3	20.5	90	910	2.9	21.6	117
MC CALL'S	16422	10109	10.6	61.6	108	2686	10.1	16.4	103	3994	10.4	24.3	106	3429	11.1	20.9	113
MC CALL'S/WRK MOTHER (GROSS)	17919	11123	11.6	62.1	109	2858	10.8	15.9	101	4484	11.7	25.0	109	3782	12.2	21.1	114
MECHANIX ILLUSTRATED	4433	2767	2.9	62.4	109	734	2.8	16.6	105	1132	3.0	25.5	112	902	2.9	20.3	110
METROPOLITAN HOME	1504	892	0.9	59.3	104	*100	0.4	6.6	42	414	1.1	27.5	120	379	1.2	25.2	137
MONEY	4723	2740	2.9	58.0	102	651	2.5	13.8	87	1195	3.1	25.3	111	893	2.9	18.9	103
MOTHER EARTH NEWS	2325	1422	1.5	61.2	107	397	1.5	17.1	108	478	1.2	20.6	90	547	1.8	23.5	128
MS.	1189	695	0.7	58.5	102	*177	0.7	14.9	94	279	0.7	23.5	103	*240	0.8	20.2	109
NATIONAL ENQUIRER	18892	11619	12.1	61.5	108	3514	13.2	18.6	118	4440	11.6	23.5	103	3666	11.9	19.4	105
NATIONAL GEOGRAPHIC	22129	12962	13.5	58.6	103	3003	11.3	13.6	86	5432	14.2	24.5	107	4527	14.6	20.5	111
NATIONAL SUNDAY MAGAZINE PKG	103750	59388	62.0	57.2	100	15937	60.1	15.4	97	24167	63.0	23.3	102	19285	62.4	18.6	101
NATURAL HISTORY	1379	643	0.7	46.6	82	*161	0.6	11.7	74	*205	0.5	14.9	65	277	0.9	20.1	109
NEW WOMAN	2289	1223	1.3	53.4	94	223	0.8	9.7	62	474	1.2	20.7	91	526	1.7	23.0	125
NEW YORK INCLUDING CUE	1088	581	0.6	53.4	93	*126	0.5	11.6	73	252	0.7	23.2	101	203	0.7	18.7	101
THE NEW YORKER	2459	1377	1.4	56.0	98	307	1.2	12.5	79	558	1.5	22.7	99	512	1.7	20.8	113
NEWSWEEK	16527	9252	9.7	56.0	98	1959	7.4	11.9	75	3920	10.2	23.7	104	3374	10.9	20.4	111
THE N.Y. TIMES DAILY EDITION	2739	1540	1.6	56.2	98	436	1.6	15.9	101	576	1.5	21.0	92	528	1.7	19.3	105
THE N.Y. TIMES MAGAZINE	4443	2420	2.5	54.5	95	631	2.4	14.2	90	989	2.6	22.3	97	801	2.6	18.0	98
OMNI	2799	1556	1.6	55.6	97	300	1.1	10.7	68	728	1.9	26.0	114	528	1.7	18.9	102
ON CABLE	2209	1240	1.3	56.1	98	321	1.2	14.5	92	441	1.1	20.0	87	478	1.5	21.6	117
1001 HOME IDEAS	3959	2415	2.5	61.0	107	437	1.6	11.0	70	1017	2.7	25.7	112	961	3.1	24.3	132
ORGANIC GARDENING	3111	1993	2.1	64.1	112	635	2.4	20.4	129	860	2.2	27.6	121	499	1.6	16.0	87
OUTDOOR LIFE	5024	3105	3.2	61.8	108	809	3.1	16.1	102	1272	3.3	25.3	111	1024	3.3	20.4	111
PARADE MAGAZINE	51292	29628	30.9	57.8	101	8099	30.5	15.8	100	11760	30.7	22.9	100	9768	31.6	19.0	103

INDIGESTION AIDS & UPSET STOMACH REMEDIES (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	95804	100.0	57.1	100	26524	100.0	15.8	100	38360	100.0	22.9	100	30921	100.0	18.4	100
PARENTS	5298	3035	3.2	57.3	100	573	2.2	10.8	68	1137	3.0	21.5	94	1325	4.3	25.0	136
PENTHOUSE	5129	2926	3.1	57.0	100	673	2.5	13.1	83	1191	3.1	23.2	102	1062	3.4	20.7	112
PEOPLE	21070	12263	12.8	58.2	102	3127	11.8	14.8	94	4737	12.3	22.5	98	4399	14.2	20.9	113
PLAYBOY	10562	6216	6.5	58.9	103	1629	6.1	15.4	98	2397	6.2	22.7	99	2191	7.1	20.7	113
POPULAR HOT RODDING	2498	1340	1.4	53.6	94	387	1.5	15.5	98	455	1.2	18.2	80	498	1.6	19.9	108
POPULAR MECHANICS	5887	3565	3.7	60.6	106	983	3.7	16.7	106	1569	4.1	26.7	117	1013	3.3	17.2	93
POPULAR SCIENCE	4317	2442	2.5	56.6	99	565	2.1	13.1	83	1071	2.8	24.8	108	806	2.6	18.7	101
PREVENTION	5792	3428	3.6	59.2	104	969	3.7	16.7	106	1224	3.2	21.1	92	1235	4.0	21.3	116
PSYCHOLOGY TODAY	3284	1888	2.0	57.5	101	321	1.2	9.8	62	773	2.0	23.5	103	795	2.6	24.2	131
READER'S DIGEST	40046	23912	25.0	59.7	105	6317	23.8	15.8	100	9586	25.3	24.2	106	7909	25.6	19.7	107
REDBOOK	9584	5756	6.0	60.1	105	1384	5.2	14.4	91	2583	6.7	27.0	118	1789	5.8	18.7	101
ROAD & TRACK	2590	1408	1.5	54.4	95	276	1.0	10.7	67	629	1.6	24.3	106	503	1.6	19.4	105
ROLLING STONE	3302	2089	2.2	63.3	111	372	1.4	11.3	71	854	2.2	25.9	113	863	2.8	26.1	142
RUNNER'S WORLD	1229	796	0.8	64.8	113	164	0.6	13.3	84	406	1.1	33.0	144	226	0.7	18.4	100
SATURDAY EVENING POST	2110	1329	1.4	63.0	110	321	1.2	15.2	96	567	1.5	26.9	117	440	1.4	20.9	113
SCIENCE 84	1543	767	0.8	49.7	87	206	0.8	13.4	84	269	0.7	17.4	76	291	0.9	18.9	102
SCIENCE DIGEST	1747	853	0.9	48.8	85	193	0.7	11.0	70	414	1.1	23.7	104	246	0.8	14.1	76
SCIENTIFIC AMERICAN	1994	994	1.0	49.8	87	121	0.5	6.1	38	469	1.2	23.5	103	404	1.3	20.3	110
SELF	3119	1777	1.9	57.0	100	303	1.1	9.7	61	747	1.9	23.9	105	727	2.4	23.3	126
SEVENTEEN	3923	2307	2.4	58.8	103	454	1.7	11.6	73	984	2.6	25.1	110	868	2.8	22.1	120
SKI	1501	731	0.8	48.7	85	149	0.6	9.9	63	328	0.9	21.9	96	254	0.8	16.9	92
SMITHSONIAN	5976	3333	3.5	55.8	98	622	2.3	10.4	66	1280	3.3	21.4	94	1431	4.6	23.9	130
SOAP OPERA DIGEST	4228	2594	2.7	61.4	107	851	3.2	20.1	127	914	2.4	21.6	95	828	2.7	19.6	106
SOUTHERN LIVING	6488	4118	4.3	63.5	111	1097	4.1	16.9	107	1542	4.0	23.8	104	1479	4.8	22.8	124
SPORT	3500	1913	2.0	54.7	96	430	1.6	12.3	78	856	2.2	24.5	107	627	2.0	17.9	97
THE SPORTING NEWS	2456	1268	1.3	51.6	90	324	1.2	13.2	83	498	1.3	20.3	89	447	1.4	18.2	99
SPORTS AFIELD	3648	2154	2.2	59.0	103	647	2.4	17.7	112	835	2.2	22.9	100	672	2.2	18.4	100
SPORTS ILLUSTRATED	14484	8140	8.5	56.2	98	1847	7.0	12.8	81	3328	8.7	23.0	100	2965	9.6	20.5	111
STAR	12661	7667	8.0	60.6	106	2360	8.9	18.6	118	2915	7.6	23.0	101	2392	7.7	18.9	102
SUNDAY	52799	29348	30.6	55.6	97	7818	29.5	14.8	94	12094	31.5	22.9	100	9437	30.5	17.9	97
SUNSET	3513	1932	2.0	55.0	96	351	1.3	10.0	63	812	2.1	23.1	101	769	2.5	21.9	119
TV GUIDE	42766	25199	26.3	53.9	103	6603	24.9	15.4	98	10322	26.9	24.1	106	8274	26.8	19.3	105
TENNIS	1254	624	0.7	49.8	87	130	0.5	10.4	66	234	0.6	18.7	82	260	0.8	20.7	112
TIME	22054	12478	13.0	56.6	99	3150	11.9	14.3	90	5006	13.1	22.7	99	4323	14.0	19.6	106
TOWN & COUNTRY	1555	903	0.9	58.1	102	212	0.8	13.6	86	331	0.9	21.3	93	359	1.2	23.1	125
TRAVEL & LEISURE	2173	1157	1.2	53.2	93	293	1.1	13.5	85	494	1.3	22.7	99	370	1.2	17.0	92
TRUE STORY	4636	2983	3.1	64.3	113	877	3.3	18.9	120	1095	2.9	23.6	103	1012	3.3	21.8	118
U.S. NEWS & WORLD REPORT	10353	5868	6.1	56.7	99	1261	4.8	12.2	77	2514	6.6	24.3	106	2093	6.8	20.2	110
USA TODAY	4994	3003	3.1	60.1	105	747	2.8	15.0	95	1234	3.2	24.7	108	1022	3.3	20.5	111
US	3528	2003	2.1	56.8	99	408	1.5	11.6	73	851	2.2	24.1	105	743	2.4	21.1	114
VOGUE	5424	3053	3.2	56.3	99	725	2.7	13.4	85	1275	3.3	23.5	103	1053	3.4	19.4	105
WALL STREET JOURNAL	6292	3725	3.9	59.2	104	948	3.6	15.1	95	1417	3.7	22.5	98	1360	4.4	21.6	117
WEIGHT WATCHERS	2762	1679	1.8	60.8	106	416	1.6	15.1	95	664	1.7	24.0	105	599	1.9	21.7	118
WOMAN'S DAY	16320	10245	10.7	62.8	110	2689	10.1	16.5	104	4174	10.9	25.6	112	3382	10.9	20.7	112
WORKING MOTHER	1496	1014	1.1	67.8	119	172	0.6	11.5	73	490	1.3	23.8	143	352	1.1	23.5	128
WORKING WOMAN	1851	1215	1.3	65.6	115	216	0.8	11.7	74	488	1.3	26.4	115	510	1.6	27.6	149
WORLD TENNIS	580	266	0.3	45.9	80	43	0.2	7.4	47	89	0.2	15.3	67	134	0.4	23.1	125
ZIFF-DAVIS MAG NETWK (GROSS)	12412	6975	7.3	56.2	98	1762	6.6	14.2	90	2778	7.2	22.4	98	2435	7.9	19.6	106
BLAIR INSERTS	91671	51995	54.3	56.7	99	13754	51.9	15.0	95	21160	55.2	23.1	101	17081	55.2	18.6	101
DAILY NEWSPAPERS																	
READ ANY	109190	63020	65.8	57.7	101	17382	65.5	15.9	101	25195	65.7	23.1	101	20443	66.1	18.7	102
READ ONE	89587	51759	54.0	57.8	101	14396	54.3	16.1	102	20615	53.7	23.0	101	16748	54.2	18.7	101
READ TWO OR MORE	19602	11261	11.8	57.4	101	2986	11.3	15.2	96	4580	11.9	23.4	102	3695	11.9	18.9	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	62682	65.4	57.2	100	16867	63.6	15.4	97	25399	66.2	23.2	101	20416	66.0	18.6	101
READ ONE	95074	54274	56.7	57.1	100	14697	55.4	15.5	98	22123	57.7	23.3	102	17454	56.4	18.4	100
READ TWO OR MORE	14588	8408	8.8	57.6	101	2170	8.2	14.9	94	3276	8.5	22.5	98	2962	9.6	20.3	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.74				26.53				29.53				29.62			
30 DAY REACH	149706	85420	89.2	57.1	100	23358	88.1	15.6	99	34076	88.8	22.8	100	27986	90.5	18.7	101
50 SHWG - 30 DAY AV FREQ	15.16	15.12			13.95					15.60				15.51			
30 DAY REACH	142406	81277	84.8	57.1	100	22213	83.7	15.6	99	32335	84.3	22.7	99	26729	86.4	18.8	102
25 SHWG - 30 DAY AV FREQ	8.23	8.25			7.69					8.48				8.41			
30 DAY REACH	131152	74501	77.8	56.8	99	20096	75.8	15.3	97	29770	77.6	22.7	99	24634	79.7	18.8	102
CABLE TV: HOME WIRED	66879	39166	40.9	58.6	103	10757	40.6	16.1	102	15297	39.9	22.9	100	13112	42.4	19.6	106
HOME NOT WIRED	100848	56638	59.1	56.2	98	15767	59.4	15.6	99	23063	60.1	22.9	100	17808	57.6	17.7	96
HAVE PAY CABLE	35024	20936	21.9	59.8	105	5609	21.1	16.0	101	8132	21.2	23.2	102	7194	23.3	20.5	111

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	95804	100.0	57.1	100	26524	100.0	15.8	100	38360	100.0	22.9	100	30921	100.0	18.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	55165	57.6	57.7	101	14384	54.2	15.0	95	22372	58.3	23.4	102	18409	59.5	19.3	104
10:00 AM - 3:00 PM	63599	36956	38.6	58.1	102	10204	38.5	16.0	101	15113	39.4	23.8	104	11639	37.6	18.3	99
3:00 PM - 7:00 PM	72097	41224	43.0	57.2	100	10247	38.6	14.2	90	16875	44.0	23.4	102	14103	45.6	19.6	106
7:00 PM - MIDNIGHT	36670	20826	21.7	56.8	99	5404	20.4	14.7	93	8115	21.2	22.1	97	7307	23.6	19.9	108
MIDNIGHT - 6:00 AM	21908	12353	12.9	56.4	99	3211	12.1	14.7	93	4924	12.8	22.5	93	4218	13.6	19.3	104
6:00 AM - MIDNIGHT	127571	73331	76.5	57.5	101	19565	73.8	15.3	97	29562	77.1	23.2	101	24204	78.3	19.0	103
ENTIRE DAY	129239	74297	77.6	57.5	101	19877	74.9	15.4	97	29975	78.1	23.2	101	24445	79.1	18.9	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	20301	21.2	59.7	105	5386	20.3	15.8	100	8082	21.1	23.8	104	6834	22.1	20.1	109
ALL NEWS	6062	3154	3.3	52.0	91	903	3.4	14.9	94	1277	3.3	21.1	92	974	3.1	16.1	87
AOR/PROGRESSIVE	11884	6037	6.3	50.8	89	1370	5.2	11.5	73	2444	6.4	20.6	90	2223	7.2	18.7	101
BEAUTIFUL MUSIC	11180	6622	6.9	59.2	104	1695	6.4	15.2	96	2717	7.1	24.3	106	2210	7.1	19.8	107
BLACK	4538	2689	2.8	59.3	104	736	2.8	16.2	103	1059	2.8	23.3	102	894	2.9	19.7	107
CLASSICAL	3857	2228	2.3	57.8	101	455	1.7	11.8	75	890	2.3	23.1	101	883	2.9	22.9	124
CHR/ROCK	21946	12594	13.1	57.4	100	2843	10.7	13.0	82	5292	13.8	24.1	105	4459	14.4	20.3	110
COUNTRY	27262	16359	17.1	60.0	105	4814	18.1	17.7	112	6472	16.9	23.7	104	5072	16.4	18.6	101
GOLDEN OLDIES	3339	1864	1.9	55.8	98	501	1.9	15.0	95	699	1.8	20.9	92	665	2.2	19.9	108
MOR/NOSTALGIA	10346	6022	6.3	58.2	102	1592	6.0	15.4	97	2288	6.0	22.1	97	2142	6.9	20.7	112
NEWS/TALK	8929	4835	5.0	54.1	95	1294	4.9	14.5	92	2103	5.5	23.6	103	1438	4.7	16.1	87
RELIGIOUS	5488	3182	3.3	58.0	102	772	2.9	14.1	89	1433	3.7	26.1	114	977	3.2	17.8	97
SOFT ROCK	1232	718	0.7	58.3	102	*240	0.9	19.5	123	*236	0.6	19.2	84	*242	0.8	19.6	107
URBAN CONTEMPORARY	3184	1807	1.9	56.8	99	552	2.1	17.3	110	690	1.8	21.7	95	565	1.8	17.7	96
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	4012	4.2	58.1	102	1016	3.8	14.7	93	1537	4.0	22.2	97	1459	4.7	21.1	115
ABC DIRECTION	5212	2914	3.0	55.9	98	862	3.2	16.5	105	1189	3.1	22.8	100	863	2.8	16.6	90
ABC ENTERTAINMENT	10385	5792	6.0	55.8	98	1741	6.6	16.8	106	2314	6.0	22.3	97	1737	5.6	16.7	91
ABC FM	4762	2725	2.8	57.2	100	657	2.5	13.8	87	1032	2.7	21.7	95	1036	3.4	21.8	118
ABC INFORMATION	11339	6672	7.0	58.8	103	1894	7.1	16.7	106	2677	7.0	23.6	103	2102	6.8	18.5	101
ABC ROCK	4878	2515	2.6	51.6	90	590	2.2	12.1	76	980	2.6	20.1	88	945	3.1	19.4	105
CBS	10709	5951	6.2	55.6	97	1711	6.5	16.0	101	2267	5.9	21.2	93	1973	6.4	18.4	100
MUTUAL	10251	6177	6.4	60.3	105	1411	5.3	13.8	87	2659	6.9	25.9	113	2107	6.8	20.6	111
NBC	12243	6874	7.2	56.1	98	1861	7.0	15.2	96	2873	7.5	23.5	103	2140	6.9	17.5	95
RADIORADIO	4606	2665	2.8	57.9	101	679	2.6	14.7	93	1190	3.1	25.8	113	795	2.6	17.3	94
RKO ONE	5148	2943	3.1	57.2	100	714	2.7	13.9	88	1243	3.2	24.1	106	986	3.2	19.2	104
RKO TWO	7313	4080	4.3	55.8	98	1362	5.1	18.6	118	1474	3.8	20.2	88	1244	4.0	17.0	92
THE SOURCE	5981	3292	3.4	55.0	96	776	2.9	13.0	82	1495	3.9	25.0	109	1020	3.3	17.1	93
NON-WIRED : BLAIR	19329	11250	11.7	58.2	102	3204	12.1	16.6	105	4513	11.8	23.3	102	3533	11.4	18.3	99
INTERNET	27139	15690	16.4	57.8	101	3791	14.3	14.0	88	6109	15.9	22.5	98	5790	18.7	21.3	116
KATZ RADIO GROUP	36319	20397	21.3	56.2	98	5132	19.3	14.1	89	8437	22.0	23.2	102	6827	22.1	18.8	102
SUPERNET	22361	12831	13.4	57.4	100	3603	13.6	16.1	102	4981	13.0	22.3	97	4246	13.7	19.0	103
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	8666	9.0	59.6	104	2632	9.9	18.1	115	3362	8.8	23.1	101	2673	8.6	18.4	100
WKDAY 9:00 AM - 1:00 PM	18688	11243	11.7	60.2	105	3638	13.7	19.5	123	4338	11.3	23.2	101	3266	10.6	17.5	95
WKDAY 1:00 PM - 4:30 PM	24061	14303	14.9	59.4	104	4504	17.0	18.7	118	5655	14.7	23.5	103	4144	13.4	17.2	93
WKDAY 4:30 PM - 7:30 PM	44079	25651	26.8	58.2	102	7684	29.0	17.4	110	10266	26.8	23.3	102	7702	24.9	17.5	95
WKDAY 7:30 PM - 8:00 PM	61979	35904	37.5	57.9	101	10451	39.4	16.9	107	14374	37.5	23.2	101	11079	35.8	17.9	97
WKDAY 11:00 PM - 11:30 PM	49084	29028	30.3	59.1	104	8569	32.3	17.5	110	11420	29.8	23.3	102	9038	29.2	18.4	100
WKDAY 11:30 PM - 1:00 AM	16560	9573	10.0	57.8	101	2784	10.5	16.8	106	3821	10.0	23.1	101	2969	9.6	17.9	97
M-SAT 8-11 PM+SUN 7-11 PM	66967	39029	40.7	58.3	102	11035	41.6	16.5	104	15870	41.4	23.7	104	12124	39.2	18.1	98
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	5556	5.8	59.9	105	1780	6.7	19.2	121	1880	4.9	20.3	89	1896	6.1	20.5	111
ANOTHER WORLD	N 6138	3823	4.0	62.3	109	1344	5.1	21.9	138	1573	4.1	25.6	112	906	2.9	14.8	80
AS THE WORLD TURNS	C 7707	4595	4.8	59.6	104	1468	5.5	19.0	120	1739	4.5	22.6	99	1387	4.5	18.0	98
CAPITOL	C 4688	2819	2.9	60.1	105	947	3.6	20.2	128	1003	2.6	21.4	94	869	2.8	18.5	101
CBS MORN. NEWS 1	C 2792	1706	1.8	61.1	107	545	2.1	19.5	123	710	1.9	25.4	111	450	1.5	16.1	87
CBS MORN. NEWS 2	C 2071	1195	1.2	57.7	101	340	1.3	16.4	104	509	1.3	24.6	107	346	1.1	16.7	91
DAYS OF OUR LIVES	N 8018	5168	5.4	64.5	113	1767	6.7	22.0	139	2147	5.6	26.8	117	1255	4.1	15.7	85
FACTS OF LIFE - DAYTIME	N 3487	1993	2.1	57.2	100	661	2.5	19.0	120	829	2.2	23.8	104	502	1.6	14.4	78
FAMILY FEUD	A 4817	2692	2.8	55.9	98	854	3.2	17.7	112	1081	2.8	22.4	98	756	2.4	15.7	85
GENERAL HOSPITAL	A 8333	4777	5.0	57.3	100	1444	5.4	17.3	110	1930	5.0	23.2	101	1403	4.5	16.8	91
GOOD MORNING, AMERICA-730A	A 5472	3260	3.4	59.6	104	906	3.4	16.6	105	1264	3.3	23.1	101	1090	3.5	19.9	108
GOOD MORNING, AMERICA-830A	A 3965	2439	2.5	61.5	108	705	2.7	17.8	112	954	2.5	24.1	105	780	2.5	19.7	107
GUIDING LIGHT	C 7542	4609	4.8	61.1	107	1539	5.8	20.4	129	1800	4.7	23.9	104	1270	4.1	16.8	91
ONE LIFE TO LIVE	A 6018	3602	3.8	59.9	105	1063	4.0	17.7	112	1362	3.6	22.6	99	1176	3.8	19.5	106
PRESS YOUR LUCK	C 3589	2021	2.1	56.3	99	618	2.3	17.2	109	756	2.0	21.1	9				

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	95804	100.0	57.1	100	26524	100.0	15.8	100	38360	100.0	22.9	100	30921	100.0	18.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	30890	32.2	59.1	103	9642	36.4	18.4	117	12212	31.8	23.4	102	9036	29.2	17.3	94
NETWORK AFFILIATES - LATE		39164	23340	24.4	59.6	104	6917	26.1	17.7	112	9237	24.1	23.6	103	7187	23.2	18.4	100
INDEPENDENTS - LATE		5133	2975	3.1	58.0	101	826	3.1	16.1	102	1276	3.3	24.9	109	874	2.8	17.0	92
TV EVENING NTKW 6 PM - 2 AM																		
A TEAM		M 22825	13556	14.1	59.4	104	3958	14.9	17.3	110	5639	14.7	24.7	108	3959	12.8	17.3	94
ABC MONDAY NIGHT MOVIE		A 11258	6635	6.9	58.9	103	1925	7.3	17.1	108	2488	6.5	22.1	97	2223	7.2	19.7	107
ABC SUNDAY NIGHT MOVIE		A 23600	13442	14.0	57.0	100	3694	13.9	15.7	99	5550	14.5	23.5	103	4199	13.6	17.8	97
ABC WORLD NEWS TONIGHT		A 12801	7406	7.7	57.9	101	2271	8.6	17.7	112	2696	7.0	21.1	92	2439	7.9	19.1	108
AFTERMASH		C 10966	6505	6.8	59.3	104	1889	7.1	17.2	109	2835	7.4	25.9	113	1781	5.8	16.2	88
ALICE		C 17050	9935	10.4	58.3	102	2697	10.2	15.8	100	4246	11.1	24.9	109	2992	9.7	17.5	95
AMERICAN PARADE		C 11998	6888	7.2	57.4	101	2161	8.1	18.0	114	2713	7.1	22.6	99	2015	6.5	16.8	91
BENSON		A 19258	11125	11.6	57.8	101	3026	11.4	15.7	99	4475	11.7	23.2	102	3624	11.7	18.8	102
BLUE THUNDER		A 11478	6625	6.9	57.7	101	1951	7.4	17.0	107	2591	6.8	22.6	99	2083	6.7	18.1	98
CAGNEY & LACEY		C 18263	10290	10.7	56.3	99	2965	11.2	16.2	103	4103	10.7	22.5	98	3222	10.4	17.6	96
CBS EVENING NEWS-DEAN		C 7733	4495	4.7	58.1	102	1377	5.2	17.8	113	1801	4.7	23.3	102	1317	4.3	17.0	92
CBS EVENING NEWS-RATHER		C 15653	9200	9.6	58.8	103	2756	10.4	17.6	111	3979	10.4	25.4	111	2465	8.0	15.7	85
CBS SAT. NEWS-SCHIEFFER		C 8744	5145	5.4	58.8	103	1640	6.2	18.8	119	2088	5.4	23.9	104	1418	4.6	16.2	88
CBS SATURDAY NIGHT MOVIE		C 12000	7020	7.3	58.5	102	2000	7.5	16.7	105	2778	7.2	23.1	101	2242	7.3	18.7	101
CBS WEDNESDAY NIGHT MOVIE		C 11522	6569	6.9	57.0	100	1858	7.0	16.1	102	2716	7.1	23.6	103	1995	6.5	17.3	94
CHEERS		N 16818	9650	10.1	57.4	100	2375	9.0	14.1	89	4142	10.8	24.6	108	3133	10.1	18.6	101
DALLAS		C 37510	21564	22.5	57.5	101	6844	25.8	18.2	115	8251	21.5	22.0	96	6469	20.9	17.2	94
DIFF'RENT STROKES		N 11258	6687	7.0	59.4	104	1933	7.3	17.2	109	2996	7.8	26.6	116	1758	5.7	15.6	85
DOUBLE TROUBLE		N 12248	7209	7.5	58.9	103	1790	6.7	14.6	92	3176	8.3	25.9	113	2243	7.3	18.3	99
DUCK FACTORY		N 11100	6260	6.5	56.4	99	1529	5.8	13.8	87	2752	7.2	24.8	108	1979	6.4	17.8	97
DUKES OF HAZZARD		C 12353	7354	7.7	59.5	104	2209	8.3	17.9	113	2882	7.5	23.3	102	2264	7.3	18.3	99
DYNASTY		A 33279	19910	20.8	59.8	105	5698	21.5	17.1	108	8076	21.1	24.3	106	6137	19.8	18.4	100
FACTS OF LIFE		N 13410	7922	8.3	59.1	103	2013	7.6	15.0	95	3538	9.2	26.4	115	2371	7.7	17.7	96
FALCON CREST		C 31093	18498	19.3	59.5	104	5778	21.8	18.6	118	7034	18.3	22.6	99	5686	18.4	18.3	99
FALL GUY		A 18649	11091	11.6	59.5	104	3013	11.4	16.2	102	4403	11.5	23.6	103	3675	11.9	19.7	107
FAMILY TIES		N 13101	7608	7.9	58.1	102	2053	7.7	15.7	99	3330	8.7	25.4	111	2226	7.2	17.0	92
FANTASY ISLAND		A 13069	7917	8.3	60.6	106	2239	8.4	17.1	108	3158	8.2	24.2	106	2521	8.2	19.3	105
FOULUPS, BLEEP & BLUNDERS		A 16588	9346	9.8	56.3	99	2661	10.0	16.0	101	3786	9.9	22.8	100	2899	9.4	17.5	95
FOUR SEASONS		C 9302	5451	5.7	58.6	103	1597	6.0	17.2	109	2376	6.2	25.5	112	1478	4.8	15.9	86
GIMME A BREAK		N 13955	8310	8.7	59.5	104	2342	8.8	16.8	106	3584	9.3	25.7	112	2385	7.7	17.1	93
HART TO HART		N 15735	9276	9.7	59.0	103	2660	10.0	16.9	107	3770	9.8	24.0	105	2846	9.2	18.1	98
HILL STREET BLUES		N 18257	10238	10.7	56.1	98	2652	10.0	14.5	92	4236	11.0	23.2	101	3350	10.8	18.3	100
HOTEL		A 24236	14346	15.0	59.2	104	4053	15.3	16.7	106	5808	15.1	24.0	105	4485	14.5	18.5	100
JEFFERSONS		C 17010	9867	10.3	58.0	102	2788	10.5	16.4	104	4178	10.9	24.6	107	2901	9.4	17.1	93
JENNIFER SLEPT HERE		N 9397	5675	5.9	60.4	106	1636	6.2	17.4	110	2401	6.3	25.6	112	1638	5.3	17.4	95
KATE & ALLIE		C 16762	9394	9.8	56.0	98	2457	9.3	14.7	93	3859	10.1	23.0	101	3077	10.0	18.4	100
KNIGHT RIDER		N 13164	7699	8.0	58.5	102	1969	7.4	15.0	95	3559	9.3	27.0	118	2172	7.0	16.5	89
LOVE BOAT		A 20400	12232	12.8	60.0	105	3580	13.5	17.5	111	4982	13.0	24.4	107	3670	11.9	18.0	98
MAGNUM PI		C 22543	13263	13.8	58.8	103	3700	13.9	16.4	104	5440	14.2	24.1	106	4123	13.3	18.3	99
MAMA'S FAMILY		N 9852	5838	6.1	59.3	104	1847	7.0	18.7	119	2366	6.2	24.0	105	1625	5.3	16.5	89
MASTER, THE		N 8082	4585	4.8	56.7	99	1187	4.5	14.7	93	1991	5.2	24.6	108	1408	4.6	17.4	95
MATT HOUSTON		A 12881	7622	8.0	59.2	104	2013	7.6	15.6	99	3234	8.4	25.1	110	2375	7.7	18.4	100
NBC MONDAY NIGHT MOVIE		N 23889	13856	14.5	58.0	102	3864	14.6	16.2	102	5675	14.8	23.8	104	4316	14.0	18.1	98
NBC NIGHTLY NEWS		N 11156	6649	6.9	59.6	104	2041	7.7	18.3	116	2725	7.1	24.4	107	1882	6.1	16.9	92
NBC NIGHTLY NEWS-SAT		N 7363	4223	4.4	57.4	100	1392	5.2	18.9	120	1716	4.5	23.3	102	1115	3.6	15.1	82
NBC NIGHTLY NEWS-SUN		N 6214	3656	3.8	58.8	103	1115	4.2	17.9	113	1661	4.3	26.7	117	881	2.8	14.2	77
NBC SUNDAY NIGHT MOVIE		N 17590	10477	10.9	59.6	104	2674	10.1	15.2	96	4646	12.1	26.4	115	3157	10.2	17.9	97
NEWHART		C 16740	9420	9.8	56.3	99	2566	9.7	15.3	97	3809	9.9	22.8	99	3045	9.8	18.2	99
ONE DAY AT A TIME		C 11820	6696	7.0	56.6	99	1833	6.9	15.5	98	2683	7.0	22.7	99	2180	7.1	18.4	100
PEOPLE ARE FUNNY		N 9138	5507	5.7	60.3	106	1746	6.6	19.1	121	2357	6.1	25.8	113	1405	4.5	15.4	83
REAL PEOPLE		N 15979	9661	10.1	60.5	106	2862	10.8	17.9	113	4191	10.9	26.2	115	2608	8.4	16.3	89
REMINGTON STEELE		N 14395	8282	8.6	57.5	101	2332	8.8	16.2	102	3354	8.7	23.3	102	2596	8.4	18.0	98
RIPLEY'S BELIEVE IT - NOT		A 11362	6370	6.6	56.1	98	1781	6.7	15.7	99	2724	7.1	24.0	105	1865	6.0	16.4	89
RIPTIDE		N 13920	8093	8.4	58.1	102	2367	8.9	17.0	108	3182	8.3	22.9	100	2545	8.2	18.3	99
SCARECROW & MRS. KING		C 17571	10173	10.6	57.9	101	3062	11.5	17.4	110	3841	10.0	21.9	96	3270	10.6	18.6	101
SIMON & SIMON		C 20208	12015	12.5	59.5	104	3407	12.8	16.9	107	4851	12.6	24.0	105	3757	12.2	18.6	101
60 MINUTES		C 27668	15945	16.6	57.6	101	4796	18.1	17.3	110	6589	17.2	23.8	104	4560	14.7	16.5	89
ST. ELSEWHERE		N 13699	7921	8.3	57.8	1												

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	44370	100.0	56.0	100	12253	100.0	15.5	100	17655	100.0	22.3	100	14462	100.0	18.2	100
HOUSEHOLD HEADS	66405	38183	86.1	57.5	103	10740	87.7	16.2	105	15340	86.9	23.1	104	12102	83.7	18.2	100
18 - 24	13945	6824	15.4	48.9	87	1564	12.8	11.2	73	2510	14.2	18.0	81	2750	19.0	19.7	108
25 - 34	19334	10683	24.1	55.3	99	2273	18.6	11.8	76	4397	24.9	22.7	102	4013	27.7	20.8	114
35 - 44	14196	8418	19.0	59.3	106	2176	17.8	15.3	99	3444	19.5	24.3	105	2798	19.3	19.7	108
45 - 54	10896	6136	13.8	56.3	101	1815	14.8	16.7	108	2561	14.5	23.5	106	1760	12.2	16.2	89
55 - 64	10378	6134	13.8	59.1	106	2007	16.4	19.3	125	2311	13.1	22.3	100	1816	12.6	17.5	96
65 OR OLDER	10514	6175	13.9	58.7	105	2418	19.7	23.0	149	2432	13.8	23.1	104	1326	9.2	12.6	69
18 - 34	33279	17507	39.5	52.6	94	3837	31.3	11.5	75	6907	39.1	20.8	93	6763	46.8	20.3	111
18 - 49	52904	29098	65.6	55.0	98	6852	55.9	13.0	84	11667	66.1	22.1	99	10579	73.2	20.4	110
25 - 54	44426	25237	56.9	56.8	101	6264	51.1	14.1	91	10402	58.9	23.4	105	8571	59.3	19.3	106
35 - 49	19625	11591	26.1	59.1	106	3015	24.6	15.4	99	4760	27.0	24.3	109	3817	26.4	19.4	107
50 OR OLDER	26359	15271	34.4	57.9	103	5401	44.1	20.5	133	5988	33.9	22.7	102	3883	26.8	14.7	81
GRADUATED COLLEGE	15982	8674	19.5	54.3	97	1920	15.7	12.0	78	3661	20.7	22.9	103	3093	21.4	19.4	106
ATTENDED COLLEGE	13629	7876	17.8	57.8	103	1849	15.1	13.6	88	3251	18.4	23.9	107	2776	19.2	20.4	112
GRADUATED HIGH SCHOOL	28591	15677	35.3	54.8	98	4582	37.4	16.0	104	6066	34.4	21.2	95	5029	34.8	17.6	96
DID NOT GRADUATE HIGH SCHOOL	21061	12143	27.4	57.7	103	3902	31.8	18.5	120	4677	26.5	22.2	100	3564	24.6	16.9	93
EMPLOYED FULL-TIME	52316	29007	65.4	55.4	99	7366	60.1	14.1	91	11597	65.7	22.2	100	10044	64.5	19.2	105
EMPLOYED PART-TIME	4113	2155	4.9	52.4	94	4442	3.6	10.7	70	907	5.1	22.1	99	807	5.6	19.6	108
NOT EMPLOYED	22834	13207	29.8	57.8	103	4445	36.3	19.5	126	5151	29.2	22.6	101	3612	25.0	15.8	87
PROFESSIONAL/MANAGER	15034	8128	18.3	54.1	97	1987	16.2	13.2	85	3226	18.3	21.5	96	2915	20.2	19.4	106
TECH/CLERICAL/SALES	11255	6007	13.5	53.4	95	1355	11.1	12.0	78	2520	14.3	22.4	101	2133	14.7	19.0	104
PRECISION/CRAFT	11607	6725	15.2	57.9	104	1798	14.7	15.5	100	2766	15.7	23.8	107	2161	14.9	18.6	102
OTHER EMPLOYED	18534	10303	23.2	55.6	99	2668	21.8	14.4	93	3992	22.6	21.5	97	3643	25.2	19.7	108
SINGLE	19562	9249	20.8	47.3	84	2054	16.8	10.5	68	3631	20.6	18.6	83	3564	24.6	18.2	100
MARRIED	51896	31004	69.9	59.7	107	9014	73.6	17.4	112	12339	69.9	23.8	107	9651	66.7	18.6	102
DIVORCED/SEPARATED/WIDOWED	7804	4117	9.3	52.8	94	1185	9.7	15.2	98	1685	9.5	21.6	97	1247	8.6	16.0	88
PARENTS	25372	15065	34.0	59.4	106	3705	30.2	14.6	94	6017	34.1	23.7	106	5343	36.9	21.1	115
WHITE	69658	39442	88.9	56.6	101	10921	89.1	15.7	101	15980	90.5	22.9	103	12541	86.7	18.0	99
BLACK	7909	4299	9.7	54.4	97	1141	9.3	14.4	93	1567	8.9	19.8	89	1591	11.0	20.1	110
OTHER	1696	629	1.4	37.1	66	**192	1.6	11.3	73	**107	0.6	6.3	28	**330	2.3	19.5	107
NORTHEAST-CENSUS	17202	8867	20.0	51.5	92	2501	20.4	14.5	94	3645	20.6	21.2	95	2722	18.8	15.8	87
NORTH CENTRAL	20461	11113	25.0	54.3	97	3182	26.0	15.6	101	4361	24.7	21.3	96	3570	24.7	17.4	96
SOUTH	26695	15949	35.9	59.7	107	4631	37.8	17.3	112	6375	36.1	23.9	107	4944	34.2	18.5	102
WEST	14906	8441	19.0	56.6	101	1939	15.8	13.0	84	3275	18.5	22.0	99	3227	22.3	21.6	119
NORTHEAST-MKTG.	17962	8937	20.1	49.8	89	2474	20.2	13.8	89	3668	20.8	20.4	92	2795	19.3	15.6	85
EAST CENTRAL	11741	6566	14.8	55.9	100	1841	15.0	15.7	101	2775	15.7	23.6	106	1950	13.5	16.6	91
WEST CENTRAL	13518	7341	16.5	54.3	97	2132	17.4	15.8	102	2749	15.6	20.3	91	2460	17.0	18.2	100
SOUTH	23168	14370	32.4	62.0	111	4235	34.6	18.3	118	5612	31.8	24.2	109	4523	31.3	19.5	107
PACIFIC	12874	7156	16.1	55.6	99	1572	12.8	12.2	79	2851	16.1	21.1	99	2733	18.9	21.2	116
COUNTY SIZE A	32596	17076	38.5	52.4	94	4634	37.8	14.2	92	6864	38.9	21.1	95	5577	38.6	17.1	94
COUNTY SIZE B	23814	13810	31.1	58.0	104	3633	29.6	15.3	99	5574	31.6	23.4	105	4603	31.8	19.3	106
COUNTY SIZE C	12663	7642	17.2	60.3	108	2149	17.5	17.0	110	2928	16.6	23.1	104	2565	17.7	20.3	111
COUNTY SIZE D	10190	5843	13.2	57.3	102	1836	15.0	18.0	117	2290	13.0	22.5	101	1717	11.9	16.8	92
METRO CENTRAL CITY	23190	12965	29.2	55.9	100	3339	27.3	14.4	93	5099	28.9	22.0	99	4527	31.3	19.5	107
METRO SUBURBAN	36920	20295	45.7	55.0	98	5577	45.5	15.1	98	8342	47.3	22.6	101	6375	44.1	17.3	95
NON METRO	19152	11111	25.0	58.0	104	3337	27.2	17.4	113	4214	23.9	22.0	99	3560	24.6	18.6	102
TOP 5 ADI'S	18703	9829	22.2	52.6	94	2637	21.5	14.1	91	3812	21.6	20.4	92	3379	23.4	18.1	99
TOP 10 ADI'S	26158	13383	30.2	51.2	91	3650	29.8	14.0	90	5339	30.2	20.4	92	4395	30.4	16.8	92
TOP 20 ADI'S	36612	19339	43.6	52.8	94	5320	43.4	14.5	94	7606	43.1	20.8	93	6412	44.3	17.5	96
HSHLD INC. \$50,000 OR MORE	9326	4596	10.4	49.3	88	1351	11.0	14.5	94	1601	9.1	17.2	77	1644	11.4	17.6	97
\$40,000 OR MORE	18002	9147	20.6	50.8	91	2247	18.3	12.5	81	3614	20.5	20.1	90	3287	22.7	17.8	100
\$30,000 OR MORE	31361	16872	38.0	53.8	96	4257	34.7	13.6	88	6602	37.4	21.1	95	6013	41.6	19.2	105
\$25,000 OR MORE	39858	21551	48.6	54.1	97	5331	43.5	13.4	87	8545	48.4	21.4	96	7675	53.1	19.3	106
\$20,000 - \$24,999	8664	5392	12.2	62.2	111	1611	13.1	18.6	120	2183	12.4	25.2	113	1598	11.0	18.4	101
\$15,000 - \$19,999	7964	4552	10.3	57.2	102	1256	10.3	15.8	102	1808	10.2	22.7	102	1488	10.3	18.7	102
\$10,000 - \$14,999	11093	6322	14.2	57.0	102	2122	17.3	19.1	124	2479	14.0	22.3	100	1721	11.9	15.5	85
UNDER \$10,000	11683	6554	14.8	56.1	100	1934	15.8	16.6	107	2639	14.9	22.6	101	1981	13.7	17.0	93
HOUSEHOLD OF 1 PERSON	7453	3666	8.3	49.2	88	955	7.8	12.8	83	1574	8.9	21.1	95	1137	7.9	15.3	84
2 PEOPLE	24757	14520	32.7	58.7	105	4631	37.8	18.7	121	5730	32.5	23.1	104	4158	28.8	16.8	92
3 OR 4 PEOPLE	32682	18310	41.3	56.0	100	4648	37.9	14.2	92	7303	41.4	22.3	100	6359	44.0	19.5	107
5 OR MORE PEOPLE	14370	7874	17.7	54.8	98	2019	16.5	14.1	91	3047	17.3	21.2	95	2808	19.4	19.5	107
NO CHILD IN HSHLD	46768	25543	57.6	54.6	98	7663	62.5	16.4	106	10239	58.0	21.9	98	7640	52.8	16.3	90
CHILD(REN) UNDER 2 YRS	4799	2945	6.6	61.4	110	562	4.6	11.7	76	1226	6.9	25.5	115	1157	8.0	24.1	132
2 - 5 YEARS	11125	6823	15.4	61.3	110	1419	11.6	12.8	83	2669	15.1	24.0	108	2735	18.9	24.6	135
6 - 11 YEARS	14193	8498	19.2	59.9	107	2399	19.6	16.9	109	3229	18.3	22.8	102	2870	19.8	20.2	111
12 - 17 YEARS	17402	9908	22.3	56.9	102	2629	21.5	15.1	98	3801	21.5	21.8	98	3477	24.0	20.0	110
RESIDENCE OWNED	56398	32131	72.4	57.0	102	9055	73.9	16.1	104	12855	72.8	22.8	102	10221	70.7	18.1	99
VALUE: \$50,000 OR MORE	34811	19194	43.3	55.1	98	5087	41.5	14.6	95	7824	44.3	22.5	101	6284	43.5	18.1	99
VALUE: UNDER \$50,000	21587	12936	29.2	59.9	107	3968	32.4	18.4	119	5032	28.5	23.3	105	3937	27.2	18.2	100

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	44370	100.0	56.0	100	12253	100.0	15.5	100	17655	100.0	22.3	100	14462	100.0	18.2	100
MAGAZINES	QUINTILE 1	16033	9495	21.4	59.2	106	2080	17.0	13.0	84	4065	23.0	25.4	114	3350	23.2	20.9	115
	QUINTILE 2	15354	8406	18.9	54.7	98	2325	19.0	15.1	98	3368	19.1	21.9	98	2713	18.8	17.7	97
	QUINTILE 3	15888	8814	19.9	55.5	99	2515	20.5	15.8	102	3543	20.1	22.3	100	2756	19.1	17.3	95
	QUINTILE 4	17310	9642	21.7	55.7	100	2765	22.6	16.0	103	3474	19.7	20.1	90	3403	23.5	19.7	108
	QUINTILE 5	14677	8018	18.1	54.6	98	2568	21.0	17.5	113	3205	18.2	21.8	98	2240	15.5	15.3	84
NEWSPAPERS	QUINTILE 1	15277	8437	19.0	55.2	99	2359	19.3	15.4	100	3358	19.0	22.0	99	2720	18.8	17.8	99
	QUINTILE 2	22745	12843	28.9	56.5	101	3861	31.5	17.0	110	5266	29.8	23.2	104	3716	25.7	16.3	90
	QUINTILE 3	10692	6272	14.1	58.7	105	1662	13.6	15.5	101	2493	14.1	23.3	105	2117	14.6	19.8	109
	QUINTILE 4	11646	6562	14.8	56.3	101	1692	13.8	14.5	94	2479	14.0	21.3	96	2391	16.5	20.5	113
	QUINTILE 5	18903	10256	23.1	54.3	97	2679	21.9	14.2	92	4058	23.0	21.5	96	3519	24.3	18.6	102
OUTDOOR	QUINTILE 1	16620	9201	20.7	55.4	99	2302	18.8	13.9	90	3658	20.7	22.0	99	3241	22.4	19.5	107
	QUINTILE 2	16377	9213	20.8	56.3	100	2238	18.3	13.7	88	3648	20.7	22.3	100	3327	23.0	20.3	111
	QUINTILE 3	15995	8886	20.0	55.6	99	2503	20.4	15.6	101	3529	20.0	22.1	99	2853	19.7	17.8	98
	QUINTILE 4	15592	8493	19.1	54.5	97	2757	22.5	16.7	114	3248	18.4	20.8	94	2488	17.2	16.0	87
	QUINTILE 5	14679	8578	19.3	58.4	104	2453	20.0	17.7	108	3572	20.2	24.3	109	2553	17.7	17.4	95
RADIO-DRIVE TIME	QUINTILE 1	15746	8627	19.4	54.8	98	2090	17.1	13.3	86	3652	20.7	23.2	104	2885	19.9	18.3	100
	QUINTILE 2	15067	8453	19.1	56.1	100	2538	20.7	16.8	109	3327	18.8	22.1	99	2588	17.9	17.2	94
	QUINTILE 3	15631	8970	20.2	57.4	103	2237	18.3	14.3	93	3652	20.7	23.4	105	3081	21.3	19.7	108
	QUINTILE 4	16245	8925	20.1	54.9	98	2382	19.4	14.7	95	3370	19.1	20.7	93	3173	21.9	19.5	107
	QUINTILE 5	16573	9396	21.2	56.7	101	3006	24.5	18.1	117	3654	20.7	22.0	99	2736	18.9	16.5	90
RADIO-MID- DAY	TERCILE 1	21788	12460	28.1	57.2	102	3296	26.9	15.1	98	5233	29.6	24.0	108	3931	27.2	18.0	99
	TERCILE 2	21151	11710	26.4	55.4	99	3445	28.1	16.3	105	4658	26.4	22.0	99	3608	24.9	17.1	93
	TERCILE 3	36323	20200	45.5	55.6	99	5513	45.0	15.2	98	7764	44.0	21.4	96	6923	47.9	19.1	104
RADIO-TOTAL	QUINTILE 1	15977	8892	20.0	55.7	99	2212	18.1	13.8	90	3794	21.5	23.7	107	2887	20.0	18.1	99
	QUINTILE 2	15923	8867	20.0	55.7	99	2554	20.8	16.0	104	3436	19.5	21.6	97	2877	19.9	18.1	99
	QUINTILE 3	14980	8225	18.5	54.9	98	2248	18.3	15.0	97	3412	19.3	22.8	102	2565	17.7	17.1	94
	QUINTILE 4	17123	9763	22.0	57.0	102	2443	19.9	14.3	92	3766	21.3	22.0	99	3554	24.6	20.8	114
	QUINTILE 5	15260	8623	19.4	56.5	101	2797	22.8	18.3	119	3247	18.4	21.3	96	2579	17.8	16.9	93
TV-PRIME TIME	QUINTILE 1	15674	8990	20.2	57.1	102	2727	22.3	17.4	113	3506	19.9	22.4	100	2717	18.8	17.3	95
	QUINTILE 2	15944	9276	20.9	58.2	104	2207	18.0	13.8	90	4022	22.8	25.2	113	3048	21.1	19.1	105
	QUINTILE 3	16037	9067	20.4	56.5	101	2578	21.0	16.1	104	3567	20.2	22.2	100	2923	20.2	18.2	100
	QUINTILE 4	15412	8498	19.2	55.1	99	2433	19.9	15.8	102	3095	17.5	20.1	90	2970	20.5	19.3	106
	QUINTILE 5	16194	8579	19.3	53.0	95	2308	18.8	14.3	92	3465	19.6	21.4	96	2805	19.4	17.3	95
TV-DAYTIME	TERCILE 1	19156	11456	25.8	59.8	107	3491	28.5	18.2	118	4614	26.1	24.1	108	3351	23.2	17.5	96
	TERCILE 2	19343	10757	24.2	55.6	99	2930	23.9	15.1	98	4330	24.5	22.4	101	3498	24.2	18.1	99
	TERCILE 3	40764	22156	49.9	54.4	97	5832	47.6	14.3	93	8711	49.3	21.4	96	7613	52.6	18.7	102
TV-TOTAL	QUINTILE 1	15844	9594	21.5	60.3	108	2715	22.2	17.1	111	3835	21.7	24.2	109	3006	20.8	19.0	104
	QUINTILE 2	15767	9118	20.5	57.8	103	2669	21.8	16.9	110	3668	20.8	23.3	104	2781	19.2	17.6	97
	QUINTILE 3	15775	8288	18.7	52.5	94	2330	19.0	14.8	96	3322	18.8	21.1	95	2637	18.2	16.7	92
	QUINTILE 4	15903	8934	20.1	56.2	100	2486	20.3	15.6	101	3475	19.7	21.9	98	2973	20.6	18.7	102
	QUINTILE 5	15974	8474	19.1	53.0	95	2053	16.8	12.9	83	3355	19.0	21.0	94	3066	21.2	19.2	105
MAGAZINES-NEWSPAPERS: DUAL		21225	11965	27.0	56.4	101	3223	26.3	15.2	98	5023	28.5	23.7	106	3719	25.7	17.5	96
MAGAZINE IMPERATIVE		17728	10306	23.2	58.1	104	2350	19.2	13.3	86	4172	23.6	23.5	106	3784	26.2	21.3	117
NEWSPAPER IMPERATIVE		22987	12894	29.1	56.1	100	4055	33.1	17.6	114	5070	28.7	22.1	99	3769	26.1	16.4	90
MAGAZINES-OUTDOOR: DUAL		16244	9026	20.3	55.6	99	1983	16.2	12.2	79	3671	20.8	22.6	101	3372	23.3	20.8	114
MAGAZINE IMPERATIVE		24016	13698	30.9	57.0	102	3882	31.7	16.2	105	5595	31.7	23.3	105	4221	29.2	17.6	96
OUTDOOR IMPERATIVE		26020	14432	32.5	55.5	99	4105	33.5	15.8	102	5508	31.2	21.2	95	4819	33.3	18.5	102
MAGAZINES-RADIO: DUAL		16918	9496	21.4	56.1	100	2243	18.3	13.3	86	4073	23.1	24.1	108	3180	22.0	18.8	103
MAGAZINE IMPERATIVE		23456	13332	30.0	56.8	102	3623	29.6	15.4	100	5332	30.2	22.7	102	4377	30.3	18.7	102
RADIO IMPERATIVE		23900	13180	29.7	55.1	99	3870	31.6	16.2	105	5185	29.4	21.7	97	4125	28.5	17.3	95
MAGAZINES-TELEVISION: DUAL		15791	9530	21.5	60.4	108	2733	22.3	17.3	112	3863	21.9	24.5	110	2934	20.3	18.6	102
MAGAZINE IMPERATIVE		25476	13792	31.1	54.1	97	3289	26.8	12.9	84	5720	32.4	22.5	101	4784	33.1	18.8	103
TELEVISION IMPERATIVE		25744	14522	32.7	56.4	101	4255	34.7	16.5	107	5792	32.8	22.5	101	4476	31.0	17.4	95
NEWSPAPERS-OUTDOOR: DUAL		17628	9909	22.3	56.2	100	2794	22.8	15.8	103	3916	22.2	22.2	100	3199	22.1	18.1	99
NEWSPAPER IMPERATIVE		26414	14876	33.5	56.3	101	4428	36.1	16.8	108	6133	34.7	23.2	104	4315	29.8	16.3	90
OUTDOOR IMPERATIVE		23059	12854	29.0	55.7	100	2918	23.8	12.7	82	5114	29.0	22.2	100	4821	33.3	20.9	115
NEWSPAPERS-RADIO: DUAL		17996	10049	22.6	55.8	100	2625	21.4	14.6	94	4368	24.7	24.3	109	3057	21.1	17.0	93
NEWSPAPER IMPERATIVE		26269	14923	33.6	56.8	101	4458	36.4	17.0	110	5788	32.8	22.0	99	4677	32.3	17.8	98
RADIO IMPERATIVE		21342	11727	26.4	54.9	98	3025	24.7	14.2	92	4636	26.3	21.7	98	4066	28.1	19.1	104
NEWSPAPERS-TELEVISION: DUAL		17359	10216	23.0	58.9	105	2942	24.0	16.9	110	4304	24.4	24.8	111	2970	20.5	17.1	94
NEWSPAPER IMPERATIVE		26889	14708	33.1	54.7	98	4120	33.6	15.3	99	5860	33.2	21.8	98	4727	32.7	17.6	96
TELEVISION IMPERATIVE		21698	12403	28.0	57.2	102	3409	27.8	15.7	102	4843	27.4	22.3	100	4151	28.7	19.1	105
OUTDOOR-RADIO: DUAL		16456	9065	20.4	55.1	98	2331	19.0	14.2	92	3450	19.5	21.0	94	3283	22.7	20.0	109
OUTDOOR IMPERATIVE		25870	14512	32.7	56.1	100	3720	30.4	14.4	93	5769	32.7	22.3	100	5024	34.7	19.4	106
RADIO IMPERATIVE																		

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	44370	100.0	56.0	100	12253	100.0	15.5	100	17655	100.0	22.3	100	14462	100.0	18.2	100
ATLANTIC MONTHLY	452	*176	0.4	38.9	70	**17	0.1	3.8	24	**96	0.5	21.2	95	**63	0.4	13.9	76
BARRON'S	1058	581	1.3	54.9	98	*90	0.7	8.5	55	322	1.8	30.4	137	*169	1.2	16.0	88
BETTER HOMES & GARDENS	4773	2611	5.9	54.7	98	639	5.2	13.4	87	1142	6.5	23.9	107	830	5.7	17.4	95
BON APPETIT	1037	517	1.2	49.9	89	*177	1.4	17.1	110	*157	0.9	15.1	68	183	1.3	17.6	97
BUSINESS WEEK	3193	1736	3.9	54.4	97	494	4.0	15.5	100	672	3.8	21.0	94	569	3.9	17.8	98
CAR AND DRIVER	2705	1558	3.5	57.6	103	350	2.9	12.9	84	714	4.0	26.4	119	494	3.4	18.3	100
CBS MAGAZINE NETWORK (GROSS)	5678	3059	6.9	53.9	96	767	6.3	13.5	87	1225	6.9	21.6	97	1067	7.4	18.8	103
CHANGING TIMES	1847	1016	2.3	55.0	98	*199	1.6	10.8	70	455	2.6	24.6	111	362	2.5	19.6	107
COLONIAL HOMES	492	222	0.5	45.1	81	**63	0.5	12.8	83	**74	0.4	15.0	68	**85	0.6	17.3	95
CONDE NAST MAG. PKG. (GROSS)	2066	983	2.2	47.6	85	*189	1.5	9.1	59	395	2.2	19.1	86	399	2.8	19.3	106
CONSUMERS DIGEST	1719	1058	2.4	61.5	110	264	2.2	15.4	99	453	2.6	26.4	118	341	2.4	19.8	109
COSMOPOLITAN	1762	1001	2.3	56.8	101	*197	1.6	11.2	72	416	2.4	23.6	106	387	2.7	22.0	120
COUNTRY LIVING	1110	588	1.3	53.0	95	*201	1.6	18.1	117	217	1.2	19.5	88	*170	1.2	15.3	84
CUISINE	660	409	0.9	62.0	111	**73	0.6	11.1	72	*173	1.0	26.2	118	*164	1.1	24.8	136
CYCLE WORLD	1924	1034	2.3	53.7	96	374	3.1	19.4	126	364	2.1	18.9	85	*296	2.0	15.4	84
DCI:CREATIVE IDEAS FOR LIV	437	233	0.5	53.3	95	**71	0.3	16.2	105	**97	0.5	22.2	100	**65	0.4	14.9	82
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1480	3.3	59.4	106	403	3.3	16.2	105	627	3.6	25.2	113	450	3.1	18.1	99
DISCOVER	1279	678	1.5	53.0	95	**119	1.0	9.3	60	244	1.4	19.1	86	315	2.2	24.6	135
EBONY	2898	1547	3.5	53.4	95	354	2.9	12.2	79	538	3.0	18.6	83	655	4.5	22.6	124
ESQUIRE	1384	774	1.7	55.9	100	*153	1.2	11.1	72	411	2.3	29.7	133	210	1.5	15.2	83
ESSENCE	850	444	1.0	52.2	93	**80	0.7	9.4	61	*131	0.7	15.4	69	*234	1.6	27.5	151
FAMILY CIRCLE	2430	1509	3.4	62.1	111	449	3.7	18.5	120	597	3.4	24.6	110	463	3.2	19.1	104
THE FAMILY HANDYMAN	2356	1450	3.3	61.5	110	353	2.9	15.0	97	667	3.8	28.3	127	430	3.0	18.3	100
FAMILY WEEKLY	11533	6726	15.2	58.3	104	2008	16.4	17.4	113	2633	14.9	22.8	102	2085	14.4	18.1	99
FIELD & STREAM	7444	4482	10.1	60.2	108	1432	11.7	19.2	124	1737	9.8	23.3	105	1313	9.1	17.6	97
FOOD & WINE	416	215	0.5	51.7	92	**39	0.3	9.4	61	**67	0.4	16.1	72	*109	0.8	26.2	144
FORBES	1865	938	2.1	50.3	90	243	2.0	13.0	84	392	2.2	21.0	94	303	2.1	16.2	89
FORTUNE	1849	917	2.1	49.6	89	183	1.5	9.9	64	371	2.1	20.1	90	363	2.5	19.6	108
GENTLEMEN'S QUARTERLY	2284	1198	2.7	52.5	94	*202	1.6	8.8	57	413	2.3	18.1	81	583	4.0	25.5	140
GLAMOUR	538	240	0.5	44.6	80	**93	0.8	17.3	112	**71	0.4	13.2	59	**76	0.5	14.1	77
GOLF DIGEST	1649	998	2.2	60.5	108	227	1.9	13.8	89	457	2.6	27.7	124	315	2.2	19.1	105
GOLF DIGEST/TENNIS (GROSS)	2294	1309	3.0	57.1	102	291	2.4	12.7	82	601	3.4	26.2	118	417	2.9	18.2	100
GOLF MAGAZINE	1577	913	2.1	57.9	103	*160	1.3	10.1	66	435	2.5	27.6	124	318	2.2	20.2	111
GOLF MAGAZINE/SKI (GROSS)	2487	1315	3.0	52.9	94	246	2.0	9.9	64	616	3.5	24.8	111	452	3.1	18.2	100
GOOD HOUSEKEEPING	2569	1555	3.5	60.5	108	427	3.5	16.6	108	673	3.8	26.2	118	455	3.1	17.7	97
HARPER'S BAZAAR	431	*157	0.4	36.4	65	**9	0.1	2.1	14	**92	0.5	21.3	96	**56	0.4	13.0	71
HEALTH	788	454	1.0	57.6	103	**64	0.5	8.1	53	*215	1.2	27.3	122	*175	1.2	22.2	122
HEARST MAG CORP. BUY (GROSS)	18781	10558	23.8	56.2	100	2763	22.5	14.7	95	4548	25.8	24.2	109	3247	22.5	17.3	95
HEARST MAN POWER (GROSS)	9169	5221	11.8	56.9	102	1478	12.1	16.1	104	2301	13.0	25.1	113	1442	10.0	15.7	86
HEARST WOMAN POWER (GROSS)	5452	3123	7.0	57.3	102	733	6.0	13.4	87	1419	8.0	26.0	117	972	6.7	17.8	98
HOUSE BEAUTIFUL	1020	657	1.5	64.4	115	*130	1.1	12.7	82	*206	1.2	20.2	91	321	2.2	31.5	172
INC.	993	457	1.0	46.0	82	*87	0.7	8.8	57	*208	1.2	20.9	94	*162	1.1	16.3	89
JET	2808	1473	3.3	52.5	94	263	2.1	9.4	61	581	3.3	20.7	93	629	4.3	22.4	123
LADIES' HOME JOURNAL	1868	1077	2.4	57.7	103	210	1.7	11.2	73	525	3.0	28.1	126	342	2.4	18.3	100
LHJ FAMILY GRP COMBO(GROSS)	3582	1983	4.5	55.4	99	330	2.7	9.2	60	942	5.3	26.3	118	711	4.9	19.8	109
LIFE	4817	2433	5.5	50.5	90	601	4.9	12.5	81	1032	5.8	21.4	96	800	5.5	16.6	91
L.A. TIMES HOME MAGAZINE	1465	808	1.8	55.9	99	188	1.5	12.8	83	274	1.6	18.7	84	346	2.4	23.6	129
MADEMOISELLE	460	*210	0.5	45.7	82	**48	0.4	10.4	68	**68	0.4	14.8	66	**95	0.7	20.7	113
MC CALL'S	1764	1089	2.5	61.7	110	340	2.8	19.3	125	414	2.3	23.5	105	335	2.3	19.0	104
MC CALL'S/WRK MOTHER (GROSS)	2062	1288	2.9	62.5	112	369	3.0	17.9	116	544	3.1	26.4	118	375	2.6	18.2	100
MECHANIX ILLUSTRATED	3625	2254	5.1	62.2	111	638	5.2	17.6	114	942	5.3	26.0	117	674	4.7	18.6	102
METROPOLITAN HOME	495	257	0.6	51.9	93	**43	0.4	8.7	56	**113	0.6	22.8	102	**102	0.7	20.6	113
MONEY	3017	1756	4.0	58.2	104	435	3.6	14.4	93	782	4.4	25.9	116	540	3.7	17.9	98
MOTHER EARTH NEWS	1203	743	1.7	61.8	110	*215	1.8	17.9	116	272	1.5	22.6	102	257	1.8	21.4	117
MS.	*257	**157	0.4	61.1	109	**44	0.4	17.1	111	**49	0.3	19.1	86	**64	0.4	24.9	136
NATIONAL ENQUIRER	6921	4191	9.4	60.6	108	1224	10.0	17.7	114	1525	8.6	22.0	99	1443	10.0	20.8	114
NATIONAL GEOGRAPHIC	11626	6758	15.2	58.1	104	1718	14.0	14.8	96	2796	15.8	24.0	108	2244	15.5	19.3	106
NATIONAL SUNDAY MAGAZINE PKG	49424	27981	63.1	56.6	101	7747	63.2	15.7	101	11305	64.0	22.9	103	8930	61.7	18.1	99
NATURAL HISTORY	753	335	0.8	44.5	79	**106	0.9	14.1	91	**119	0.7	15.8	71	*111	0.8	14.7	81
NEW WOMAN	*296	*186	0.4	62.8	112	**64	0.5	21.6	140	**45	0.3	15.2	68	**77	0.5	26.0	143
NEW YORK INCLUDING CUE	541	271	0.6	50.1	89	**53	0.4	9.8	63	**109	0.6	20.1	90	*110	0.8	20.3	111
THE NEW YORKER	1078	538	1.2	49.9	89	*114	0.9	10.6	68	240	1.4	22.3	100	184	1.3	17.1	94
NEWSWEEK	9602	5264	11.9	54.8	98	1177	9.6	12.3	79	2284	12.9	23.8	107	1803	12.5	18.8	103
THE N.Y. TIMES DAILY EDITION	1376	690	1.6	50.1	90	232	1.9	16.9	109	298	1.7	21.7	97	159	1.1	11.6	63
THE N.Y. TIMES MAGAZINE	2110	1048	2.4	49.7	89	316	2.6	15.0	97	464	2.6	22.0	99	267	1.8	12.7	69
OMNI	1927	1023	2.3	53.1	95	*237	1.9	12.3	80	481	2.7	25.0	112	306	2.1	15.9	87
ON CABLE	911	401	0.9	44.0	79	**86	0.7	9.4	61	*128	0.7	14.1	63	*187	1.3	20.5	113
1001 HOME IDEAS	927	453	1.0	48.9	87	**56	0.5	6.0	39	*202	1.1	21.8	98	*195	1.3	21.0	115
ORGANIC GARDENING	1430	861	1.9	60.2	108	339	2.8	23.7	153	363	2.1	25.4	114	*159	1.1	11.1	61
OUTDOOR LIFE	4064	2524	5.7	62.1	111	684	5.6	16.8	109	986	5.6	24.3	109	853	5.9	21.0	115
PARADE MAGAZINE	24538	14361	32.4	58.5	105	3927	32.0	16.0	104	5776	32.7	23.5	106	4658	32.2	19.0	104

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL MALES	79263	44370	100.0	56.0	100	12253	100.0	15.5	100	17655	100.0	22.3	100	14462	100.0	18.2	100
PARENTS	1126	675	1.5	59.9	107	**99	0.8	8.8	57	277	1.6	24.6	110	298	2.1	26.5	145
PENTHOUSE	4157	2377	5.4	57.2	102	562	4.6	13.5	87	963	5.5	23.2	104	852	5.9	20.5	112
PEOPLE	7591	4297	9.7	56.6	101	973	7.9	12.8	83	1671	9.5	22.0	99	1654	11.4	21.8	119
PLAYBOY	8379	4879	11.0	58.2	104	1322	10.8	15.8	102	1839	10.4	21.9	99	1719	11.9	20.5	112
POPULAR HOT RODDING	2110	1156	2.6	54.8	98	*370	3.0	17.5	113	*328	1.9	15.5	70	458	3.2	21.7	119
POPULAR MECHANICS	4850	2891	6.5	59.6	106	719	5.9	14.8	96	1383	7.8	28.5	128	789	5.5	16.3	89
POPULAR SCIENCE	3397	1941	4.4	57.1	102	485	4.0	14.3	92	851	4.8	25.1	112	605	4.2	17.8	98
PREVENTION	1720	1003	2.3	58.3	104	235	1.9	13.7	88	409	2.3	23.8	107	359	2.5	20.9	114
PSYCHOLOGY TODAY	1344	695	1.6	51.7	92	*134	1.1	10.0	64	*266	1.5	19.8	89	294	2.0	21.9	120
READER'S DIGEST	16016	9338	21.0	58.3	104	2453	20.0	15.3	99	3796	21.5	23.7	106	3089	21.4	19.3	106
REDBOOK	1121	567	1.3	50.6	90	**108	0.9	9.6	62	330	1.9	29.4	132	*129	0.9	11.5	63
ROAD & TRACK	2161	1212	2.7	56.1	100	210	1.7	9.7	63	559	3.2	25.9	116	443	3.1	20.5	112
ROLLING STONE	1948	1150	2.6	59.0	105	*193	1.6	9.9	64	431	2.4	22.1	99	526	3.6	27.0	148
RUNNER'S WORLD	899	567	1.3	63.1	113	**121	1.0	13.5	87	*276	1.6	30.7	138	*169	1.2	18.8	103
SATURDAY EVENING POST	841	500	1.1	59.5	106	*111	0.9	13.2	85	*222	1.3	26.4	119	*167	1.2	19.9	109
SCIENCE 84	841	337	0.8	40.1	72	**118	1.0	14.0	91	*89	0.5	10.6	48	*130	0.9	15.5	85
SCIENCE DIGEST	1194	566	1.3	47.4	85	*273	1.1	11.6	75	*273	1.5	22.9	103	*155	1.1	13.0	71
SCIENTIFIC AMERICAN	1379	605	1.4	43.9	78	*76	0.6	5.5	36	270	1.5	19.6	88	259	1.8	18.8	103
SELF	436	*249	0.6	57.1	102	*18	0.1	4.1	27	*98	0.6	22.5	101	*132	0.9	30.3	166
SEVENTEEN	614	*360	0.8	58.6	105	*78	0.6	12.7	82	*113	0.6	18.4	83	*169	1.2	27.5	151
SKI	910	402	0.9	44.2	79	**87	0.7	9.6	62	*180	1.0	19.8	89	*135	0.9	14.8	81
SMITHSONIAN	2937	1574	3.5	53.6	96	334	2.7	11.4	74	631	3.6	21.5	96	609	4.2	20.7	114
SOAP OPERA DIGEST	545	317	0.7	58.2	104	*81	0.7	14.9	96	*175	1.0	32.1	144	*62	0.4	11.4	62
SOUTHERN LIVING	2054	1247	2.8	60.7	108	332	2.7	16.2	105	530	3.0	25.8	116	385	2.7	18.7	103
SPORT	2799	1555	3.5	55.6	99	359	2.9	12.8	83	692	3.9	24.7	111	503	3.5	18.0	98
THE SPORTING NEWS	1938	1081	2.4	55.8	100	257	2.1	13.3	86	428	2.4	22.1	99	396	2.7	20.4	112
SPORTS AFIELD	3125	1764	4.0	56.4	101	620	5.1	19.8	128	646	3.7	20.7	93	499	3.5	16.0	88
SPORTS ILLUSTRATED	11159	6174	13.9	55.3	99	1414	11.5	12.7	82	2543	14.4	22.8	102	2218	15.3	19.9	109
STAR	4095	2463	5.6	60.1	107	756	6.2	18.5	119	845	4.8	20.6	93	863	6.0	21.1	116
SUNDAY	25169	13792	31.1	54.8	98	3677	30.0	14.6	95	5769	32.7	22.9	103	4346	30.1	17.3	95
SUNSET	1294	702	1.6	54.3	97	*148	1.2	11.4	74	*302	1.7	23.3	105	*252	1.7	19.5	107
TV GUIDE	18508	10800	24.3	58.4	104	2691	22.0	14.5	94	4389	24.9	23.7	106	3720	25.7	20.1	110
TENNIS	645	311	0.7	48.2	86	*64	0.5	9.9	64	*145	0.8	22.5	101	*102	0.7	15.8	87
TIME	12124	6752	15.2	55.7	99	1708	13.9	14.1	91	2853	16.2	23.5	106	2191	15.2	18.1	99
TOHN & COUNTRY	493	230	0.5	46.7	83	*30	0.2	6.1	39	*116	0.7	23.5	106	*84	0.6	17.0	93
TRAVEL & LEISURE	1122	511	1.2	45.5	81	*113	0.9	10.1	65	*234	1.3	20.9	94	*164	1.1	14.6	80
TRUE STORY	690	473	1.1	68.6	122	*119	1.0	17.2	112	*193	1.1	28.0	126	*161	1.1	23.3	128
U.S. NEWS & WORLD REPORT	6571	3795	8.6	57.8	103	863	7.0	13.1	85	1716	9.7	26.1	117	1217	8.4	18.5	102
USA TODAY	3120	1960	4.4	62.8	112	467	3.8	15.0	97	856	4.8	27.4	123	638	4.4	20.4	112
US	1315	697	1.6	53.0	95	*107	0.9	8.1	53	*297	1.7	22.6	101	293	2.0	22.3	122
VOGUE	632	284	0.6	44.9	80	*30	0.2	4.7	31	*158	0.9	25.0	112	*97	0.7	15.3	84
WALL STREET JOURNAL	4247	2468	5.6	58.1	104	613	5.0	14.4	93	989	5.6	23.3	105	866	6.0	20.4	112
WEIGHT WATCHERS	398	302	0.7	75.9	136	*93	0.8	23.4	151	*128	0.7	32.2	144	*81	0.6	20.4	112
WOMAN'S DAY	1139	706	1.6	62.0	111	*170	1.4	14.9	97	288	1.6	25.3	114	*248	1.7	21.8	119
WORKING MOTHER	*298	*199	0.4	66.8	119	*29	0.2	9.7	63	*130	0.7	43.6	196	*40	0.3	13.4	74
WORKING WOMAN	327	*193	0.4	59.0	105	*39	0.3	11.9	77	*76	0.4	23.2	104	*78	0.5	23.9	131
WORLD TENNIS	397	*195	0.4	49.1	88	*20	0.2	5.0	33	*67	0.4	16.9	76	*109	0.8	27.5	150
ZIFF-DAVIS MAG NETWK (GROSS)	9635	5197	11.7	53.9	96	1255	10.2	13.0	84	2094	11.9	21.7	98	1849	12.8	19.2	105
BLAIR INSERTS	43762	24528	55.3	56.0	100	6705	54.7	15.3	99	9956	56.4	22.8	102	7866	54.4	18.0	99
DAILY NEWSPAPERS																	
READ ANY	52459	29632	66.8	56.5	101	8424	68.8	16.1	104	11913	67.5	22.7	102	9295	64.3	17.7	97
READ ONE	41891	23683	53.4	56.5	101	6737	55.0	16.1	104	9473	53.7	22.6	102	7473	51.7	17.8	98
READ TWO OR MORE	10568	5949	13.4	56.3	101	1687	13.8	16.0	103	2439	13.8	23.1	104	1822	12.6	17.2	94
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	29200	65.8	56.2	100	8185	66.8	15.8	102	11794	66.8	22.7	102	9220	63.8	17.8	97
READ ONE	44561	25022	56.4	56.2	100	7147	58.3	16.0	104	10130	57.4	22.7	102	7744	53.5	17.4	95
READ TWO OR MORE	7368	4178	9.4	56.7	101	1038	8.5	14.1	91	1664	9.4	22.6	101	1476	10.2	20.0	110
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	29.63	29.82				27.56				30.58				30.82			
30 DAY REACH	71522	39841	89.8	55.7	100	10983	89.6	15.4	99	15779	89.4	22.1	99	13079	90.4	18.3	100
50 SHMG - 30 DAY AV FREQ	15.55	15.68				14.43				16.28				16.02			
30 DAY REACH	68168	37888	85.4	55.6	99	10469	85.4	15.4	99	14860	84.2	21.8	98	12559	86.8	18.4	101
25 SHMG - 30 DAY AV FREQ	8.43	8.55				7.98				8.82				8.70			
30 DAY REACH	62898	34767	78.4	55.3	99	9467	77.3	15.1	97	13721	77.7	21.8	98	11580	80.1	18.4	101
CABLE TV: HOME WIRED	31664	17819	40.2	56.3	101	4846	39.5	15.3	99	6927	39.2	21.9	98	6046	41.8	19.1	105
HOME NOT WIRED	47599	26551	59.8	55.8	100	7407	60.5	15.6	101	10728	60.8	22.5	101	8416	58.2	17.7	97
HAVE PAY CABLE	17139	9955	22.4	58.1	104	2572	21.0	15.0	97	3804	21.5	22.2	100	3580	24.8	20.9	114

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	44370	100.0	56.0	100	12253	100.0	15.5	100	17655	100.0	22.3	100	14462	100.0	18.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	26709	60.2	56.1	100	7029	57.4	14.8	95	10815	61.3	22.7	102	8865	61.3	18.6	102
10:00 AM - 3:00 PM	29926	17060	38.4	57.0	102	4725	38.6	15.8	102	6931	39.3	23.2	104	5403	37.4	18.1	99
3:00 PM - 7:00 PM	37666	20747	46.8	55.1	98	5225	42.6	13.9	90	8410	47.6	22.3	100	7112	49.2	18.9	103
7:00 PM - MIDNIGHT	18909	10335	23.3	54.7	98	2659	21.7	14.1	91	4023	22.8	21.3	96	3654	25.3	19.3	106
MIDNIGHT - 6:00 AM	11822	6491	14.6	54.9	98	1725	14.1	14.6	94	2584	14.6	21.9	98	2182	15.1	18.5	101
6:00 AM - MIDNIGHT	63254	35476	80.0	56.1	100	9437	77.0	14.9	97	14206	80.5	22.5	101	11833	81.8	18.7	103
ENTIRE DAY	64057	35938	81.0	56.1	100	9606	78.4	15.0	97	14401	81.6	22.5	101	11931	82.5	18.6	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	9537	21.5	57.5	103	2599	21.2	15.7	101	3742	21.2	22.5	101	3196	22.1	19.3	106
ALL NEWS	3542	1858	4.2	52.5	94	545	4.4	15.4	100	768	4.4	21.7	97	544	3.8	15.4	84
AOR/PROGRESSIVE	7465	3642	8.2	48.8	87	892	7.3	11.9	77	1389	7.9	18.6	84	1360	9.4	18.2	100
BEAUTIFUL MUSIC	5061	2961	6.7	58.5	105	722	5.9	14.3	92	1206	6.8	23.8	107	1032	7.1	20.4	112
BLACK	1914	1034	2.3	54.0	97	326	2.7	17.0	110	334	1.9	17.5	78	374	2.6	19.5	107
CLASSICAL	2304	1340	3.0	58.2	104	240	2.0	10.4	67	566	3.2	24.6	110	534	3.7	23.2	127
CHR/ROCK	10663	5951	13.4	55.8	100	1317	10.7	12.4	80	2543	14.4	23.8	107	2091	14.5	19.6	107
COUNTRY	13919	8296	18.7	59.6	106	2582	21.1	18.6	120	3257	18.4	23.4	105	2457	17.0	17.7	97
GOLDEN OLDIES	2040	1187	2.7	58.2	104	292	2.4	14.3	93	429	2.4	21.0	94	465	3.2	22.8	125
MOR/NOSTALGIA	5105	2861	6.4	56.0	100	709	5.8	13.9	90	1117	6.3	21.9	98	1036	7.2	20.3	111
NEWS/TALK	4764	2719	6.1	57.1	102	780	6.4	16.4	106	1211	6.9	25.4	114	727	5.0	15.3	84
RELIGIOUS	2164	1175	2.6	54.3	97	288	2.4	13.3	86	523	3.0	24.2	109	364	2.5	16.8	92
SOFT ROCK	623	386	0.9	62.0	111	**91	0.7	14.6	94	**139	0.8	22.3	100	**156	1.1	25.0	137
URBAN CONTEMPORARY	1331	675	1.5	50.7	91	*175	1.4	13.1	85	290	1.6	21.8	98	*209	1.4	15.7	86
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1842	4.2	57.8	103	432	3.5	13.6	88	767	4.3	24.1	108	644	4.5	20.2	111
ABC DIRECTION	2724	1462	3.3	53.7	96	495	4.0	18.2	118	544	3.1	20.0	90	423	2.9	15.5	85
ABC ENTERTAINMENT	5256	2963	6.7	56.4	101	909	7.4	17.3	112	1104	6.3	21.0	94	949	6.6	18.1	99
ABC FM	2263	1173	2.6	51.8	93	236	1.9	10.4	67	473	2.7	20.9	94	464	3.2	20.5	112
ABC INFORMATION	5618	3230	7.3	57.5	103	1001	8.2	17.8	115	1261	7.1	22.4	101	968	6.7	17.2	94
ABC ROCK	2857	1405	3.2	49.2	88	329	2.7	11.5	74	551	3.1	19.3	87	524	3.6	18.3	101
CBS	5953	3365	7.6	56.5	101	940	7.7	15.8	102	1347	7.6	22.6	102	1077	7.4	18.1	99
MUTUAL	4979	2947	6.6	59.2	106	670	5.5	13.5	87	1342	7.6	27.0	121	935	6.5	18.8	103
NBC	7279	4111	9.3	56.5	101	1077	8.8	14.8	96	1853	10.5	25.5	114	1182	8.2	16.2	89
RADIORADIO	2389	1336	3.0	55.9	100	373	3.0	15.6	101	535	3.0	22.4	101	428	3.0	17.9	98
RKO ONE	2583	1353	3.0	52.4	94	298	2.4	11.5	75	612	3.5	23.7	106	442	3.1	17.1	94
RKO TWO	3674	1954	4.4	53.2	95	668	5.5	18.2	118	770	4.4	21.0	94	516	3.6	14.0	77
THE SOURCE	3514	1904	4.3	54.2	97	530	4.3	15.1	98	833	4.7	23.7	106	540	3.7	15.4	84
NON-WIRED : BLAIR	9864	5609	12.6	56.9	102	1745	14.2	17.7	114	2129	12.1	21.6	97	1735	12.0	17.6	96
INTERNET	13522	7596	17.1	56.2	100	1825	14.9	13.5	87	2736	15.5	20.2	91	3034	21.0	22.4	123
KATZ RADIO GROUP	19321	10751	24.2	55.6	99	2749	22.4	14.2	92	4411	25.0	22.8	102	3591	24.8	18.6	102
SUPERNET	10739	6086	13.7	56.7	101	1772	14.5	16.5	107	2417	13.7	22.5	101	1898	13.1	17.7	97
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	3070	6.9	60.1	107	937	7.6	18.4	119	1100	6.2	21.5	97	1032	7.1	20.2	111
MKDAY 9:00 AM - 1:00 PM	5383	3196	7.2	59.4	106	956	7.8	17.8	115	1225	6.9	22.8	102	1015	7.0	18.9	103
MKDAY 1:00 PM - 4:30 PM	6469	3777	8.5	58.4	104	1061	8.7	16.4	106	1504	8.5	23.2	104	1213	8.4	18.8	103
MKDAY 4:30 PM - 7:30 PM	19661	11283	25.4	57.4	103	3299	26.9	16.8	109	4450	25.2	22.6	102	3533	24.4	18.0	98
MKDAY 7:30 PM - 8:00 PM	27579	15624	35.2	56.7	101	4501	36.7	16.3	106	6128	34.7	22.2	100	4995	34.5	18.1	99
MKDAY 11:00 PM - 11:30 PM	22964	13354	30.1	58.2	104	4045	33.0	17.6	114	5182	29.4	22.6	101	4127	28.5	18.0	98
MKDAY 11:30 PM - 1:00 AM	8158	4597	10.4	56.3	101	1383	11.3	17.0	110	1830	10.4	22.4	101	1383	9.6	17.0	93
M-SAT 8-11 PM-SUN 7-11 PM	30140	17175	38.7	57.0	102	4788	39.1	15.9	103	6894	39.0	22.9	103	5493	38.0	18.2	100
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	1264	2.8	61.7	110	377	3.1	18.4	119	308	1.7	15.0	68	579	4.0	28.3	155
ANOTHER WORLD	N 1214	699	1.6	57.6	103	203	1.7	16.7	108	283	1.6	23.3	105	212	1.5	17.5	96
AS THE WORLD TURNS	C 1740	982	2.2	56.4	101	255	2.1	14.7	95	379	2.1	21.8	98	348	2.4	20.0	110
CAPITOL	C 1016	619	1.4	60.9	109	134	1.1	13.2	85	227	1.3	22.3	100	258	1.8	25.4	139
CBS MORN. NEWS 1	C 1203	763	1.7	63.4	113	223	1.8	18.5	120	268	1.5	22.3	100	272	1.9	22.6	124
CBS MORN. NEWS 2	C 773	474	1.1	61.3	110	128	1.0	16.6	107	164	0.9	21.2	95	183	1.3	23.7	130
DAYS OF OUR LIVES	N 1629	1031	2.3	63.3	113	286	2.3	17.6	114	511	2.9	31.4	141	234	1.6	14.4	79
FACTS OF LIFE - DAYTIME	N 961	510	1.1	53.1	95	120	1.0	12.5	81	260	1.5	27.1	121	129	0.9	13.4	74
FAMILY FEUD	A 1390	753	1.7	54.2	97	266	2.2	19.1	124	326	1.8	23.5	105	161	1.1	11.6	63
GENERAL HOSPITAL	A 1463	845	1.9	57.8	103	284	2.3	19.4	126	304	1.7	20.8	93	257	1.8	17.6	96
GOOD MORNING, AMERICA-730 A	A 1705	1054	2.4	61.8	110	310	2.5	18.2	118	397	2.2	23.3	105	347	2.4	20.4	112
GOOD MORNING, AMERICA-830 A	A 889	557	1.3	62.7	112	156	1.3	17.5	114	233	1.3	26.2	118	168	1.2	18.9	104
GUIDING LIGHT	C 1754	1062	2.4	60.5	108	259	2.1	14.8	96	457	2.6	26.1	117	346	2.4	19.7	108
ONE LIFE TO LIVE	A 1100	698	1.6	63.5	113	219	1.8	19.9									

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS				
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL MALES		79263	44370	100.0	56.0	100	12253	100.0	15.5	100	17655	100.0	22.3	100	14462	100.0	18.2	100	
WKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY		24321	14192	32.0	58.4	104	4313	35.2	17.7	115	5587	31.6	23.0	103	4292	29.7	17.6	97	
NETWORK AFFILIATES - LATE		17197	10035	22.6	58.4	104	3076	25.1	17.9	116	3876	22.0	22.5	101	3083	21.3	17.9	98	
INDEPENDENTS - LATE		2887	1702	3.8	59.0	105	430	3.5	14.9	96	745	4.2	25.8	116	526	3.6	18.2	100	
TV EVENING NTMK 6 PM - 2 AM																			
A TEAM		M	11301	6445	14.5	57.0	102	1857	15.2	16.4	106	2535	14.4	22.4	101	2053	14.2	18.2	100
ABC MONDAY NIGHT MOVIE		A	4379	2573	5.8	58.8	105	840	6.9	19.2	124	876	5.0	20.0	90	858	5.9	19.6	107
ABC SUNDAY NIGHT MOVIE		A	9910	5593	12.6	56.4	101	1577	12.9	15.9	103	2263	12.8	22.8	103	1753	12.1	17.7	97
ABC WORLD NEWS TONIGHT		A	6212	3520	7.9	56.7	101	1063	8.7	17.1	111	1246	7.1	20.1	90	1211	8.4	19.5	107
AFTERMASH		C	4575	2678	6.0	58.5	105	767	6.3	16.8	108	1252	7.1	27.4	123	658	4.5	14.4	79
ALICE		C	6777	3802	8.6	56.1	100	961	7.8	14.2	92	1669	9.5	24.6	111	1172	8.1	17.3	95
AMERICAN PARADE		C	4868	2948	6.6	60.6	108	912	7.4	18.7	121	1135	6.4	23.3	105	902	6.2	18.5	102
BENSON		A	7593	4199	9.5	55.3	99	1072	8.7	14.1	91	1615	9.1	21.3	95	1512	10.5	19.9	109
BLUE THUNDER		A	6036	3276	7.4	54.3	97	957	7.8	15.9	103	1200	6.8	19.9	89	1119	7.7	18.5	102
CAGNEY & LACEY		C	7698	4141	9.3	53.8	96	1125	9.2	14.6	95	1642	9.3	21.3	96	1375	9.5	17.9	98
CBS EVENING NEWS-DEAN		C	4066	2303	5.2	56.6	101	646	5.3	15.9	103	936	5.3	23.0	103	721	5.0	17.7	97
CBS EVENING NEWS-RATHER		C	8092	4629	10.4	57.2	102	1306	10.7	16.1	104	2058	11.7	25.4	114	1264	8.7	15.6	86
CBS SAT. NEWS-SCHIEFFER		C	4795	2825	6.4	58.9	105	920	7.5	19.2	124	1126	6.4	23.5	105	778	5.4	16.2	89
CBS SATURDAY NIGHT MOVIE		C	6034	3444	7.8	57.1	102	916	7.5	15.2	98	1418	8.0	23.5	106	1111	7.7	18.8	101
CBS WEDNESDAY NIGHT MOVIE		C	4993	2726	6.1	54.6	98	746	6.1	14.9	97	1134	6.4	22.7	102	846	5.8	16.9	93
CHEERS		N	6976	3827	8.6	54.9	98	959	7.8	13.7	89	1553	8.8	22.3	100	1315	9.1	18.9	103
DALLAS		C	13575	7798	17.6	57.4	103	2674	21.8	19.7	127	2752	15.6	20.3	91	2372	16.4	17.5	96
DIFF'RENT STROKES		N	3684	2239	5.0	60.8	109	635	5.2	17.2	112	1022	5.8	27.7	125	582	4.0	15.8	87
DOUBLE TROUBLE		N	4462	2407	5.4	53.9	96	604	4.9	13.5	88	1007	5.7	22.6	101	796	5.5	17.8	98
DUCK FACTORY		N	4810	2616	5.9	54.4	97	641	5.2	13.3	86	1085	6.1	22.6	101	890	6.2	18.5	101
DUKES OF HAZZARD		C	5951	3481	7.8	58.5	104	990	8.1	16.6	108	1349	7.6	22.7	102	1142	7.9	19.2	105
DYNASTY		A	11325	6708	15.1	59.2	106	1858	15.2	16.4	106	2671	15.1	23.6	106	2179	15.1	19.2	105
FACTS OF LIFE		N	4512	2509	5.7	55.6	99	598	4.9	13.3	86	1100	6.2	24.4	109	810	5.6	18.0	98
FALCON CREST		C	9215	5781	13.0	62.7	112	1952	15.9	21.2	137	2091	11.8	22.7	102	1738	12.0	18.9	103
FALL GUY		A	8604	4853	10.9	56.4	101	1300	10.6	15.1	98	1832	10.4	21.3	96	1722	11.9	20.0	110
FAMILY TIES		N	4179	2233	5.0	53.4	95	533	4.3	12.8	83	918	5.2	22.0	99	783	5.4	18.7	103
FANTASY ISLAND		A	4781	2899	6.5	60.6	108	789	6.4	16.5	107	1120	6.3	23.4	105	990	6.8	20.7	113
FOULUPS, BLEEPs & BLUNDERS		A	6697	3883	8.8	58.0	104	1091	8.9	16.3	105	1529	8.7	22.8	103	1263	8.7	18.9	103
FOUR SEASONS		C	3873	2236	5.0	57.7	103	666	5.4	17.2	111	1006	5.7	26.0	117	564	3.9	14.6	80
GIMME A BREAK		N	4310	2533	5.7	58.8	105	588	4.8	13.6	88	988	5.6	22.9	103	957	6.6	22.2	122
HART TO HART		A	5751	3353	7.6	58.3	104	905	7.4	15.7	102	1388	7.9	24.1	108	1060	7.3	18.4	101
HILL STREET BLUES		N	8568	4619	10.4	53.9	96	1304	10.6	15.2	98	1835	10.4	21.4	96	1481	10.2	17.3	95
HOTEL		A	8801	5152	11.6	58.5	105	1393	11.4	15.8	102	2114	12.0	24.0	108	1645	11.4	18.7	102
JEFFERSONS		C	6978	3862	8.7	55.3	99	1035	8.4	14.8	96	1596	9.0	22.9	103	1231	8.5	17.6	97
JENNIFER SLEPT HERE		N	3021	1830	4.1	60.6	108	530	4.3	17.5	113	824	4.7	27.3	122	476	3.3	15.8	86
KATE & ALLIE		C	6811	3702	8.3	54.4	97	840	6.9	12.3	80	1519	8.6	22.3	100	1342	9.3	19.7	108
KNIGHT RIDER		N	5256	3068	6.9	58.4	104	743	6.1	14.1	91	1383	7.8	26.3	118	943	6.5	17.9	98
LOVE BOAT		A	7174	4121	9.3	57.4	103	1117	9.1	15.6	101	1632	9.2	22.7	102	1373	9.5	19.1	105
MAGNUM PI		C	10438	5868	13.2	56.2	100	1566	12.8	15.0	97	2513	14.2	24.1	108	1789	12.4	17.1	94
MAMA'S FAMILY		N	3488	1964	4.4	56.3	101	687	5.6	19.7	127	781	4.4	22.4	101	495	3.4	14.2	78
MASTER, THE		N	4127	2332	5.3	56.5	101	600	4.9	14.5	94	990	5.6	24.0	108	742	5.1	18.0	99
MATT HOUSTON		A	5978	3460	7.8	57.9	103	918	7.5	15.4	99	1443	8.2	24.1	108	1099	7.6	18.4	101
NBC MONDAY NIGHT MOVIE		N	10446	5949	13.4	57.0	102	1584	12.9	15.2	98	2323	13.2	22.2	100	2043	14.1	19.6	107
NBC NIGHTLY NEWS		N	5571	3297	7.4	59.2	106	1023	8.3	18.4	119	1269	7.2	22.8	102	1005	6.9	18.0	99
NBC NIGHTLY NEWS-SAT		N	3675	2070	4.7	56.3	101	703	5.7	19.1	124	735	4.2	20.0	90	632	4.4	17.2	94
NBC NIGHTLY NEWS-SUN		N	2905	1731	3.9	59.6	106	544	4.4	18.7	121	718	4.1	24.7	111	470	3.2	16.2	89
NBC SUNDAY NIGHT MOVIE		N	8352	4987	11.2	59.7	107	1155	9.4	13.8	89	2248	12.7	26.9	121	1584	11.0	19.0	104
NEWHART		C	6864	3750	8.5	54.6	98	997	8.1	14.5	94	1463	8.3	21.3	96	1291	8.9	18.8	103
ONE DAY AT A TIME		C	3866	2279	5.1	58.9	105	610	5.0	15.8	102	895	5.1	23.2	104	773	5.3	20.0	110
PEOPLE ARE FUNNY		N	3956	2279	5.1	57.6	103	775	6.3	19.6	127	1000	5.7	25.3	113	504	3.5	12.7	70
REAL PEOPLE		N	6305	3825	8.6	60.7	108	1099	9.0	17.4	113	1553	8.8	24.6	111	1173	8.1	18.6	102
REMINGTON STEELE		N	5884	3107	7.0	52.8	94	887	7.2	15.1	98	1288	7.3	21.9	98	932	6.4	15.8	87
RIPLEY'S BELIEVE IT - NOT		A	5706	3089	7.0	54.1	97	968	7.9	17.0	110	1301	7.4	22.8	102	820	5.7	14.4	79
RIPTIDE		N	6202	3519	7.9	56.7	101	1082	8.8	17.4	113	1308	7.4	21.1	95	1128	7.8	18.2	100
SCARECROW & MRS. KING		C	6513	3742	8.4	57.5	103	925	7.5	14.2	92	1635	9.3	25.1	113	1182	8.2	18.1	99
SIMON & SIMON		C	8593	4971	11.2	57.8	103	1265	10.3	14.7	95	2074	11.7	24.1	108	1633	11.3	19.0	104
60 MINUTES		C	13342	7488	16.9	56.1	100												

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	51435	100.0	58.1	100	14271	100.0	16.1	100	20705	100.0	23.4	100	16458	100.0	18.6	100
FEMALE HOMEMAKERS	80986	47507	92.4	58.7	101	13209	92.6	16.3	101	19288	93.2	23.8	102	15010	91.2	18.5	100
EMPLOYED MOTHERS	18702	10890	21.2	58.2	100	2216	15.5	11.8	73	4423	21.4	23.6	101	4251	25.8	22.7	122
18 - 24	14726	7428	14.4	50.4	87	1827	12.8	12.4	77	2842	13.7	19.3	82	2758	16.8	18.7	101
25 - 34	20202	11938	23.2	59.1	102	2612	18.3	12.9	80	4962	24.0	24.6	105	4364	26.5	21.6	116
35 - 44	14781	8716	16.9	59.0	101	1959	13.7	13.3	82	3690	17.8	25.0	107	3067	18.6	20.7	112
45 - 54	11449	6938	13.5	60.6	104	2064	14.5	18.0	112	2639	12.7	23.1	98	2234	13.6	19.5	105
55 - 64	11846	7368	14.3	62.2	107	2154	15.1	18.2	113	3161	15.3	26.7	114	2053	12.5	17.3	93
65 OR OLDER	15459	9048	17.6	58.5	101	3654	25.6	23.6	147	3412	16.5	22.1	94	1982	12.0	12.8	69
18 - 34	34928	19365	37.6	55.4	95	4440	31.1	12.7	79	7804	37.7	22.3	95	7122	43.3	20.4	110
18 - 49	55154	31401	61.0	56.9	98	7416	52.0	13.4	83	12675	61.2	23.0	98	11310	68.7	20.5	110
25 - 54	46433	27591	53.6	59.4	102	6635	46.5	14.3	89	11291	54.5	24.3	104	9665	58.7	20.8	112
35 - 49	20226	12036	23.4	59.5	102	2976	20.9	14.7	91	4871	23.5	24.1	103	4188	25.4	20.7	111
50 OR OLDER	33310	20033	38.9	60.1	103	6855	48.0	20.6	128	8030	38.8	24.1	103	5148	31.3	15.5	83
GRADUATED COLLEGE	12110	6756	13.1	55.8	96	1323	9.3	10.9	68	2482	12.0	20.5	88	2952	17.9	24.4	131
ATTENDED COLLEGE	15309	8843	17.2	57.8	99	1904	13.3	12.4	77	3792	18.3	24.8	106	3146	19.1	20.6	110
GRADUATED HIGH SCHOOL	36912	21557	41.9	58.4	100	5789	40.6	15.7	97	8711	42.1	23.6	101	7057	42.9	19.1	103
DID NOT GRADUATE HIGH SCHOOL	24134	14279	27.8	59.2	102	5256	36.8	21.8	135	5720	27.6	23.7	101	3303	20.1	13.7	74
EMPLOYED FULL-TIME	35457	20534	39.9	57.9	100	4361	30.6	12.3	76	8544	41.3	24.1	103	7629	46.4	21.5	116
EMPLOYED PART-TIME	8514	4842	9.4	56.9	98	1173	8.2	13.8	85	1859	9.0	21.8	93	1810	11.0	21.3	114
NOT EMPLOYED	44494	26058	50.7	58.6	101	8737	61.2	19.6	122	10302	49.8	23.2	99	7019	42.6	15.8	85
PROFESSIONAL/MANAGER	10811	6156	12.0	56.9	98	1145	8.0	10.6	66	2439	11.8	22.6	96	2573	15.6	23.8	128
TECH/CLERICAL/SALES	19640	11208	21.8	57.1	98	2389	16.7	12.2	75	4502	21.7	22.9	98	4317	26.2	22.0	118
PRECISION/CRAFT	1023	673	1.3	65.8	113	**105	0.7	10.3	64	*454	2.2	44.4	190	**114	0.7	11.1	60
OTHER EMPLOYED	12498	7339	14.3	58.7	101	1896	13.3	15.2	94	3008	14.5	24.1	103	2435	14.8	19.5	105
SINGLE	15995	8155	15.9	51.0	88	2180	15.3	13.6	94	3011	14.5	18.8	80	2965	18.0	18.5	100
MARRIED	51689	31048	60.4	60.1	103	8207	57.5	15.9	98	12399	59.9	24.0	102	10442	63.4	20.2	109
DIVORCED/SEPARATED/WIDOWED	20780	12231	23.8	58.9	101	3884	27.2	18.7	116	5295	25.6	25.5	109	3052	18.5	14.7	79
PARENTS	33922	19861	38.6	58.5	101	4743	33.2	14.0	87	7953	38.4	23.4	100	7164	43.5	21.1	114
WHITE	76422	44515	86.5	58.2	100	12189	85.4	15.9	99	17790	85.9	23.3	99	14536	88.3	19.0	102
BLACK	10066	5930	11.5	58.9	101	1889	13.2	18.8	116	2399	11.6	23.8	102	1643	10.0	16.3	88
OTHER	1976	990	1.9	50.1	86	**194	1.4	9.8	61	**516	2.5	26.1	112	**280	1.7	14.2	76
NORTHEAST-CENSUS	19803	11348	22.1	57.3	99	3262	22.9	16.5	102	4374	21.1	22.1	94	3712	22.6	18.7	101
NORTH CENTRAL	22181	12620	24.5	56.9	98	3650	25.6	16.5	102	4882	23.6	22.0	94	4088	24.8	18.4	99
SOUTH	30082	18183	35.4	60.4	104	5129	35.9	17.1	106	7569	36.6	25.2	108	5485	33.3	18.2	98
WEST	16398	9284	18.0	56.6	97	2229	15.6	13.6	84	3881	18.7	23.7	101	3174	19.3	19.4	104
NORTHEAST-MKTG.	20163	11339	22.0	56.2	97	3188	22.3	15.8	98	4449	21.5	22.1	94	3702	22.5	18.4	99
EAST CENTRAL	13054	7414	14.4	56.8	98	2407	16.9	18.4	114	2897	14.0	22.2	95	2110	12.8	16.2	87
WEST CENTRAL	14993	8554	16.6	57.1	98	2258	15.8	15.1	93	3304	16.0	22.0	94	2993	18.2	20.0	107
SOUTH	25785	15985	31.1	62.0	107	4431	31.0	17.2	107	6690	32.3	25.9	111	4865	29.6	18.9	101
PACIFIC	14470	8142	15.8	56.3	97	1988	13.9	13.7	85	3365	16.3	23.3	99	2789	16.9	19.3	104
COUNTY SIZE A	36705	20001	38.9	54.5	94	5182	36.3	14.1	88	8311	40.1	22.6	97	6508	39.5	17.7	95
COUNTY SIZE B	26819	16057	31.2	59.9	103	4565	32.0	17.0	106	6374	30.8	23.8	102	5118	31.1	19.1	103
COUNTY SIZE C	13597	8558	16.6	62.9	108	2266	15.9	16.7	103	3490	16.9	25.7	110	2802	17.0	20.6	111
COUNTY SIZE D	11344	6819	13.3	60.1	103	2258	15.8	19.9	123	2530	12.2	22.3	95	2030	12.3	17.9	96
METRO CENTRAL CITY	26825	15023	29.2	56.0	96	3583	25.1	13.4	83	6268	30.3	23.4	100	5172	31.4	19.3	104
METRO SUBURBAN	39912	23123	45.0	57.9	100	6635	46.5	16.6	103	9292	44.9	23.3	99	7196	43.7	18.0	97
NON METRO	21728	13289	25.8	61.2	105	4053	28.4	18.7	116	5145	24.8	23.7	101	4091	24.9	18.8	101
TOP 5 ADI'S	20847	11665	22.7	56.0	96	2815	19.7	13.5	84	4866	23.5	23.3	100	3984	24.2	19.1	103
TOP 10 ADI'S	28719	15766	30.7	54.9	94	3753	26.3	13.1	81	6687	32.3	23.3	99	5327	32.4	18.5	100
TOP 20 ADI'S	40904	22487	43.7	55.0	95	5778	40.5	14.1	88	9312	45.0	22.8	97	7397	44.9	18.1	97
HSKLD INC. \$50,000 OR MORE	7931	4793	9.3	60.4	104	973	6.8	12.3	76	1900	9.2	24.0	102	1920	11.7	24.2	130
\$40,000 OR MORE	15233	8715	16.9	57.2	98	1893	13.3	12.4	77	3537	17.1	23.2	99	3286	20.0	21.6	116
\$30,000 OR MORE	28333	16411	31.9	57.9	100	3903	27.3	13.8	85	6580	31.8	23.2	99	5928	36.0	20.9	112
\$25,000 OR MORE	36417	21279	41.4	58.4	100	5039	35.3	13.8	86	8602	41.5	23.6	101	7639	46.4	21.0	113
\$20,000 - \$24,999	9943	5654	11.0	56.9	98	1254	8.8	12.6	78	2263	10.9	22.8	97	2137	13.0	21.5	116
\$15,000 - \$19,999	9211	5450	10.6	59.2	102	1236	8.7	13.4	83	2396	11.6	26.0	111	1818	11.0	19.7	106
\$10,000 - \$14,999	13477	7826	15.2	58.1	100	2333	16.3	17.3	107	3207	15.5	23.8	102	2286	13.9	17.0	91
UNDER \$10,000	19418	11225	21.8	57.8	99	4409	30.9	22.7	141	4237	20.5	21.8	93	2579	15.7	13.3	71
HOUSEHOLD OF 1 PERSON	11987	6733	13.1	56.2	97	2275	15.9	19.0	118	2614	12.6	21.8	93	1843	11.2	15.4	83
2 PEOPLE	27046	16153	31.4	59.7	103	4877	34.2	18.0	112	6591	31.8	24.4	104	4685	28.5	17.3	93
3 OR 4 PEOPLE	34251	19700	38.3	57.5	99	4486	31.4	13.1	81	8099	39.1	23.6	101	7115	43.2	20.8	112
5 OR MORE PEOPLE	15180	8849	17.2	58.3	100	2634	18.5	17.4	108	3400	16.4	22.4	96	2815	17.1	18.5	100
NO CHILD IN HSKLD	49819	29293	57.0	58.8	101	8938	62.6	17.9	111	11871	57.3	23.8	102	8485	51.6	17.0	92
CHILD(REN) UNDER 2 YRS	6045	3621	7.0	59.9	103	963	6.7	15.9	99	1119	5.4	18.5	79	1539	9.4	25.5	137
2 - 5 YEARS	15233	8650	16.8	56.8	98	2137	15.0	14.0	87	3176	15.3	20.8	89	3337	20.3	21.9	118
6 - 11 YEARS	16260	9713	18.9	59.7	103	2567	18.0	15.8	98	3810	18.4	23.4	100	3336	20.3	20.5	110
12 - 17 YEARS	19173	10925	21.2	57.0	98	2815	19.7	14.7	91	4641	22.4	24.2	103	3469	21.1	18.1	97
RESIDENCE OWNED	61371	36259	70.5	59.1	102	10108	70.8	16.5	102	14384	69.5	23.4	100	11768	71.5	19.2	103
VALUE: \$50,000 OR MORE	35355	20241	39.4	57.3	98	5273	36.9	14.9	92	8141	39.3	23.0	98	6826	41.5	19.3	104
VALUE: UNDER \$50,000	26016	16019	31.1	61.6	106	4835	33.9	18.6	115	6243	30.2	24.0	103	4941	30.0	19.0	102

INDIGESTION AIDS & UPSET STOMACH REMEDIES (NON-PRESCRIPTION) - USAGE IN LAST 6 MONTHS
(FEMALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES		88464	51435	100.0	58.1	100	14271	100.0	16.1	100	20705	100.0	23.4	100	16458	100.0	18.6	100
MAGAZINES	QUINTILE 1	17988	11371	22.1	63.2	109	2819	19.8	15.7	97	4562	22.0	25.4	108	3990	24.2	22.2	119
	QUINTILE 2	19446	11389	22.1	58.6	101	2983	20.9	15.3	95	4662	22.5	24.0	102	3744	22.7	19.3	103
	QUINTILE 3	14626	8109	15.8	55.4	95	2108	14.8	14.4	89	3347	16.2	22.9	98	2653	16.1	18.1	97
	QUINTILE 4	16014	9049	17.6	56.5	97	2284	16.0	14.3	88	3614	17.5	22.6	96	3151	19.1	19.7	106
	QUINTILE 5	20389	11516	22.4	56.5	97	4077	28.6	20.0	124	4520	21.8	22.2	95	2920	17.7	14.3	77
NEWSPAPERS	QUINTILE 1	13830	7983	15.5	57.7	99	2160	15.1	15.6	97	3125	15.1	22.6	97	2698	16.4	19.5	105
	QUINTILE 2	26350	15741	30.6	59.7	103	4017	28.1	15.2	95	6427	31.0	24.4	104	5297	32.2	20.1	108
	QUINTILE 3	12415	7261	14.1	58.5	101	1991	14.0	16.0	99	2884	13.9	23.2	99	2386	14.5	19.2	103
	QUINTILE 4	21911	12344	24.0	56.3	97	3316	23.2	15.1	94	5061	24.4	23.1	99	3967	24.1	18.1	97
	QUINTILE 5	13960	8105	15.8	58.1	100	2787	19.5	20.0	124	3208	15.5	23.0	98	2111	12.8	15.1	81
OUTDOOR	QUINTILE 1	16810	9576	18.6	57.0	98	2202	15.4	13.1	81	3889	18.8	23.1	99	3485	21.2	20.7	111
	QUINTILE 2	17101	10189	19.8	59.6	102	2610	18.3	15.3	95	4461	21.5	26.1	111	3118	18.9	18.2	98
	QUINTILE 3	17579	9981	19.4	56.8	98	2872	20.1	16.3	101	3931	19.0	22.4	96	3178	19.3	18.1	97
	QUINTILE 4	18343	10917	21.2	59.5	102	3202	22.4	17.5	108	4167	20.1	22.7	97	3548	21.6	19.3	104
	QUINTILE 5	18631	10773	20.9	57.8	99	3385	23.7	18.2	113	4258	20.6	22.9	98	3130	19.0	16.8	90
RADIO-DRIVE TIME	QUINTILE 1	17390	10720	20.8	61.6	106	2568	18.0	14.8	92	4291	20.7	24.7	105	3861	23.5	22.2	119
	QUINTILE 2	16591	9765	19.0	58.9	101	2858	20.0	17.2	107	3824	18.5	23.0	98	3083	18.7	18.6	100
	QUINTILE 3	16910	9491	18.5	56.1	97	2616	18.3	15.5	96	3838	18.5	22.7	97	3038	18.5	18.0	97
	QUINTILE 4	18002	10509	20.4	58.4	100	2769	19.4	15.4	95	4435	21.4	24.6	105	3305	20.1	18.4	99
	QUINTILE 5	19572	10951	21.3	56.0	96	3460	24.2	17.7	110	4317	20.9	22.1	94	3173	19.3	16.2	87
RADIO-MID- DAY	TERCILE 1	23248	13551	26.3	58.3	100	3713	26.0	16.0	99	5482	26.5	23.6	101	4356	26.5	18.7	101
	TERCILE 2	23667	14321	27.8	60.5	104	3929	27.5	16.6	103	5990	28.9	25.3	108	4402	26.7	18.6	100
	TERCILE 3	41549	23563	45.8	56.7	98	6629	46.5	16.0	99	9233	44.6	22.2	95	7701	46.8	18.5	100
RADIO-TOTAL	QUINTILE 1	17786	10900	21.2	61.3	105	2928	20.5	16.5	102	4318	20.9	24.3	104	3654	22.2	20.5	110
	QUINTILE 2	17316	10083	19.6	58.2	100	2568	18.0	14.8	92	4257	20.6	24.6	105	3258	19.8	18.8	101
	QUINTILE 3	18428	10559	20.5	57.3	99	2998	21.0	16.3	101	4119	19.9	22.4	96	3442	20.9	18.7	100
	QUINTILE 4	17669	10146	19.7	57.4	99	2636	18.5	14.9	92	4399	21.2	24.9	106	3111	18.9	17.6	95
	QUINTILE 5	17265	9747	19.0	56.5	97	3141	22.0	18.2	113	3612	17.4	20.9	89	2994	18.2	17.3	93
TV-PRIME TIME	QUINTILE 1	17416	10695	20.8	61.4	106	3288	23.0	18.9	117	4521	21.8	26.0	111	2887	17.5	16.6	89
	QUINTILE 2	17413	10405	20.2	59.8	103	2819	19.8	16.2	100	4580	22.1	26.3	112	3006	18.3	17.3	93
	QUINTILE 3	17943	10140	19.7	56.5	97	2656	18.6	14.8	92	3973	19.2	22.1	95	3510	21.3	19.6	105
	QUINTILE 4	18442	10701	20.8	58.0	100	2947	20.7	16.0	99	3973	19.2	21.5	92	3781	23.0	20.5	110
	QUINTILE 5	17250	9495	18.5	55.0	95	2563	18.0	14.9	92	3658	17.7	21.2	91	3274	19.9	19.0	102
TV-DAYTIME	TERCILE 1	29966	17926	34.9	59.8	103	5788	40.6	19.3	120	7069	34.1	23.6	101	5069	30.8	16.9	91
	TERCILE 2	29480	17174	33.4	58.3	100	4452	31.2	15.1	94	6916	33.4	23.5	100	5806	35.3	19.7	106
	TERCILE 3	29018	16335	31.8	56.3	97	4031	28.2	13.9	86	6720	32.5	23.2	99	5583	33.9	19.2	103
TV-TOTAL	QUINTILE 1	17740	10677	20.8	60.2	104	3599	25.2	20.3	126	4393	21.2	24.8	106	2685	16.3	15.1	81
	QUINTILE 2	17674	10592	20.6	59.9	103	3103	21.7	17.6	109	4344	21.0	24.6	105	3146	19.1	17.8	96
	QUINTILE 3	17730	10350	20.1	58.4	100	2611	18.3	14.7	91	4173	20.2	23.5	101	3566	21.7	20.1	108
	QUINTILE 4	17563	9998	19.4	56.9	98	2441	17.1	13.9	86	3877	18.7	22.1	94	3681	22.4	21.0	113
	QUINTILE 5	17757	9818	19.1	55.3	95	2518	17.6	14.2	88	3919	18.9	22.1	94	3381	20.5	19.0	102
MAGAZINES-NEWSPAPERS: DUAL		23278	14074	27.4	60.5	104	3728	26.1	16.0	99	5653	27.3	24.3	104	4694	28.5	20.2	108
MAGAZINE IMPERATIVE		21634	12937	25.2	59.8	103	3188	22.3	14.7	91	5410	26.1	25.0	107	4339	26.4	20.1	108
NEWSPAPER IMPERATIVE		23455	13322	25.9	56.8	98	3547	24.9	15.1	94	5311	25.7	22.6	97	4465	27.1	19.0	102
MAGAZINES-OUTDOOR: DUAL		17482	10278	20.0	58.8	101	2325	16.3	13.3	82	4499	21.7	25.7	110	3454	21.0	19.8	106
MAGAZINE IMPERATIVE		28830	17382	33.8	60.3	104	4757	33.3	16.5	102	6830	33.0	23.7	101	5796	35.2	20.1	108
OUTDOOR IMPERATIVE		26119	14565	28.3	55.8	96	3996	28.0	15.3	95	5899	28.5	22.6	96	4670	28.4	17.9	96
MAGAZINES-RADIO: DUAL		20162	12167	23.7	60.3	104	2970	20.8	14.7	91	4970	24.0	24.7	105	4227	25.7	21.0	113
MAGAZINE IMPERATIVE		26292	15593	30.3	59.3	102	4053	28.4	15.4	96	6348	30.7	24.1	103	5192	31.5	19.7	106
RADIO IMPERATIVE		25308	14482	28.2	57.2	98	4271	29.9	16.9	105	5756	27.8	22.7	97	4456	27.1	17.6	95
MAGAZINES-TELEVISION: DUAL		17312	10607	20.6	61.3	105	2986	20.9	17.2	107	4472	21.6	25.8	110	3149	19.1	18.2	98
MAGAZINE IMPERATIVE		29099	16991	33.0	58.4	100	3828	26.8	13.2	82	6840	33.0	23.5	100	6323	38.4	21.7	117
TELEVISION IMPERATIVE		27505	15899	30.9	57.8	99	5186	36.3	18.9	117	6224	30.1	22.6	97	4489	27.3	16.3	88
NEWSPAPERS-OUTDOOR: DUAL		18628	11025	21.4	59.2	102	2636	18.5	14.2	88	4729	22.8	25.4	108	3661	22.2	19.7	106
NEWSPAPER IMPERATIVE		29178	17329	33.7	59.4	102	4936	34.6	16.9	105	6633	32.0	22.7	97	5760	35.0	19.7	106
OUTDOOR IMPERATIVE		25260	14111	27.4	55.9	96	3712	26.0	14.7	91	5843	28.2	23.1	99	4556	27.7	18.0	97
NEWSPAPERS-RADIO: DUAL		19246	11716	22.8	60.9	105	3077	21.6	16.0	99	4701	22.7	24.4	104	3938	23.9	20.5	110
NEWSPAPER IMPERATIVE		28155	16231	31.6	57.6	99	4253	29.8	15.1	94	6555	31.7	23.3	99	5423	33.0	19.3	104
RADIO IMPERATIVE		25308	14780	28.7	58.4	100	4138	29.0	16.4	101	5991	28.9	23.7	101	4651	28.3	18.4	99
NEWSPAPERS-TELEVISION: DUAL		18615	11335	22.0	60.9	105	3328	23.3	17.9	111	4534	21.9	24.4	104	3472	21.1	18.7	100
NEWSPAPER IMPERATIVE		29207	16770	32.6	57.4	99	3826	26.8	13.1	81	6755	32.6	23.1	99	6190	37.6	21.2	114
TELEVISION IMPERATIVE		25472	15110	29.4	59.3	102	4856	34.0	19.1	118	6200	29.9	24.3	104	4054	24.6	15.9	86
OUTDOOR-RADIO: DUAL		17292	10188	19.8	58.9	101	2554	17.9	14.8	92	4385	21.2	25.4	108	3250	19.7	18.8	101
OUTDOOR IMPERATIVE		26915	15274	29.7	56.7	98	4073	28.5	15.1	94	6205	30.0	23.1					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	51435	100.0	58.1	100	14271	100.0	16.1	100	20705	100.0	23.4	100	16458	100.0	18.6	100
ATLANTIC MONTHLY	415	*252	0.5	60.7	104	**63	0.4	15.2	94	**75	0.4	18.1	77	**114	0.7	27.5	148
BARRON'S	522	403	0.8	77.2	133	**34	0.2	6.5	40	**202	1.0	38.7	165	*167	1.0	32.0	172
BETTER HOMES & GARDENS	17429	10725	20.9	61.5	106	2777	19.5	15.9	99	4470	21.6	25.6	110	3478	21.1	20.0	107
BON APPETIT	2772	1691	3.3	61.0	105	424	3.0	15.3	95	741	3.6	26.7	114	526	3.2	19.0	102
BUSINESS WEEK	1469	835	1.6	56.8	98	*181	1.3	12.3	76	357	1.7	24.3	104	*297	1.8	20.2	109
CAR AND DRIVER	397	*271	0.5	68.3	117	**79	0.6	19.9	123	**91	0.4	22.9	98	**101	0.6	25.4	137
CBS MAGAZINE NETWORK (GROSS)	1633	862	1.7	52.8	91	*282	2.0	17.3	107	325	1.6	19.9	85	*255	1.5	15.6	84
CHANGING TIMES	1554	874	1.7	56.2	97	*171	1.2	11.0	68	372	1.8	23.9	102	330	2.0	21.2	114
COLONIAL HOMES	1304	859	1.7	65.9	113	*157	1.1	12.0	75	402	1.9	30.8	132	299	1.8	22.9	123
CONDE NAST MAG. PKG. (GROSS)	17858	10342	20.1	57.9	100	2504	17.5	14.0	87	4152	20.1	23.3	99	3686	22.4	20.6	111
CONSUMERS DIGEST	1406	782	1.5	55.6	96	*210	1.5	14.9	93	336	1.6	23.9	102	*236	1.4	16.8	90
COSMOPOLITAN	8815	5108	9.9	57.9	100	1312	9.2	14.9	92	2049	9.9	23.2	99	1747	10.6	19.8	107
COUNTRY LIVING	2636	1715	3.3	65.1	112	321	2.2	12.2	75	845	4.1	32.1	137	549	3.3	20.8	112
CUISINE	1554	935	1.8	60.2	103	*255	1.8	16.4	102	368	1.8	23.7	101	312	1.9	20.1	108
CYCLE WORLD	469	*240	0.5	51.2	88	**39	0.3	8.3	52	**110	0.5	23.5	100	**91	0.6	19.4	104
DCI:CREATIVE IDEAS FOR LIV	2631	1697	3.3	64.5	111	414	2.9	15.7	98	643	3.1	24.4	104	640	3.9	24.3	131
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	4569	8.9	64.7	111	1179	8.3	16.7	103	1655	8.0	23.4	100	1734	10.5	24.5	132
DISCOVER	998	653	1.3	65.4	113	*129	0.9	12.9	80	323	1.6	32.4	138	*201	1.2	20.1	108
EBONY	4289	2488	4.8	58.0	100	789	5.5	18.4	114	1031	5.0	24.0	103	669	4.1	15.6	84
ESQUIRE	1176	792	1.5	67.3	116	*236	1.7	20.1	124	335	1.6	28.5	122	*221	1.3	18.8	101
ESSENCE	2392	1474	2.9	61.6	106	439	3.1	18.4	114	566	2.7	23.7	101	469	2.8	19.6	105
FAMILY CIRCLE	17209	10585	20.6	61.5	106	2729	19.1	15.9	98	4573	22.1	26.6	114	3283	19.9	19.1	103
THE FAMILY HANDYMAN	1184	724	1.4	61.1	105	*147	1.0	12.4	77	310	1.5	26.2	112	*267	1.6	22.6	121
FAMILY WEEKLY	12391	7587	14.8	61.2	105	2011	14.1	16.2	101	3178	15.3	25.6	110	2398	14.6	19.4	104
FIELD & STREAM	2438	1589	3.1	65.2	112	489	3.4	20.1	124	688	3.3	28.2	121	413	2.5	16.9	91
FOOD & WINE	614	405	0.8	66.0	113	*91	0.6	14.8	92	*187	0.9	30.5	130	*127	0.8	20.7	111
FORBES	813	457	0.9	56.2	97	*67	0.5	8.2	51	*226	1.1	27.8	119	*164	1.0	20.2	108
FORTUNE	1083	730	1.4	67.4	116	**149	1.0	13.8	85	*271	1.3	25.0	107	*310	1.9	28.6	154
GENTLEMEN'S QUARTERLY	1197	675	1.3	56.4	97	*216	1.5	18.0	112	*204	1.0	17.0	73	*255	1.5	21.3	115
GLAMOUR	6625	3868	7.5	58.4	100	961	6.7	14.5	90	1587	7.7	24.0	102	1319	8.0	19.9	107
GOLF DIGEST	707	459	0.9	64.9	112	**87	0.6	12.3	76	*181	0.9	25.6	109	*190	1.2	26.9	144
GOLF DIGEST/TENNIS (GROSS)	1316	772	1.5	58.7	101	*153	1.1	11.6	72	*271	1.3	20.6	88	348	2.1	26.4	142
GOLF MAGAZINE	469	316	0.6	67.4	116	**89	0.6	19.0	118	**97	0.5	20.7	88	**130	0.8	27.7	149
GOLF MAGAZINE/SKI (GROSS)	1060	646	1.3	60.9	105	*151	1.1	14.2	88	*245	1.2	23.1	99	*249	1.5	23.5	126
GOOD HOUSEKEEPING	17784	11015	21.4	61.9	107	2828	19.8	15.9	99	4545	22.0	25.6	109	3642	22.1	20.5	110
HARPER'S BAZAAR	2931	1949	3.8	66.5	114	496	3.5	16.9	105	729	3.5	24.9	106	724	4.4	24.7	133
HEALTH	2199	1492	2.9	67.8	117	362	2.5	16.5	102	524	2.5	23.8	102	606	3.7	27.6	148
HEARST MAG CORP. BUY (GROSS)	49148	30448	59.2	62.0	107	7544	52.9	15.3	95	12725	61.5	25.9	111	10179	61.8	20.7	111
HEARST MAN POWER (GROSS)	2113	1351	2.6	63.9	110	346	2.4	16.4	102	517	2.5	24.5	105	489	3.0	23.1	124
HEARST WOMAN POWER (GROSS)	35062	21312	41.4	60.8	105	5416	38.0	15.4	96	8847	42.7	25.2	108	7049	42.8	20.1	108
HOUSE BEAUTIFUL	3865	2492	4.8	64.5	111	622	4.4	16.1	100	1116	5.4	28.9	123	754	4.6	19.5	105
INC.	315	*200	0.4	63.5	109	**31	0.2	9.8	61	**104	0.5	33.0	141	**65	0.4	20.6	111
JET	3690	2247	4.4	60.9	105	664	4.7	18.0	112	940	4.5	25.5	109	642	3.9	17.4	94
LADIES' HOME JOURNAL	12930	7958	15.5	61.5	106	2201	15.4	17.0	106	3434	16.6	26.6	113	2324	14.1	18.0	97
LHJ FAMILY GRP COMBO(GROSS)	18161	11412	22.2	62.8	108	2944	20.6	16.2	100	4773	23.1	26.3	112	3696	22.5	20.4	109
LIFE	5065	2946	5.7	58.2	100	869	6.1	17.2	106	1189	5.7	23.5	100	889	5.4	17.6	94
L.A. TIMES HOME MAGAZINE	1310	740	1.4	56.5	97	*72	0.5	5.5	34	397	1.9	30.3	129	272	1.7	20.8	112
MADAMOISELLE	3759	2176	4.2	57.9	100	562	3.9	15.0	93	798	3.9	21.2	91	816	5.0	21.7	117
MC CALL'S	14658	9020	17.5	61.5	106	2346	16.4	16.0	99	3580	17.3	24.4	104	3094	18.8	21.1	113
MC CALL'S/WRK MOTHER (GROSS)	15857	9835	19.1	62.0	107	2489	17.4	15.7	97	3939	19.0	24.8	106	3406	20.7	21.5	115
MECHANIX ILLUSTRATED	809	514	1.0	63.5	109	**95	0.7	11.7	73	*190	0.9	23.5	100	*228	1.4	28.2	151
METROPOLITAN HOME	1009	635	1.2	62.9	108	**57	0.4	5.6	35	301	1.5	29.8	127	277	1.7	27.5	148
MONEY	1707	984	1.9	57.6	99	*216	1.5	12.7	78	414	2.0	24.3	104	354	2.2	20.7	111
MOTHER EARTH NEWS	1123	678	1.3	60.4	104	*182	1.3	16.2	100	*206	1.0	18.3	78	*290	1.8	25.8	139
MS.	932	538	1.0	57.7	99	*133	0.9	14.3	88	230	1.1	24.7	105	*175	1.1	18.8	101
NATIONAL ENQUIRER	11971	7428	14.4	62.0	107	2290	16.0	19.1	119	2914	14.1	24.3	104	2223	13.5	18.6	100
NATIONAL GEOGRAPHIC	10503	6203	12.1	59.1	102	1285	9.0	12.2	76	2636	12.7	25.1	107	2282	13.9	21.7	117
NATIONAL SUNDAY MAGAZINE PKG	54325	31407	61.1	57.8	99	8190	57.4	15.1	93	12862	62.1	23.7	101	10355	62.9	19.1	102
NATURAL HISTORY	626	308	0.6	49.2	85	**55	0.4	8.8	54	**87	0.4	13.9	59	*166	1.0	26.5	143
NEW WOMAN	1992	1037	2.0	52.1	90	*159	1.1	8.0	49	430	2.1	21.6	92	448	2.7	22.5	121
NEW YORK INCLUDING CUE	547	310	0.6	56.7	97	**73	0.5	13.3	83	*144	0.7	26.3	112	**93	0.6	17.0	91
THE NEW YORKER	1380	838	1.6	60.7	104	*193	1.4	14.0	87	318	1.5	23.0	98	328	2.0	23.8	128
NEWSWEEK	6925	3988	7.8	57.6	99	782	5.5	11.3	70	1635	7.9	23.6	101	1570	9.5	22.7	122
THE N.Y. TIMES DAILY EDITION	1363	851	1.7	62.4	107	*203	1.4	14.9	92	278	1.3	20.4	87	369	2.2	27.1	146
THE N.Y. TIMES MAGAZINE	2333	1373	2.7	58.9	101	315	2.2	13.5	84	525	2.5	22.5	96	533	3.2	22.8	123
OMNI	872	533	1.0	61.1	105	**63	0.4	7.2	45	*247	1.2	28.3	121	*222	1.3	25.5	137
ON CABLE	1298	838	1.6	64.6	111	*235	1.6	18.1	112	*313	1.5	24.1	103	*291	1.8	22.4	121
1001 HOME IDEAS	3032	1962	3.8	64.7	111	381	2.7	12.6	78	815	3.9	26.9	115	767	4.7	25.3	136
ORGANIC GARDENING	1680	1133	2.2	67.4	116	296	2.1	17.6	109	497	2.4	29.6	126	340	2.1	20.2	109
OUTDOOR LIFE	960	581	1.1	60.5	104	*126	0.9	13.1	81	285	1.4	29.7	127	*171	1.0	17.8	96
PARADE MAGAZINE	26755	15267	29.7	57.1	98	4172	29.2	15.6	97	5985	28.9	22.4	96	5110	31.0	19.1	103

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	51435	100.0	58.1	100	14271	100.0	16.1	100	20705	100.0	23.4	100	16458	100.0	18.6	100
PARENTS	4173	2360	4.6	56.6	97	475	3.3	11.4	71	860	4.2	20.6	88	1026	6.2	24.6	132
PENTHOUSE	973	549	1.1	56.4	97	**111	0.8	11.4	71	*228	1.1	23.4	100	*210	1.3	21.6	116
PEOPLE	13479	7966	15.5	59.1	102	2154	15.1	16.0	99	3067	14.8	22.8	97	2745	16.7	20.4	109
PLAYBOY	2183	1337	2.6	61.2	105	307	2.2	14.1	87	558	2.7	25.6	109	472	2.9	21.6	116
POPULAR HOT RODDING	388	*184	0.4	47.4	82	*17	0.1	4.4	27	**128	0.6	33.0	141	**39	0.2	10.1	54
POPULAR MECHANICS	1037	674	1.3	65.0	112	*264	1.8	25.5	158	*187	0.9	18.0	77	*224	1.4	21.6	116
POPULAR SCIENCE	920	502	1.0	54.6	94	*80	0.6	8.7	54	*220	1.1	23.9	102	*202	1.2	22.0	118
PREVENTION	4071	2425	4.7	59.6	102	734	5.1	18.0	112	815	3.9	20.0	86	876	5.3	21.5	116
PSYCHOLOGY TODAY	1940	1194	2.3	61.5	106	*187	1.3	9.6	60	507	2.4	26.1	112	500	3.0	25.8	139
READER'S DIGEST	24031	14573	28.3	60.6	104	3864	27.1	16.1	100	5889	28.4	24.5	105	4820	29.3	20.1	108
REDBOOK	8464	5189	10.1	61.3	105	1276	8.9	15.1	93	2253	10.9	26.6	114	1660	10.1	19.6	105
ROAD & TRACK	429	*196	0.4	45.7	79	*66	0.5	15.4	95	*70	0.3	16.3	70	*60	0.4	14.0	75
ROLLING STONE	1355	939	1.8	63.3	119	**179	1.3	13.2	82	423	2.0	31.2	133	*337	2.0	24.9	134
RUNNER'S WORLD	329	*230	0.4	69.9	120	*443	0.3	13.1	81	**130	0.6	39.5	169	*57	0.3	17.3	93
SATURDAY EVENING POST	1268	829	1.6	65.4	112	211	1.5	16.6	103	345	1.7	27.2	116	*273	1.7	21.5	116
SCIENCE 84	702	430	0.8	61.3	105	*88	0.6	12.5	78	*180	0.9	25.6	110	*162	1.0	23.1	124
SCIENCE DIGEST	553	287	0.6	51.9	89	*54	0.4	9.8	61	*141	0.7	25.5	109	*91	0.6	16.5	88
SCIENTIFIC AMERICAN	615	389	0.8	63.3	109	*45	0.3	7.3	45	*200	1.0	32.5	139	*145	0.9	23.6	127
SELF	2683	1528	3.0	57.0	98	285	2.0	10.6	66	648	3.1	24.2	103	595	3.6	22.2	119
SEVENTEEN	3309	1947	3.8	58.8	101	376	2.6	11.4	70	871	4.2	26.3	112	700	4.3	21.2	114
SKI	591	329	0.6	55.7	96	*63	0.4	10.7	66	*148	0.7	25.0	107	**119	0.7	20.1	108
SMITHSONIAN	3039	1758	3.4	57.8	99	288	2.0	9.5	59	648	3.1	21.3	91	822	5.0	27.0	145
SOAP OPERA DIGEST	3683	2277	4.4	61.8	106	771	5.4	20.9	130	739	3.6	20.1	86	767	4.7	20.8	112
SOUTHERN LIVING	4434	2872	5.6	64.8	111	765	5.4	17.3	107	1013	4.9	22.8	98	1094	6.6	24.7	133
SPORT	701	358	0.7	51.1	88	**71	0.5	10.1	63	*164	0.8	23.4	100	**124	0.8	17.7	95
THE SPORTING NEWS	518	*187	0.4	36.1	62	*67	0.5	12.9	80	*71	0.3	13.7	59	*50	0.3	9.7	52
SPORTS AFIELD	523	390	0.8	74.6	128	*28	0.2	5.4	33	*189	0.9	36.1	154	*174	1.1	33.3	179
SPORTS ILLUSTRATED	3325	1966	3.8	59.1	102	434	3.0	13.1	81	785	3.8	23.6	101	748	4.5	22.5	121
STAR	8567	5204	10.1	60.7	104	1605	11.2	18.7	116	2070	10.0	24.2	103	1529	9.3	17.8	96
SUNDAY	27630	15556	30.2	56.3	97	4141	29.0	15.0	93	6325	30.5	22.9	98	5091	30.9	18.4	99
SUNSET	2219	1230	2.4	55.4	95	*203	1.4	9.1	57	510	2.5	23.0	98	517	3.1	23.3	125
TV GUIDE	24258	14399	28.0	59.4	102	2912	27.4	16.1	100	5933	28.7	24.5	104	4554	27.7	18.8	101
TENNIS	609	313	0.6	51.4	88	*66	0.5	10.8	67	*90	0.4	14.8	63	*158	1.0	25.9	139
TIME	9929	5726	11.1	57.7	99	1441	10.1	14.5	90	2153	10.4	21.7	93	2132	13.0	21.5	115
TOWN & COUNTRY	1062	673	1.3	63.4	109	*183	1.3	17.2	107	215	1.0	20.2	86	*275	1.7	25.9	139
TRAVEL & LEISURE	1051	646	1.3	61.5	106	*180	1.3	17.1	106	260	1.3	24.7	106	*206	1.3	19.6	105
TRUE STORY	3946	2510	4.9	63.6	109	758	5.3	19.2	119	902	4.4	22.9	98	850	5.2	21.5	116
U.S. NEWS & WORLD REPORT	3782	2073	4.0	54.8	94	398	2.8	10.5	65	798	3.9	21.1	90	877	5.3	23.2	125
USA TODAY	1874	1043	2.0	55.7	96	281	2.0	15.0	93	377	1.8	20.1	86	385	2.3	20.5	110
US	2213	1306	2.5	59.0	102	301	2.1	13.6	84	554	2.7	25.0	107	450	2.7	20.3	109
VOGUE	4792	2769	5.4	57.8	99	695	4.9	14.5	90	1118	5.4	23.3	100	956	5.8	19.9	107
WALL STREET JOURNAL	2045	1257	2.4	61.5	106	334	2.3	16.3	101	429	2.1	21.0	90	494	3.0	24.2	130
WEIGHT WATCHERS	2364	1377	2.7	58.2	100	323	2.3	13.7	85	536	2.6	22.7	97	518	3.1	21.9	118
WOMAN'S DAY	15182	9539	18.5	62.8	108	2519	17.7	16.6	103	3886	18.8	25.6	109	3135	19.0	20.6	111
WORKING MOTHER	1198	815	1.6	68.0	117	*143	1.0	11.9	74	360	1.7	30.1	128	312	1.9	26.0	140
WORKING WOMAN	1523	1022	2.0	67.1	115	*177	1.2	11.6	72	412	2.0	27.1	116	432	2.6	28.4	152
WORLD TENNIS	*183	**70	0.1	38.3	66	*23	0.2	12.6	78	*22	0.1	12.0	51	*25	0.2	13.7	73
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1778	3.5	64.0	110	507	3.6	18.3	113	685	3.3	24.7	105	586	3.6	21.1	113
BLAIR INSERTS	47909	27467	53.4	57.3	99	7049	49.4	14.7	91	11203	54.1	23.4	100	9215	56.0	19.2	103
DAILY NEWSPAPERS																	
READ ANY	56731	33388	64.9	58.9	101	8958	62.8	15.8	98	13282	64.1	23.4	100	11148	67.7	19.7	106
READ ONE	47696	28076	54.6	58.9	101	7660	53.7	16.1	100	11141	53.8	23.4	100	9275	56.4	19.4	105
READ TWO OR MORE	9034	5312	10.3	58.8	101	1299	9.1	14.4	89	2141	10.3	23.7	101	1873	11.4	20.7	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	33482	65.1	58.0	100	8682	60.8	15.0	93	13604	65.7	23.6	101	11196	68.0	19.4	104
READ ONE	50513	29252	56.9	57.9	100	7550	52.9	14.9	93	11993	57.9	23.7	101	9710	59.0	19.2	103
READ TWO OR MORE	7219	4230	8.2	58.6	101	1132	7.9	15.7	97	1612	7.8	22.3	95	1486	9.0	20.6	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	27.79				25.61				28.63				28.57			
30 DAY REACH	78184	45579	88.6	58.3	100	12375	86.7	15.8	98	18297	88.4	23.4	100	14907	90.6	19.1	102
50 SHWG - 30 DAY AV FREQ	14.80	14.62				13.53				15.01				15.05			
30 DAY REACH	74239	43389	84.4	58.4	101	11743	82.3	15.8	98	17476	84.4	23.5	101	14170	86.1	19.1	103
25 SHWG - 30 DAY AV FREQ	8.05	7.98				7.44				8.19				8.16			
30 DAY REACH	68254	39733	77.2	58.2	100	10630	74.5	15.6	97	16049	77.5	23.5	100	13054	79.3	19.1	103
CABLE TV: HOME WIRED	35215	21347	41.5	60.6	104	5912	41.4	16.8	104	8370	40.4	23.8	102	7066	42.9	20.1	108
HOME NOT WIRED	53250	30087	58.5	56.5	97	8360	58.6	15.7	97	12336	59.6	23.2	99	9392	57.1	17.6	95
HAVE PAY CABLE	17885	10981	21.3	61.4	106	3038	21.3	17.0	105	4329	20.9	24.2	103	3614	22.0	20.2	109

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A WEEK OR MORE				MEDIUM USERS 2 - 3 TIMES A MONTH TO ONCE EVERY 2 MONTHS				LIGHT USERS ONCE EVERY 3 MONTHS OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	51435	100.0	58.1	100	14271	100.0	16.1	100	20705	100.0	23.4	100	16458	100.0	18.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	28456	55.3	59.3	102	7356	51.5	15.3	95	11557	55.8	24.1	103	9544	58.0	19.9	107
10:00 AM - 3:00 PM	33674	19897	38.7	59.1	102	5479	38.4	16.3	101	8182	39.5	24.3	104	6236	37.9	18.5	100
3:00 PM - 7:00 PM	34431	20477	39.8	59.5	102	5021	35.2	14.6	90	8465	40.9	24.6	105	6990	42.5	20.3	109
7:00 PM - MIDNIGHT	17761	10491	20.4	59.1	102	2745	19.2	15.5	96	4092	19.8	23.0	98	3654	22.2	20.6	111
MIDNIGHT - 6:00 AM	10087	5862	11.4	58.1	100	1487	10.4	14.7	91	2339	11.3	23.2	99	2036	12.4	20.2	108
6:00 AM - MIDNIGHT	64318	37855	73.6	58.9	101	10127	71.0	15.7	98	15357	74.2	23.9	102	12371	75.2	19.2	103
ENTIRE DAY	65181	38360	74.6	58.9	101	10271	72.0	15.8	98	15574	75.2	23.9	102	12515	76.0	19.2	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	10764	20.9	61.8	106	2786	19.5	16.0	99	4340	21.0	24.9	107	3638	22.1	20.9	112
ALL NEWS	2520	1297	2.5	51.5	89	358	2.5	14.2	88	509	2.5	20.2	86	430	2.6	17.1	92
AOR/PROGRESSIVE	4419	2396	4.7	54.2	93	478	3.3	10.8	67	1055	5.1	23.9	102	863	5.2	19.5	105
BEAUTIFUL MUSIC	6119	3661	7.1	59.8	103	972	6.8	15.9	98	1510	7.3	24.7	105	1178	7.2	19.3	103
BLACK	2623	1654	3.2	63.1	108	410	2.9	15.6	97	725	3.5	27.6	118	520	3.2	19.8	107
CLASSICAL	1553	888	1.7	57.2	98	*215	1.5	13.8	86	323	1.6	20.8	89	349	2.1	22.5	121
CHR/ROCK	11282	6644	12.9	58.9	101	1526	10.7	13.5	84	2750	13.3	24.4	104	2368	14.4	21.0	113
COUNTRY	13343	8063	15.7	60.4	104	2232	15.6	16.7	104	3215	15.5	24.1	103	2615	15.9	19.6	105
GOLDEN OLDIES	1299	678	1.3	52.2	90	*208	1.5	16.0	99	270	1.3	20.8	89	*200	1.2	15.4	83
MOR/NOSTALGIA	5241	3161	6.1	60.3	104	884	6.2	16.9	105	1172	5.7	22.4	96	1106	6.7	21.1	113
NEWS/TALK	4165	2117	4.1	50.8	87	514	3.6	12.3	76	892	4.3	21.4	92	711	4.3	17.1	92
RELIGIOUS	3324	2007	3.9	60.4	104	484	3.4	14.6	90	910	4.4	27.4	117	613	3.7	18.4	99
SOFT ROCK	609	332	0.6	54.5	94	**149	1.0	24.5	152	**96	0.5	15.8	67	**87	0.5	14.3	77
URBAN CONTEMPORARY	1853	1132	2.2	61.1	105	376	2.6	20.3	126	400	1.9	21.6	92	356	2.2	19.2	103
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	2170	4.2	58.3	100	585	4.1	15.7	97	770	3.7	20.7	88	816	5.0	21.9	118
ABC DIRECTION	2488	1452	2.8	58.4	100	367	2.6	14.8	91	645	3.1	25.9	111	440	2.7	17.7	95
ABC ENTERTAINMENT	5129	2829	5.5	55.2	95	832	5.8	16.2	101	1209	5.8	23.6	101	788	4.8	15.4	83
ABC FM	2498	1552	3.0	62.1	107	420	2.9	16.8	104	559	2.7	22.4	96	573	3.5	22.9	123
ABC INFORMATION	5721	3443	6.7	60.2	104	894	6.3	15.6	97	1416	6.8	24.8	106	1133	6.9	19.8	106
ABC ROCK	2021	1110	2.2	54.9	94	*261	1.8	12.9	80	428	2.1	21.2	90	421	2.6	20.8	112
CBS	4756	2586	5.0	54.4	94	771	5.4	16.2	100	920	4.4	19.3	83	896	5.4	18.8	101
MUTUAL	5272	3230	6.3	61.3	105	741	5.2	14.1	87	1317	6.4	25.0	107	1172	7.1	22.2	119
NBC	4964	2762	5.4	55.6	96	784	5.5	15.8	98	1020	4.9	20.5	88	958	5.8	19.3	104
RADIORADIO	2218	1329	2.6	59.9	103	306	2.1	13.8	86	656	3.2	29.6	126	368	2.2	16.6	89
RKO ONE	2565	1590	3.1	62.0	107	416	2.9	16.2	101	631	3.0	24.6	105	543	3.3	21.2	114
RKO TWO	3640	2126	4.1	58.4	100	694	4.9	19.1	118	704	3.4	19.3	83	729	4.4	20.0	108
THE SOURCE	2467	1388	2.7	56.3	97	*246	1.7	10.0	62	662	3.2	26.8	115	480	2.9	19.5	105
NON-WIRED: BLAIR	9466	5640	11.0	59.6	102	1460	10.2	15.4	96	2383	11.5	25.2	108	1798	10.9	19.0	102
INTERNET	13616	8094	15.7	59.4	102	1965	13.8	14.4	89	3373	16.3	24.8	106	2756	16.7	20.2	109
KATZ RADIO GROUP	16998	9646	18.8	56.7	98	2384	16.7	14.0	87	4027	19.4	23.7	101	3236	19.7	19.0	102
SUPERNET	11622	6745	13.1	58.0	100	1832	12.8	15.8	98	2565	12.4	22.1	94	2349	14.3	20.2	109
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	5597	10.9	59.4	102	1694	11.9	18.0	111	2262	10.9	24.0	103	1640	10.0	17.4	94
MKDAY 9:00 AM - 1:00 PM	13304	8046	15.6	60.5	104	2682	18.8	20.2	125	3113	15.0	23.4	100	2251	13.7	16.9	91
MKDAY 1:00 PM - 4:30 PM	17591	10526	20.5	59.8	103	3444	24.1	19.6	121	4152	20.1	23.6	101	2931	17.8	16.7	90
MKDAY 4:30 PM - 7:30 PM	24418	14369	27.9	58.8	101	4385	30.7	18.0	111	5815	28.1	23.8	102	4169	25.3	17.1	92
MKDAY 7:30 PM - 8:00 PM	34400	20280	39.4	59.0	101	5950	41.7	17.3	107	8246	39.8	24.0	102	6084	37.0	17.7	95
MKDAY 11:00 PM - 11:30 PM	26120	15674	30.5	60.0	103	4524	31.7	17.3	107	6239	30.1	23.9	102	4912	29.8	18.8	101
MKDAY 11:30 PM - 1:00 AM	8402	4977	9.7	59.2	102	1400	9.8	16.7	103	1990	9.6	23.7	101	1586	9.6	18.9	101
M-SAT 8-11 PM-SUN 7-11 PM	36828	21854	42.5	59.3	102	6247	43.8	17.0	105	8977	43.4	24.4	104	6631	40.3	18.0	97
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	4291	8.3	59.4	102	1403	9.8	19.4	120	1571	7.6	21.8	93	1317	8.0	18.2	98
ANOTHER WORLD	N 4924	3124	6.1	63.4	109	1141	8.0	23.2	144	1290	6.2	26.2	112	694	4.2	14.1	76
AS THE WORLD TURNS	C 5966	3612	7.0	60.5	104	1213	8.5	20.3	126	1360	6.6	22.8	97	1039	6.3	17.4	94
CAPITOL	C 3672	2200	4.3	59.9	103	814	5.7	22.2	137	776	3.7	21.1	90	610	3.7	16.6	89
CBS MORN. NEWS 1	C 1590	943	1.8	59.3	102	322	2.3	20.3	126	442	2.1	27.8	119	178	1.1	11.2	60
CBS MORN. NEWS 2	C 1298	721	1.4	55.5	96	212	1.5	16.3	101	345	1.7	26.6	114	163	1.0	12.6	67
DAYS OF OUR LIVES	N 6389	4137	8.0	64.8	111	1480	10.4	23.2	144	1636	7.9	25.6	109	1021	6.2	16.0	86
FACTS OF LIFE - DAYTIME	N 2526	1483	2.9	58.7	101	541	3.8	21.4	133	569	2.7	22.5	96	373	2.3	14.8	79
FAMILY FEUD	A 3427	1939	3.8	56.6	97	588	4.1	17.2	106	756	3.7	22.1	94	595	3.6	17.4	93
GENERAL HOSPITAL	A 6870	3932	7.6	57.2	98	1160	8.1	16.9	105	1626	7.9	23.7	101	1146	7.0	16.7	90
GOOD MORNING, AMERICA-730 A	A 3767	2205	4.3	58.5	101	596	4.2	15.8	98	867	4.2	23.0	98	743	4.5	19.7	106
GOOD MORNING, AMERICA-830 A	A 3076	1882	3.7	61.2	105	549	3.8	17.8	111	721	3.5	23.4	100	612	3.7	19.9	107
GUIDING LIGHT	C 5789	3547	6.9	61.3	105	1280	9.0	22.1	137	1343	6.5	23.2	99	924	5.6	16.0	86
ONE LIFE TO LIVE	A 4918	2904	5.6	59.0	102	844	5.9	17.2	106	1157	5.6	23.5	101	903	5.5	18.4	99
PRESS YOUR LUCK	C 2367	1306	2.5	55.2	95	387	2.7	16.3	101	472	2.3	19.9	85	446	2.7	18.8	101
PRICE IS RIGHT 1	C 4727	2820	5.5	59.7	103	857	6.0	18.1	112								

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	TOTAL U.S. '000	LIQUID				SILTZER (TABLET OR POWDER)				CHEWABLE TABLET				OTHER TABLET			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	42366	100.0	25.3	100	28375	100.0	16.9	100	45216	100.0	27.0	100	7145	100.0	4.3	100
MALES	79263	18838	44.5	23.8	94	14571	51.4	18.4	109	19935	44.1	25.2	93	3359	47.0	4.2	99
FEMALES	88464	23528	55.5	26.6	105	13804	48.6	15.6	92	25281	55.9	28.6	106	3786	53.0	4.3	100
18 - 24	28671	7080	16.7	24.7	98	4509	15.9	15.7	93	6721	14.9	23.4	87	941	13.2	3.3	77
25 - 34	39536	10963	25.9	27.7	110	7525	26.5	19.0	113	11035	24.4	27.9	104	1231	17.2	3.1	73
35 - 44	28978	7943	18.7	27.4	109	5276	18.6	18.2	108	8806	19.5	30.4	113	1067	14.9	3.7	86
45 - 54	22345	4895	11.6	21.9	87	4120	14.5	18.4	109	6236	13.8	27.9	104	968	13.5	4.3	102
55 - 64	22224	5833	13.8	26.2	104	3695	13.0	16.6	98	6159	13.6	27.7	103	1358	19.0	6.1	143
65 OR OLDER	25973	5654	13.3	21.8	86	3252	11.5	12.5	74	6260	13.8	24.1	89	1582	22.1	6.1	143
18 - 34	68207	18042	42.6	26.5	105	12033	42.4	17.6	104	17755	39.3	26.0	97	2171	30.4	3.2	75
18 - 49	108058	28631	67.6	26.5	105	19386	68.3	17.9	106	29742	65.8	27.5	102	3770	52.8	3.5	82
25 - 54	90859	23800	56.2	26.2	104	16920	59.6	18.6	110	26076	57.7	28.7	106	3265	45.7	3.6	84
35 - 49	39851	10589	25.0	26.6	105	7353	25.9	18.5	109	11987	26.5	30.1	112	1599	22.4	4.0	94
50 OR OLDER	59669	13734	32.4	23.0	91	8989	31.7	15.1	89	15473	34.2	25.9	96	3375	47.2	5.7	133
GRADUATED COLLEGE	28091	7091	16.7	25.2	100	4367	15.4	15.5	92	8175	18.1	29.1	108	963	13.5	3.4	80
ATTENDED COLLEGE	28938	7768	18.3	26.8	106	4971	17.5	17.2	102	8798	19.5	30.4	113	1203	16.8	4.2	98
GRADUATED HIGH SCHOOL	65503	16398	38.7	25.0	99	11471	40.4	17.5	104	18305	40.5	27.9	104	2693	37.7	4.1	97
DID NOT GRADUATE HIGH SCHOOL	45195	11108	26.2	24.6	97	7565	26.7	16.7	99	9939	22.0	22.0	82	2287	32.0	5.1	119
EMPLOYED MALES	56429	13364	31.5	23.7	94	10340	36.4	18.3	108	14736	32.6	26.1	97	2228	31.2	3.9	93
EMPLOYED FEMALES	43971	11533	27.2	26.2	104	7686	27.1	17.5	103	13365	29.6	30.4	113	1622	22.7	3.7	87
EMPLOYED FULL-TIME	87773	21845	51.6	24.9	99	15847	55.8	18.1	107	24583	54.4	28.0	104	3345	46.8	3.8	89
EMPLOYED PART-TIME	12627	3053	7.2	24.2	96	2179	7.7	17.3	102	3518	7.8	27.9	103	*505	7.1	4.0	94
NOT EMPLOYED	67327	17468	41.2	25.9	103	10349	36.5	15.4	91	17115	37.9	25.4	94	3295	46.1	4.9	115
PROFESSIONAL/MANAGER	25845	6628	15.6	25.6	102	3638	12.8	14.1	83	7875	17.4	30.5	113	929	13.0	3.6	84
TECH/CLERICAL/SALES	30895	7416	17.5	24.0	95	5547	19.5	18.0	106	8790	19.4	28.5	106	1107	15.5	3.6	84
PRECISION/CRAFT	12629	3302	7.8	26.1	104	2755	9.7	21.8	129	3515	7.8	27.8	103	*669	9.4	5.3	124
OTHER EMPLOYED	31031	7552	17.8	24.3	96	6087	21.5	19.6	116	7920	17.5	25.5	95	1147	16.1	3.7	87
SINGLE	35557	8320	19.6	23.4	93	5282	18.6	14.9	88	7848	17.4	22.1	82	1298	18.2	3.7	86
MARRIED	103585	27338	64.5	26.4	104	18802	66.3	18.2	107	30449	67.3	29.4	109	4419	61.8	4.3	100
DIVORCED/SEPARATED/WIDOWED	28585	6707	15.8	23.5	93	4291	15.1	15.0	89	6919	15.3	24.2	90	1429	20.0	5.0	117
PARENTS	59295	16809	39.7	28.3	112	11283	39.8	19.0	112	16842	37.2	28.4	105	1989	27.8	3.4	79
WHITE	146081	37160	87.7	25.4	101	23333	82.2	16.0	94	41444	91.7	28.4	105	6298	88.1	4.3	101
BLACK	17974	4471	10.6	24.9	98	4258	15.0	23.7	140	3029	6.7	16.9	63	738	10.3	4.1	96
OTHER	3672	*735	1.7	20.0	79	*784	2.8	21.4	126	742	1.6	20.2	75	**110	1.5	3.0	70
NORTHEAST-CENSUS	37005	8689	20.5	23.5	93	5869	20.7	15.9	94	10188	22.5	27.5	102	1731	24.2	4.7	110
NORTH CENTRAL	42642	10260	24.2	24.1	95	6260	22.1	14.7	87	12139	26.8	28.5	106	1694	23.7	4.0	93
SOUTH	56777	16351	38.6	28.8	114	11027	38.9	19.4	115	13780	30.5	24.3	90	2409	33.7	4.2	100
WEST	31303	7066	16.7	22.6	89	5218	18.4	16.7	99	9109	20.1	29.1	108	1311	18.3	4.2	98
NORTHEAST-MKTG.	38125	8503	20.1	22.3	88	5941	20.9	15.6	92	10079	22.3	26.4	98	1672	23.4	4.4	103
EAST CENTRAL	24794	6172	14.6	24.9	99	3747	13.2	15.1	89	7239	16.0	29.2	108	1065	14.9	4.3	101
WEST CENTRAL	28511	6959	16.4	24.4	97	4182	14.7	14.7	87	8031	17.8	28.2	104	1059	14.8	3.7	87
SOUTH	48953	14741	34.8	30.1	119	10012	35.3	20.5	121	11997	26.5	24.5	91	2225	31.1	4.5	107
PACIFIC	27344	5991	14.1	21.9	87	4492	15.8	16.4	97	7868	17.4	28.8	107	1124	15.7	4.1	96
COUNTY SIZE A	69301	15466	36.5	22.3	88	11471	40.4	16.6	98	17871	39.5	25.8	96	2942	41.2	4.2	100
COUNTY SIZE B	50633	13507	31.9	26.7	106	8574	30.2	16.9	100	14140	31.3	27.9	104	2051	28.7	4.1	95
COUNTY SIZE C	26259	7308	17.2	27.8	110	4573	16.1	17.4	103	7635	16.9	29.1	108	1190	16.7	4.5	106
COUNTY SIZE D	21534	6085	14.4	28.3	112	3757	13.2	17.4	103	5569	12.3	25.9	96	962	13.5	4.5	105
METRO CENTRAL CITY	50014	12172	28.7	24.3	96	8792	31.0	17.6	104	12086	26.7	24.2	90	2464	34.5	4.9	116
METRO SUBURBAN	76832	18864	44.5	24.6	97	12731	44.9	16.6	98	22029	48.7	28.7	106	3045	42.6	4.0	93
NON METRO	40681	11330	26.7	27.7	110	6851	24.1	16.8	99	11100	24.5	27.2	101	1636	22.9	4.0	94
TOP 5 ADI'S	39550	9126	21.5	23.1	91	6709	23.6	17.0	100	10437	23.1	26.4	98	1773	24.8	4.5	105
TOP 10 ADI'S	54877	12359	29.2	22.5	89	8935	31.5	16.3	96	14003	31.0	25.5	95	2371	33.2	4.3	101
TOP 20 ADI'S	77516	17426	41.1	22.5	89	12992	45.8	16.8	99	20064	44.4	25.9	96	3375	47.2	4.4	102
HSMLD INC. \$50,000 OR MORE	17257	4191	9.9	24.3	96	2632	9.3	15.3	90	5385	11.9	31.2	116	668	9.3	3.9	91
\$40,000 OR MORE	33235	7802	18.4	23.5	93	5382	19.0	16.2	96	9733	21.5	29.3	109	1218	17.0	3.7	86
\$30,000 OR MORE	59493	14809	35.0	24.8	98	9870	34.8	16.5	98	17861	39.5	29.9	111	2243	31.4	3.8	88
\$25,000 OR MORE	76275	19066	45.0	25.0	99	12522	44.1	16.4	97	22572	49.9	29.6	110	2846	39.8	3.7	88
\$20,000 - \$24,999	18607	4687	11.1	25.2	100	3480	12.3	18.7	111	5256	11.6	28.2	105	810	11.3	4.4	102
\$15,000 - \$19,999	17175	4668	11.0	27.2	108	2774	9.8	16.2	95	4868	10.8	28.3	105	758	10.6	4.4	104
\$10,000 - \$14,999	24569	6377	15.1	26.0	103	4251	15.0	17.3	102	6155	13.6	25.1	93	1082	15.1	4.4	103
UNDER \$10,000	31101	7567	17.9	24.3	96	5347	18.8	17.2	102	6365	14.1	20.5	76	1649	23.1	5.3	124
HOUSEHOLD OF 1 PERSON	19441	3913	9.2	20.1	80	2628	9.3	13.5	80	4505	10.0	23.2	86	1042	14.6	5.4	1

INDIGESTION AIDS & UPSET STOMACH REMEDIES (NON-PRESCRIPTION) - TYPES USED
(ADULTS)

			TOTAL U.S. '000	LIQUID				SILTZER (TABLET OR POWDER)				CHEMBABLE TABLET				OTHER TABLET			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL ADULTS			167727	42366	100.0	25.3	100	28375	100.0	16.9	100	45216	100.0	27.0	100	7145	100.0	4.3	100
MAGAZINES	QUINTILE 1		34022	9649	22.8	28.4	112	6166	21.7	18.1	107	10748	23.8	31.6	117	1437	20.1	4.2	99
	QUINTILE 2		34800	8947	21.1	25.7	102	5823	20.5	16.7	99	10030	22.2	28.8	107	1329	18.6	3.8	90
	QUINTILE 3		30514	7624	18.0	25.0	99	4933	17.4	16.2	96	8043	17.8	26.4	98	1248	17.5	4.1	96
	QUINTILE 4		33324	8065	19.0	24.2	96	5787	20.4	17.4	103	8208	18.2	24.6	91	1433	20.1	4.3	101
	QUINTILE 5		35066	8081	19.1	23.2	91	5666	20.0	16.2	96	8188	18.1	23.4	87	1698	23.8	4.8	114
NEWSPAPERS	QUINTILE 1		29107	7217	17.0	24.8	98	4616	16.3	15.9	94	8601	19.0	29.5	110	1104	15.5	3.8	89
	QUINTILE 2		49095	12308	29.1	25.1	99	7901	27.8	16.1	95	13601	30.1	27.7	103	2131	29.8	4.3	102
	QUINTILE 3		23107	6171	14.6	26.7	106	4299	15.2	18.6	110	6520	14.4	28.2	105	881	12.3	3.8	90
	QUINTILE 4		33556	8449	19.9	25.2	100	5766	20.3	17.2	102	8826	19.5	26.3	98	1566	21.9	4.7	110
	QUINTILE 5		32863	8221	19.4	25.0	99	5792	20.4	17.6	104	7668	17.0	23.3	87	1464	20.5	4.5	105
OUTDOOR	QUINTILE 1		33431	8523	20.1	25.5	101	5863	20.7	17.5	104	9485	21.0	28.4	105	1255	17.6	3.8	88
	QUINTILE 2		33478	8653	20.4	25.8	102	6012	21.2	18.0	106	9064	20.0	27.1	100	1457	20.4	4.4	102
	QUINTILE 3		33574	7874	18.6	23.5	93	5767	20.3	17.2	102	8966	19.8	26.7	99	1465	20.5	4.4	102
	QUINTILE 4		33935	8842	20.9	26.1	103	5362	18.9	15.8	93	8989	19.9	26.5	98	1540	21.6	4.5	107
	QUINTILE 5		33310	8473	20.0	25.4	101	5371	18.9	16.1	95	8712	19.3	26.2	97	1429	20.0	4.3	101
RADIO-DRIVE TIME	QUINTILE 1		33136	9400	22.2	28.4	112	6053	21.3	18.3	108	8569	19.0	25.9	96	1396	19.5	4.2	99
	QUINTILE 2		31658	8111	19.1	25.6	101	5250	18.5	16.6	98	8940	19.8	28.2	105	1269	17.8	4.0	94
	QUINTILE 3		32541	7810	18.4	24.0	95	5548	19.6	17.0	101	9218	20.4	28.3	105	1447	20.3	4.4	104
	QUINTILE 4		34247	8553	20.2	25.0	99	5957	21.0	17.4	103	9277	20.5	27.1	100	1514	21.2	4.4	104
	QUINTILE 5		36144	8493	20.0	23.5	93	5567	19.6	15.4	91	9212	20.4	25.5	95	1520	21.3	4.2	99
RADIO-MID- DAY	TERCILE 1		45037	11956	28.2	26.5	105	7718	27.2	17.1	101	12343	27.3	27.4	102	1851	25.9	4.1	96
	TERCILE 2		44819	11217	26.5	25.0	99	7618	26.8	17.0	100	12406	27.4	27.7	103	1926	27.0	4.3	101
	TERCILE 3		77872	19193	45.3	24.6	98	13039	46.0	16.7	99	20467	45.3	26.3	97	3369	47.2	4.3	102
	QUINTILE 1		33763	9585	22.6	28.4	112	6008	21.2	17.8	105	8851	19.6	26.2	97	1335	18.7	4.0	93
	QUINTILE 2		33240	8166	19.3	24.6	97	5829	20.5	17.5	104	9299	20.6	28.0	104	1560	21.8	4.7	110
RADIO-TOTAL	QUINTILE 3		33408	8139	19.2	24.4	96	5464	19.3	16.4	97	9393	20.8	28.1	104	1381	19.3	4.1	97
	QUINTILE 4		34792	8886	21.0	25.5	101	6132	21.6	17.6	104	9524	21.1	27.4	102	1380	19.3	4.0	93
	QUINTILE 5		32524	7590	17.9	23.3	92	4941	17.4	15.2	90	8150	18.0	25.1	93	1489	20.8	4.6	107
	QUINTILE 1		33090	8731	20.6	26.4	104	5880	20.7	17.8	105	8856	19.6	26.8	99	1600	22.4	4.8	114
	QUINTILE 2		33357	8475	20.0	25.4	101	5965	21.0	17.9	106	9253	20.5	27.7	103	1505	21.1	4.5	106
TV-PRIME TIME	QUINTILE 3		33980	8657	20.4	25.5	101	5633	19.9	16.6	98	9484	21.0	27.9	104	1280	17.9	3.8	88
	QUINTILE 4		33854	8160	19.3	24.1	95	5518	19.4	16.3	96	9370	20.7	27.7	103	1372	19.2	4.1	95
	QUINTILE 5		33444	8344	19.7	24.9	99	5379	19.0	16.1	95	8254	18.3	24.7	92	1389	19.4	4.2	97
	TERCILE 1		49121	13611	32.1	27.7	110	8059	28.4	16.4	97	13165	29.1	26.8	99	2377	33.3	4.8	114
	TERCILE 2		48823	12436	29.4	25.5	101	8666	30.5	17.7	105	13054	28.9	26.7	99	2220	31.1	4.5	107
TV-TOTAL	TERCILE 3		69782	16319	38.5	23.4	93	11650	41.1	16.7	99	18997	42.0	27.2	101	2548	35.7	3.7	86
	QUINTILE 1		33584	9101	21.5	27.1	107	6015	21.2	17.9	106	8745	19.3	26.0	97	1677	23.5	5.0	117
	QUINTILE 2		33441	8719	20.6	26.1	103	5580	19.7	16.7	99	9284	20.5	27.8	103	1522	21.3	4.6	107
	QUINTILE 3		33505	8304	19.6	24.8	98	5466	19.3	16.3	96	8632	19.1	25.8	96	1512	21.2	4.5	106
	QUINTILE 4		33466	8217	19.4	24.6	97	5549	19.6	16.6	98	9707	21.5	29.0	108	1153	16.1	3.4	81
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5		33731	8026	18.9	23.8	94	5765	20.3	17.1	101	8848	19.6	26.2	97	1282	17.9	3.8	89
	MAGAZINE IMPERATIVE		44503	11893	28.1	26.7	106	7168	25.3	16.1	95	13735	30.4	30.9	114	1709	23.9	3.8	90
	NEWSPAPER IMPERATIVE		39363	10933	25.8	27.8	110	7486	26.4	19.0	112	11038	24.4	28.0	104	1665	23.3	4.2	99
			46441	11015	26.0	23.7	94	7515	26.5	16.2	96	11875	26.3	25.6	95	2019	28.3	4.3	102
			33726	8893	21.0	26.4	104	5733	20.2	17.0	100	9611	21.3	28.5	106	1161	16.2	3.4	81
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE		52846	13937	32.9	26.4	104	8859	31.2	16.8	99	15606	34.5	29.5	110	2245	31.4	4.2	100
	OUTDOOR IMPERATIVE		52140	12414	29.3	23.8	94	9181	32.4	17.6	104	13386	29.6	25.7	95	2311	32.3	4.4	104
			37081	10294	24.3	27.8	110	6390	22.5	17.2	102	10647	23.5	28.7	107	1552	21.7	4.2	98
	MAGAZINE IMPERATIVE		49747	12721	30.0	25.6	101	8328	29.3	16.7	99	14842	32.8	29.8	111	2020	28.3	4.1	95
	RADIO IMPERATIVE		49208	12009	28.3	24.4	97	8622	30.4	17.5	104	12474	27.6	25.3	94	2155	30.2	4.4	103
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE		33103	9144	21.6	27.6	109	5725	20.2	17.3	102	9795	21.7	29.6	110	1531	21.4	4.6	109
	TELEVISION IMPERATIVE		54575	14076	33.2	25.8	102	9374	33.0	17.2	102	15886	35.1	29.1	108	1999	28.0	3.7	86
			53249	13257	31.3	24.9	99	8905	31.4	16.7	99	12859	28.4	24.1	90	2502	35.0	4.7	110
	NEWSPAPERS-OUTDOOR: DUAL		36255	9274	21.9	25.6	101	6078	21.4	16.8	99	10634	23.5	29.3	109	1420	19.9	3.9	92
	NEWSPAPER IMPERATIVE		55591	13936	32.9	25.1	99	8901	31.4	16.0	95	15468	34.2	27.8	103	2373	33.2	4.3	100
NEWSPAPERS-RADIO: DUAL	OUTDOOR IMPERATIVE		48319	12168	28.7	25.2	100	9064	31.9	18.8	111	12299	27.2	25.5	94	1996	27.9	4.1	97
	NEWSPAPER IMPERATIVE		37242	9833	23.2	26.4	105	6182	21.8	16.6	98	10840	24.0	29.1	108	1474	20.6	4.0	93
	RADIO IMPERATIVE		54423	13202	31.2	24.3	96	8751	30.8	16.1	95	15189	33.6	27.9	104	2283	32.0	4.2	98
			44650	11981	28.3	25.7	102	8612	30.4	18.5	109	11951	26.4	25.6	95	2198	30.8	4.7	111
			35974	9727	23.0	27.0	107	5533	19.5	15.4	91	10290	22.8	28.6	106	1764	24.7	4.9	115
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE		56095	13491	31.8	24.1	95	9445	33.3	16.8	100	15883	35.1	28.3	105	2009	28.1	3.6	84
	TELEVISION IMPERATIVE		47170	12485	29.5	26.5	105	8588	30.3	18.2	108	11911	26.3	25.3	94	2193	30.7	4.6	109
			3374																

	TOTAL U.S. '000	LIQUID				SELTZER (TABLET OR POWDER)				CHEWABLE TABLET				OTHER TABLET			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	42366	100.0	25.3	100	28375	100.0	16.9	100	45216	100.0	27.0	100	7145	100.0	4.3	100
ATLANTIC MONTHLY	867	*161	0.4	18.6	74	*141	0.5	16.3	96	*242	0.5	27.9	104	**9	0.1	1.0	24
BARRON'S	1580	562	1.3	35.6	141	296	1.0	18.7	111	436	1.0	27.6	102	**37	0.5	2.3	55
BETTER HOMES & GARDENS	22203	6136	14.5	27.6	109	3414	12.0	15.4	91	7122	15.8	32.1	119	849	11.9	3.8	90
BON APPETIT	3810	1023	2.4	26.9	106	577	2.0	15.1	90	1150	2.5	30.2	112	*158	2.2	4.1	97
BUSINESS WEEK	4663	1120	2.6	24.0	95	784	2.8	16.8	99	1313	2.9	28.2	104	*147	2.1	3.2	74
CAR AND DRIVER	3102	881	2.1	28.4	112	578	2.0	18.6	110	906	2.0	29.2	108	**154	2.2	5.0	117
CBS MAGAZINE NETWORK (GROSS)	7311	1812	4.3	24.8	98	1279	4.5	17.5	103	1819	4.0	24.9	92	360	5.0	4.9	116
CHANGING TIMES	3400	924	2.2	27.2	108	507	1.8	14.9	88	823	1.8	24.2	90	*124	1.7	3.6	86
COLONIAL HOMES	1796	461	1.1	25.7	102	336	1.2	18.7	111	627	1.4	34.9	130	**53	0.7	3.0	69
CONDE NAST MAG. PKG. (GROSS)	19924	5645	13.3	28.3	112	3090	10.9	15.5	92	5875	13.0	29.5	109	835	11.7	4.2	98
CONSUMERS DIGEST	3125	841	2.0	26.9	107	550	1.9	17.6	104	961	2.1	30.8	114	*133	1.9	4.3	100
COSMOPOLITAN	10577	3211	7.6	30.4	120	1758	6.2	16.6	98	3015	6.7	28.5	106	469	6.6	4.4	104
COUNTRY LIVING	3746	1113	2.6	29.7	118	576	2.0	15.4	91	1341	3.0	35.8	133	*97	1.4	2.6	61
CUISINE	2214	695	1.6	31.4	124	398	1.4	18.0	106	670	1.5	30.3	112	**102	1.4	4.6	108
CYCLE WORLD	2394	493	1.2	20.6	82	447	1.6	18.7	110	626	1.4	26.1	97	**74	1.0	3.1	73
DCI:CREATIVE IDEAS FOR LIV	3068	884	2.1	28.8	114	640	2.3	20.9	123	1094	2.4	35.7	132	*154	2.2	5.0	118
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2833	6.7	29.6	117	1706	6.0	17.9	106	3306	7.3	34.6	128	447	6.3	4.7	110
DISCOVER	2277	620	1.5	27.2	108	357	1.3	15.7	93	594	1.3	26.1	97	**137	1.9	6.0	141
EDMUND	7187	1963	4.6	27.3	108	1621	5.7	22.6	133	1324	2.9	18.4	68	249	3.5	3.5	81
ESQUIRE	2560	728	1.7	28.4	113	442	1.6	17.3	102	805	1.8	31.4	117	**119	1.7	4.6	109
ESSENCE	3242	977	2.3	30.1	119	740	2.6	22.8	135	719	1.6	22.2	82	**119	1.7	3.7	86
FAMILY CIRCLE	19639	5481	12.9	27.9	110	3053	10.8	15.5	92	6701	14.8	34.1	127	827	11.6	4.2	99
THE FAMILY HANDYMAN	3540	906	2.1	25.6	101	750	2.6	21.2	125	1165	2.6	32.9	122	*195	2.7	5.5	129
FAMILY WEEKLY	23924	6586	15.5	27.5	109	3899	13.7	16.3	96	7149	15.8	29.9	111	1034	14.5	4.3	101
FIELD & STREAM	9883	2886	6.8	29.2	116	1985	7.0	20.1	119	3167	7.0	32.0	119	326	4.6	3.3	77
FOOD & WINE	1030	290	0.7	28.2	111	*204	0.7	19.8	117	268	0.6	26.0	97	**43	0.6	4.2	98
FORBES	2679	600	1.4	22.4	89	521	1.8	19.4	115	727	1.6	27.1	101	**91	1.3	3.4	80
FORTUNE	2931	669	1.6	22.8	90	641	2.3	21.9	129	795	1.8	27.1	101	*134	1.9	4.6	107
GENTLEMEN'S QUARTERLY	3481	891	2.1	25.6	101	707	2.5	20.3	120	775	1.7	22.3	83	**163	2.3	4.7	110
GLAMOUR	7163	2120	5.0	29.6	117	1063	3.7	14.8	88	2279	5.0	31.8	118	305	4.3	4.3	100
GOLF DIGEST	2355	729	1.7	31.0	123	446	1.6	18.9	112	753	1.7	32.0	119	*193	2.7	8.2	192
GOLF DIGEST/TENNIS (GROSS)	3610	1008	2.4	27.9	111	692	2.4	19.2	113	945	2.1	26.2	97	*236	3.3	6.5	153
GOLF MAGAZINE	2046	603	1.4	29.5	117	385	1.4	18.8	111	690	1.5	33.7	125	**120	1.7	5.9	138
GOLF MAGAZINE/SKI (GROSS)	3547	950	2.2	26.8	106	605	2.1	17.1	101	1135	2.5	32.0	119	**160	2.2	4.5	106
GOOD HOUSEKEEPING	20353	5590	13.2	27.5	109	3175	11.2	15.6	92	6676	14.8	32.8	122	930	13.0	4.6	107
HARPER'S BAZAAR	3362	904	2.1	26.9	106	602	2.1	17.9	106	1124	2.5	33.4	124	*126	1.8	3.7	88
HEALTH	2987	920	2.2	30.8	122	546	1.9	18.3	108	885	2.0	29.6	110	*184	2.6	6.2	145
HEARST MAG CORP. BUY (GROSS)	67928	19611	46.3	28.9	114	11184	39.4	16.5	97	21956	48.6	32.3	120	2753	38.5	4.1	95
HEARST MAN POWER (GROSS)	11282	3136	7.4	27.8	110	1944	6.9	17.2	102	3656	8.1	32.4	120	411	5.8	3.6	86
HEARST WOMAN POWER (GROSS)	40514	11804	27.9	29.1	115	6455	22.7	15.9	94	12785	28.3	31.6	117	1790	25.1	4.4	104
HOUSE BEAUTIFUL	4885	1476	3.5	30.2	120	876	3.1	17.9	106	1694	3.7	34.7	129	*195	2.7	4.0	94
INC.	1308	*300	0.7	22.9	91	*196	0.7	15.0	89	383	0.8	29.3	109	**21	0.3	1.6	38
JET	6498	1839	4.3	28.3	112	1551	5.5	23.9	141	1182	2.6	18.2	67	*225	3.1	3.5	81
LADIES' HOME JOURNAL	14797	4264	10.1	28.8	114	2549	9.0	17.2	102	4714	10.4	31.9	118	598	8.4	4.0	95
LHJ FAMILY GRP COMBO(GROSS)	21743	6474	15.3	29.8	118	3928	13.8	18.1	107	6803	15.0	31.3	116	941	13.2	4.3	102
LIFE	9881	2619	6.2	26.5	105	1547	5.5	15.7	93	2750	6.1	27.8	103	358	5.0	3.6	85
L.A. TIMES HOME MAGAZINE	2775	654	1.5	23.6	93	567	2.0	20.4	121	881	1.9	31.7	118	**114	1.6	4.1	96
MADMOISELLE	4219	1252	3.0	29.7	117	565	2.0	13.4	79	1213	2.7	28.8	107	*223	3.1	5.3	124
MC CALL'S	16422	4901	11.6	29.8	116	2620	9.2	16.0	94	5349	11.8	32.6	121	611	8.6	3.7	87
MC CALL'S/WRK MOTHER (GROSS)	17919	5355	12.6	29.9	118	3077	10.8	17.2	102	5832	12.9	32.5	121	668	9.3	3.7	88
MECHANIX ILLUSTRATED	4433	1262	3.0	28.5	113	884	3.1	19.9	118	1433	3.2	32.3	120	*240	3.4	5.4	127
METROPOLITAN HOME	1504	355	0.8	23.6	93	*227	0.8	15.1	89	433	1.0	28.8	107	**78	1.1	5.2	122
MONEY	4723	1376	3.2	29.1	115	674	2.4	14.3	84	1339	3.0	28.4	105	239	3.3	5.1	119
MOTHER EARTH NEWS	2325	699	1.6	30.1	119	427	1.5	18.4	109	795	1.8	34.2	127	**45	0.6	1.9	45
MS.	1189	444	1.0	37.3	148	*157	0.6	13.2	78	397	0.9	33.4	124	**65	0.9	5.5	128
NATIONAL ENQUIRER	18892	5623	13.3	29.8	118	3049	10.7	16.1	95	5333	11.8	28.2	105	922	12.9	4.9	115
NATIONAL GEOGRAPHIC	22129	5667	13.4	25.6	101	3596	12.7	16.3	96	7045	15.6	31.8	118	925	12.9	4.2	98
NATIONAL SUNDAY MAGAZINE PKG	103750	26159	61.7	25.2	100	17169	60.5	16.5	98	29320	64.8	28.3	105	4169	58.3	4.0	94
NATURAL HISTORY	1379	294	0.7	21.3	84	*178	0.6	12.9	76	326	0.7	23.6	88	**59	0.8	4.3	100
NEW WOMAN	2289	587	1.4	25.6	102	330	1.2	14.4	85	637	1.4	27.8	103	**83	1.2	3.6	85
NEW YORK INCLUDING CUE	1088	271	0.6	24.9	99	*214	0.8	19.7	116	269	0.6	24.7	92	**61	0.9	5.6	132
THE NEW YORKER	2459	528	1.2	21.5	85	441	1.6	17.9	106	767	1.7	31.2	116	*98	1.4	4.0	94
NEWSWEEK	16527	4043	9.5	24.5	97	2765	9.7	16.7	99	4862	10.8	29.4	109	504	7.1	3.0	72
THE N.Y. TIMES DAILY EDITION	2739	666	1.6	24.3	96	417	1.5	15.2	90	906	2.0	33.1	123	*129	1.8	4.7	111
THE N.Y. TIMES MAGAZINE	4443	1041	2.5	23.4	93	623	2.2	14.0	83	1553	3.4	35.0	130	161	2.3	3.6	85
OWNI	2799	751	1.8	26.8	106	624	2.2	22.3	132	795	1.8	28.4	105	**177	2.5	6.3	148
ON CABLE	2209	661	1.6	29.9	118	287	1.0	13.0	77	480	1.1	21.7	81	*82	1.1	3.7	87
1001 HOME IDEAS	3959	1290	3.0	32.6	129	833	2.9	21.0	124	1203	2.7	30.4	113	*160	2.2	4.0	95
ORGANIC GARDENING	3111	927	2.2	29.8	118	390	1.4	12.5	74	1051	2.3	33.8	125	*154	2.2	5.0	116
OUTDOOR LIFE	5024	1502	3.5	29.9	118	1061	3.7	21.1	125	1591	3.5	31.7	117	*134	1.9	2.7	63
PARADE MAGAZINE	51292	13052	30.8	25.4	101	8677	30.6	16.9	100	14229	31.5	27.7	103	1962	27.5	3.8	90

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION; RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION.
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	LIQUID				SELTZER (TABLET OR POWDER)				CHEWABLE TABLET				OTHER TABLET			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	42366	100.0	25.3	100	28375	100.0	16.9	100	45216	100.0	27.0	100	7145	100.0	4.3	100
PARENTS	5298	1566	3.7	29.6	117	906	3.2	17.1	101	1489	3.3	28.1	104	*177	2.5	3.3	78
PENTHOUSE	5129	1342	3.2	26.2	104	1075	3.8	21.0	124	1467	3.2	28.6	106	*219	3.1	4.3	100
PEOPLE	21070	5679	13.4	27.0	107	3725	13.1	17.7	105	6305	13.9	29.9	111	831	11.6	3.9	93
PLAYBOY	10562	2614	6.2	24.7	98	2272	8.0	21.5	127	3011	6.7	28.5	106	491	6.9	4.6	109
POPULAR HOT RODDING	2498	734	1.7	29.4	116	414	1.5	16.6	98	629	1.4	25.2	93	*70	1.0	2.8	66
POPULAR MECHANICS	5887	1581	3.7	26.9	106	1019	3.6	17.3	102	2034	4.5	34.6	128	*280	3.9	4.8	112
POPULAR SCIENCE	4317	1056	2.5	24.5	97	695	2.4	16.1	95	1378	3.0	31.9	118	*217	3.0	5.0	118
PREVENTION	5792	1382	3.3	23.9	94	753	2.7	13.0	77	1662	3.7	28.7	106	242	3.4	4.2	98
PSYCHOLOGY TODAY	3284	999	2.4	30.4	120	470	1.7	14.3	85	855	1.9	26.0	97	*196	2.7	6.0	140
READER'S DIGEST	40046	10627	25.1	26.5	105	6650	23.4	16.6	98	11740	26.0	29.3	109	1715	24.0	4.3	101
REDBOOK	9584	3003	7.1	31.3	124	1522	5.4	15.9	94	3094	6.8	32.3	120	391	5.5	4.1	96
ROAD & TRACK	2590	650	1.5	25.1	99	409	1.4	15.8	93	731	1.6	28.2	105	*141	2.0	5.4	128
ROLLING STONE	3302	1164	2.7	35.3	140	740	2.6	22.4	132	1035	2.3	31.3	116	*138	1.9	4.2	98
RUNNER'S WORLD	1229	470	1.1	38.2	151	*186	0.7	15.1	89	371	0.8	30.2	112	*65	0.9	5.3	124
SATURDAY EVENING POST	2110	689	1.6	32.7	129	298	1.1	14.1	83	697	1.5	33.0	123	*52	0.7	2.5	58
SCIENCE 84	1543	341	0.8	22.1	87	*244	0.9	15.8	93	446	1.0	28.9	107	*41	0.6	2.7	62
SCIENCE DIGEST	1747	482	1.1	27.6	109	*235	0.8	13.5	80	429	0.9	24.6	91	*26	0.4	1.5	35
SCIENTIFIC AMERICAN	1994	480	1.1	24.1	95	323	1.1	16.2	96	572	1.3	28.7	106	*43	0.6	2.2	51
SELF	3119	857	2.0	27.5	109	600	2.1	19.2	114	913	2.0	29.3	109	*104	1.5	3.3	78
SEVENTEEN	3923	1227	2.9	31.3	124	658	2.3	16.8	99	1154	2.6	29.4	109	*164	2.3	4.2	98
SKI	1501	347	0.8	23.1	92	*219	0.8	14.6	86	446	1.0	29.7	110	*40	0.6	2.7	63
SMITHSONIAN	5976	1297	3.1	21.7	86	816	2.9	13.7	81	1833	4.1	30.7	114	357	5.0	6.0	140
SOAP OPERA DIGEST	4228	1366	3.2	32.3	128	759	2.7	18.0	106	1140	2.5	27.0	100	*202	2.8	4.8	112
SOUTHERN LIVING	6488	1949	4.6	30.0	119	1066	3.8	16.4	97	2212	4.9	34.1	126	294	4.1	4.5	106
SPORT	3500	775	1.8	22.1	88	639	2.3	18.3	108	912	2.0	26.1	97	*185	2.6	5.3	124
THE SPORTING NEWS	2456	482	1.1	19.6	78	467	1.6	19.0	112	601	1.3	24.5	91	*58	0.8	2.4	55
SPORTS AFIELD	3648	1074	2.5	29.4	117	691	2.4	18.9	112	1192	2.6	32.7	121	*105	1.5	2.9	68
SPORTS ILLUSTRATED	14484	3610	8.5	24.9	99	2839	10.0	19.6	116	3926	8.7	27.1	101	567	7.9	3.9	92
STAR	12661	3595	8.5	28.4	112	2150	7.6	17.0	100	3354	7.4	26.5	98	645	9.0	5.1	120
SUNDAY	52799	12454	29.4	23.6	93	8584	30.3	16.3	96	14833	32.8	28.1	104	2061	28.8	3.9	92
SUNSET	3513	813	1.9	23.1	92	502	1.8	14.3	84	1086	2.4	30.9	115	*245	3.4	7.0	164
TV GUIDE	42766	11584	27.3	27.1	107	7995	28.2	18.7	111	12096	26.8	28.3	105	1929	27.0	4.5	106
TENNIS	1254	279	0.7	22.2	88	*245	0.9	19.5	115	*192	0.4	15.3	57	*43	0.6	3.4	80
TIME	22054	5754	13.6	26.1	103	3604	12.7	16.3	97	6459	14.3	29.3	109	824	11.5	3.7	88
TOWN & COUNTRY	1555	481	1.1	30.9	122	*204	0.7	13.1	78	498	1.1	32.0	119	*62	0.9	4.0	94
TRAVEL & LEISURE	2173	482	1.1	22.2	88	320	1.1	14.7	87	661	1.5	30.4	113	*106	1.5	4.9	115
TRUE STORY	4636	1522	3.6	32.8	130	875	3.1	18.9	112	1242	2.7	26.8	99	*270	3.8	5.8	137
U.S. NEWS & WORLD REPORT	10353	2565	6.1	24.8	98	1538	5.4	14.9	88	2948	6.5	28.5	106	428	6.0	4.1	97
USA TODAY	4994	1381	3.3	27.7	109	895	3.2	17.9	106	1547	3.4	31.0	115	*220	3.1	4.4	103
VOGUE	3528	975	2.3	27.6	109	628	2.2	17.8	105	1096	2.4	31.1	115	*109	1.5	3.1	73
VOGUE	5624	1416	3.3	26.1	103	863	3.0	15.9	94	1469	3.2	27.1	100	*203	2.8	3.7	88
WALL STREET JOURNAL	6292	1599	3.8	25.4	101	1008	3.6	16.0	95	1958	4.3	31.1	115	*267	3.7	4.2	100
WEIGHT WATCHERS	2762	824	1.9	29.8	118	523	1.8	18.9	112	850	1.9	30.8	114	*94	1.3	3.4	80
WOMAN'S DAY	16320	4507	10.6	27.6	109	2630	9.3	16.1	95	5626	12.4	34.5	128	680	9.5	4.2	98
WORKING MOTHER	1496	454	1.1	30.3	120	456	1.6	30.5	180	482	1.1	32.2	120	*56	0.8	3.7	88
WORKING WOMAN	1851	582	1.4	31.4	124	325	1.1	17.6	104	697	1.5	37.7	140	*45	0.6	2.4	57
WORLD TENNIS	580	*118	0.3	20.3	81	*110	0.4	19.0	112	*108	0.2	18.6	69	*23	0.3	4.0	93
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3330	7.9	26.8	106	2193	7.7	17.7	104	3291	7.3	26.5	98	639	8.9	5.1	121
BLAIR INSERTS	91671	22640	53.4	24.7	98	15484	54.6	16.9	100	25687	56.8	28.0	104	3661	51.2	4.0	94
DAILY NEWSPAPERS																	
READ ANY	109190	27436	64.8	25.1	99	18326	64.6	16.8	99	30367	67.2	27.8	103	4807	67.3	4.4	103
READ ONE	89587	22543	53.2	25.2	100	15190	53.5	17.0	100	24704	54.6	27.6	102	4001	56.0	4.5	105
READ TWO OR MORE	19602	4893	11.5	25.0	99	3136	11.1	16.0	95	5662	12.5	28.9	107	806	11.3	4.1	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	27526	65.0	25.1	99	18328	64.6	16.7	99	30886	68.3	28.2	104	4361	61.0	4.0	93
READ ONE	95074	23634	55.8	24.9	98	16159	56.9	17.0	100	26416	58.4	27.8	103	3832	53.6	4.0	95
READ TWO OR MORE	14588	3893	9.2	26.7	106	2169	7.6	14.9	88	4470	9.9	30.6	114	529	7.4	3.6	85
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	29.23				29.48				29.40				26.81			
30 DAY REACH	149706	37640	88.8	25.1	100	25569	90.1	17.1	101	40806	90.2	27.3	101	6373	89.2	4.3	100
50 SHMG - 30 DAY AV FREQ	15.16	15.32			15.49					15.50				13.99			
30 DAY REACH	142406	35958	84.9	25.3	100	24333	85.8	17.1	101	38778	85.8	27.2	101	6117	85.6	4.3	101
25 SHMG - 30 DAY AV FREQ	8.23	8.34			8.41					8.47				7.66			
30 DAY REACH	131152	33067	78.1	25.2	100	22435	79.1	17.1	101	35390	78.3	27.0	100	5567	77.9	4.2	100
CABLE TV: HOME WIRED	66879	18443	43.5	27.6	109	11457	40.4	17.1	101	19456	43.0	29.1	108	2712	38.0	4.1	95
HOME NOT WIRED	100848	23922	56.5	23.7	94	16917	59.6	16.8	99	25760	57.0	25.5	95	4433	62.0	4.4	103
HAVE PAY CABLE	35024	10056	23.7	28.7	114	6440	22.7	18.4	109	10792	23.9	30.8	114	1243	17.4	3.5	83

	TOTAL U.S. '000	LIQUID				SELTZER (TABLET OR POWDER)				CHEWABLE TABLET				OTHER TABLET			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	42366	100.0	25.3	100	28375	100.0	16.9	100	45216	100.0	27.0	100	7145	100.0	4.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	24870	58.7	26.0	103	16874	59.5	17.6	104	26439	58.5	27.7	103	4026	56.3	4.2	99
10:00 AM - 3:00 PM	63599	16576	39.1	26.1	103	10876	38.3	17.1	101	17793	39.4	28.0	104	2648	37.1	4.2	98
3:00 PM - 7:00 PM	72097	18753	44.3	26.0	103	12608	44.4	17.5	103	19593	43.3	27.2	101	2983	41.7	4.1	97
7:00 PM - MIDNIGHT	36670	9465	22.3	25.8	102	6502	22.9	17.7	105	9878	21.8	26.9	100	1489	20.8	4.1	95
MIDNIGHT - 6:00 AM	21908	5576	13.2	25.5	101	4150	14.6	18.9	112	5962	13.2	27.2	101	847	11.9	3.9	91
6:00 AM - MIDNIGHT	127571	32834	77.5	25.7	102	22173	78.1	17.4	103	34992	77.4	27.4	102	5447	76.2	4.3	100
ENTIRE DAY	129239	33301	78.6	25.8	102	22453	79.1	17.4	103	35412	78.3	27.4	102	5502	77.0	4.3	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	9074	21.4	26.7	106	6235	22.0	18.3	108	9970	22.0	29.3	109	1438	20.1	4.2	99
ALL NEWS	6062	1141	2.7	18.8	75	818	2.9	13.5	80	1682	3.7	27.7	103	242	3.4	4.0	94
AOR/PROGRESSIVE	11884	2773	6.5	23.3	92	1882	6.6	15.8	94	3148	7.0	26.5	98	391	5.5	3.3	77
BEAUTIFUL MUSIC	11180	2836	6.7	25.4	100	1759	6.2	15.7	93	3390	7.5	30.3	112	540	7.6	4.8	113
BLACK	4538	1239	2.9	27.3	108	1057	3.7	23.3	138	1034	2.3	22.8	85	*251	3.5	5.5	130
CLASSICAL	3857	1067	2.5	27.7	110	622	2.2	16.1	95	1077	2.4	27.9	104	*174	2.4	4.5	106
CHR/ROCK	21946	5959	14.1	27.2	107	4260	15.0	19.4	115	6213	13.7	28.3	105	835	11.7	3.8	89
COUNTRY	27262	7739	18.3	28.4	112	4747	16.7	17.4	103	7341	16.2	26.9	100	1369	19.2	5.0	118
GOLDEN OLDIES	3339	800	1.9	24.0	95	552	1.9	16.5	98	839	1.9	25.1	93	*127	1.8	3.8	89
MOR/NOSTALGIA	10346	2484	5.9	24.0	95	1689	6.0	16.3	96	3042	6.7	29.4	109	406	5.7	3.9	92
NEWS/TALK	8929	2037	4.8	22.8	90	1615	5.7	18.1	107	2385	5.3	26.7	99	302	4.2	3.4	79
RELIGIOUS	5488	1474	3.5	26.9	106	915	3.2	16.7	99	1394	3.1	25.4	94	*263	3.7	4.8	112
SOFT ROCK	1232	225	0.5	18.3	72	*199	0.7	16.2	95	358	0.8	29.1	108	**47	0.7	3.8	90
URBAN CONTEMPORARY	3184	795	1.9	25.0	99	834	2.9	26.2	155	546	1.2	17.1	64	**118	1.7	3.7	87
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1691	4.0	24.5	97	1448	5.1	21.0	124	1766	3.9	25.6	95	*271	3.8	3.9	92
ABC DIRECTION	5212	1369	3.2	26.3	104	944	3.3	18.1	107	1284	2.8	24.6	91	241	3.4	4.6	109
ABC ENTERTAINMENT	10385	2624	6.2	25.3	100	1744	6.1	16.8	99	2754	6.1	26.5	98	430	6.0	4.1	97
ABC FM	4762	1447	3.4	30.4	120	999	3.5	21.0	124	1199	2.7	25.2	93	*110	1.5	2.3	54
ABC INFORMATION	11339	2860	6.8	25.2	100	2078	7.3	18.3	108	3321	7.3	29.3	109	528	7.4	4.7	109
ABC ROCK	4878	1160	2.7	23.8	94	826	2.9	16.9	100	1319	2.9	27.0	100	*189	2.6	3.9	91
CBS	10709	2321	5.5	21.7	86	1580	5.6	14.8	87	3124	6.9	29.2	108	438	6.1	4.1	96
MUTUAL	10251	2717	6.4	26.5	105	1841	6.5	18.0	106	2963	6.6	28.9	107	486	6.8	4.7	111
NBC	12243	2992	7.1	24.4	97	1861	6.6	15.2	90	3480	7.7	28.4	105	448	6.3	3.7	86
RADIO RADIO	4606	1357	3.2	29.5	117	727	2.6	15.8	93	1156	2.6	25.1	93	*200	2.8	4.3	102
RKO ONE	5148	1307	3.1	25.4	101	1014	3.6	19.7	116	1296	2.9	25.2	93	*153	2.1	3.0	70
RKO TWO	7313	1911	4.5	26.1	103	1292	4.6	17.7	104	1843	4.1	25.2	93	363	5.1	5.0	117
THE SOURCE	5981	1509	3.6	25.2	100	1015	3.6	17.0	100	1551	3.4	25.9	96	*279	3.9	4.7	110
NON-WIRED : BLAIR	19329	5107	12.1	26.4	105	3618	12.8	18.7	111	5490	12.1	28.4	105	738	10.3	3.8	90
INTERNET	27139	6997	16.5	25.8	102	4956	17.5	18.3	108	7331	16.2	27.0	100	1082	15.1	4.0	94
KATZ RADIO GROUP	36319	9026	21.3	24.9	98	6485	22.9	17.9	106	9732	21.5	26.8	99	1514	21.2	4.2	98
SUPERNET	22361	5953	14.1	26.6	105	3672	12.9	16.4	97	6456	14.3	28.9	107	908	12.7	4.1	95
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	3835	9.1	26.4	104	2395	8.4	16.5	97	4046	8.9	27.8	103	619	8.7	4.3	100
MKDAY 9:00 AM - 1:00 PM	18688	5162	12.2	27.6	109	3111	11.0	16.6	98	5031	11.1	26.9	100	929	13.0	5.0	117
MKDAY 1:00 PM - 4:30 PM	24061	6798	16.0	28.3	112	3909	13.8	16.2	96	6339	14.0	26.3	98	1159	16.2	4.8	113
MKDAY 4:30 PM - 7:30 PM	44079	11393	26.9	25.8	102	7409	26.1	16.8	99	11506	25.4	26.1	97	2167	30.3	4.9	115
MKDAY 7:30 PM - 8:00 PM	61979	15854	37.4	25.6	101	10290	36.3	16.6	98	16374	36.2	26.4	98	2926	41.0	4.7	111
MKDAY 11:00 PM - 11:30 PM	49084	13093	30.9	26.7	106	8536	30.1	17.4	103	13532	29.9	27.6	102	2288	32.0	4.7	109
MKDAY 11:30 PM - 1:00 AM	16560	4346	10.3	26.2	104	2864	10.1	17.3	102	4378	9.7	26.4	98	771	10.8	4.7	109
M-SAT 8-11 PM-SUN 7-11 PM	66967	17254	40.7	25.8	102	11583	40.8	17.3	102	18313	40.5	27.3	101	2964	41.5	4.4	104
MKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	2691	6.4	29.0	115	1461	5.1	15.8	93	2572	5.7	27.7	103	455	6.4	4.9	115
ANOTHER WORLD	N 6138	1999	4.7	32.6	129	947	3.3	15.4	91	1660	3.7	27.0	100	330	4.6	5.4	126
AS THE WORLD TURNS	C 7707	2104	5.0	27.3	108	1297	4.6	16.8	99	2012	4.4	26.1	97	331	4.6	4.3	101
CAPITOL	C 4688	1350	3.2	26.8	114	886	3.1	18.9	112	1197	2.6	25.5	95	153	2.1	3.3	77
CBS MORN. NEWS 1	C 2792	747	1.8	26.8	106	546	1.9	19.6	116	783	1.7	28.0	104	96	1.3	3.4	81
CBS MORN. NEWS 2	C 2071	489	1.2	23.6	93	392	1.4	18.9	112	491	1.1	23.7	88	*88	1.2	4.2	100
DAYS OF OUR LIVES	N 8018	2667	6.3	33.3	132	1259	4.4	15.7	93	2428	5.4	30.3	112	369	5.2	4.6	108
FACTS OF LIFE - DAYTIME	N 3487	884	2.1	25.4	100	565	2.0	16.2	96	953	2.1	27.3	101	107	1.5	3.1	72
FAMILY FEUD	A 4817	1198	2.8	24.9	98	724	2.6	15.0	89	1196	2.6	24.8	92	256	3.6	5.3	125
GENERAL HOSPITAL	A 8333	2338	5.5	28.1	111	1268	4.5	15.2	90	2119	4.7	25.4	94	361	5.1	4.3	102
GOOD MORNING, AMERICA-730	A 5472	1366	3.2	25.0	99	834	2.9	15.2	90	1597	3.5	29.2	108	252	3.5	4.6	108
GOOD MORNING, AMERICA-830	A 3965	1009	2.4	25.4	101	542	1.9	13.7	81	1237	2.7	31.2	116	163	2.3	4.1	97
GUIDING LIGHT	C 7542	2126	5.0	28.2	112	1264	4.5	16.8	99	2064	4.6	27.4	102	277	3.9	3.7	86
ONE LIFE TO LIVE	A 6018	1809	4.3	30.1	119	922	3.2	15.3	91	1486	3.3	24.7	92	320	4.5	5.3	125
PRESS YOUR LUCK	C 3589	947	2.2	26.4	104	615	2.2	17.1	101	921	2.0	25.7	95	198	2.8	5.5	130
PRICE IS RIGHT 1	C 7418	2271	5.4	30.6	121	1298	4.6	17.5	103	1703	3.8	23.0	85	389	5.4	5.2	123

	TOTAL U.S. '000	LIQUID				SELTZER (TABLET OR POWDER)				CHEMBABLE TABLET				OTHER TABLET			
		A '000	B DOHN	C % ACROSS	D % INDX	A '000	B DOHN	C % ACROSS	D % INDX	A '000	B DOHN	C % ACROSS	D % INDX	A '000	B DOHN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	42366	100.0	25.3	100	28375	100.0	16.9	100	45216	100.0	27.0	100	7145	100.0	4.3	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	13517	31.9	25.8	102	8570	30.2	16.4	97	13931	30.8	26.6	99	2622	36.7	5.0	118
NETWORK AFFILIATES - LATE	39164	10621	25.1	27.1	107	6643	23.4	17.0	100	10972	24.3	28.0	104	1828	25.6	4.7	110
INDEPENDENTS - LATE	5133	1118	2.6	21.8	86	941	3.3	18.3	108	1444	3.2	28.1	104	266	3.7	5.2	122
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 22825	6405	15.1	28.1	111	4360	15.4	19.1	113	5921	13.1	25.9	96	1103	15.4	4.8	113
ABC MONDAY NIGHT MOVIE	A 11258	2916	6.9	25.9	103	2036	7.2	18.1	107	3180	7.0	28.2	105	449	6.3	4.0	94
ABC SUNDAY NIGHT MOVIE	A 23600	6062	14.3	25.7	102	3916	13.8	16.6	98	6451	14.3	27.3	101	897	12.6	3.8	89
ABC WORLD NEWS TONIGHT	A 12801	3166	7.5	24.7	98	2214	7.8	17.3	102	3251	7.2	25.4	94	577	8.1	4.5	106
AFTERMASH	C 10966	2810	6.6	25.6	101	1878	6.6	17.1	101	3081	6.8	28.1	104	534	7.5	4.9	114
ALICE	C 17050	4291	10.1	25.2	100	2834	10.0	16.6	98	4633	10.2	27.2	101	704	9.9	4.1	97
AMERICAN PARADE	C 11998	3053	7.2	25.4	101	1647	5.8	13.7	81	3166	7.0	26.4	98	570	8.0	4.8	112
BENSON	A 19258	4783	11.3	24.8	98	3154	11.1	16.4	97	5146	11.4	26.7	99	976	13.7	5.1	119
BLUE THUNDER	A 11478	2845	6.7	24.8	98	2161	7.6	18.8	111	3131	6.9	27.3	101	468	6.6	4.1	96
CAGNEY & LACEY	C 18263	4689	11.1	25.7	102	3056	10.8	16.7	99	4866	10.8	26.6	99	671	9.4	3.7	86
CBS EVENING NEWS-DEAN	C 7733	1911	4.5	24.7	98	1187	4.2	15.3	91	1960	4.3	25.3	94	365	5.1	4.7	111
CBS EVENING NEWS-RATHER	C 15653	4008	9.5	25.6	101	2532	8.9	16.2	96	4342	9.6	27.7	103	686	9.6	4.4	103
CBS SAT. NEWS-SCHIEFFER	C 8744	2107	5.0	24.1	95	1468	5.2	16.8	99	2274	5.0	26.0	96	465	6.5	5.3	125
CBS SATURDAY NIGHT MOVIE	C 12000	3128	7.4	26.1	103	2158	7.6	18.0	106	3409	7.5	28.4	105	554	7.8	4.6	108
CBS WEDNESDAY NIGHT MOVIE	C 11522	2859	6.7	24.8	98	1901	6.7	16.5	98	3032	6.7	26.3	98	617	8.6	5.4	126
CHEERS	M 16818	4476	10.6	26.6	105	2811	9.9	16.7	99	4771	10.6	28.4	105	641	9.0	3.8	89
DALLAS	C 37510	9732	23.0	25.9	103	5892	20.8	15.7	93	9863	21.8	26.3	98	1546	21.6	4.1	97
DIFF'RENT STROKES	M 11258	3181	7.5	28.3	112	1917	6.8	17.0	101	2887	6.4	25.6	95	463	6.5	4.1	97
DOUBLE TROUBLE	M 12248	3481	8.2	28.4	113	2266	8.0	18.5	109	3324	7.4	27.1	101	533	7.5	4.4	102
DUCK FACTORY	M 11100	3011	7.1	27.1	107	1843	6.5	16.6	98	3036	6.7	27.4	101	411	5.8	3.7	87
DUKES OF HAZZARD	C 12353	3404	8.0	27.6	109	2211	7.8	17.9	106	3132	6.9	25.4	94	636	8.9	5.1	121
DYNASTY	A 33279	9112	21.5	27.4	108	6257	22.1	18.8	111	8977	19.9	27.0	100	1459	20.4	4.4	103
FACTS OF LIFE	N 13410	3528	8.3	26.3	104	2281	8.0	17.0	101	3751	8.3	28.0	104	542	7.6	4.0	95
FALCON CREST	C 31093	8256	19.5	26.6	105	5406	19.1	17.4	103	8450	18.7	27.2	101	1463	20.5	4.7	110
FALL GUY	A 18649	5243	12.4	28.1	111	3729	13.1	20.0	118	4600	10.2	24.7	91	719	10.1	3.9	91
FAMILY TIES	N 13101	3583	8.5	27.3	108	2232	7.9	17.0	101	3608	8.0	27.5	102	591	8.3	4.5	106
FANTASY ISLAND	A 13069	3419	8.1	26.2	104	2329	8.2	17.8	105	3543	7.8	27.1	101	736	10.3	5.6	132
FOULUPS, BLEEPs & BLUNDERS	A 16588	4152	9.8	25.0	99	2626	9.3	15.8	94	4374	9.7	26.4	98	848	11.9	5.1	120
FOUR SEASONS	C 9302	2234	5.3	24.0	95	1515	5.3	16.3	96	2710	6.0	29.1	108	464	6.5	5.0	117
GIMME A BREAK	N 13955	3886	9.2	27.8	110	2435	8.6	17.4	103	3758	8.3	26.9	100	634	8.9	4.5	107
HART TO HART	A 15735	4018	9.5	25.5	101	2798	9.9	17.8	105	4356	9.6	27.7	103	668	9.3	4.2	100
HILL STREET BLUES	N 18257	4590	10.8	25.1	100	3077	10.8	16.9	100	5258	11.6	28.8	107	549	7.7	3.0	71
HOTEL	A 24236	6442	15.2	26.6	105	4665	16.4	19.2	114	6471	14.3	26.7	99	1081	15.1	4.5	105
JEFFERSONS	C 17010	4272	10.1	25.1	99	2667	9.4	15.7	93	4718	10.4	27.7	103	772	10.8	4.5	107
JENNIFER SLEPT HERE	M 9397	2673	6.3	28.4	113	1541	5.4	16.4	97	2433	5.4	25.9	96	439	6.1	4.7	110
KATE & ALLIE	C 16762	4196	9.9	25.0	99	2515	8.9	15.0	89	4693	10.4	28.0	104	608	8.5	3.6	85
KNIGHT RIDER	N 13164	3544	8.4	26.9	107	2134	7.5	16.2	96	3599	8.0	27.3	101	611	8.6	4.6	109
LOVE BOAT	A 20400	5313	12.5	26.0	103	3377	11.9	16.6	98	5319	11.8	26.1	97	928	13.0	4.5	107
MAGNUM PI	C 22543	6118	14.4	27.1	107	4003	14.1	17.8	105	6032	13.3	26.8	99	888	12.4	3.9	92
MAMA'S FAMILY	N 9852	2797	6.6	28.4	112	1616	5.7	16.4	97	2664	5.9	27.0	100	514	7.2	5.2	122
MASTER, THE	N 8082	2098	5.0	26.0	103	1472	5.2	18.2	108	2059	4.6	25.5	95	345	4.8	4.3	100
MATT HOUSTON	A 12881	3360	7.9	26.1	103	2435	8.6	18.9	112	3432	7.6	26.6	99	519	7.3	4.0	95
NBC MONDAY NIGHT MOVIE	N 23889	6173	14.6	25.8	102	4060	14.3	17.0	100	6749	14.9	28.3	105	998	14.0	4.2	98
NBC NIGHTLY NEWS	N 11156	2939	6.9	26.3	104	1700	6.0	15.2	90	3050	6.7	27.3	101	723	10.1	6.5	152
NBC NIGHTLY NEWS-SAT	N 7363	1789	4.2	24.3	96	1094	3.9	14.9	88	1866	4.1	25.3	94	384	5.4	5.2	122
NBC NIGHTLY NEWS-SUN	N 6214	1640	3.9	26.4	104	1020	3.6	16.4	97	1631	3.6	26.2	97	306	4.3	4.9	116
NBC SUNDAY NIGHT MOVIE	N 17590	4580	10.8	26.0	103	3291	11.6	18.7	111	4905	10.8	27.9	103	750	10.5	4.3	100
NEWHART	C 16740	4159	9.8	24.8	98	2656	9.4	15.9	94	4523	10.0	27.0	100	618	8.6	3.7	87
ONE DAY AT A TIME	C 11820	3179	7.5	26.9	106	1833	6.5	15.5	92	2813	6.2	23.8	88	603	8.4	5.1	120
PEOPLE ARE FUNNY	N 9138	2621	6.2	28.7	114	1537	5.4	16.8	99	2467	5.5	27.0	100	454	6.4	5.0	117
REAL PEOPLE	N 15979	4339	10.2	27.2	108	2627	9.3	16.4	97	4433	9.8	27.7	103	846	11.8	5.3	124
REMINGTON STEELE	M 14395	3905	9.2	27.1	107	2313	8.2	16.1	95	3807	8.4	26.4	98	586	8.2	4.1	96
RIPLEY'S BELIEVE IT - NOT	A 11362	2564	6.1	22.6	89	1964	6.9	17.3	102	3054	6.8	26.9	100	486	6.8	4.3	100
RIPTIDE	N 13920	3887	9.2	27.9	111	2421	8.5	17.4	103	3663	8.1	26.3	98	621	8.7	4.5	105
SCARECROW & MRS. KING	C 17571	4588	10.8	26.1	103	2756	9.7	15.7	93	4763	10.5	27.1	101	753	10.5	4.3	101
SIMON & SIMON	C 20208	5603	13.2	27.7	110	3533	12.5	17.5	103	5331	11.8	26.4	98	629	8.8	3.1	73
60 MINUTES	C 27668	6875	16.2	24.8	98	4294	15.1	15.5	92	7407	16.4	26.8	99	1422	19.9	5.1	121
ST. ELSEWHERE	N 13699	3753	8.9	27.4	108	2395	8.4	17.5	103	4016	8.9	29.3	109	437	6.1	3.2	75
THREE'S COMPANY	A 20632	5250	12.4	25.4	101	3628	12.8	17.6	104	5299	11.7	25.7	95	886	12.4	4.3	101
T.J. HOOKER	A 1																

	TOTAL U.S. '000	ALKA-SELTZER				DI GEL				KAOPECTATE				MAALOX			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	28788	100.0	17.2	100	8536	100.0	5.1	100	7017	100.0	4.2	100	16901	100.0	10.1	100
MALES	79263	14335	49.8	18.1	105	4023	47.1	5.1	100	3034	43.2	3.8	91	7620	45.1	9.6	95
FEMALES	88464	14452	50.2	16.3	95	4513	52.9	5.1	100	3983	56.8	4.5	108	9281	54.9	10.5	104
18 - 24	28671	4638	16.1	16.2	94	1116	13.1	3.9	76	1278	18.2	4.5	107	2281	13.5	8.0	79
25 - 34	39536	7303	25.4	18.5	108	1964	23.0	5.0	98	1722	24.5	4.4	104	3623	21.4	9.2	91
35 - 44	28978	5400	18.8	18.6	109	1719	20.1	5.9	117	1135	16.2	3.9	94	2967	17.6	10.2	102
45 - 54	22345	4189	14.6	18.7	109	1274	14.9	5.7	112	947	13.5	4.2	101	2237	13.2	10.0	99
55 - 64	22224	3747	13.0	16.9	98	1456	17.1	6.6	129	905	12.9	4.1	97	2842	16.8	12.8	127
65 OR OLDER	25973	3511	12.2	13.5	79	1008	11.8	3.9	76	1030	14.7	4.0	95	2951	17.5	11.4	113
18 - 34	68207	11941	41.5	17.5	102	3079	36.1	4.5	89	3000	42.8	4.4	105	5904	34.9	8.7	86
18 - 49	108058	19613	68.1	18.2	106	5380	63.0	5.0	98	4563	65.0	4.2	101	10010	59.2	9.3	92
25 - 54	90859	16892	58.7	18.6	108	4957	58.1	5.5	107	3804	54.2	4.2	100	8827	52.2	9.7	96
35 - 49	39851	7672	26.6	19.3	112	2301	27.0	5.8	113	1564	22.3	3.9	94	4106	24.3	10.3	102
50 OR OLDER	59669	9175	31.9	15.4	90	3156	37.0	5.3	104	2454	35.0	4.1	98	6892	40.8	11.6	115
GRADUATED COLLEGE	28091	4094	14.2	14.6	85	1815	21.3	6.5	127	1150	16.4	4.1	98	2769	16.4	9.9	98
ATTENDED COLLEGE	28938	4930	17.1	17.0	99	1630	19.1	5.6	111	1482	21.1	5.1	122	2861	16.9	9.9	98
GRADUATED HIGH SCHOOL	65503	11385	39.5	17.4	101	3077	36.0	4.7	92	2695	38.4	4.1	98	6370	37.7	9.7	97
DID NOT GRADUATE HIGH SCHOOL	45195	8379	29.1	18.5	108	2014	23.6	4.5	88	1691	24.1	3.7	89	4901	29.0	10.8	108
EMPLOYED MALES	56429	10151	35.3	18.0	105	3134	36.7	5.6	109	2281	32.5	4.0	97	5076	30.0	9.0	89
EMPLOYED FEMALES	43971	7642	26.5	17.4	101	2295	26.9	5.2	103	1737	24.8	4.0	94	4249	25.1	9.7	96
EMPLOYED FULL-TIME	87773	15385	53.4	17.5	102	4709	55.2	5.4	105	3630	51.7	4.1	99	8181	48.4	9.3	92
EMPLOYED PART-TIME	12627	2408	8.4	19.1	111	719	8.4	5.7	112	*388	5.5	3.1	73	1144	6.8	9.1	90
NOT EMPLOYED	67327	10995	38.2	16.3	95	3107	36.4	4.6	91	2999	42.7	4.5	106	7576	44.8	11.3	112
PROFESSIONAL/MANAGER	25845	3668	12.7	14.2	83	1453	17.0	5.6	110	1107	15.8	4.3	102	2810	16.6	10.9	108
TECH/CLERICAL/SALES	30895	5150	17.9	16.7	97	1774	20.8	5.7	113	1080	15.4	3.5	84	2578	15.3	8.3	83
PRECISION/CRAFT	12629	2713	9.4	21.5	125	662	7.8	5.2	103	*600	8.6	4.8	114	1451	8.6	11.5	114
OTHER EMPLOYED	31031	6261	21.7	20.2	118	1540	18.0	5.0	98	1231	17.5	4.0	95	2487	14.7	8.0	80
SINGLE	35557	5357	18.6	15.1	88	1446	16.9	4.1	80	1574	22.4	4.4	106	2684	15.9	7.5	75
MARRIED	103585	18790	65.3	18.1	106	5720	67.0	5.5	109	4253	60.6	4.1	98	11421	67.6	11.0	109
DIVORCED/SEPARATED/WIDOWED	28585	4641	16.1	16.2	95	1369	16.0	4.8	94	1190	17.0	4.2	100	2797	16.5	9.8	97
PARENTS	59295	11580	40.2	19.5	114	2984	35.0	5.0	99	2655	37.8	4.5	107	5876	34.8	9.9	98
WHITE	146081	23523	81.7	16.1	94	7607	89.1	5.2	102	6084	86.7	4.2	100	15029	88.9	10.3	102
BLACK	17974	4552	15.8	25.3	148	787	9.2	4.4	86	831	11.8	4.6	111	1498	8.9	8.3	83
OTHER	3672	*712	2.5	19.4	113	**142	1.7	3.9	76	**101	1.4	2.8	66	*375	2.2	10.2	101
NORTHEAST-CENSUS	37005	5481	19.0	14.8	86	1947	22.8	5.3	103	1697	24.2	4.6	110	3617	21.4	9.8	97
NORTH CENTRAL	42642	6390	22.2	15.0	87	2066	24.2	4.8	95	1446	20.6	3.4	81	4085	24.2	9.6	95
SOUTH	56777	11319	39.3	19.9	116	2782	32.6	4.9	96	2881	41.1	5.1	121	6014	35.6	10.6	105
WEST	31303	5598	19.4	17.9	104	1741	20.4	5.6	109	993	14.2	3.2	76	3186	18.9	10.2	101
NORTHEAST-MKTG.	38125	5363	18.6	14.1	82	1930	22.6	5.1	99	1673	23.8	4.4	105	3746	22.2	9.8	98
EAST CENTRAL	24794	3872	13.5	15.6	91	1240	14.5	5.0	98	753	10.7	3.0	73	2468	14.6	10.0	99
WEST CENTRAL	28511	4328	15.0	15.2	88	1337	15.7	4.7	92	1111	15.8	3.9	93	2604	15.4	9.1	91
SOUTH	48953	10435	36.2	21.3	124	2512	29.4	5.1	101	2640	37.6	5.4	129	5364	31.7	11.0	109
PACIFIC	27344	4790	16.6	17.5	102	1517	17.8	5.5	109	840	12.0	3.1	73	2719	16.1	9.9	99
COUNTY SIZE A	69301	11051	38.4	15.9	93	3731	43.7	5.4	106	2792	39.8	4.0	96	6782	40.1	9.8	97
COUNTY SIZE B	50633	9003	31.3	17.8	104	2695	31.6	5.3	105	2379	33.9	4.7	112	5307	31.4	10.5	104
COUNTY SIZE C	26259	4761	16.5	18.1	106	1064	12.5	4.1	80	1103	15.7	4.2	100	2716	16.1	10.3	103
COUNTY SIZE D	21534	3972	13.8	18.4	107	1046	12.3	4.9	95	742	10.6	3.4	82	2096	12.4	9.7	97
METRO CENTRAL CITY	50014	8872	30.8	17.7	103	2444	28.6	4.9	96	2309	32.9	4.6	110	4585	27.1	9.2	91
METRO SUBURBAN	76832	12570	43.7	16.4	95	4088	47.9	5.3	105	3223	45.9	4.2	100	8128	48.1	10.6	105
NON METRO	40881	7346	25.5	18.0	105	2005	23.5	4.9	96	1485	21.2	3.6	87	4188	24.8	10.2	102
TOP 5 ADI'S	39550	6476	22.5	16.4	95	2216	26.0	5.6	110	1646	23.5	4.2	99	3852	22.8	9.7	97
TOP 10 ADI'S	54877	8339	29.0	15.2	89	2882	33.8	5.3	103	2232	31.8	4.1	97	5302	31.4	9.7	96
TOP 20 ADI'S	77516	12360	42.9	15.9	93	3835	44.9	4.9	97	2872	40.9	3.7	89	7525	44.5	9.7	96
HSGLD INC. \$50,000 OR MORE	17257	2593	9.0	15.0	88	929	10.9	5.4	106	*579	8.3	3.4	80	1931	11.4	11.2	111
\$40,000 OR MORE	33235	5118	17.8	15.4	90	1825	21.4	5.5	108	1225	17.5	3.7	88	3345	19.8	10.1	100
\$30,000 OR MORE	59693	9469	32.9	15.9	92	3541	41.5	5.9	117	2368	33.7	4.0	95	6075	35.9	10.2	101
\$25,000 OR MORE	76275	12058	41.9	15.8	92	4431	51.9	5.8	114	2939	41.9	3.9	92	7546	44.6	9.9	98
\$20,000 - \$24,999	18607	3301	11.5	17.7	103	860	10.1	4.6	91	1009	14.4	5.4	130	1922	11.4	10.3	103
\$15,000 - \$19,999	17175	3043	10.6	17.7	103	763	8.9	4.4	87	869	12.4	5.1	121	1794	10.6	10.4	104
\$10,000 - \$14,999	24569	4430	15.4	18.0	105	1265	14.8	5.1	101	1062	15.1	4.3	103	2576	15.2	10.5	104
UNDER \$10,000	31101	5956	20.7	19.2	112	1217	14.3	3.9	77	1137	16.2	3.7	87	3062	18.1	9.8	98
HOUSEHOLD OF 1 PERSON	19441	2724	9.5	14.0	82	937	11.0	4.8	95	738	10.5	3.8	91	1795	10.6	9.2	92
2 PEOPLE	51803	8401	29.2	16.2	94	2601	30.5	5.0	99	1919	27.3	3.7	89	5453	32.3	10.5	104
3 OR 4 PEOPLE	66933	11508	40.0	17.2	100	3642											

		TOTAL U.S. '000	ALKA-SELTZER				DI GEL				KAOPECTATE				MAALOX			
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	28788	100.0	17.2	100	8536	100.0	5.1	100	7017	100.0	4.2	100	16901	100.0	10.1	100
MAGAZINES	QUINTILE 1	34022	6294	21.9	18.5	108	2260	26.5	6.6	131	1926	27.4	5.7	135	4185	24.8	12.3	122
	QUINTILE 2	34800	5899	20.5	17.0	99	1911	22.4	5.5	108	1252	17.8	3.6	86	3443	20.4	9.9	98
	QUINTILE 3	30514	5053	17.6	16.6	96	1424	16.7	4.7	92	1160	16.5	3.8	91	3227	19.1	10.6	105
	QUINTILE 4	33324	5602	19.5	16.8	98	1485	17.4	4.5	88	1180	16.8	3.5	85	3053	18.1	9.2	91
	QUINTILE 5	35066	5941	20.6	16.9	99	1457	17.1	4.2	82	1498	21.3	4.3	102	2994	17.7	8.5	85
NEWSPAPERS	QUINTILE 1	29107	4494	15.6	15.4	90	1596	18.7	5.5	108	1067	15.2	3.7	88	3214	19.0	11.0	110
	QUINTILE 2	49095	7685	26.7	15.7	91	2692	31.5	5.5	108	2022	28.8	4.1	98	5357	31.7	10.9	108
	QUINTILE 3	23107	4376	15.2	18.9	110	1136	13.3	4.9	97	1216	17.3	5.3	126	2251	13.3	9.7	97
	QUINTILE 4	33556	5963	20.7	17.8	104	1509	17.7	4.5	88	1391	19.8	4.1	99	3086	18.3	9.2	91
	QUINTILE 5	32863	6270	21.8	19.1	111	1604	18.8	4.9	96	1321	18.8	4.0	96	2995	17.7	9.1	90
OUTDOOR	QUINTILE 1	33431	5717	19.9	17.1	100	1838	21.5	5.5	108	1276	18.2	3.8	91	3532	20.9	10.6	105
	QUINTILE 2	33478	6142	21.3	18.3	107	1920	22.5	5.7	113	1693	24.1	5.1	121	3160	18.7	9.4	94
	QUINTILE 3	33574	5877	20.4	17.5	102	1681	19.7	5.0	98	1116	15.9	3.3	79	3266	19.3	9.7	97
	QUINTILE 4	33935	5666	19.7	16.7	97	1590	18.6	4.7	92	1408	20.1	4.1	99	3564	21.1	10.5	104
	QUINTILE 5	33310	5386	18.7	16.2	94	1507	17.7	4.5	89	1525	21.7	4.6	109	3379	20.0	10.1	101
RADIO-DRIVE TIME	QUINTILE 1	33136	6343	22.0	19.1	112	1748	20.5	5.3	104	1720	24.5	5.2	124	3565	21.1	10.8	107
	QUINTILE 2	31658	5238	18.2	16.5	96	1551	18.2	4.9	96	1283	18.3	4.1	97	3223	19.1	10.2	101
	QUINTILE 3	32541	5612	19.5	17.2	100	1914	22.4	5.9	116	1389	19.8	4.3	102	3049	18.0	9.4	93
	QUINTILE 4	34247	5863	20.4	17.1	100	1601	18.8	4.7	92	1363	19.4	4.0	95	3704	21.9	10.8	107
	QUINTILE 5	36144	5732	19.9	15.9	92	1722	20.2	4.8	94	1262	18.0	3.5	83	3361	19.9	9.3	92
RADIO-MID- DAY	TERCILE 1	45037	8295	28.8	18.4	107	2390	28.0	5.3	104	2199	31.3	4.9	117	4856	28.7	10.8	107
	TERCILE 2	44819	7609	26.4	17.0	99	2199	25.8	4.9	96	1948	27.8	4.3	104	4397	26.0	9.8	97
	TERCILE 3	77872	12884	44.8	16.5	96	3948	46.3	5.1	100	2869	40.9	3.7	88	7649	45.3	9.8	97
RADIO-TOTAL	QUINTILE 1	33763	6318	21.9	18.7	109	1776	20.8	5.3	103	1761	25.1	5.2	125	3764	22.3	11.1	111
	QUINTILE 2	33240	5880	20.4	17.7	103	1548	18.1	4.7	92	1497	21.3	4.5	108	3228	19.1	9.7	96
	QUINTILE 3	33408	5521	19.2	16.5	96	1688	19.8	5.1	99	1431	20.4	4.3	102	3449	20.4	10.3	102
	QUINTILE 4	34792	6084	21.1	17.5	102	2099	24.6	6.0	119	1333	19.0	3.8	92	3316	19.6	9.5	95
	QUINTILE 5	32524	4986	17.3	15.3	89	1426	16.7	4.4	86	995	14.2	3.1	73	3145	18.6	9.7	96
TV-PRIME TIME	QUINTILE 1	33090	5893	20.5	17.8	104	1876	22.0	5.7	111	1621	23.1	4.9	117	3461	20.5	10.5	104
	QUINTILE 2	33357	5766	20.0	17.3	101	1670	19.6	5.0	98	1308	18.6	3.9	94	3611	21.4	10.8	107
	QUINTILE 3	33980	5725	19.9	16.8	98	1779	20.8	5.2	103	1300	18.5	3.8	91	3469	20.5	10.2	101
	QUINTILE 4	33854	5708	19.8	16.9	98	1834	21.5	5.4	106	1177	16.8	3.5	83	3100	18.3	9.2	91
	QUINTILE 5	33444	5696	19.8	17.0	99	1378	16.1	4.1	81	1610	22.9	4.8	115	3261	19.3	9.8	97
TV-DAYTIME	TERCILE 1	49121	8513	29.6	17.3	101	2625	30.8	5.3	105	1911	27.2	3.9	93	5288	31.3	10.8	107
	TERCILE 2	48823	8668	30.1	17.8	103	2238	26.2	4.6	90	2482	35.4	5.1	122	4937	29.2	10.1	100
	TERCILE 3	69782	11607	40.3	16.6	97	3673	43.0	5.3	103	2623	37.4	3.8	90	6676	39.5	9.6	95
TV-TOTAL	QUINTILE 1	33584	6240	21.7	18.6	108	1895	22.2	5.6	111	1523	21.7	4.5	108	3592	21.3	10.7	106
	QUINTILE 2	33441	5614	19.5	16.8	98	1677	19.6	5.0	99	1403	20.0	4.2	100	3622	21.4	10.8	107
	QUINTILE 3	33505	5360	18.6	16.0	93	1731	20.3	5.2	102	1240	17.7	3.7	88	3074	18.2	9.2	91
	QUINTILE 4	33466	5456	19.0	16.3	95	1752	20.5	5.2	103	1523	21.7	4.6	109	3446	20.4	10.3	102
	QUINTILE 5	33731	6118	21.3	18.1	106	1481	17.4	4.4	86	1328	18.9	3.9	94	3167	18.7	9.4	93
MAGAZINES-NEWSPAPERS: DUAL		44503	7109	24.7	16.0	93	2810	32.9	6.3	124	1993	28.4	4.5	107	5509	32.6	12.4	123
MAGAZINE IMPERATIVE		39363	7877	27.4	20.0	117	2150	25.2	5.5	107	1823	26.0	4.6	111	3799	22.5	9.7	96
NEWSPAPER IMPERATIVE		46441	7297	25.3	15.7	92	2025	23.7	4.4	86	1697	24.2	3.7	87	4378	25.9	9.4	94
MAGAZINES-OUTDOOR: DUAL		33726	5570	19.3	16.5	96	1822	21.3	5.4	106	1425	20.3	4.2	101	3307	19.6	9.8	97
MAGAZINE IMPERATIVE		52846	9315	32.4	17.6	103	2982	34.9	5.6	111	2437	34.7	4.6	110	6167	36.5	11.7	116
OUTDOOR IMPERATIVE		52140	9328	32.4	17.9	104	2568	30.1	4.9	97	2081	29.7	4.0	95	5020	29.7	9.6	96
MAGAZINES-RADIO: DUAL		37081	6520	22.6	17.6	102	2125	24.9	5.7	113	1813	25.8	4.9	117	3925	23.2	10.6	105
MAGAZINE IMPERATIVE		49747	8394	29.2	16.9	98	2985	35.0	6.0	118	1978	28.2	4.0	95	5432	32.1	10.9	108
RADIO IMPERATIVE		49208	8879	30.8	18.0	105	2033	23.8	4.1	81	2233	31.8	4.5	108	4839	28.6	9.8	98
MAGAZINES-TELEVISION: DUAL		33103	5768	20.0	17.4	102	1915	22.4	5.8	114	1522	21.7	4.6	110	3773	22.3	11.4	113
MAGAZINE IMPERATIVE		54575	9489	33.0	17.4	101	3034	35.5	5.6	109	2386	34.0	4.4	105	5737	33.9	10.5	104
TELEVISION IMPERATIVE		53249	8961	31.1	16.8	98	2514	29.5	4.7	93	2017	28.7	3.8	91	5094	30.1	9.6	95
NEWSPAPERS-OUTDOOR: DUAL		36255	5976	20.8	16.5	96	2138	25.0	5.9	116	1542	22.0	4.3	102	3827	22.6	10.6	105
NEWSPAPER IMPERATIVE		55591	8726	30.3	15.7	91	2837	33.2	5.1	100	2243	32.0	4.0	96	6015	35.6	10.8	107
OUTDOOR IMPERATIVE		48319	9376	32.6	19.4	113	2282	26.7	4.7	93	2005	28.6	4.1	99	4544	26.9	9.4	93
NEWSPAPERS-RADIO: DUAL		37242	6060	21.1	16.3	95	2056	24.1	5.5	108	1797	25.6	4.8	115	4158	24.6	11.2	111
NEWSPAPER IMPERATIVE		54423	8458	29.4	15.5	91	2908	34.1	5.3	105	1896	27.0	3.5	83	5714	33.8	10.5	104
RADIO IMPERATIVE		46650	9090	31.6	19.5	114	2045	24.0	4.4	86	2281	32.5	4.9	117	4399	26.0	9.4	94
NEWSPAPERS-TELEVISION: DUAL		35974	5704	19.8	15.9	92	1842	21.6	5.1	101	1415	20.2	3.9	94	4243	25.1	11.8	117
NEWSPAPER IMPERATIVE		56095	9009	31.3	16.1	94	3007	35.2	5.4	105	2319	33.0	4.1	99	5691	33.7	10.1	101
TELEVISION IMPERATIVE		47170	8859	30.8	18.8	109	2502	29.3	5.3	104	2060	29.4	4.4	104	4372	25.9	9.3	92
OUTDOOR-RADIO: DUAL		33748	5982	20.8	17.7	103	1838	21.5	5.4	107	1630	23.2	4.8	115	3469	20.5	10.3	102
OUTDOOR IMPERATIVE		52785	9062	31.5	17.2	100	2901	34.0	5.5	108	1930	27.5	3.7	87	4932	29.2	9.3	93
RADIO IMPERATIVE		52882	9228	32.1	17.5	102	2453	28.7	4.6	91	24							

	TOTAL U.S. '000	ALKA-SELTZER				DI GEL				KAOPECTATE				MAALOX			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	28788	100.0	17.2	100	8536	100.0	5.1	100	7017	100.0	4.2	100	16901	100.0	10.1	100
ATLANTIC MONTHLY	867	*122	0.4	14.1	82	**73	0.9	8.4	165	**60	0.9	6.9	165	**67	0.4	7.7	77
BARRON'S	1580	*323	1.1	20.4	119	**113	1.3	7.2	141	**129	1.8	8.2	195	*174	1.0	11.0	109
BETTER HOMES & GARDENS	22203	3478	12.1	15.7	91	1271	14.9	5.7	112	1041	14.8	4.7	112	2572	15.2	11.6	115
BON APPETIT	3810	581	2.0	15.2	89	337	3.9	8.8	174	*229	3.3	6.0	144	419	2.5	11.0	109
BUSINESS WEEK	4663	866	3.0	18.6	108	294	3.4	6.3	124	*147	2.1	3.2	75	482	2.9	10.3	103
CAR AND DRIVER	3102	596	2.1	19.2	112	*217	2.5	7.0	137	**114	1.6	3.7	88	374	2.2	12.1	120
CBS MAGAZINE NETWORK (GROSS)	7311	1306	4.5	17.9	104	477	5.6	6.5	128	*234	3.3	3.2	77	887	5.2	12.1	120
CHANGING TIMES	3400	568	2.0	16.7	97	277	3.2	8.1	160	*209	3.0	6.1	147	446	2.6	13.1	130
COLONIAL HOMES	1796	315	1.1	17.5	102	*186	2.2	10.4	203	**135	1.9	7.5	180	*144	0.9	8.0	80
CONDE NAST MAG. PKG. (GROSS)	19924	3160	11.0	15.9	92	1092	12.8	5.5	108	1088	15.5	5.5	131	2399	14.2	12.0	119
CONSUMERS DIGEST	3125	531	1.8	17.0	99	*231	2.7	7.4	145	*159	2.3	5.1	122	361	2.1	11.6	115
COSMOPOLITAN	10577	1776	6.2	16.8	98	530	6.2	5.0	98	508	7.2	4.8	115	1085	6.4	10.3	102
COUNTRY LIVING	3746	665	2.3	17.8	103	*257	3.0	6.9	135	*123	1.8	3.3	78	458	2.7	12.2	121
CUISINE	2214	355	1.2	16.0	93	*199	2.3	9.0	177	**90	1.3	4.1	97	290	1.7	13.1	130
CYCLE WORLD	2394	435	1.5	18.2	106	**160	1.9	6.7	131	**60	0.9	2.5	60	*234	1.4	9.8	97
DCI:CREATIVE IDEAS FOR LIV	3068	569	2.0	18.5	108	*206	2.4	6.7	132	**72	1.0	2.3	56	326	1.9	10.6	105
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1649	5.7	17.3	101	560	6.6	5.9	115	399	5.7	4.2	100	1256	7.4	13.1	130
DISCOVER	2277	379	1.3	16.6	97	**121	1.4	5.3	104	**96	1.4	4.2	101	236	1.4	10.4	103
EBONY	7187	1748	6.1	24.3	142	358	4.2	5.0	98	404	5.8	5.6	134	715	4.2	9.9	99
ESQUIRE	2560	499	1.7	19.5	114	*189	2.2	7.4	145	**131	1.9	5.1	122	345	2.0	13.5	134
ESSENCE	3242	842	2.9	26.0	151	*213	2.5	6.6	129	*199	2.8	6.1	147	319	1.9	9.8	98
FAMILY CIRCLE	19639	3197	11.1	16.3	95	1268	14.9	6.5	127	930	13.3	4.7	113	2277	13.5	11.6	115
THE FAMILY HANDYMAN	3540	726	2.5	20.5	119	242	2.8	6.8	134	*125	1.8	3.5	84	437	2.6	12.3	123
FAMILY WEEKLY	23924	4240	14.7	17.7	103	1150	13.5	4.8	94	1181	16.8	4.9	118	2829	16.7	11.8	117
FIELD & STREAM	9883	2017	7.0	20.4	119	386	4.5	3.9	77	293	4.2	3.0	71	1173	6.9	11.9	118
FOOD & WINE	1030	206	0.7	20.0	117	**86	1.0	8.3	164	**64	0.9	6.2	149	*127	0.8	12.3	122
FORBES	2679	527	1.8	19.7	115	195	2.3	7.3	143	**146	2.1	5.4	130	274	1.6	10.2	102
FORTUNE	2931	663	2.3	22.6	132	*142	1.7	4.8	95	*173	2.5	5.9	141	279	1.7	9.5	94
GENTLEMEN'S QUARTERLY	3481	729	2.5	20.9	122	*189	2.2	5.4	107	*196	2.8	5.6	135	*320	1.9	9.2	91
GLAMOUR	7163	1122	3.9	15.7	91	409	4.8	5.7	112	*341	4.9	4.8	114	847	5.0	11.8	117
GOLF DIGEST	2355	525	1.8	22.3	130	*205	2.4	8.7	171	**99	1.4	4.2	100	339	2.0	14.4	143
GOLF DIGEST/TENNIS (GROSS)	3610	744	2.6	20.6	120	258	3.0	7.1	140	*125	1.8	3.5	83	482	2.9	13.4	133
GOLF MAGAZINE	2046	446	1.5	21.8	127	**140	1.6	6.8	134	*77	1.1	3.8	90	*219	1.3	10.7	106
GOLF MAGAZINE/SKI (GROSS)	3547	656	2.3	18.5	108	*189	2.2	5.3	105	*107	1.5	3.0	72	391	2.3	11.0	109
GOOD HOUSEKEEPING	20353	3438	11.9	16.9	98	1120	13.1	5.5	108	963	13.7	4.7	113	2404	14.2	11.8	117
HARPER'S BAZAAR	3362	615	2.1	18.3	107	*173	2.0	5.1	101	**209	3.0	6.2	149	469	2.8	14.0	138
HEALTH	2987	618	2.1	20.7	121	*220	2.6	7.4	145	*179	2.6	6.0	143	518	3.1	17.3	172
HEARST MAG CORP. BUY (GROSS)	67928	11616	40.4	17.1	100	4087	47.9	6.0	118	3195	45.5	4.7	112	8259	48.9	12.2	121
HEARST MAN POWER (GROSS)	11282	1943	6.7	17.2	100	697	8.2	6.2	121	445	6.3	3.9	94	1424	8.4	12.6	125
HEARST WOMAN POWER (GROSS)	40514	6747	23.4	16.7	97	2291	26.8	5.7	111	1920	27.4	4.7	113	4701	27.8	11.6	115
HOUSE BEAUTIFUL	4885	942	3.3	19.3	112	359	4.2	7.3	144	*222	3.2	4.5	109	661	3.9	13.5	134
INC.	1308	*198	0.7	15.1	88	**75	0.9	5.7	113	**113	0.2	1.0	24	*199	1.2	15.2	151
JET	6498	1720	6.0	26.5	154	357	4.2	5.5	108	455	6.5	7.0	167	541	3.2	8.3	83
LADIES' HOME JOURNAL	14797	2612	9.1	17.7	103	939	11.0	6.3	125	591	8.4	4.0	95	1766	10.4	11.9	118
LHJ FAMILY GRP COMBO(GROSS)	21743	3991	13.9	18.4	107	1391	16.3	6.4	126	1005	14.3	4.6	110	2646	15.7	12.2	121
LIFE	9881	1602	5.6	16.2	94	465	5.4	4.7	92	428	6.1	4.3	104	1247	7.4	12.6	125
L.A. TIMES HOME MAGAZINE	2775	567	2.0	20.4	119	*246	2.9	8.9	174	**136	1.9	4.9	117	274	1.6	9.9	98
MADemoiselle	4219	592	2.1	14.0	82	*239	2.8	5.7	111	*262	3.7	6.2	148	474	2.8	11.2	111
MC CALL'S	16422	2819	9.8	17.2	100	850	10.0	5.2	102	574	8.2	3.5	84	2100	12.4	12.8	127
MC CALL'S/WRK MOTHER (GROSS)	17919	3185	11.1	17.8	104	978	11.5	5.5	107	658	9.4	3.7	88	2263	13.4	12.6	125
MECHANIX ILLUSTRATED	4433	702	2.4	15.8	92	374	4.4	8.4	166	*152	2.2	3.4	82	517	3.1	11.7	116
METROPOLITAN HOME	1504	*272	0.9	18.1	105	**122	1.4	8.1	159	**114	1.6	7.6	181	*171	1.0	11.4	113
MONEY	4723	747	2.6	15.8	92	328	3.8	6.9	136	*226	3.2	4.8	114	650	3.8	13.8	137
MOTHER EARTH NEWS	2325	445	1.5	19.1	112	**102	1.2	4.4	86	**94	1.3	4.0	97	*246	1.5	10.6	105
MS.	1189	*204	0.7	17.2	100	**121	1.4	10.2	200	**79	1.1	6.6	159	*148	0.9	12.4	124
NATIONAL ENQUIRER	18892	3381	11.7	17.9	104	1119	13.1	5.9	116	807	11.5	4.3	102	2250	13.3	11.9	118
NATIONAL GEOGRAPHIC	22129	3448	12.0	15.6	91	1168	13.7	5.3	104	997	14.2	4.5	108	2587	15.3	11.7	116
NATIONAL SUNDAY MAGAZINE PKG	103750	17087	59.4	16.5	96	5533	64.8	5.3	105	4290	61.1	4.1	99	10945	64.8	10.5	105
NATURAL HISTORY	1379	*197	0.7	14.3	83	**18	0.2	1.3	26	**38	0.5	2.8	66	**93	0.6	6.7	67
NEW WOMAN	2289	341	1.2	14.9	87	**109	1.3	4.8	94	**109	1.6	4.8	114	*219	1.3	9.6	95
NEW YORK INCLUDING CUE	1088	*202	0.7	18.6	108	**88	1.0	8.1	159	**47	0.7	4.3	103	**104	0.6	9.6	95
THE NEW YORKER	2459	415	1.4	16.9	98	*199	2.3	8.1	159	**118	1.7	4.8	115	248	1.5	10.1	100
NEWSWEEK	16527	2780	9.7	16.8	98	958	11.2	5.8	114	727	10.4	4.4	105	1861	11.0	11.3	112
THE N.Y. TIMES DAILY EDITION	2739	404	1.4	14.7	86	*199	2.3	7.3	143	*113	1.6	4.1	99	295	1.7	10.8	107
THE N.Y. TIMES MAGAZINE	4443	612	2.1	13.8	80	352	4.1	7.9	156	*195	2.8	4.4	105	528	3.1	11.9	118
OMNI	2799	536	1.9	19.1	112	**181	2.1	6.5	127	*217	3.1	7.8	185	293	1.7	10.5	104
ON CABLE	2209	309	1.1	14.0	81	*142	1.7	6.4	126	**144	2.1	6.5	156	*195	1.2	8.8	88
1001 HOME IDEAS	3959	761	2.6	19.2	112	*232	2.7	5.9	115	*235	3.3	5.9	142	362	2.1	9.1	91
ORGANIC GARDENING	3111	383	1.3	12.3	72	*215	2.5	6.9	136	*128	1.8	4.1	98	367	2.2	11.8	117
OUTDOOR LIFE	5024	1137	3.9	22.6	132	236	2.8	4.7	92	*147	2.1	2.9	70	498	2.9	9.9	98
PARADE MAGAZINE	51292	8364	29.1	16.3	95	2838	33.2	5.5	109	2134	30.4	4.2	99	5298	31.3	10.3	103

	TOTAL U.S. '000	ALKA-SELTZER				DI GEL				KAOPECTATE				MAALOX			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	28788	100.0	17.2	100	8536	100.0	5.1	100	7017	100.0	4.2	100	16901	100.0	10.1	100
PARENTS	5298	915	3.2	17.3	101	324	3.8	6.1	120	334	4.8	6.3	151	537	3.2	10.1	101
PENTHOUSE	5129	1086	3.8	21.2	123	268	3.1	5.2	103	*261	3.7	5.1	122	554	3.3	10.8	107
PEOPLE	21070	3702	12.9	17.6	102	1151	13.5	5.5	107	1029	14.7	4.9	117	2311	13.7	11.0	109
PLAYBOY	10562	2268	7.9	21.5	125	547	6.4	5.2	102	431	6.1	4.1	98	1077	6.4	10.2	101
POPULAR HOT RODDING	2499	494	1.7	19.8	115	**138	1.6	5.5	109	**105	1.5	4.2	100	*284	1.7	11.4	113
POPULAR MECHANICS	5887	995	3.5	16.9	98	400	4.7	6.8	134	*280	4.0	4.8	114	816	4.8	13.9	138
POPULAR SCIENCE	4317	789	2.7	18.3	106	346	4.1	8.0	157	*165	2.4	3.8	91	492	2.9	11.4	113
PREVENTION	5792	802	2.8	13.8	81	316	3.7	5.5	107	325	4.6	5.6	134	639	3.8	11.0	109
PSYCHOLOGY TODAY	3284	488	1.7	14.9	87	*201	2.4	6.1	120	*231	3.3	7.0	168	283	1.7	8.6	86
READER'S DIGEST	40046	6699	23.3	16.7	97	2038	23.9	5.1	100	1847	26.3	4.6	110	4579	27.1	11.4	113
REDBOOK	9584	1533	5.3	16.0	93	641	7.5	6.7	131	449	6.4	4.7	112	1212	7.2	12.6	126
ROAD & TRACK	2590	457	1.6	17.6	103	*178	2.1	6.9	135	**114	1.6	4.4	105	*285	1.7	11.0	109
ROLLING STONE	3302	737	2.6	22.3	130	*264	3.1	8.0	157	*276	3.9	8.4	200	424	2.5	12.8	127
RUNNER'S WORLD	1229	*182	0.6	14.8	86	**95	1.1	7.7	152	**82	1.2	6.7	159	**163	1.0	13.3	132
SATURDAY EVENING POST	2110	298	1.0	14.1	82	**51	0.6	2.4	47	**75	1.1	3.6	85	269	1.6	12.7	127
SCIENCE 84	1543	*227	0.8	14.7	86	**115	1.3	7.5	146	**47	0.7	3.0	73	*154	0.9	10.0	99
SCIENCE DIGEST	1747	*258	0.9	14.8	86	**106	1.2	6.1	119	**57	0.8	3.3	78	*159	0.9	9.1	90
SCIENTIFIC AMERICAN	1994	332	1.2	16.6	97	**118	1.4	5.9	116	**87	1.2	4.4	104	*235	1.4	11.8	117
SELF	3119	548	1.9	17.6	102	**135	1.6	4.3	85	*167	2.4	5.0	128	357	2.1	11.4	114
SEVENTEEN	3923	682	2.4	17.4	101	*238	2.8	6.1	119	**157	2.2	4.0	96	467	2.8	11.9	118
SKI	1501	*209	0.7	13.9	81	**49	0.6	3.3	64	*331	0.4	2.1	49	*172	1.0	11.5	114
SMITHSONIAN	5976	836	2.9	14.0	82	418	4.9	7.0	137	*239	3.4	4.0	96	656	3.9	11.0	109
SOAP OPERA DIGEST	4228	868	3.0	20.5	120	*223	2.6	5.3	104	*234	3.3	5.5	132	370	2.2	8.8	87
SOUTHERN LIVING	6485	1080	3.8	16.6	97	354	4.1	5.5	107	326	4.6	5.0	120	930	5.5	14.3	142
SPORT	3500	641	2.2	18.3	107	*157	1.8	4.5	88	**88	1.3	2.5	60	310	1.8	8.9	88
THE SPORTING NEWS	2456	450	1.6	18.3	107	**76	0.9	3.1	61	**82	1.2	3.3	80	*190	1.1	7.7	77
SPORTS AFIELD	3648	690	2.4	18.9	110	*192	2.2	5.3	103	**108	1.5	3.0	71	449	2.7	12.3	122
SPORTS ILLUSTRATED	14484	2652	9.2	18.3	107	714	8.4	4.9	97	504	7.2	3.5	83	1196	7.1	8.3	82
STAR	12661	2460	8.5	19.4	113	660	7.7	5.2	102	551	7.9	4.4	104	1302	7.7	10.3	102
SUNDAY	52799	8181	28.4	15.5	90	2732	32.0	5.2	102	2014	28.7	3.8	91	5506	32.6	10.4	103
SUNSET	3513	470	1.6	13.4	78	*193	2.3	5.5	108	**156	2.2	4.4	106	436	2.6	12.4	123
TV GUIDE	42766	8155	28.3	19.1	111	2295	26.9	5.4	105	2204	31.4	5.2	123	4614	27.3	10.8	107
TENNIS	1254	*220	0.8	17.5	102	**53	0.6	4.2	83	**26	0.4	2.1	50	*142	0.8	11.3	112
TIME	22054	3631	12.6	16.5	96	1318	15.4	6.0	117	979	14.0	4.4	106	2548	15.1	11.6	115
TOWN & COUNTRY	1555	*242	0.8	15.6	91	**76	0.9	4.9	96	**123	1.8	7.9	189	*288	1.7	18.5	184
TRAVEL & LEISURE	2173	380	1.3	17.5	102	*164	1.9	7.5	148	**102	1.5	4.7	112	*223	1.3	10.3	102
TRUE STORY	4636	1042	3.6	22.5	131	*239	2.8	5.2	101	*221	3.1	4.8	114	497	2.9	10.7	106
U.S. NEWS & WORLD REPORT	10353	1667	5.8	16.1	94	576	6.7	5.6	109	450	6.4	4.3	104	1008	6.0	9.7	97
USA TODAY	4994	999	3.5	20.0	117	294	3.4	5.9	116	*283	4.0	5.7	135	508	3.0	10.2	101
US	3528	724	2.5	20.5	120	*226	2.6	6.4	126	*240	3.4	6.8	163	426	2.5	12.1	120
VOGUE	5424	898	3.1	16.6	96	309	3.6	5.7	112	*318	4.5	5.9	140	721	4.3	13.3	132
HALL STREET JOURNAL	6292	1082	3.8	17.2	100	442	5.2	7.0	138	313	4.5	5.0	119	606	3.6	9.6	96
WEIGHT WATCHERS	2762	564	2.0	20.4	119	*167	2.0	6.0	119	**187	2.7	6.8	162	289	1.7	10.5	104
WOMAN'S DAY	16320	2668	9.3	16.3	95	1024	12.0	6.3	123	711	10.1	4.4	104	1909	11.3	11.7	116
WORKING MOTHER	1496	366	1.3	24.5	143	**128	1.5	8.6	168	**83	1.2	5.5	133	*163	1.0	10.9	108
WORKING WOMAN	1851	370	1.3	20.0	116	*175	2.1	9.5	186	*161	2.3	8.7	208	*252	1.5	13.6	135
WORLD TENNIS	580	**105	0.4	18.1	105	*118	0.2	3.1	61	**6	0.1	1.0	25	**59	0.3	10.2	101
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2430	8.4	19.6	114	680	8.0	5.5	108	424	6.0	3.4	82	1532	9.1	12.3	122
BLAIR INSERTS	91671	14914	51.8	16.3	95	5099	59.7	5.6	109	3789	54.0	4.1	99	9462	56.0	10.3	102
DAILY NEWSPAPERS																	
READ ANY	109190	18200	63.2	16.7	97	5583	65.4	5.1	100	4522	64.4	4.1	99	11504	68.1	10.5	105
READ ONE	89587	15137	52.6	16.9	98	4537	53.2	5.1	100	3670	52.3	4.1	98	9321	55.2	10.4	103
READ TWO OR MORE	19602	3064	10.6	15.6	91	1046	12.3	5.3	105	852	12.1	4.3	104	2183	12.9	11.1	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	18020	62.6	16.4	96	5934	69.5	5.4	106	4579	65.3	4.2	100	11456	67.8	10.4	104
READ ONE	95074	15850	55.1	16.7	97	5161	60.5	5.4	107	3914	55.8	4.1	98	9766	57.8	10.3	102
READ TWO OR MORE	14588	2169	7.5	14.9	87	773	9.1	5.3	104	665	9.5	4.6	109	1690	10.0	11.6	115
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	29.46				30.27				27.29				28.73			
30 DAY REACH	149706	25929	90.1	17.3	101	7746	90.7	5.2	102	6162	87.8	4.1	98	14925	88.3	10.0	99
50 SHMG - 30 DAY AV FREQ	15.16	15.41				15.88				14.47				15.08			
30 DAY REACH	142406	24809	86.2	17.4	102	7399	86.7	5.2	102	5814	82.9	4.1	98	14250	84.3	10.0	99
25 SHMG - 30 DAY AV FREQ	8.23	8.36				8.61				7.90				8.28			
30 DAY REACH	131152	22896	79.5	17.5	102	6847	80.2	5.2	103	5333	76.0	4.1	97	13011	77.0	9.9	98
CABLE TV: HOME WIRED	66879	12097	42.0	18.1	105	3595	42.1	5.4	106	2910	41.5	4.4	104	7187	42.5	10.7	107
HOME NOT WIRED	100848	16690	58.0	16.5	96	4941	57.9	4.9	96	4106	58.5	4.1	97	9714	57.5	9.6	96
HAVE PAY CABLE	35024	6635	23.0	18.9	110	2276	26.7	6.5	128	1569	22.4	4.5	107	4015	23.8	11.5	114

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	28788	100.0	17.2	100	8536	100.0	5.1	100	7017	100.0	4.2	100	16901	100.0	10.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	16978	59.0	17.8	103	5156	60.4	5.4	106	4127	58.8	4.3	103	9691	57.3	10.1	101
10:00 AM - 3:00 PM	63599	11317	39.3	17.8	104	3229	37.8	5.1	100	2956	42.1	4.6	111	6678	39.5	10.5	104
3:00 PM - 7:00 PM	72097	12644	43.9	17.5	102	3816	44.7	5.3	104	3245	46.2	4.5	108	7274	43.0	10.1	100
7:00 PM - MIDNIGHT	36670	6514	22.6	17.8	103	1852	21.7	5.1	99	1874	26.7	5.1	122	3830	22.7	10.4	104
MIDNIGHT - 6:00 AM	21908	4145	14.4	18.9	110	1105	12.9	5.0	99	1058	15.1	4.8	115	2313	13.7	10.6	105
6:00 AM - MIDNIGHT	127571	22455	78.0	17.6	103	6711	78.6	5.3	103	5685	81.0	4.5	107	13030	77.1	10.2	101
ENTIRE DAY	129239	22746	79.0	17.6	103	6788	79.5	5.3	103	5760	82.1	4.5	107	13174	77.9	10.2	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	6103	21.2	17.9	105	1686	19.8	5.0	97	1545	22.0	4.5	109	3637	21.5	10.7	106
ALL NEWS	6062	858	3.0	14.2	82	375	4.4	6.2	122	214	3.0	3.5	84	705	4.2	11.6	115
AOR/PROGRESSIVE	11884	1814	6.3	15.3	89	723	8.5	6.1	120	513	7.3	4.3	103	1099	6.5	9.2	92
BEAUTIFUL MUSIC	11180	1873	6.5	16.8	98	708	8.3	6.3	124	531	7.6	4.7	114	1290	7.6	11.5	115
BLACK	4538	1016	3.5	22.4	130	*221	2.6	4.9	96	*195	2.8	4.3	103	376	2.2	8.3	82
CLASSICAL	3857	615	2.1	15.9	93	*248	2.9	6.4	126	*150	2.1	3.9	93	372	2.2	9.6	96
CHR/ROCK	21946	4099	14.2	18.7	109	1178	13.8	5.4	105	1256	17.9	5.7	137	2171	12.8	9.9	98
COUNTRY	27262	4995	17.4	18.3	107	1362	16.0	5.0	98	1084	15.4	4.0	95	2739	16.2	10.0	100
GOLDEN OLDIES	3339	600	2.1	18.0	105	*143	1.7	4.3	84	*162	2.3	4.9	116	*228	1.3	6.8	68
MOR/NOSTALGIA	10346	1705	5.9	16.5	96	709	8.3	6.9	135	486	6.9	4.7	112	1054	6.2	10.2	101
NEWS/TALK	8929	1436	5.0	16.1	94	458	5.4	5.1	101	372	5.3	4.2	100	937	5.5	10.5	104
RELIGIOUS	5488	925	3.2	16.9	98	346	4.1	6.3	124	*294	4.2	5.4	128	554	3.3	10.1	100
SOFT ROCK	1232	*210	0.7	17.0	99	**90	1.1	7.3	144	*770	1.0	5.7	136	**114	0.7	9.3	92
URBAN CONTEMPORARY	3184	844	2.9	26.5	154	**91	1.1	2.9	56	**130	1.9	4.1	98	247	1.5	7.8	77
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1501	5.2	21.7	127	372	4.4	5.4	106	386	5.5	5.6	134	559	3.3	8.1	80
ABC DIRECTION	5212	932	3.2	17.9	104	*170	2.0	3.3	64	334	4.8	6.4	153	557	3.3	10.7	106
ABC ENTERTAINMENT	10385	1731	6.0	16.7	97	418	4.9	4.0	79	355	5.1	3.4	82	1098	6.5	10.6	105
ABC FM	4762	973	3.4	20.4	119	*215	2.5	4.5	89	*257	3.7	5.4	129	463	2.7	9.7	96
ABC INFORMATION	11339	2050	7.1	18.1	105	697	8.2	6.1	121	480	6.8	4.2	101	1011	6.0	8.9	88
ABC ROCK	4878	815	2.8	16.7	97	316	3.7	6.5	127	*273	3.9	5.6	134	422	2.5	8.7	86
CBS	10709	1663	5.8	15.5	90	634	7.4	5.9	116	303	4.3	2.8	68	1173	6.9	11.0	109
MUTUAL	10251	1750	6.1	17.1	99	505	5.9	4.9	97	463	6.6	4.5	108	1175	7.0	11.5	114
NBC	12243	1848	6.4	15.1	88	680	8.0	5.6	109	605	8.6	4.9	118	1041	6.2	8.5	84
RADIORADIO	4606	740	2.6	16.1	94	*233	2.7	5.1	99	*213	3.0	4.6	111	473	2.8	10.3	102
RKO ONE	5148	942	3.3	18.3	107	*242	2.8	4.7	92	*289	4.1	5.6	134	469	2.8	9.1	90
RKO TWO	7313	1385	4.8	18.9	110	299	3.5	4.1	80	*254	3.6	3.5	83	707	4.2	9.7	96
THE SOURCE	5981	975	3.4	16.3	95	*257	3.0	4.3	84	*253	3.6	4.2	101	585	3.5	9.8	97
NON-WIRED : BLAIR	19329	3458	12.0	17.9	104	1045	12.2	5.4	106	915	13.0	4.7	113	2023	12.0	10.5	104
INTERNET	27139	4947	17.2	18.2	106	1483	17.4	5.5	107	1435	20.5	5.3	126	2600	15.4	9.6	95
KATZ RADIO GROUP	36319	6334	22.0	17.4	102	1915	22.4	5.3	104	1649	23.5	4.5	109	3471	20.5	9.6	95
SUPERNET	22361	3778	13.1	16.9	98	1225	14.4	5.5	108	1116	15.9	5.0	119	2388	14.1	10.7	106
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2527	8.8	17.4	101	747	8.8	5.1	101	598	8.5	4.1	98	1607	9.5	11.1	110
WKDAY 9:00 AM - 1:00 PM	18688	3275	11.4	17.5	102	1022	12.0	5.5	107	821	11.7	4.4	105	2008	11.9	10.7	107
WKDAY 1:00 PM - 4:30 PM	24061	4238	14.7	17.6	103	1216	14.2	5.1	99	969	13.8	4.0	96	2608	15.4	10.8	108
WKDAY 4:30 PM - 7:30 PM	44079	7564	26.3	17.2	100	2368	27.7	5.4	106	1926	27.4	4.4	104	4599	27.2	10.4	104
WKDAY 7:30 PM - 8:00 PM	61979	10421	36.2	16.8	98	3181	37.3	5.1	101	2653	37.8	4.3	102	6241	36.9	10.1	100
WKDAY 11:00 PM - 11:30 PM	49084	8500	29.5	17.3	101	2683	31.4	5.5	107	2383	34.0	4.9	116	5249	31.1	10.7	106
WKDAY 11:30 PM - 1:00 AM	16560	2927	10.2	17.7	103	764	9.0	4.6	91	879	12.5	5.3	127	1716	10.2	10.4	103
M-SAT 8-11 PM-SUN 7-11 PM	66967	11568	40.2	17.3	101	3548	41.6	5.3	104	2869	40.9	4.3	102	6930	41.0	10.3	103
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1817	6.3	19.6	114	511	6.0	5.5	108	462	6.6	5.0	119	958	5.7	10.3	103
ANOTHER WORLD	N 6138	1126	3.9	18.3	107	377	4.4	6.1	121	268	3.8	4.4	104	676	4.0	11.0	109
AS THE WORLD TURNS	C 7707	1308	4.5	17.0	99	325	3.8	4.2	83	230	3.3	3.0	71	899	5.3	11.7	116
CAPITOL	C 4688	920	3.2	19.6	114	214	2.5	4.6	90	196	2.8	4.2	100	542	3.2	11.6	115
CBS MORN. NEWS 1	C 2792	573	2.0	20.5	120	*102	1.2	3.7	72	93	1.3	3.3	80	333	2.0	11.9	118
CBS MORN. NEWS 2	C 2071	395	1.4	19.1	111	70	0.8	3.4	66	*100	1.4	4.8	115	214	1.3	10.3	103
DAYS OF OUR LIVES	N 8018	1372	4.8	17.1	100	453	5.3	5.6	111	351	5.0	4.4	105	1111	6.6	13.9	138
FACTS OF LIFE - DAYTIME	N 3487	619	2.2	17.8	103	230	2.7	6.6	130	136	1.9	3.9	93	318	1.9	9.1	91
FAMILY FEUD	A 4817	771	2.7	16.0	93	195	2.3	4.0	80	190	2.7	3.9	94	404	2.4	8.4	83
GENERAL HOSPITAL	A 8333	1491	5.2	17.9	104	439	5.1	5.3	104	290	4.1	3.5	83	808	4.8	9.7	96
GOOD MORNING, AMERICA-730 A	A 5472	955	3.3	17.5	102	265	3.1	4.8	95	262	3.7	4.8	114	585	3.5	10.7	106
GOOD MORNING, AMERICA-830 A	A 3965	648	2.3	16.3	95	218	2.6	5.5	108	177	2.5	4.5	107	422	2.5	10.6	106
GUIDING LIGHT	C 7542	1273	4.4	16.9	98	331	3.9	4.4	86	274	3.9	3.6	87	996	5.9	13.2	131
ONE LIFE TO LIVE	A 6018	1143	4.0	19.0	111	337	3.9	5.6	110	263	3.7	4.4	104	584	3.5	9.7	96
PRESS YOUR LUCK	C 3589	546	1.9	15.2	89	153	1.8	4.3	84	207	2.9	5.8	138	356	2.1	9.9	98
PRICE IS RIGHT 1	C 7418	1398	4.9	18.8	110	343	4.0	4.6	91	334	4.8	4.5	108	785	4.6	10.6	105
PRICE IS RIGHT 2	C 8276	1541	5.4	18.6	108	352	4.1	4.3	84	373	5.3	4.5	108	889	5.3	10.7	107

	TOTAL U.S. '000	ALKA-SELTZER				DI GEL				KAOPECTATE				MAALOX			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	28788	100.0	17.2	100	8536	100.0	5.1	100	7017	100.0	4.2	100	16901	100.0	10.1	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	8764	30.4	16.8	98	2879	33.7	5.5	108	2200	31.4	4.2	101	5386	31.9	10.3	102
NETWORK AFFILIATES - LATE	39164	6657	23.1	17.0	99	2139	25.1	5.5	107	1853	26.4	4.7	113	4175	24.7	10.7	106
INDEPENDENTS - LATE	5133	901	3.1	17.6	102	291	3.4	5.7	111	247	3.5	4.8	115	517	3.1	10.1	100
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	4393	15.3	19.2	112	1231	14.4	5.4	106	1021	14.6	4.5	107	2536	15.0	11.1	110
ABC MONDAY NIGHT MOVIE	A 11258	2049	7.1	18.2	106	501	5.9	4.5	87	376	5.4	3.3	80	1191	7.0	10.6	105
ABC SUNDAY NIGHT MOVIE	A 23600	3900	13.5	16.5	96	1452	17.0	6.2	121	977	13.9	4.1	99	2419	14.3	10.3	102
ABC WORLD NEWS TONIGHT	A 12801	2128	7.4	16.6	97	676	7.9	5.3	104	623	8.9	4.9	116	1303	7.7	10.2	101
AFTERMASH	C 10966	1893	6.6	17.3	101	525	6.2	4.8	94	382	5.4	3.5	83	1031	6.1	9.4	93
ALICE	C 17050	2771	9.6	16.3	95	815	9.5	4.8	94	589	8.4	3.5	83	1665	9.9	9.8	97
AMERICAN PARADE	C 11998	1648	5.7	13.7	80	541	6.3	4.5	89	507	7.2	4.2	101	1172	6.9	9.8	97
BENSON	A 19258	3222	11.2	16.7	97	797	9.3	4.1	81	856	12.2	4.4	106	1757	10.4	9.1	91
BLUE THUNDER	A 11478	2179	7.6	19.0	111	612	7.2	5.3	105	396	5.6	3.5	82	1310	7.8	11.4	113
CAGNEY & LACEY	C 18263	3110	10.8	17.0	99	907	10.6	5.0	98	878	12.5	4.8	115	1818	10.8	10.0	99
CBS EVENING NEWS-DEAN	C 7733	1227	4.3	15.9	92	415	4.9	5.4	105	*227	3.2	2.9	70	748	4.4	9.7	96
CBS EVENING NEWS-RATHER	C 15653	2672	9.3	17.1	99	800	9.4	5.1	100	559	8.0	3.6	85	1678	9.9	10.7	106
CBS SAT. NEWS-SCHIEFFER	C 8744	1529	5.3	17.5	102	468	5.5	5.4	105	261	3.7	3.0	71	1027	6.1	11.7	117
CBS SATURDAY NIGHT MOVIE	C 12000	2104	7.3	17.5	102	656	7.7	5.5	107	404	5.8	3.4	80	1380	8.2	11.5	114
CBS WEDNESDAY NIGHT MOVIE	C 11522	2075	7.2	18.0	105	541	6.3	4.7	92	482	6.9	4.2	100	1284	7.6	11.1	111
CHEERS	N 16818	2686	9.3	16.0	93	890	10.4	5.3	104	630	9.0	3.7	90	1703	10.1	10.1	100
DALLAS	C 37510	6072	21.1	16.2	94	1630	19.1	4.3	85	1489	21.2	4.0	95	3866	22.9	10.3	102
DIFF'RENT STROKES	N 11258	1962	6.8	17.4	102	543	6.4	4.8	95	453	6.5	4.0	96	1187	7.0	10.5	105
DOUBLE TROUBLE	N 12248	2308	8.0	18.8	110	571	6.7	4.7	92	626	8.9	5.1	122	1259	7.4	10.3	102
DUCK FACTORY	N 11100	1817	6.3	16.4	95	593	6.9	5.3	105	518	7.4	4.7	112	986	5.8	8.9	88
DUKES OF HAZZARD	C 12353	2144	7.4	17.4	101	596	7.0	4.8	95	512	7.3	4.1	99	1131	6.7	9.2	91
DYNASTY	A 33279	6420	22.3	19.3	112	1847	21.6	5.6	109	1505	21.4	4.5	108	3570	21.1	10.7	106
FACTS OF LIFE	N 13410	2298	8.0	17.1	100	706	8.3	5.3	103	629	9.0	4.7	112	1241	7.3	9.3	92
FALCON CREST	C 31093	5564	19.3	17.9	104	1527	17.9	4.9	96	1265	18.0	4.1	97	3380	20.0	10.9	108
FALL GUY	A 18649	3835	13.3	20.6	120	981	11.5	5.3	103	924	13.2	5.0	118	2000	11.8	10.7	106
FAMILY TIES	N 13101	2218	7.7	16.9	99	727	8.5	5.5	109	645	9.2	4.9	118	1372	8.1	10.5	104
FANTASY ISLAND	A 13069	2338	8.1	17.9	104	639	7.5	4.9	96	594	8.5	4.5	109	1349	8.0	10.3	102
FOULUPS, BLEEPES & BLUNDERS	A 16588	2545	8.8	15.3	89	814	9.5	4.9	96	607	8.7	3.7	87	1579	9.3	9.5	94
FOUR SEASONS	C 9302	1525	5.3	16.4	96	481	5.6	5.2	102	332	4.7	3.6	85	849	5.0	9.1	91
GIMME A BREAK	N 13955	2573	8.9	18.4	107	778	9.1	5.6	110	734	10.5	5.3	126	1516	9.0	10.9	108
HART TO HART	A 15735	2764	9.6	17.6	102	767	9.0	4.9	96	625	8.9	4.0	95	1643	9.7	10.4	104
HILL STREET BLUES	N 18257	2975	10.3	16.3	95	920	10.8	5.0	99	765	10.9	4.2	100	1825	10.8	10.0	99
HOTEL	A 24236	4653	16.2	19.2	112	1290	15.1	5.3	105	1028	14.7	4.2	101	2478	14.7	10.2	101
JEFFERSONS	C 17010	2788	9.7	16.4	95	774	9.1	4.6	89	640	9.1	3.8	90	1615	9.6	9.5	94
JENNIFER SLEPT HERE	N 9397	1533	5.3	16.3	95	477	5.6	5.1	100	458	6.5	4.9	117	1007	6.0	10.7	106
KATE & ALLIE	C 16762	2506	8.7	15.0	87	936	11.0	5.6	110	502	7.2	3.0	72	1542	9.1	9.2	91
KNIGHT RIDER	N 13164	2138	7.4	16.2	95	738	8.6	5.6	110	467	6.7	3.5	85	1460	8.6	11.1	110
LOVE BOAT	A 20400	3302	11.5	16.2	94	960	11.2	4.7	92	808	11.5	4.0	95	2024	12.0	9.9	98
MAGNUM PI	C 22543	4014	13.9	17.8	104	1062	12.4	4.7	93	883	12.6	3.9	94	2377	14.1	10.5	105
MAMA'S FAMILY	N 9852	1702	5.9	17.3	101	530	6.2	5.4	106	425	6.1	4.3	103	1109	6.6	11.3	112
MASTER, THE	N 8082	1372	4.8	17.0	99	355	4.2	4.4	86	242	3.4	3.0	72	860	5.1	10.6	106
MATT HOUSTON	A 12881	2446	8.5	19.0	111	706	8.3	5.5	108	445	6.3	3.5	83	1506	8.9	11.7	116
NBC MONDAY NIGHT MOVIE	N 23889	4167	14.5	17.4	102	1208	14.2	5.1	99	1021	14.6	4.3	102	2362	14.0	9.9	98
NBC NIGHTLY NEWS	N 11156	1683	5.8	15.1	88	685	8.0	6.1	121	512	7.3	4.6	110	1182	7.0	10.6	105
NBC NIGHTLY NEWS-SAT	N 7363	1026	3.6	13.9	81	376	4.4	5.1	100	356	5.1	4.8	116	776	4.6	10.5	105
NBC NIGHTLY NEWS-SUN	N 6214	993	3.4	16.0	93	364	4.3	5.9	115	*207	2.9	3.3	80	814	4.8	13.1	130
NBC SUNDAY NIGHT MOVIE	N 17590	3501	12.2	19.9	116	993	11.6	5.6	111	803	11.4	4.6	109	1980	11.7	11.3	112
NEWHART	C 16740	2655	9.2	15.9	92	845	9.9	5.0	99	620	8.8	3.7	89	1529	9.0	9.1	91
ONE DAY AT A TIME	C 11820	1835	6.4	15.5	90	510	6.0	4.3	85	411	5.9	3.5	83	1165	6.9	9.9	98
PEOPLE ARE FUNNY	N 9138	1567	5.4	17.1	100	390	4.6	4.3	84	408	5.8	4.5	107	1029	6.1	11.3	112
REAL PEOPLE	N 15979	2670	9.3	16.7	97	828	9.7	5.2	102	693	9.9	4.3	104	1686	10.0	10.6	105
REMINGTON STEELE	N 14395	2382	8.3	16.5	96	725	8.5	5.0	99	702	10.0	4.9	117	1422	8.4	9.9	98
RIPLEY'S BELIEVE IT - NOT	A 11362	1959	6.8	17.2	100	604	7.1	5.3	104	443	6.3	3.9	93	1284	7.6	11.3	112
RIPTIDE	N 13920	2545	8.8	18.3	107	723	8.5	5.2	102	649	9.2	4.7	111	1499	8.9	10.8	107
SCARECROW & MRS. KING	C 17571	2771	9.6	15.8	92	962	11.3	5.5	108	721	10.3	4.1	98	1715	10.1	9.8	97
SIMON & SIMON	C 20208	3706	12.9	18.3	107	1046	12.3	5.2	102	856	12.2	4.2	101	2261	13.4	11.2	111
60 MINUTES	C 27668	4281	14.9	15.5	90	1393	16.3	5.0	99	1134	16.2	4.1	98	2891	17.1	10.4	104
ST. ELSEWHERE	N 13699	2390	8.3	17.4	102	801	9.4	5.8	115	793	11.3	5.8	138	1464	8.7	10.7	106
THREE'S COMPANY	A 20632	3582	12.4	17.4	101	1157	13.6	5.6	110	756	10.8	3.7	88	1693	10.0	8.2	81
T.J. HOOKER	A 17136	3230	11.2	18.8	110	833	9.8	4.9	96	672	9.6	3.9	94	1859	11.0	10.8	108
TONIGHT SHOW	N 4963	711	2.5	14.3	83	265	3.1	5.									

	TOTAL U.S. '000	MYLANTA				PEPTO-BISMOL				PHILLIPS MILK OF MAGNESIA LIQUID				TEMPO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	13818	100.0	8.2	100	31142	100.0	18.6	100	5120	100.0	3.1	100	3892	100.0	2.3	100
MALES	79263	5940	43.0	7.5	91	13737	44.1	17.3	93	2014	39.3	2.5	83	1482	38.1	1.9	81
FEMALES	88464	7878	57.0	8.9	108	17404	55.9	19.7	106	3106	60.7	3.5	115	2410	61.9	2.7	117
18 - 24	28671	2049	14.8	7.1	87	5734	18.4	20.0	108	*659	12.9	2.3	75	*667	17.1	2.3	100
25 - 34	39536	2962	21.4	7.5	91	8502	27.3	21.5	116	925	18.1	2.3	77	865	22.2	2.2	94
35 - 44	28978	2463	17.8	8.5	103	5891	18.9	20.3	109	736	14.4	2.5	83	965	24.8	3.3	144
45 - 54	22345	1839	13.3	8.2	100	3280	10.5	14.7	79	642	12.5	2.9	94	*532	13.7	2.4	103
55 - 64	22224	2336	16.9	10.5	128	3991	12.8	18.0	97	664	13.0	3.0	98	*423	10.9	1.9	82
65 OR OLDER	25973	2169	15.7	8.4	101	3745	12.0	14.4	78	1495	29.2	5.8	189	442	11.4	1.7	73
18 - 34	68207	5011	36.3	7.3	89	14235	45.7	20.9	112	1584	30.9	2.3	76	1532	39.4	2.2	97
18 - 49	108058	8504	61.5	7.9	96	22003	70.7	20.4	110	2638	51.5	2.4	80	2761	70.9	2.6	110
25 - 54	90859	7263	52.6	8.0	97	17673	56.7	19.5	105	2303	45.0	2.5	83	2361	60.7	2.6	112
35 - 49	39851	3493	25.3	8.8	106	7768	24.9	19.5	105	1054	20.6	2.6	87	1230	31.6	3.1	133
50 OR OLDER	59669	5314	38.5	8.9	108	9139	29.3	15.3	82	2482	48.5	4.2	136	1131	29.1	1.9	82
GRADUATED COLLEGE	28091	2425	17.5	8.6	105	4881	15.7	17.4	94	579	11.3	2.1	68	506	13.0	1.8	78
ATTENDED COLLEGE	28938	2732	19.8	9.4	115	5579	17.9	19.3	104	486	9.5	1.7	55	800	20.6	2.8	119
GRADUATED HIGH SCHOOL	65503	5227	37.8	8.0	97	12675	40.7	19.4	104	1778	34.7	2.7	89	1727	44.4	2.6	114
DID NOT GRADUATE HIGH SCHOOL	45195	3434	24.9	7.6	92	8007	25.7	17.7	95	2277	44.5	5.0	165	859	22.1	1.9	82
EMPLOYED MALES	56429	4272	30.9	7.6	92	10373	33.3	18.4	99	1062	20.7	1.9	62	998	25.6	1.8	76
EMPLOYED FEMALES	43971	4175	30.2	9.5	115	8714	28.0	19.8	107	969	18.9	2.2	72	1203	30.9	2.7	118
EMPLOYED FULL-TIME	87773	7352	53.2	8.4	102	16554	53.2	18.9	102	1768	34.5	2.0	66	2008	51.6	2.3	99
EMPLOYED PART-TIME	12627	1095	7.9	8.7	105	2533	8.1	20.1	108	*263	5.1	2.1	68	*193	5.0	1.5	66
NOT EMPLOYED	67327	5371	38.9	8.0	97	12055	38.7	17.9	96	3089	60.3	4.6	150	1691	43.4	2.5	108
PROFESSIONAL/MANAGER	25845	2749	19.9	10.6	129	4271	13.7	16.5	89	*417	8.1	1.6	53	*461	11.8	1.8	77
TECH/CLERICAL/SALES	30895	2719	19.7	8.8	107	6034	19.4	19.5	105	*448	8.8	1.5	48	565	17.1	2.2	93
PRECISION/CRAFT	12629	827	6.0	6.5	79	2565	8.2	20.3	109	*284	5.5	2.2	74	*312	8.0	2.5	106
OTHER EMPLOYED	31031	2151	15.6	6.9	84	6218	20.0	20.0	108	882	17.2	2.8	93	763	19.6	2.5	106
SINGLE	35557	2599	18.8	7.3	89	6359	20.4	17.9	96	983	19.2	2.8	91	809	15.6	1.7	74
MARRIED	103585	8819	63.8	8.5	103	20115	64.6	19.4	105	3008	58.8	2.9	95	2591	66.6	2.5	108
DIVORCED/SEPARATED/WIDOWED	28585	2400	17.4	8.4	102	4668	15.0	16.3	88	1129	22.1	3.9	129	693	17.8	2.4	104
PARENTS	59295	4701	34.0	7.9	96	13082	42.0	22.1	119	1638	32.0	2.8	90	1684	43.3	2.8	122
WHITE	146081	12308	88.3	8.4	101	27318	87.7	18.7	101	3774	73.7	2.6	85	3446	88.5	2.4	102
BLACK	17974	1278	9.2	7.1	86	3272	10.5	18.2	98	1192	23.3	6.6	217	*433	11.1	2.4	104
OTHER	3672	**328	2.4	9.0	110	*552	1.8	15.0	81	*154	3.0	4.2	137	*113	0.3	0.4	15
NORTHEAST-CENSUS	37005	3715	26.9	10.0	122	6035	19.4	16.3	88	1109	21.7	3.0	98	839	21.6	2.3	98
NORTH CENTRAL	42642	3198	23.1	7.5	91	7829	25.1	18.4	99	1218	23.8	2.9	94	1139	29.3	2.7	115
SOUTH	56777	4325	31.3	7.6	92	11707	37.6	20.6	111	2203	43.0	3.9	127	1273	32.7	2.2	97
WEST	31303	2581	18.7	8.2	100	5572	17.9	17.8	96	590	11.5	1.9	62	641	16.5	2.0	88
NORTHEAST-MKTG.	38125	3577	25.9	9.4	114	5684	18.3	14.9	80	1097	21.4	2.9	94	797	20.5	2.1	90
EAST CENTRAL	24794	2237	16.2	9.0	110	4771	15.3	19.2	104	726	14.2	2.9	96	686	17.6	2.8	119
WEST CENTRAL	28511	2094	15.2	7.3	89	5372	17.3	18.8	101	859	16.8	3.0	99	712	18.3	2.5	108
SOUTH	48953	3714	26.9	7.6	92	10531	33.8	21.5	116	1910	37.3	3.9	128	1119	28.8	2.3	99
PACIFIC	27344	2196	15.9	8.0	97	4783	15.4	17.5	94	528	10.3	1.9	63	*578	14.9	2.1	91
COUNTY SIZE A	69301	6039	43.7	8.7	106	11192	35.9	16.1	87	2242	43.8	3.2	106	1340	34.4	1.9	83
COUNTY SIZE B	50433	3943	28.5	7.8	95	9840	31.6	19.4	105	1376	26.9	2.7	89	1360	34.9	2.7	116
COUNTY SIZE C	26259	2212	16.0	8.4	102	5405	17.4	20.6	111	706	13.8	2.7	88	750	19.3	2.9	123
COUNTY SIZE D	21534	1624	11.8	7.5	92	4705	15.1	21.8	118	795	15.5	3.7	121	*442	11.4	2.1	88
METRO CENTRAL CITY	50014	3939	28.5	7.9	96	8997	28.9	18.0	97	1800	35.2	3.6	118	1202	30.9	2.4	104
METRO SUBURBAN	76832	6645	48.1	8.6	105	13600	43.7	17.7	95	1900	37.1	2.5	81	1644	42.2	2.1	92
NON METRO	40881	3234	23.4	7.9	96	8545	27.4	20.9	113	1421	27.8	3.5	114	1046	26.9	2.6	110
TOP 5 ADI'S	39550	3602	26.1	9.1	111	6704	21.5	17.0	91	1486	29.0	3.8	123	958	24.6	2.4	104
TOP 10 ADI'S	54877	4724	34.2	8.6	104	8771	28.2	16.0	86	1931	37.7	3.5	115	1243	31.9	2.3	98
TOP 20 ADI'S	77516	6372	46.1	8.2	100	12579	40.4	16.2	87	2534	49.5	3.3	107	1619	41.6	2.1	90
MSHLD INC. \$50,000 OR MORE	17257	1716	12.4	9.9	121	2700	8.7	15.6	84	*270	5.3	1.6	51	*313	8.0	1.8	78
\$40,000 OR MORE	33235	3024	21.9	9.1	110	5329	17.1	16.0	86	*434	8.5	1.3	43	*643	16.5	1.9	83
\$30,000 OR MORE	59693	5651	40.9	9.5	115	10282	33.0	17.2	93	1037	20.3	1.7	57	1207	31.0	2.0	87
\$25,000 OR MORE	76275	6881	49.8	9.0	110	13334	42.8	17.5	94	1465	28.6	1.9	63	1647	42.3	2.2	93
\$20,000 - \$24,999	18407	1483	10.7	8.0	97	3683	11.8	19.8	107	606	11.8	3.3	107	*392	10.1	2.1	91
\$15,000 - \$19,999	17175	1063	7.7	6.2	75	3939	12.6	22.9	124	*478	9.3	2.8	91	*383	9.8	2.2	96
\$10,000 - \$14,999	24569	1948	14.1	7.9	96	5083	16.3	20.7	111	987	19.3	4.0	132	766	19.7	3.1	134
UNDER \$10,000	31101	2444	17.7	7.9	95	5104	16.4	16.4	88	1583	30.9	5.1	167	705	18.1	2.3	98
HOUSEHOLD OF 1 PERSON	19441	1589	11.5	8.2	99	2741	8.8	14.1	76	706	13.8	3.6	119	393	10.1	2.0	87
2 PEOPLE	51803	4523	32.7	8.7	106	8718	28.0	16.8	91	1644	32.1	3.2	104	1204	30.9	2.3	100
3 OR 4 PEOPLE	66933	5448	40.9	8.4	102	13166	42.3	19.7	106	1935	37.8	2.9	95	1403	36.0	2.1	90
5 OR MORE PEOPLE	29550	2058	14.9	7.0	85	6516	20.9	22.1	119	835	16.3	2.8	93	893	22.9	3.0	130
NO CHILD IN MSHLD	96587	8450	61.2	8.7	106	15956	51.2	16.5	89	3119	60.9	3.2	106	1876	48.2	1.9	84
CHILD(REN) UNDER 2 YRS	10844	923	6.7	8.5	103	2422	7.8	22.3	120	*331	6.5	3.1	100	*326	8.4	3.0	130
2 - 5 YEARS	26358	1808	13.1	6.9	83	6377	20.5	24.2	130	669	13.1	2.5	83	674	17.3	2.6	110
6 - 11 YEARS	30453	2136	15.5	7.0	85	7248	23.3	23.8	128	892	17.4	2.9	96	824	21.2	2.7	117
12 - 17 YEARS	36575	2817	20.4	7.7	93	7476	24.0	20.4	110	1042	20.4	2.8	93	1118	28.7	3.1	132
RESIDENCE OWNED	117770	10205	73.9	8.7	105	21704	69.7	18.4	99	3522	68.8	3.0	98	2728	70.1	2.3	100
VALUE: \$50,000 OR MORE	70166	6137	44.4	8.7	106	11751	37.7	16.7	90	1770	34.6	2.5	83	1581	40.6	2.3	97
VALUE: UNDER \$50,000	47604	4071	29.5	8.6	104	9953	32.0	20.9	113	1752	34.2	3.7	121	1147	29.5	2.4	104

		TOTAL U.S. '000	A	MYLANTA B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
		'000	'000	'000	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL ADULTS		167727	13818	100.0	8.2	100	31142	100.0	18.6	100	5120	100.0	3.1	100	3892	100.0	2.3	100
MAGAZINES	QUINTILE 1	34022	3498	25.3	10.3	125	6936	22.3	20.4	110	853	16.7	2.5	82	990	25.4	2.9	125
	QUINTILE 2	34800	2804	20.3	8.1	98	6569	21.1	18.9	102	746	14.6	2.1	70	876	22.5	2.5	108
	QUINTILE 3	30514	2365	17.1	7.8	94	5609	18.0	18.4	99	991	19.4	3.2	106	577	14.8	1.9	81
	QUINTILE 4	33324	2565	18.6	7.7	93	6221	20.0	18.7	101	986	19.3	3.0	97	747	19.2	2.2	97
	QUINTILE 5	35066	2585	18.7	7.4	89	5807	18.6	16.6	89	1544	30.2	4.4	144	702	18.0	2.0	86
NEWSPAPERS	QUINTILE 1	29107	2735	19.8	9.4	114	4916	15.8	16.9	91	779	15.2	2.7	88	728	18.7	2.5	108
	QUINTILE 2	49095	4733	34.3	9.6	117	9122	29.3	18.6	100	1415	27.6	2.9	94	1048	26.9	2.1	92
	QUINTILE 3	23107	1661	12.0	7.2	87	4603	14.8	19.9	107	825	16.1	3.6	117	*598	15.4	2.6	111
	QUINTILE 4	33556	2263	16.4	6.7	82	6120	19.7	18.2	98	853	16.7	2.5	83	790	20.3	2.4	101
	QUINTILE 5	32863	2425	17.5	7.4	90	6381	20.5	19.4	105	1248	24.4	3.8	124	728	18.7	2.2	95
OUTDOOR	QUINTILE 1	33431	2937	21.3	8.8	107	6718	21.6	20.1	108	945	18.5	2.8	93	588	15.1	1.8	76
	QUINTILE 2	33478	2595	18.8	7.8	94	6573	21.1	19.6	106	903	17.6	2.7	88	767	19.7	2.3	99
	QUINTILE 3	33574	2479	17.9	7.4	90	5752	18.5	17.1	92	928	18.1	2.8	91	1060	27.2	3.2	136
	QUINTILE 4	33935	3044	22.0	9.0	109	6233	20.0	18.4	99	1137	22.2	3.4	110	597	15.3	1.8	76
	QUINTILE 5	33310	2764	20.0	8.3	101	5867	18.8	17.6	95	1207	23.6	3.6	119	880	22.6	2.6	114
RADIO-DRIVE TIME	QUINTILE 1	33136	2753	19.9	8.3	101	6779	21.8	20.5	110	947	18.5	2.9	94	737	18.9	2.2	96
	QUINTILE 2	31658	2480	17.9	7.8	95	5946	19.1	18.8	101	993	19.4	3.1	103	873	22.4	2.8	119
	QUINTILE 3	32541	2932	21.2	9.0	109	5939	19.1	18.3	98	671	13.1	2.1	68	745	19.1	2.3	99
	QUINTILE 4	34247	2703	19.6	7.9	96	6559	21.1	19.2	103	1169	22.8	3.4	112	786	20.2	2.3	99
	QUINTILE 5	36144	2949	21.3	8.2	99	5919	19.0	16.4	88	1342	26.2	3.7	122	751	19.3	2.1	90
RADIO-MID- DAY	TERCILE 1	45037	3663	26.5	8.1	99	8443	27.1	18.7	101	1570	30.7	3.5	114	1109	28.5	2.5	106
	TERCILE 2	44819	3769	27.3	8.4	102	8430	27.1	18.8	101	1229	24.0	2.7	90	1108	28.5	2.5	107
	TERCILE 3	77872	6386	46.2	8.2	100	14269	45.8	18.3	99	2321	45.3	3.0	98	1676	43.1	2.2	93
	QUINTILE 1	33763	2757	20.0	8.2	99	6738	21.6	20.0	107	1107	21.6	3.3	107	754	19.4	2.2	96
	QUINTILE 2	33240	2898	21.0	8.7	106	6282	20.2	18.9	102	983	19.2	3.0	97	871	22.4	2.6	113
RADIO-TOTAL	QUINTILE 3	33408	2679	19.4	8.0	97	6012	19.3	18.0	97	792	15.5	2.4	78	874	22.5	2.6	113
	QUINTILE 4	34792	2897	21.0	8.3	101	6903	22.2	19.8	107	1231	24.0	3.5	116	758	19.5	2.2	94
	QUINTILE 5	32524	2587	18.7	8.0	97	5208	16.7	16.0	86	1007	19.7	3.1	101	636	16.3	2.0	84
	QUINTILE 1	33090	3106	22.5	9.4	114	6571	21.1	19.9	107	1343	26.2	4.1	133	661	17.0	2.0	86
	QUINTILE 2	33357	2852	20.6	8.5	104	6299	20.2	18.9	102	837	16.3	2.5	82	736	18.9	2.2	95
TV-PRIME TIME	QUINTILE 3	33980	2872	20.8	8.5	103	6010	19.3	17.7	95	1023	20.0	3.0	99	877	22.5	2.6	111
	QUINTILE 4	33854	2546	18.4	7.5	91	6019	19.3	17.8	96	1100	21.5	3.2	106	897	23.0	2.6	114
	QUINTILE 5	33444	2443	17.7	7.3	89	6243	20.0	18.7	101	817	16.0	2.4	80	721	18.5	2.2	93
	TERCILE 1	49121	4311	31.2	8.8	107	9950	32.0	20.3	109	1791	35.0	3.6	119	1248	32.1	2.5	109
	TERCILE 2	48823	4028	29.2	8.3	100	9212	29.6	18.9	102	1600	31.3	3.3	107	1276	32.8	2.6	113
TV-DAYTIME	TERCILE 3	69782	5479	39.7	7.9	95	11980	38.5	17.2	92	1729	33.8	2.5	81	1369	35.2	2.0	85
	QUINTILE 1	33584	3195	23.1	9.5	115	6876	22.1	20.5	110	1315	25.7	3.9	128	707	18.2	2.1	91
	QUINTILE 2	33441	3074	22.2	9.2	112	5988	19.2	17.9	96	1238	24.2	3.7	121	801	20.6	2.4	103
	QUINTILE 3	33505	2316	16.8	6.9	84	6251	20.1	18.7	100	915	17.9	2.7	89	823	21.1	2.5	106
	QUINTILE 4	33466	2749	19.9	8.2	100	6069	19.5	18.1	98	841	16.4	2.5	82	879	22.6	2.6	113
TV-TOTAL	QUINTILE 5	33731	2485	18.0	7.4	89	5957	19.1	17.7	95	810	15.8	2.4	79	682	17.5	2.0	87
	MAGAZINES-NEWSPAPERS: DUAL	44503	4659	33.7	10.5	127	8489	27.3	19.1	103	1171	22.9	2.6	86	1001	25.7	2.2	97
	MAGAZINE IMPERATIVE	39363	2685	19.4	6.8	83	8195	26.3	20.8	112	1017	19.9	2.6	85	1135	29.2	2.9	124
	NEWSPAPER IMPERATIVE	46441	3834	27.7	8.3	100	8073	25.9	17.4	94	1569	30.6	3.4	111	1010	26.0	2.2	94
	MAGAZINES-OUTDOOR: DUAL	33726	2996	21.7	8.9	108	7194	23.1	21.3	115	703	13.7	2.1	68	947	24.3	2.8	121
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	52846	4611	33.4	8.7	106	9496	30.5	18.0	97	1477	28.8	2.8	92	1342	34.5	2.5	109
	OUTDOOR IMPERATIVE	52140	3776	27.3	7.2	88	9478	30.4	18.2	98	1728	33.8	3.3	109	1068	27.4	2.0	88
	MAGAZINES-RADIO: DUAL	37081	3370	24.4	9.1	110	7136	22.9	19.2	104	843	16.5	2.3	74	890	22.9	2.4	103
	MAGAZINE IMPERATIVE	49747	4312	31.2	8.7	105	9543	30.6	19.2	103	1199	23.4	2.4	79	1349	34.7	2.7	117
	RADIO IMPERATIVE	49208	3655	26.5	7.4	90	9240	29.7	18.8	101	1817	35.5	3.7	121	1194	30.7	2.4	105
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	3175	23.0	9.6	116	6573	21.1	19.9	107	1089	21.3	3.3	108	824	21.2	2.5	107
	TELEVISION IMPERATIVE	54575	4520	32.7	8.3	101	10322	33.1	18.9	102	1053	20.6	1.9	63	1388	35.7	2.5	110
	QUINTILE 1	53249	4295	31.1	8.1	98	9707	31.2	18.2	98	2095	40.9	3.9	129	1133	29.1	2.1	92
	QUINTILE 2	36255	3520	25.5	9.7	118	6932	22.3	19.1	103	948	18.5	2.6	86	735	18.9	2.0	87
	NEWSPAPER IMPERATIVE	55591	4959	35.9	8.9	108	9714	31.2	17.5	94	1746	34.1	3.1	103	1377	35.4	2.5	107
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	48319	3198	23.1	6.6	80	9583	30.8	19.8	107	1380	27.0	2.9	94	1205	31.0	2.5	107
	QUINTILE 1	37242	3496	25.3	9.4	114	6733	21.6	18.1	97	977	19.1	2.6	86	939	24.1	2.5	109
	MAGAZINE IMPERATIVE	54423	4944	35.8	9.1	110	9787	31.4	18.0	97	1664	32.5	3.1	100	1231	31.6	2.3	97
	RADIO IMPERATIVE	46650	3192	23.1	6.8	83	9303	29.9	19.9	107	1502	29.3	3.2	105	1191	30.6	2.6	110
	QUINTILE 1	35974	3657	26.5	10.2	123	7142	22.9	19.9	107	1238	24.2	3.4	113	765	19.7	2.1	92
NEWSPAPERS-TELEVISION: DUAL	MAGAZINE IMPERATIVE	56095	4685	33.9	8.4	101	9720	31.2	17.3	93	1346	26.3	2.4	79	1363	35.0	2.4	105
	TELEVISION IMPERATIVE	47170	3568	25.8	7.6	92	9179	29.5	19.5	105	1810	35.4	3.8	124	1136	29.2	2.4	104
	QUINTILE 1	33748	2893	20.9	8.6	104	6706	21.5	19.9	107	947	18.5	2.8	92	882	22.7	2.6	113
	OUTDOOR IMPERATIVE	52785	4127	29.9	7.8	95	9828	31.6	18.6	100	1464	28.6	2.8	91	1123	28.9	2.1	92
	RADIO IMPERATIVE	52882	4368	31.6	8.3	100	9882	31.7	18.7	101	1641	32.1	3.1	102	1350	34.7	2.6	110
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	32030																

	TOTAL U.S. '000	MYLANTA				PEPTO-BISMOL				PHILLIPS MILK OF MAGNESIA LIQUID				TEMPO			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	13818	100.0	8.2	100	31142	100.0	18.6	100	5120	100.0	3.1	100	3892	100.0	2.3	100
ATLANTIC MONTHLY	867	**84	0.6	9.7	118	**69	0.2	8.0	43	**21	0.4	2.4	79	**2	0.1	0.2	10
BARRON'S	1580	**196	1.4	12.4	151	**306	1.0	19.4	104	**58	1.1	3.7	120	**23	0.6	1.5	63
BETTER HOMES & GARDENS	22203	2246	16.3	10.1	123	4393	14.1	19.8	107	633	12.4	2.9	93	644	16.5	2.9	125
BON APPETIT	3810	508	3.7	13.3	162	622	2.0	16.3	88	**126	2.5	3.3	108	**87	2.2	2.3	98
BUSINESS WEEK	4663	372	2.7	8.0	97	768	2.5	16.5	89	**103	2.0	2.2	72	**85	2.2	1.8	79
CAR AND DRIVER	3102	**250	1.8	8.1	98	573	1.8	18.5	99	**82	1.6	2.6	87	**92	2.4	3.0	128
CBS MAGAZINE NETWORK (GROSS)	7311	705	5.1	9.6	117	1327	4.3	18.2	98	**186	3.6	2.5	83	**223	5.7	3.1	131
CHANGING TIMES	3400	242	1.8	7.1	86	671	2.2	19.7	106	**100	2.0	2.9	96	**117	3.0	3.4	148
COLONIAL HOMES	1796	**182	1.3	10.1	123	326	1.0	18.2	98	**45	0.9	2.5	82	**52	1.3	2.9	125
CONDE NAST MAG. PKG. (GROSS)	19924	2138	15.5	10.7	130	3913	12.6	19.6	106	713	13.9	3.6	117	634	16.3	3.2	137
CONSUMERS DIGEST	3125	427	3.1	13.7	166	526	1.7	16.8	91	**50	1.0	1.6	52	**67	1.7	2.1	92
COSMOPOLITAN	10577	1181	8.5	11.2	136	2348	7.5	22.2	120	**275	5.4	2.6	85	299	7.7	2.8	122
COUNTRY LIVING	3746	292	2.1	7.8	95	855	2.7	22.8	123	**74	1.4	2.0	65	**143	3.7	3.8	165
CUISINE	2214	**278	2.0	12.6	152	382	1.2	17.3	93	**80	1.6	3.6	118	**44	1.1	2.0	86
CYCLE WORLD	2394	**233	1.7	9.7	118	400	1.3	16.7	90	**68	1.3	2.8	93	**94	2.4	3.9	169
DCI:CREATIVE IDEAS FOR LIV	3068	318	2.3	10.4	126	836	2.7	27.2	147	**76	1.5	2.5	81	**186	4.8	6.1	261
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	923	6.7	9.7	117	2161	6.9	22.6	122	**243	4.7	2.5	83	394	10.1	4.1	178
DISCOVER	2277	**259	1.9	11.4	138	513	1.6	22.5	121	**49	1.0	2.2	70	**52	1.3	2.3	98
EBONY	7187	606	4.4	8.4	102	1431	4.6	19.9	107	363	7.1	5.1	165	**258	6.6	3.6	155
ESQUIRE	2560	277	2.0	10.8	131	437	1.4	17.1	92	**145	2.8	5.7	186	**64	1.6	2.5	108
ESSENCE	3242	303	2.2	9.3	113	662	2.1	20.4	110	**217	4.2	6.7	219	**172	4.4	5.3	229
FAMILY CIRCLE	19639	1936	14.0	9.9	120	4012	12.9	20.4	110	532	10.4	2.7	89	674	17.3	3.4	148
THE FAMILY HANDYMAN	3540	336	2.4	9.5	115	615	2.0	17.4	94	**113	2.2	3.2	105	**93	2.4	2.6	113
FAMILY WEEKLY	23924	2152	15.6	9.0	109	5060	16.2	21.2	114	654	12.8	2.7	90	622	16.0	2.6	112
FIELD & STREAM	9883	835	6.0	8.4	103	2140	6.9	21.7	117	**288	5.6	2.9	95	**280	7.2	2.8	122
FOOD & WINE	1030	**117	0.8	11.4	138	**207	0.7	20.1	108	**60	1.2	5.8	191	**14	0.4	1.4	59
FORBES	2679	279	2.0	10.4	126	425	1.4	15.9	85	**62	1.2	2.3	76	**29	0.7	1.1	47
FORTUNE	2931	352	2.5	12.0	146	549	1.8	18.7	101	**56	1.1	1.9	63	**56	1.4	1.9	82
GENTLEMEN'S QUARTERLY	3481	306	2.2	8.8	107	778	2.5	22.3	120	**97	1.9	2.8	91	**111	2.9	3.2	137
GLAMOUR	7163	927	6.7	12.9	157	1442	4.6	20.1	108	**227	4.4	3.2	104	**197	5.1	2.8	119
GOLF DIGEST	2355	211	1.5	9.0	109	469	1.5	19.9	107	**67	1.3	2.8	93	**69	1.8	2.9	126
GOLF DIGEST/TENNIS (GROSS)	3610	284	2.1	7.9	95	644	2.1	17.8	96	**109	2.1	3.0	99	**84	2.2	2.3	100
GOLF MAGAZINE	2046	**211	1.5	10.3	125	413	1.3	20.2	109	**53	1.0	2.6	85	**104	2.7	5.1	219
GOLF MAGAZINE/SKI (GROSS)	3547	346	2.5	9.8	118	609	2.0	17.2	92	**71	1.4	2.0	66	**162	4.2	4.6	197
GOOD HOUSEKEEPING	20353	2135	15.5	10.5	127	4206	13.5	20.7	111	541	10.6	2.7	87	631	16.2	3.1	134
HARPER'S BAZAAR	3362	414	3.0	12.3	149	636	2.0	18.9	102	**86	1.7	2.6	84	**122	3.1	3.6	156
HEALTH	2987	295	2.1	9.9	120	666	2.1	22.3	120	**94	1.8	3.1	103	**102	2.6	3.4	147
HEARST MAG CORP. BUY (GROSS)	67928	6839	49.5	10.1	122	14366	46.1	21.1	114	1833	35.8	2.7	88	2053	52.7	3.0	130
HEARST MAN POWER (GROSS)	11282	891	6.4	7.9	96	2438	7.8	21.6	116	335	6.5	3.0	97	**308	7.9	2.7	118
HEARST WOMAN POWER (GROSS)	40514	4307	31.2	10.6	129	8660	27.8	21.4	115	1081	21.1	2.7	87	1252	32.2	3.1	133
HOUSE BEAUTIFUL	4885	558	4.0	11.4	139	1074	3.4	22.0	118	**86	1.7	1.8	58	**153	3.9	3.1	135
INC.	1308	**148	1.1	11.3	137	**194	0.6	14.8	80	**20	0.4	1.5	50	**3	0.1	0.2	10
JET	6498	554	4.0	8.5	103	1263	4.1	19.4	105	293	5.7	4.5	148	**208	5.3	3.2	138
LADIES' HOME JOURNAL	14797	1579	11.4	10.7	130	3176	10.2	21.5	116	347	6.8	2.3	77	341	8.8	2.3	99
LHJ FAMILY GRP COMBO(GROSS)	21743	2270	16.4	10.4	127	4815	15.5	22.1	119	518	10.1	2.4	78	595	15.3	2.7	118
LIFE	9881	975	7.1	9.9	120	1786	5.7	18.1	97	348	6.8	3.5	115	330	8.5	3.3	144
L.A. TIMES HOME MAGAZINE	2775	278	2.0	10.0	122	568	1.8	20.5	110	**37	0.7	1.3	44	**65	1.7	2.3	101
MADAMOISELLE	4219	393	2.8	9.3	113	864	2.8	20.5	110	**129	2.5	3.1	100	**133	3.4	3.2	136
MC CALL'S	16422	1727	12.5	10.5	128	3611	11.6	22.0	118	434	8.5	2.6	87	555	14.3	3.4	146
MC CALL'S/WRK MOTHER (GROSS)	17919	1882	13.6	10.5	127	3978	12.8	22.2	120	499	9.7	2.8	91	595	15.3	3.3	143
MECHANIX ILLUSTRATED	4433	391	2.8	8.8	107	896	2.9	20.2	109	**204	4.0	4.6	151	**97	2.5	2.2	94
METROPOLITAN HOME	1504	**145	1.0	9.6	117	**223	0.7	14.8	80	**25	0.5	1.7	54	**28	0.7	1.9	80
MONEY	4723	550	4.0	11.6	141	909	2.9	19.2	104	**141	2.8	3.0	98	**110	2.8	2.3	100
MOTHER EARTH NEWS	2325	**284	2.1	12.2	148	518	1.7	22.3	120	**53	1.0	2.3	75	**120	3.1	5.2	222
MS.	1189	**76	0.6	6.4	78	**286	0.9	24.1	130	**69	1.3	5.8	190	**47	1.2	4.0	170
NATIONAL ENQUIRER	18892	1791	13.0	9.5	115	3905	12.5	20.7	111	676	13.2	3.6	117	551	14.2	2.9	126
NATIONAL GEOGRAPHIC	22129	1902	13.8	8.6	104	3933	12.6	17.8	96	538	10.5	2.4	80	591	15.2	2.7	115
NATIONAL SUNDAY MAGAZINE PKG	103750	9113	66.0	8.8	107	19084	61.3	18.4	99	2953	57.7	2.8	93	2496	64.1	2.4	104
NATURAL HISTORY	1379	**92	0.7	6.7	81	**194	0.6	14.1	76	**56	1.1	4.1	133	**19	0.5	1.4	59
NEW WOMAN	2289	**180	1.3	7.9	95	377	1.2	16.5	89	**31	0.6	1.4	44	**98	2.5	4.3	185
NEW YORK INCLUDING CUE	1088	**125	0.9	11.5	139	**118	0.4	10.8	58	**44	0.9	4.0	132	**24	0.6	2.2	95
THE NEW YORKER	2459	245	1.8	10.0	121	346	1.1	14.1	76	**49	1.0	2.0	65	**53	1.4	2.2	93
NEWSWEEK	16527	1488	10.8	9.0	109	2890	9.3	17.5	94	371	7.2	2.2	74	378	9.7	2.3	99
THE N.Y. TIMES DAILY EDITION	2739	334	2.4	12.2	148	503	1.6	18.4	99	**83	1.6	3.0	99	**53	1.4	1.9	83
THE N.Y. TIMES MAGAZINE	4443	544	3.9	12.2	149	733	2.4	16.5	89	**153	3.0	3.4	113	**120	3.1	2.7	116
OMNI	2799	**262	1.9	9.4	114	652	2.1	23.3	125	**107	2.1	3.8	125	**46	1.2	1.6	71
ON CABLE	2209	**205	1.5	9.3	113	465	1.5	21.1	113	**31	0.6	1.4	46	**45	1.2	2.0	88
1001 HOME IDEAS	3959	396	2.9	10.0	121	973	3.1	24.6	132	**77	1.5	1.9	64	**151	3.9	3.8	164
ORGANIC GARDENING	3111	369	2.7	11.9	144	633	2.0	20.3	110	**133	2.6	4.3	140	**108	2.8	3.5	150
OUTDOOR LIFE	5024	471	3.4	9.4	114	1143	3.7	22.8	123	**114	2.2	2.3	74	**129	3.3	2.6	111
PARADE MAGAZINE	51292	4526	32.8	8.8	107	9428	30.3	18.4	99	1598	31.2	3.1	102	1231	31.6	2.4	103

	TOTAL U.S. '000	MYLANTA				PEPTO-BISMOL				PHILLIPS MILK OF MAGNESIA LIQUID				TEMPO			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	13818	100.0	8.2	100	31142	100.0	18.6	100	5120	100.0	3.1	100	3892	100.0	2.3	100
PARENTS	5298	366	2.6	6.9	84	1153	3.7	21.8	117	**116	2.3	2.2	72	*143	3.7	2.7	116
PENTHOUSE	5129	328	2.4	6.4	78	1100	3.5	21.4	116	**76	1.5	1.5	49	*200	5.1	3.9	168
PEOPLE	21070	2067	15.0	9.8	119	4219	13.5	20.0	108	389	7.6	1.8	60	501	12.9	2.4	102
PLAYBOY	10562	841	6.1	8.0	97	2050	6.6	19.4	105	229	4.5	2.2	71	282	7.2	2.7	115
POPULAR HOT RODDING	2498	*157	1.1	6.3	76	504	1.6	20.2	109	**27	0.5	1.1	35	**86	2.2	3.4	148
POPULAR MECHANICS	5887	508	3.7	8.6	105	1266	4.1	21.5	116	*209	4.1	3.6	116	**190	4.9	3.2	139
POPULAR SCIENCE	4317	353	2.6	8.2	99	908	2.9	21.0	113	**71	1.4	1.6	54	**91	2.3	2.1	91
PREVENTION	5792	504	3.6	8.7	106	1026	3.3	17.7	95	*112	2.2	1.9	63	*190	4.9	3.3	141
PSYCHOLOGY TODAY	3284	312	2.3	9.5	115	738	2.4	22.5	121	**90	1.8	2.7	90	**43	1.1	1.3	56
READER'S DIGEST	40046	3442	24.9	8.6	104	7854	25.2	19.6	106	1287	25.1	3.2	105	954	24.5	2.4	103
REDBOOK	9584	990	7.2	10.3	125	2106	6.8	22.0	118	*266	5.2	2.8	91	323	8.3	3.4	145
ROAD & TRACK	2590	*201	1.5	7.8	94	517	1.7	20.0	108	**28	0.5	1.1	35	**86	2.2	3.3	143
ROLLING STONE	3302	*180	1.3	5.5	66	957	3.1	29.0	156	**155	3.0	4.7	154	**60	1.5	1.8	78
RUNNER'S WORLD	1229	**206	1.5	16.8	203	*238	0.8	19.4	104	**16	0.3	1.3	43	**10	0.3	0.8	35
SATURDAY EVENING POST	2110	264	1.9	12.5	152	477	1.5	22.6	122	**39	0.8	1.8	61	**53	1.4	2.5	108
SCIENCE 84	1543	**104	0.8	6.7	82	*295	0.9	19.1	103	**2	0.0	0.1	4	**29	0.7	1.9	81
SCIENCE DIGEST	1747	**82	0.6	4.7	57	369	1.2	21.1	114	**26	0.5	1.5	49	**22	0.6	1.3	54
SCIENTIFIC AMERICAN	1994	*111	0.8	5.6	68	295	0.9	14.8	80	**51	1.0	2.6	84	**11	0.3	0.6	24
SELF	3119	*258	1.9	8.3	100	648	2.1	20.8	112	**118	2.3	3.8	124	**123	3.2	3.9	170
SEVENTEEN	3923	*403	2.9	10.3	125	932	3.0	23.8	128	**179	3.5	4.6	149	**189	4.9	4.8	208
SKI	1501	**135	1.0	9.0	109	*197	0.6	13.1	71	**18	0.4	1.2	39	**57	1.5	3.8	164
SMITHSONIAN	5976	588	4.3	9.8	119	942	3.0	15.8	85	*158	3.1	2.6	87	*165	4.2	2.8	119
SOAP OPERA DIGEST	4228	370	2.7	8.8	106	1017	3.3	24.1	130	*164	3.2	3.9	127	*297	2.5	2.3	99
SOUTHERN LIVING	6488	605	4.4	9.3	113	1325	4.3	20.4	110	*166	3.2	2.6	84	*208	5.3	3.2	138
SPORT	3500	*238	1.7	6.8	83	592	1.9	16.9	91	**113	2.2	3.2	106	**77	2.0	2.2	95
THE SPORTING NEWS	2456	*221	1.6	9.0	109	393	1.3	16.0	86	**55	1.1	2.2	73	**25	0.6	1.0	44
SPORTS AFIELD	3648	301	2.2	8.3	100	803	2.6	22.0	119	**99	1.9	2.7	89	**96	2.5	2.6	113
SPORTS ILLUSTRATED	14484	1003	7.3	6.9	84	2545	8.2	17.6	95	304	5.9	2.1	69	457	11.7	3.2	136
STAR	12661	1109	8.0	8.8	106	2727	8.8	21.5	116	491	9.6	3.9	127	315	8.1	2.5	107
SUNDAY	52799	4720	34.2	8.9	109	8764	28.1	16.6	89	1523	29.7	2.9	94	1144	29.4	2.2	93
SUNSET	3513	*276	2.0	7.9	95	555	1.8	15.8	85	**76	1.5	2.2	71	**44	1.1	1.3	54
TV GUIDE	42766	3738	27.1	8.7	106	8621	27.7	20.2	109	1190	23.2	2.8	91	1046	26.9	2.4	105
TENNIS	1254	**74	0.5	5.9	72	*175	0.6	14.0	75	**42	0.8	3.3	110	**15	0.4	1.2	52
TIME	22054	2197	15.9	10.0	121	4088	13.1	18.5	100	561	11.0	2.5	83	636	16.3	2.9	124
TOWN & COUNTRY	1555	*142	1.0	9.1	111	*216	0.7	13.9	75	**97	1.9	6.2	204	**19	0.5	1.2	53
TRAVEL & LEISURE	2173	*214	1.5	9.8	120	337	1.1	15.5	84	**37	0.7	1.7	56	**35	0.9	1.6	69
TRUE STORY	4636	371	2.7	8.0	97	1062	3.4	22.9	123	*166	3.2	3.6	117	*183	4.7	3.9	170
U.S. NEWS & WORLD REPORT	10353	917	6.6	8.9	108	1955	6.3	18.9	102	*209	4.1	2.0	66	*211	5.4	2.0	88
USA TODAY	4994	471	3.4	9.4	114	969	3.1	19.4	105	**95	1.9	1.9	62	**107	2.7	2.1	92
US	3528	339	2.5	9.6	117	787	2.5	22.3	120	**102	2.0	2.9	95	*144	3.7	4.1	176
VOGUE	5424	560	4.1	10.3	125	959	3.1	17.7	95	*239	4.7	4.4	144	*182	4.7	3.4	145
HALL STREET JOURNAL	6292	530	3.8	8.4	102	1173	3.8	18.6	100	**60	1.2	1.0	31	*147	3.8	2.3	101
WEIGHT WATCHERS	2762	278	2.0	10.1	122	625	2.0	22.6	122	**133	2.6	4.8	158	**75	1.9	2.7	117
WOMAN'S DAY	16320	1775	12.8	10.9	132	3489	11.2	21.4	115	330	6.4	2.0	66	609	15.6	3.7	161
WORKING MOTHER	1496	*154	1.1	10.3	125	367	1.2	24.5	132	**65	1.3	4.3	142	**41	1.1	2.7	118
WORKING WOMAN	1851	*140	1.0	7.6	92	392	1.3	21.2	114	**94	1.8	5.1	166	**104	2.7	5.6	242
WORLD TENNIS	580	**32	0.2	5.5	67	*100	0.3	17.2	93	**12	0.2	2.1	68	**5	0.1	0.9	37
ZIFF-DAVIS MAG NETWK (GROSS)	12412	963	7.0	7.8	94	2351	7.5	18.9	102	259	5.1	2.1	68	390	10.0	3.1	135
BLAIR INSERTS	91671	7959	57.6	8.7	105	16181	52.0	17.7	95	2709	52.9	3.0	97	2164	55.6	2.4	102
DAILY NEWSPAPERS																	
READ ANY	109190	9536	69.0	8.7	106	20073	64.5	18.4	99	3103	60.6	2.8	93	2511	64.5	2.3	99
READ ONE	89587	7777	56.3	8.7	105	16790	53.9	18.7	101	2576	50.3	2.9	94	2103	54.0	2.3	101
READ TWO OR MORE	19602	1759	12.7	9.0	109	3284	10.5	16.8	90	526	10.3	2.7	88	408	10.5	2.1	90
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	9659	69.9	8.8	107	19954	64.1	18.2	98	3158	61.7	2.9	94	2577	66.2	2.3	101
READ ONE	95074	8145	58.9	8.6	104	17300	55.6	18.2	98	2678	52.3	2.8	92	2213	56.9	2.3	100
READ TWO OR MORE	14588	1514	11.0	10.4	126	2655	8.5	18.2	98	481	9.4	3.3	108	364	9.4	2.5	108
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	29.31				30.32				25.61				26.00			
30 DAY REACH	149706	12397	89.7	8.3	101	27709	89.0	18.5	100	4336	84.7	2.9	95	3468	89.1	2.3	100
50 SHMG - 30 DAY AV FREQ	15.16	15.35				15.83				13.30				14.06			
30 DAY REACH	142406	11852	85.8	8.3	101	26596	85.4	18.7	101	4169	81.4	2.9	96	3210	82.5	2.3	97
25 SHMG - 30 DAY AV FREQ	8.23	8.49				8.53				7.26				7.55			
30 DAY REACH	131152	10717	77.6	8.2	99	24674	79.2	18.8	101	3814	74.5	2.9	95	2988	76.8	2.3	98
CABLE TV: HOME WIRED	66879	5904	42.7	8.8	107	13479	43.3	20.2	109	1748	34.1	2.6	86	1966	50.5	2.9	127
HOME NOT WIRED	100848	7914	57.3	7.8	95	17663	56.7	17.5	94	3372	65.9	3.3	110	1926	49.5	1.9	82
HAVE PAY CABLE	35024	3447	24.9	9.8	119	7404	23.8	21.1	114	786	15.4	2.2	74	1059	27.2	3.0	130

	TOTAL U.S. '000	MYLANTA				PEPTO-BISMOL				PHILLIPS MILK OF MAGNESIA LIQUID				TEMPO			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	13818	100.0	8.2	100	31142	100.0	18.6	100	5120	100.0	3.1	100	3892	100.0	2.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	8004	57.9	8.4	102	18291	58.7	19.1	103	2646	51.7	2.8	91	2348	60.3	2.5	106
10:00 AM - 3:00 PM	63599	5251	38.0	8.3	100	11972	38.4	18.8	101	1951	38.1	3.1	100	1619	41.6	2.5	110
3:00 PM - 7:00 PM	72097	5957	43.1	8.3	100	14234	45.7	19.7	106	1905	37.2	2.6	87	1557	40.0	2.2	93
7:00 PM - MIDNIGHT	36670	2952	21.4	8.1	98	7192	23.1	19.6	106	1029	20.1	2.8	92	912	23.4	2.5	107
MIDNIGHT - 6:00 AM	21908	1815	13.1	8.3	101	4378	14.1	20.0	108	592	11.6	2.7	89	559	14.4	2.6	110
6:00 AM - MIDNIGHT	127571	10679	77.3	8.4	102	24368	78.2	19.1	103	3696	72.2	2.9	95	3045	78.2	2.4	103
ENTIRE DAY	129239	10878	78.7	8.4	102	24757	79.5	19.2	103	3762	73.5	2.9	95	3085	79.3	2.4	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2737	19.8	8.0	98	7112	22.8	20.9	113	937	18.3	2.8	90	946	24.3	2.8	120
ALL NEWS	6062	532	3.9	8.8	107	921	3.0	15.2	82	*134	2.6	2.2	72	**81	2.1	1.3	58
AOR/PROGRESSIVE	11884	919	6.7	7.7	94	1985	6.4	16.7	90	304	5.9	2.6	84	*227	5.8	1.9	82
BEAUTIFUL MUSIC	11180	1067	7.7	9.5	116	1995	6.4	17.8	96	281	5.5	2.5	82	*250	6.4	2.2	96
BLACK	4538	378	2.7	8.3	101	948	3.0	20.9	113	290	5.7	6.4	209	**133	3.4	2.9	126
CLASSICAL	3857	248	1.8	6.4	78	866	2.8	22.5	121	*134	2.6	3.5	114	**77	2.0	2.0	86
CHR/ROCK	21946	1960	14.2	8.9	108	4816	15.5	21.9	118	534	10.4	2.4	80	448	11.5	2.0	88
COUNTRY	27262	2325	16.8	8.5	104	5459	17.5	20.0	108	771	15.1	2.8	93	691	17.8	2.5	109
GOLDEN OLDIES	3339	*255	1.8	7.6	93	618	2.0	18.5	100	**62	1.2	1.9	61	**53	1.4	1.6	68
MOR/NOSTALGIA	10346	944	6.8	9.1	111	1690	5.4	16.3	88	286	5.6	2.8	91	*197	5.1	1.9	82
NEWS/TALK	8929	722	5.2	8.1	98	1534	4.9	17.2	93	199	3.9	2.2	73	*162	4.2	1.8	78
RELIGIOUS	5488	458	3.3	8.3	101	1033	3.3	18.8	101	*210	4.1	3.8	125	*228	5.9	4.2	179
SOFT ROCK	1232	**100	0.7	8.1	99	*137	0.4	11.1	60	**18	0.4	1.5	48	**44	1.1	3.6	154
URBAN CONTEMPORARY	3184	*221	1.6	6.9	84	571	1.8	17.9	97	*169	3.3	5.3	174	**82	2.1	2.6	111
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	541	3.9	7.8	95	1504	4.8	21.8	117	*232	4.5	3.4	110	**162	4.2	2.3	101
ABC DIRECTION	5212	307	2.2	5.9	71	979	3.1	18.8	101	*181	3.5	3.5	114	**133	3.4	2.6	110
ABC ENTERTAINMENT	10385	818	5.9	7.9	96	1978	6.4	19.0	103	*204	4.0	2.0	64	*146	3.8	1.4	61
ABC FM	4762	498	3.6	10.5	127	1041	3.3	21.9	118	**165	3.2	3.5	114	**106	2.7	2.2	96
ABC INFORMATION	11339	949	6.9	8.4	102	2081	6.7	18.4	99	294	5.7	2.6	85	*211	5.4	1.9	80
ABC ROCK	4878	282	2.0	5.8	70	1002	3.2	20.5	111	**58	1.1	1.2	39	**126	3.2	2.6	111
CBS	10709	978	7.1	9.1	111	1654	5.3	15.4	83	202	3.9	1.9	62	258	6.6	2.4	104
MUTUAL	10251	904	6.5	8.8	107	1924	6.2	18.8	101	309	6.0	3.0	99	405	10.4	4.0	170
NBC	12243	888	6.4	7.3	88	2204	7.1	18.0	97	374	7.3	3.1	100	319	8.2	2.6	112
RADIORADIO	4606	487	3.5	10.6	128	989	3.2	21.5	116	*122	2.4	2.6	87	*128	3.3	2.8	120
RKO ONE	5148	446	3.2	8.7	105	1005	3.2	19.5	105	**106	2.1	2.1	67	**106	2.7	2.1	89
RKO TWO	7313	617	4.5	8.4	102	1416	4.5	19.4	104	*151	2.9	2.1	68	*189	4.9	2.6	111
THE SOURCE	5981	426	3.1	7.1	86	1184	3.8	19.8	107	*185	3.6	3.1	101	**131	3.4	2.2	94
NON-WIRED : BLAIR	19329	1443	10.4	7.5	91	3783	12.1	19.6	105	445	8.7	2.3	75	377	9.7	2.0	84
INTERNET	27139	2232	16.2	8.2	100	5263	16.9	19.4	104	912	17.8	3.4	110	586	15.1	2.2	93
KATZ RADIO GROUP	36319	3160	22.9	8.7	106	6692	21.5	18.4	99	887	17.3	2.4	80	621	16.0	1.7	74
SUPERNET	22361	1921	13.9	8.6	104	4128	13.3	18.5	99	615	12.0	2.8	90	600	15.4	2.7	116
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1232	8.9	8.5	103	2810	9.0	19.3	104	585	11.4	4.0	132	362	9.3	2.5	107
MKDAY 9:00 AM - 1:00 PM	18688	1668	12.1	8.9	108	3835	12.3	20.5	111	769	15.0	4.1	135	518	13.3	2.8	119
MKDAY 1:00 PM - 4:30 PM	24061	2098	15.2	8.7	106	5035	16.2	20.9	113	927	18.1	3.9	126	643	16.5	2.7	115
MKDAY 4:30 PM - 7:30 PM	44079	3973	28.8	9.0	109	8470	27.2	19.2	103	1604	31.3	3.6	119	997	25.6	2.3	97
MKDAY 7:30 PM - 8:00 PM	61979	5400	39.1	8.7	106	11537	37.0	18.6	100	2126	41.5	3.4	112	1388	35.7	2.2	97
MKDAY 11:00 PM - 11:30 PM	49084	4290	31.0	8.7	106	9291	29.8	18.9	102	1731	33.8	3.5	116	1208	31.0	2.5	106
MKDAY 11:30 PM - 1:00 AM	16560	1344	9.7	8.1	99	3161	10.2	19.1	103	667	13.0	4.0	132	469	12.1	2.8	122
M-SAT 8-11 PM-SUN 7-11 PM	66967	5869	42.5	8.8	106	12702	40.8	19.0	102	2224	43.4	3.3	109	1513	38.9	2.3	97
MKDY DAYTIME NTKK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	790	5.7	8.5	103	1934	6.2	20.9	112	347	6.8	3.7	123	250	6.4	2.7	116
ANOTHER WORLD	N 6138	635	4.6	10.3	126	1292	4.1	21.0	113	239	4.7	3.9	128	187	4.8	3.0	131
AS THE WORLD TURNS	C 7707	526	3.8	6.8	83	1761	5.7	22.8	123	377	7.4	4.9	160	242	6.2	3.1	135
CAPITOL	C 4688	375	2.7	8.0	97	1057	3.4	22.5	121	255	5.0	5.4	178	*177	4.5	3.8	163
CBS MORN. NEWS 1	C 2792	222	1.6	8.0	97	624	2.0	22.3	120	*119	2.3	4.3	140	*59	1.5	2.1	91
CBS MORN. NEWS 2	C 2071	165	1.2	8.0	97	394	1.3	19.0	102	*90	1.8	4.3	142	**29	0.7	1.4	60
DAYS OF OUR LIVES	N 8018	882	6.4	11.0	134	1748	5.6	21.8	117	285	5.6	3.6	116	274	7.0	3.4	147
FACTS OF LIFE - DAYTIME	N 3487	360	2.6	10.3	125	681	2.2	19.5	105	203	4.0	5.8	191	*105	2.7	3.0	130
FAMILY FEUD	A 4817	271	2.0	5.6	68	877	2.8	18.2	98	307	6.0	6.4	209	*92	2.4	1.9	82
GENERAL HOSPITAL	A 8333	726	5.3	8.7	106	1822	5.9	21.9	118	372	7.3	4.5	146	159	4.1	1.9	82
GOOD MORNING, AMERICA-730	A 5472	414	3.0	7.6	92	975	3.1	17.8	96	220	4.3	4.0	132	172	4.4	3.1	135
GOOD MORNING, AMERICA-830	A 3965	348	2.5	8.8	107	723	2.3	18.2	98	105	2.1	2.6	87	*158	4.1	4.0	172
GUIDING LIGHT	C 7542	630	4.6	8.4	101	1570	5.0	20.8	112	315	6.2	4.2	137	236	6.1	3.1	135
ONE LIFE TO LIVE	A 6018	457	3.3	7.6	92	1382	4.4	23.0	124	196	3.8	3.3	107	120	3.1	2.0	86
PRESS YOUR LUCK	C 3589	344	2.5	9.6	116	709	2.3	19.8	106	143	2.8	4.0	131	*94	2.4	2.6	113
PRICE IS RIGHT 1	C 7418	673	4.9	9.1	110	1693	5.4	22.8	123	407	7.9	5.5	180	138	3.5	1.9	80
PRICE IS RIGHT 2	C 8276	805	5.8	9.7	118	1884	6.0	22.8	123	419	8.2	5.1	166	186	4.8	2.2	97
RYAN'S HOPE	A 4358	330	2.4	7.6	92	869											

		TOTAL	MYLANTA				PEPTO-BISMOL				PHILLIPS MILK OF MAGNESIA LIQUID				TEMPO			
		U.S. '000	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	13818	100.0	8.2	100	31142	100.0	18.6	100	5120	100.0	3.1	100	3892	100.0	2.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	4593	33.2	8.8	107	9900	31.8	18.9	102	1938	37.9	3.7	121	1151	29.6	2.2	95
NETWORK AFFILIATES - LATE		39164	3579	25.9	9.1	111	7438	23.9	19.0	102	1472	28.8	3.8	123	1014	26.1	2.6	112
INDEPENDENTS - LATE		5133	450	3.3	8.8	106	870	2.8	16.9	91	165	3.2	3.2	105	*79	2.0	1.5	66
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1941	14.0	8.5	103	4637	14.9	20.3	109	918	17.9	4.0	132	463	11.9	2.0	87
ABC MONDAY NIGHT MOVIE	N	11258	1049	7.6	9.3	113	2204	7.1	19.6	105	328	6.4	2.9	95	191	4.9	1.7	73
ABC SUNDAY NIGHT MOVIE	A	23600	1900	13.8	8.1	98	4356	14.0	18.5	99	838	16.4	3.6	116	580	14.9	2.5	106
ABC WORLD NEWS TONIGHT	A	12801	1054	7.6	8.2	100	2497	8.0	19.5	105	438	8.6	3.4	112	228	5.9	1.8	77
AFTERMASH	C	10966	893	6.5	8.1	99	2271	7.3	20.7	112	321	6.3	2.9	96	*248	6.4	2.3	97
ALICE	C	17050	1494	10.8	8.8	106	3234	10.4	19.0	102	567	11.1	3.3	109	422	10.8	2.5	107
AMERICAN PARADE	C	11998	1115	8.1	9.3	113	2098	6.7	17.5	94	405	7.9	3.4	111	295	7.6	2.5	106
BENSON	A	19258	1638	11.9	8.5	103	3475	11.2	18.0	97	618	12.1	3.2	105	372	9.6	1.9	83
BLUE THUNDER	A	11478	982	7.1	8.6	104	1990	6.4	17.3	93	435	8.5	3.8	124	*179	4.6	1.6	67
CAGNEY & LACEY	C	18263	1418	10.3	7.8	94	3430	11.0	18.8	101	531	10.4	2.9	95	421	10.8	2.3	99
CBS EVENING NEWS-DEAN	C	7733	841	6.1	10.9	132	1335	4.3	17.3	93	266	5.2	3.4	113	**107	2.7	1.4	60
CBS EVENING NEWS-RATHER	C	15653	1308	9.5	8.4	101	3006	9.7	19.2	103	728	14.2	4.7	152	354	9.1	2.3	97
CBS SAT. NEWS-SCHIEFFER	C	8744	830	6.0	9.5	115	1615	5.2	18.5	99	267	5.2	3.1	100	137	3.5	1.6	68
CBS SATURDAY NIGHT MOVIE	C	12000	1044	7.6	8.7	106	2367	7.6	19.7	106	365	7.1	3.0	100	255	6.6	2.1	92
CBS WEDNESDAY NIGHT MOVIE	C	11522	886	6.4	7.7	93	2344	7.5	20.3	110	367	7.2	3.2	104	247	6.3	2.1	92
CHEERS	N	16818	1584	11.5	9.4	114	3346	10.7	19.9	107	495	9.7	2.9	96	496	12.7	2.9	127
DALLAS	C	37510	3244	23.5	8.6	105	7076	22.7	18.9	102	1298	25.4	3.5	113	864	22.2	2.3	99
DIFF'RENT STROKES	N	11258	1005	7.3	8.9	108	2241	7.2	19.9	107	545	10.6	4.8	159	219	5.6	1.9	84
DOUBLE TROUBLE	N	12248	1061	7.7	8.7	105	2353	7.6	19.2	103	511	10.0	4.2	137	276	7.1	2.3	97
DUCK FACTORY	N	11100	956	6.9	8.6	105	2236	7.2	20.1	108	396	7.7	3.6	117	271	7.0	2.4	105
DUKES OF HAZZARD	C	12353	1112	8.0	9.0	109	2510	8.1	20.3	109	474	9.3	3.8	126	392	10.1	3.2	137
DYNASTY	A	33279	2719	19.7	8.2	99	6238	20.0	18.7	101	1336	26.1	4.0	132	985	25.3	3.0	128
FACTS OF LIFE	N	13410	1262	9.1	9.4	114	2399	7.7	17.9	96	523	10.2	3.9	128	300	7.7	2.2	96
FALCON CREST	C	31093	2737	19.8	8.8	107	6037	19.4	19.4	105	1082	21.1	3.5	114	749	19.2	2.4	104
FALL GUY	A	18649	1622	11.7	8.7	106	3662	11.8	19.6	106	730	14.3	3.9	128	362	9.3	1.9	84
FAMILY TIES	N	13101	1137	8.2	8.7	105	2688	8.6	20.5	111	650	12.7	5.0	163	409	10.5	3.1	135
FANTASY ISLAND	A	13069	1217	8.8	9.3	113	2519	8.1	19.3	104	511	10.0	3.9	128	289	7.4	2.2	95
FOULUPS, BLEEP & BLUNDERS	A	16588	1426	10.3	8.6	104	3134	10.1	18.9	102	474	9.3	2.9	94	361	9.3	2.2	94
FOUR SEASONS	C	9302	714	5.2	7.7	93	1892	6.1	20.3	110	*240	4.7	2.6	85	**203	5.2	2.2	94
GIMME A BREAK	N	13955	1222	8.8	8.8	106	2717	8.7	19.5	105	773	15.1	5.5	181	398	10.2	2.9	123
HART TO HART	A	15735	1403	10.2	8.9	108	2895	9.3	18.4	99	436	8.5	2.8	91	343	8.8	2.2	94
HILL STREET BLUES	N	18257	1654	12.0	9.1	110	3295	10.6	18.0	97	505	9.9	2.8	91	457	11.7	2.5	108
HOTEL	A	24236	1976	14.3	8.2	99	4424	14.2	18.3	98	791	15.4	3.3	107	574	14.7	2.4	102
JEFFERSONS	C	17010	1459	10.6	8.6	104	3190	10.2	18.8	101	600	11.7	3.5	116	421	10.8	2.5	107
JENNIFER SLEPT HERE	N	9397	896	6.5	9.5	116	1780	5.7	18.9	102	327	6.4	3.5	114	*173	4.4	1.8	79
KATE & ALLIE	C	16762	1291	9.3	7.7	93	3224	10.4	19.2	104	472	9.2	2.8	92	374	9.6	2.2	96
KNIGHT RIDER	N	13164	1116	8.1	8.5	103	2565	8.2	19.5	105	552	10.8	4.2	137	399	10.3	3.0	131
LOVE BOAT	A	20400	1818	13.2	8.9	108	3914	12.6	19.2	103	741	14.5	3.6	119	484	12.4	2.4	102
MAGNUM PI	C	22543	1933	14.0	8.6	104	4505	14.5	20.0	108	683	13.3	3.0	99	474	12.2	2.1	91
MAMA'S FAMILY	N	9852	949	6.9	9.6	117	1831	5.9	18.6	100	340	6.6	3.5	113	290	7.5	2.9	127
MASTER, THE	N	8082	713	5.2	8.8	107	1369	4.4	16.9	91	333	6.5	4.1	135	*153	3.9	1.9	82
MATT HOUSTON	A	12881	1086	7.9	8.4	102	2545	8.2	19.8	106	439	8.6	3.4	112	290	7.5	2.3	97
NBC MONDAY NIGHT MOVIE	N	23889	2128	15.4	8.9	108	4758	15.3	19.9	107	704	13.8	2.9	97	675	17.3	2.8	122
NBC NIGHTLY NEWS	N	11156	1139	8.2	10.2	124	2189	7.0	19.6	106	390	7.6	3.5	115	238	6.1	2.1	92
NBC NIGHTLY NEWS-SAT	N	7363	611	4.4	8.3	101	1329	4.3	18.0	97	312	6.1	4.2	139	*187	4.8	2.5	109
NBC NIGHTLY NEWS-SUN	N	6214	633	4.6	10.2	124	1121	3.6	18.0	97	*199	3.9	3.2	105	**197	2.5	1.6	67
NBC SUNDAY NIGHT MOVIE	N	17590	1497	10.8	8.5	103	3689	11.8	21.0	113	538	10.5	3.1	100	498	12.8	2.8	122
NEWMART	C	16740	1321	9.6	7.9	96	3260	10.5	19.5	105	511	10.0	3.1	100	323	8.3	1.9	83
ONE DAY AT A TIME	C	11820	1030	7.5	8.7	106	2440	7.8	20.6	111	405	7.9	3.4	112	*196	5.0	1.7	71
PEOPLE ARE FUNNY	N	9138	919	6.7	10.1	122	1721	5.5	18.8	101	232	4.5	2.5	83	305	7.8	3.3	144
REAL PEOPLE	N	15979	1460	10.6	9.1	111	3049	9.8	19.1	103	642	12.5	4.0	132	406	10.4	2.5	109
REMINGTON STEELE	N	14395	1154	8.4	8.0	97	2936	9.4	20.4	110	568	11.1	3.9	129	314	8.1	2.2	94
RIPLEY'S BELIEVE IT - NOT	N	11362	967	7.0	8.5	103	2074	6.7	18.3	98	283	5.5	2.5	82	*216	5.5	1.9	82
RIPTIDE	N	13920	1185	8.6	8.5	103	2923	9.4	21.0	113	560	10.9	4.0	132	305	7.8	2.2	94
SCARECROW & MRS. KING	C	17571	1522	11.0	8.7	105	3284	10.5	18.7	101	503	9.8	2.9	94	353	9.1	2.0	87
SIMON & SIMON	C	20208	1759	12.7	8.7	106	4027	12.9	19.9	107	662	12.9	3.3	107	415	10.7	2.1	89
60 MINUTES	C	27668	2321	16.8	8.4	102	4778	15.3	17.3	93	1032	20.2	3.7	122	556	14.3	2.0	87
ST. ELSEWHERE	N	13699	1279	9.3	9.3	113	2728	8.8	19.9	107	535	10.4	3.9	128	304	7.8	2.2	96
THREE'S COMPANY	A	20632	1771</															

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INDIGESTION AIDS & UPSET STOMACH REMEDIES (NON-PRESCRIPTION) - BRANDS USED
(ADULTS)

		TOTAL U.S. '000	ROLAIDS				TUMS															
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	23909	100.0	14.3	100	16998	100.0	10.1	100												
MAGAZINES	QUINTILE 1	34022	5165	21.6	15.2	107	3344	19.7	9.8	97												
	QUINTILE 2	34800	5271	22.0	15.1	106	3347	19.7	9.6	95												
	QUINTILE 3	30514	4211	17.6	13.8	97	3036	17.9	9.9	98												
	QUINTILE 4	33324	4448	18.6	13.3	94	3437	20.2	10.3	102												
	QUINTILE 5	35066	4815	20.1	13.7	96	3874	22.6	10.9	108												
NEWSPAPERS	QUINTILE 1	29107	3810	15.9	13.1	92	2768	16.3	9.5	94												
	QUINTILE 2	49095	6883	28.8	14.0	98	4594	27.0	9.4	92												
	QUINTILE 3	23107	3559	14.9	15.4	108	2402	14.1	10.4	103												
	QUINTILE 4	33556	4641	19.4	13.8	97	3436	20.2	10.2	101												
	QUINTILE 5	32863	5017	21.0	15.3	107	3798	22.3	11.6	114												
OUTDOOR	QUINTILE 1	33431	4649	19.4	13.9	98	3461	20.4	10.4	102												
	QUINTILE 2	33478	4760	19.9	14.2	100	3824	22.5	11.4	113												
	QUINTILE 3	33574	4834	20.2	14.4	101	2964	17.4	8.8	87												
	QUINTILE 4	33935	4831	20.2	14.2	100	3635	21.4	10.7	106												
	QUINTILE 5	33310	4836	20.2	14.5	102	3113	18.3	9.3	92												
RADIO-DRIVE TIME	QUINTILE 1	33136	4969	20.8	15.0	105	3585	21.1	10.8	107												
	QUINTILE 2	31658	4415	18.5	13.9	98	3505	20.6	11.1	109												
	QUINTILE 3	32541	4798	20.1	14.7	103	3172	18.7	9.7	96												
	QUINTILE 4	34247	4783	20.0	14.0	98	3335	19.6	9.7	96												
	QUINTILE 5	36144	4945	20.7	13.7	96	3402	20.0	9.4	93												
RADIO-MID- DAY	TERCILE 1	45037	6706	28.0	14.9	104	4917	28.9	10.9	108												
	TERCILE 2	44819	6676	27.9	14.9	104	4381	25.8	9.8	96												
	TERCILE 3	77872	10528	44.0	13.5	95	7700	45.3	9.9	98												
RADIO-TOTAL	QUINTILE 1	33763	4891	20.5	14.5	102	3855	22.7	11.4	113												
	QUINTILE 2	33240	5026	21.0	15.1	106	3198	18.8	9.6	95												
	QUINTILE 3	33408	4634	19.4	13.9	97	3544	20.8	10.6	105												
	QUINTILE 4	34792	4969	20.8	14.3	100	3426	20.2	9.8	97												
	QUINTILE 5	32524	4389	18.4	13.5	95	2975	17.5	9.1	90												
TV-PRIME TIME	QUINTILE 1	33090	4669	19.5	14.1	99	3460	20.4	10.5	103												
	QUINTILE 2	33357	5175	21.6	15.5	109	3298	19.4	9.9	98												
	QUINTILE 3	33980	4891	20.5	14.4	101	3416	20.1	10.1	99												
	QUINTILE 4	33854	4844	20.3	14.3	100	3625	21.3	10.7	106												
	QUINTILE 5	33444	4330	18.1	12.9	91	3200	18.8	9.6	94												
TV-DAYTIME	TERCILE 1	49121	7715	32.3	15.7	110	5237	30.8	10.7	105												
	TERCILE 2	48823	7474	31.3	15.3	107	4942	29.1	10.1	100												
	TERCILE 3	69782	8720	36.5	12.5	88	6819	40.1	9.8	96												
TV-TOTAL	QUINTILE 1	33584	5181	21.7	15.4	108	3797	22.3	11.3	112												
	QUINTILE 2	33441	5054	21.1	15.1	106	3302	19.4	9.9	97												
	QUINTILE 3	33505	4714	19.7	14.1	99	2908	17.1	8.7	86												
	QUINTILE 4	33466	4426	18.5	13.2	93	3303	19.4	9.9	97												
	QUINTILE 5	33731	4535	19.0	13.4	94	3688	21.7	10.9	108												
MAGAZINES-NEWSPAPERS: DUAL		44503	6656	27.8	15.0	105	4138	24.3	9.3	92												
MAGAZINE IMPERATIVE		39363	5998	25.1	15.2	107	4193	24.7	10.7	105												
NEWSPAPER IMPERATIVE		46441	5834	24.4	12.6	88	4635	27.3	10.0	98												
MAGAZINES-OUTDOOR: DUAL		33726	4673	19.5	13.9	97	3099	18.2	9.2	91												
MAGAZINE IMPERATIVE		52846	8120	34.0	15.4	108	5002	29.4	9.5	93												
OUTDOOR IMPERATIVE		52140	7255	30.3	13.9	98	5859	34.5	11.2	111												
MAGAZINES-RADIO: DUAL		37081	5553	23.2	15.0	105	3601	21.2	9.7	96												
MAGAZINE IMPERATIVE		49747	7302	30.5	14.7	103	4814	28.3	9.7	95												
RADIO IMPERATIVE		49208	6826	28.5	13.9	97	5520	32.5	11.2	111												
MAGAZINES-TELEVISION: DUAL		33103	5272	22.1	15.9	112	3438	20.2	10.4	102												
MAGAZINE IMPERATIVE		54575	7634	31.9	14.0	98	5077	29.9	9.3	92												
TELEVISION IMPERATIVE		53249	7542	31.5	14.2	99	5320	31.3	10.0	99												
NEWSPAPERS-OUTDOOR: DUAL		36255	5264	22.0	14.5	102	3462	20.4	9.5	94												
NEWSPAPER IMPERATIVE		55591	7696	32.2	13.8	97	5255	30.9	9.5	93												
OUTDOOR IMPERATIVE		48319	6750	28.2	14.0	98	5444	32.0	11.3	111												
NEWSPAPERS-RADIO: DUAL		37242	5469	22.9	14.7	103	3728	21.9	10.0	99												
NEWSPAPER IMPERATIVE		54423	7292	30.5	13.4	94	4923	29.0	9.0	89												
RADIO IMPERATIVE		46650	7029	29.4	15.1	106	5390	31.7	11.6	114												
NEWSPAPERS-TELEVISION: DUAL		35974	5187	21.7	14.4	101	3751	22.1	10.4	103												
NEWSPAPER IMPERATIVE		56095	7518	31.4	13.4	94	5124	30.1	9.1	90												
TELEVISION IMPERATIVE		47170	7388	30.9	15.7	110	4984	29.3	10.6	104												
OUTDOOR-RADIO: DUAL		33748	4524	18.9	13.4	94	3580	21.1	10.6	105												
OUTDOOR IMPERATIVE		52785	7470	31.2	14.2	99	5406	31.8	10.2	101												
RADIO IMPERATIVE		52882	8055	33.7	15.2	107	5359	31.5	10.1	100												
OUTDOOR-TELEVISION: DUAL		32030	4815	20.1	15.0	105	3214	18.9	10.0	99												
OUTDOOR IMPERATIVE		54626	7147	29.9	13.1	92	5668	33.3	10.4	102												
TELEVISION IMPERATIVE		54874	8287	34.7	15.1	106	5428	31.9	9.9	98												
RADIO-TELEVISION: DUAL		33386	5222	21.8	15.6	110	3408	20.0	10.2	101												
RADIO IMPERATIVE		53810	7462	31.2	13.9	97	5626	33.1	10.5	103												
TELEVISION IMPERATIVE		54023	7887	33.0	14.6	102	5417	31.9	10.0	99												

INDIGESTION AIDS & UPSET STOMACH REMEDIES (NON-PRESCRIPTION) - BRANDS USED
(ADULTS)

	TOTAL U.S. '000	ROLAIDS				TUMS											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	23909	100.0	14.3	100	16998	100.0	10.1	100								
ATLANTIC MONTHLY	867	**75	0.3	8.7	61	**59	0.3	6.8	67								
BARRON'S	1580	**170	0.7	10.8	75	*136	0.8	8.6	85								
BETTER HOMES & GARDENS	22203	3459	14.5	15.6	109	2278	13.4	10.3	101								
BON APPETIT	3810	509	2.1	13.4	94	336	2.0	8.8	87								
BUSINESS WEEK	4663	567	2.4	12.2	85	321	1.9	6.9	68								
CAR AND DRIVER	3102	436	1.8	14.1	99	293	1.7	9.4	93								
CBS MAGAZINE NETWORK (GROSS)	7311	839	3.5	11.5	81	729	4.3	10.0	98								
CHANGING TIMES	3400	304	1.3	8.9	63	238	1.4	7.0	69								
COLONIAL HOMES	1796	273	1.1	15.2	107	265	1.6	14.8	146								
CONDE NAST MAG. PKG. (GROSS)	19924	2780	11.6	14.0	98	1745	10.3	8.8	86								
CONSUMERS DIGEST	3125	415	1.7	13.3	93	288	1.7	9.2	91								
COSMOPOLITAN	10577	1459	6.1	13.8	97	819	4.8	7.7	76								
COUNTRY LIVING	3746	648	2.7	17.3	121	331	1.9	8.8	87								
CUISINE	2214	301	1.3	13.6	95	*239	1.4	10.8	107								
CYCLE WORLD	2394	335	1.4	14.0	98	*177	1.0	7.4	73								
DCI:CREATIVE IDEAS FOR LIV	3068	520	2.2	16.9	119	376	2.2	12.3	121								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1561	6.5	16.3	115	947	5.6	9.9	98								
DISCOVER	2277	*192	0.8	8.4	59	*188	1.1	8.3	81								
EBONY	7187	881	3.7	12.3	86	718	4.2	10.0	99								
ESQUIRE	2560	468	2.0	18.3	128	340	2.0	13.3	131								
ESSENCE	3242	588	2.5	18.1	127	379	2.2	11.7	115								
FAMILY CIRCLE	19639	3076	12.9	15.7	110	1964	11.6	10.0	99								
THE FAMILY HANDYMAN	3540	593	2.5	16.8	118	446	2.6	12.6	124								
FAMILY WEEKLY	23924	3858	16.1	16.1	113	2839	16.7	11.9	117								
FIELD & STREAM	9883	1842	7.7	18.6	131	1060	6.2	10.7	106								
FOOD & WINE	1030	*133	0.6	12.9	91	*87	0.5	8.4	83								
FORBES	2679	337	1.4	12.6	88	239	1.4	8.9	88								
FORTUNE	2931	451	1.9	15.4	108	313	1.8	10.7	105								
GENTLEMEN'S QUARTERLY	3481	486	2.0	14.0	98	339	2.0	9.7	96								
GLAMOUR	7163	1027	4.3	14.3	101	715	4.2	10.0	98								
GOLF DIGEST	2355	403	1.7	17.1	120	*214	1.3	9.1	90								
GOLF DIGEST/TENNIS (GROSS)	3610	501	2.1	13.9	97	300	1.8	8.3	82								
GOLF MAGAZINE	2046	355	1.5	17.4	122	*213	1.3	10.4	103								
GOLF MAGAZINE/SKI (GROSS)	3547	488	2.0	13.8	97	327	1.9	9.2	91								
GOOD HOUSEKEEPING	20353	3022	12.6	14.8	104	2230	13.1	11.0	108								
HARPER'S BAZAAR	3362	525	2.2	15.6	110	291	1.7	8.7	85								
HEALTH	2987	482	2.0	16.1	113	351	2.1	11.8	116								
HEARST MAG CORP. BUY (GROSS)	67928	10248	42.9	15.1	106	6848	40.3	10.1	99								
HEARST MAN POWER (GROSS)	11282	1749	7.3	15.5	109	1239	7.3	11.0	108								
HEARST WOMAN POWER (GROSS)	40514	6060	25.3	15.0	105	3979	23.4	9.8	97								
HOUSE BEAUTIFUL	4885	683	2.9	14.0	98	517	3.0	10.6	104								
INC.	1308	**116	0.5	8.9	62	*90	0.5	6.9	68								
JET	6498	835	3.5	12.9	90	674	4.0	10.4	102								
LADIES' HOME JOURNAL	14797	2373	9.9	16.0	113	1414	8.3	9.6	94								
LHJ FAMILY GRP COMBO(GROSS)	21743	3541	14.8	16.3	114	2219	13.1	10.2	101								
LIFE	9881	1248	5.2	12.6	89	786	4.6	8.0	78								
L.A. TIMES HOME MAGAZINE	2775	364	1.5	13.1	92	*155	0.9	5.6	55								
MADemoisELLE	4219	706	3.0	16.7	117	318	1.9	7.5	74								
MC CALL'S	16422	2427	10.2	14.8	104	1616	9.5	9.8	97								
MC CALL'S/WRK MOTHER (GROSS)	17919	2636	11.0	14.7	103	1815	10.7	10.1	100								
MECHANIX ILLUSTRATED	4433	716	3.0	16.2	113	525	3.1	11.8	117								
METROPOLITAN HOME	1504	*170	0.7	11.3	79	*140	0.8	9.3	92								
MONEY	4723	565	2.4	12.0	84	362	2.1	7.7	76								
MOTHER EARTH NEWS	2325	328	1.4	14.1	99	*265	1.6	11.4	112								
MS.	1189	*159	0.7	13.4	94	*138	0.8	11.6	115								
NATIONAL ENQUIRER	18892	2963	12.4	15.7	110	1982	11.7	10.5	104								
NATIONAL GEOGRAPHIC	22129	3154	13.2	14.3	100	2406	14.2	10.9	107								
NATIONAL SUNDAY MAGAZINE PKG	103750	14495	60.6	14.0	98	10066	59.2	9.7	96								
NATURAL HISTORY	1379	*115	0.5	8.3	59	*106	0.6	7.7	76								
NEW WOMAN	2289	230	1.0	10.0	70	*178	1.0	7.8	77								
NEW YORK INCLUDING CUE	1088	**68	0.3	6.3	44	*56	0.3	5.1	51								
THE NEW YORKER	2459	264	1.1	10.7	75	213	1.3	8.7	85								
NEWSWEEK	16527	2025	8.5	12.3	86	1466	8.6	8.9	88								
THE N.Y. TIMES DAILY EDITION	2739	257	1.1	9.4	66	283	1.7	10.3	102								
THE N.Y. TIMES MAGAZINE	4443	403	1.7	9.1	64	446	2.6	10.0	99								
OMNI	2799	330	1.4	11.8	83	399	2.3	14.3	141								
ON CABLE	2209	200	0.8	9.1	64	*207	1.2	9.4	92								
1001 HOME IDEAS	3959	686	2.9	17.3	122	454	2.7	11.5	113								
ORGANIC GARDENING	3111	541	2.3	17.4	122	431	2.5	13.9	137								
OUTDOOR LIFE	5024	923	3.9	18.4	129	575	3.4	11.4	113								
PARADE MAGAZINE	51292	6829	28.6	13.3	93	4761	28.0	9.3	92								

INDIGESTION AIDS & UPSET STOMACH REMEDIES (NON-PRESCRIPTION) - BRANDS USED
(ADULTS)

	TOTAL U.S. '000	ROLAIDS				TUMS											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	23909	100.0	14.3	100	16998	100.0	10.1	100								
PARENTS	5298	874	3.7	16.5	116	573	3.4	10.8	107								
PENTHOUSE	5129	750	3.1	14.6	103	611	3.6	11.9	118								
PEOPLE	21070	3143	13.1	14.9	105	1958	11.5	9.3	92								
PLAYBOY	10562	1552	6.5	14.7	103	1237	7.3	11.7	116								
POPULAR HOT RODDING	2498	426	1.8	17.1	120	*193	1.1	7.7	76								
POPULAR MECHANICS	5887	935	3.9	15.9	111	738	4.3	12.5	124								
POPULAR SCIENCE	4317	572	2.4	13.2	93	475	2.8	11.0	109								
PREVENTION	5792	720	3.0	12.4	87	515	3.0	8.9	88								
PSYCHOLOGY TODAY	3284	393	1.6	12.0	84	317	1.9	9.7	95								
READER'S DIGEST	40046	6169	25.8	15.4	108	4251	25.0	10.6	105								
REDBOOK	9584	1579	6.6	16.5	116	931	5.5	9.7	96								
ROAD & TRACK	2590	295	1.2	11.4	80	353	2.1	13.6	134								
ROLLING STONE	3302	429	1.8	13.0	91	316	1.9	9.6	94								
RUNNER'S WORLD	1229	*194	0.8	15.8	111	*137	0.8	11.1	110								
SATURDAY EVENING POST	2110	397	1.7	18.8	132	*201	1.2	9.5	94								
SCIENCE 84	1543	*128	0.5	8.3	58	*94	0.6	6.1	60								
SCIENCE DIGEST	1747	*156	0.7	8.9	63	*139	0.8	8.0	79								
SCIENTIFIC AMERICAN	1994	*168	0.7	8.4	59	188	1.1	9.4	93								
SELF	3119	394	1.6	12.6	89	244	1.4	7.8	77								
SEVENTEEN	3923	622	2.6	15.9	111	370	2.2	9.4	93								
SKI	1501	*134	0.6	8.9	63	*114	0.7	7.6	75								
SMITHSONIAN	5976	773	3.2	12.9	91	562	3.3	9.4	93								
SOAP OPERA DIGEST	4228	720	3.0	17.0	119	480	2.8	11.4	112								
SOUTHERN LIVING	6488	1042	4.4	16.1	113	571	3.4	8.8	87								
SPORT	3500	434	1.8	12.4	87	402	2.4	11.5	113								
THE SPORTING NEWS	2456	308	1.3	12.5	88	*175	1.0	7.1	70								
SPORTS AFIELD	3648	659	2.8	18.1	127	362	2.1	9.9	98								
SPORTS ILLUSTRATED	14484	1932	8.1	13.3	94	1248	7.3	8.6	85								
STAR	12661	2033	8.5	16.1	113	1333	7.8	10.5	104								
SUNDAY	52799	6474	27.1	12.3	86	4830	28.4	9.1	90								
SUNSET	3513	499	2.1	14.2	100	329	1.9	9.4	92								
TV GUIDE	42766	6624	27.7	15.5	109	4121	24.2	9.6	95								
TENNIS	1254	**98	0.4	7.8	55	**85	0.5	6.8	67								
TIME	22054	2956	12.4	13.4	94	2017	11.9	9.1	90								
TOWN & COUNTRY	1555	*228	1.0	14.7	103	*134	0.8	8.6	85								
TRAVEL & LEISURE	2173	297	1.2	13.7	96	*193	1.1	8.9	88								
TRUE STORY	4636	947	4.0	20.4	143	527	3.1	11.4	112								
U.S. NEWS & WORLD REPORT	10353	1289	5.4	12.5	87	1044	6.1	10.1	100								
USA TODAY	4994	762	3.2	15.3	107	548	3.2	11.0	108								
US	3528	489	2.0	13.9	97	343	2.0	9.7	96								
VOGUE	5424	652	2.7	12.0	84	468	2.8	8.6	85								
WALL STREET JOURNAL	6292	789	3.3	12.5	88	578	3.4	9.2	91								
WEIGHT WATCHERS	2762	467	2.0	16.9	119	293	1.7	10.6	105								
WOMAN'S DAY	16320	2406	10.1	14.7	103	1672	9.8	10.2	101								
WORKING MOTHER	1496	*210	0.9	14.0	98	*199	1.2	13.3	131								
WORKING WOMAN	1851	355	1.5	19.2	135	*193	1.1	10.4	103								
WORLD TENNIS	580	**61	0.3	10.5	74	**65	0.4	11.2	111								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1510	6.3	12.2	85	1206	7.1	9.7	96								
BLAIR INSERTS	91671	12223	51.1	13.3	94	8536	50.2	9.3	92								
DAILY NEWSPAPERS																	
READ ANY	109190	15385	64.3	14.1	99	10523	61.9	9.6	95								
READ ONE	89587	12732	53.3	14.2	100	8698	51.2	9.7	96								
READ TWO OR MORE	19602	2653	11.1	13.5	95	1825	10.7	9.3	92								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	15074	63.0	13.7	96	10676	62.8	9.7	96								
READ ONE	95074	13272	55.5	14.0	98	9127	53.7	9.6	95								
READ TWO OR MORE	14588	1802	7.5	12.4	87	1549	9.1	10.6	105								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.77				30.13											
30 DAY REACH	149706	21383	89.4	14.3	100	15374	90.4	10.3	101								
50 SHWG - 30 DAY AV FREQ	15.16	15.14				15.87											
30 DAY REACH	142406	20343	85.1	14.3	100	14629	86.1	10.3	101								
25 SHWG - 30 DAY AV FREQ	8.23	8.28				8.65											
30 DAY REACH	131152	18578	77.7	14.2	99	13379	78.7	10.2	101								
CABLE TV: HOME WIRED	66879	9658	40.4	14.4	101	6989	41.1	10.5	103								
HOME NOT WIRED	100848	14252	59.6	14.1	99	10009	58.9	9.9	98								
HAVE PAY CABLE	35024	4878	20.4	13.9	98	3542	20.8	10.1	100								

	TOTAL U.S. '000	ROLAIDS				TUMS				A				A			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	23909	100.0	14.3	100	16998	100.0	10.1	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	14140	59.1	14.8	104	9890	58.2	10.3	102								
10:00 AM - 3:00 PM	63599	9586	40.1	15.1	106	6656	39.2	10.5	103								
3:00 PM - 7:00 PM	72097	10358	43.3	14.4	101	7694	45.3	10.7	105								
7:00 PM - MIDNIGHT	36670	5062	21.2	13.8	97	3746	22.0	10.2	101								
MIDNIGHT - 6:00 AM	21908	3146	13.2	14.4	101	2360	13.9	10.8	106								
6:00 AM - MIDNIGHT	127571	18525	77.5	14.5	102	13300	78.2	10.4	103								
ENTIRE DAY	129239	18707	78.2	14.5	102	13438	79.1	10.4	103								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	5215	21.8	15.3	108	4063	23.9	11.9	118								
ALL NEWS	6062	753	3.1	12.4	87	519	3.1	8.6	84								
AOR/PROGRESSIVE	11884	1502	6.3	12.6	89	990	5.8	8.3	82								
BEAUTIFUL MUSIC	11180	1340	5.6	12.0	84	1138	6.7	10.2	100								
BLACK	4538	670	2.8	14.8	104	405	2.4	8.9	88								
CLASSICAL	3857	448	1.9	11.6	81	317	1.9	8.2	81								
CHR/ROCK	21946	3369	14.1	15.4	108	2422	14.2	11.0	109								
COUNTRY	27262	4722	19.7	17.3	122	2844	16.7	10.4	103								
GOLDEN OLDIES	3339	691	2.9	20.7	145	364	2.1	10.9	108								
MOR/NOSTALGIA	10346	1250	5.2	12.1	85	905	5.3	8.7	86								
NEWS/TALK	8929	1139	4.8	12.8	89	749	4.4	8.4	83								
RELIGIOUS	5488	930	3.9	16.9	119	635	3.7	11.6	114								
SOFT ROCK	1232	*177	0.7	14.4	101	*245	1.4	19.9	196								
URBAN CONTEMPORARY	3184	398	1.7	12.5	88	278	1.6	8.7	86								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1110	4.6	16.1	113	780	4.6	11.3	111								
ABC DIRECTION	5212	708	3.0	13.6	95	588	3.5	11.3	111								
ABC ENTERTAINMENT	10385	1625	6.8	15.6	110	849	5.0	8.2	81								
ABC FM	4762	676	2.8	14.2	100	573	3.4	12.0	119								
ABC INFORMATION	11339	1836	7.7	16.2	114	1206	7.1	10.6	105								
ABC ROCK	4878	683	2.9	14.0	98	467	2.7	9.6	94								
CBS	10709	1581	6.6	14.8	104	1065	6.3	9.9	98								
MUTUAL	10251	1593	6.7	15.5	109	1029	6.1	10.0	99								
NBC	12243	1701	7.1	13.9	97	1303	7.7	10.6	105								
RADIORADIO	4606	573	2.4	12.4	87	547	3.2	11.9	117								
RKO ONE	5148	896	3.7	17.4	122	572	3.4	11.1	110								
RKO TWO	7313	1037	4.3	14.2	99	655	3.9	9.0	88								
THE SOURCE	5981	904	3.8	15.1	106	623	3.7	10.4	103								
NON-WIRED : BLAIR	19329	2824	11.8	14.6	102	1870	11.0	9.7	95								
INTERNET	27139	3641	15.2	13.4	94	2719	16.0	10.0	99								
KATZ RADIO GROUP	36319	4909	20.5	13.5	95	3290	19.4	9.1	89								
SUPERNET	22361	3377	14.1	15.1	106	2389	14.1	10.7	105								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	2151	9.0	14.8	104	1429	8.4	9.8	97								
MKDAY 9:00 AM - 1:00 PM	18688	3122	13.1	16.7	117	2150	12.6	11.5	114								
MKDAY 1:00 PM - 4:30 PM	24061	3807	15.9	15.8	111	2685	15.8	11.2	110								
MKDAY 4:30 PM - 7:30 PM	44079	6310	26.4	14.3	100	4414	26.0	10.0	99								
MKDAY 7:30 PM - 8:00 PM	61979	8953	37.4	14.4	101	6300	37.1	10.2	100								
MKDAY 11:00 PM - 11:30 PM	49084	7118	29.8	14.5	102	5418	31.9	11.0	109								
MKDAY 11:30 PM - 1:00 AM	16560	2354	9.8	14.2	100	1867	11.0	11.3	111								
M-SAT 8-11 PM-SUN 7-11 PM	66967	9739	40.7	14.5	102	6839	40.2	10.2	101								
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1544	6.5	16.7	117	1082	6.4	11.7	115								
ANOTHER WORLD	N 6138	1073	4.5	17.5	123	777	4.6	12.7	125								
AS THE WORLD TURNS	C 7707	1168	4.9	15.2	106	735	4.3	9.5	94								
CAPITOL	C 4685	767	3.2	16.4	115	461	2.7	9.8	97								
CBS MORN. NEWS 1	C 2792	400	1.7	14.3	101	253	1.5	9.1	89								
CBS MORN. NEWS 2	C 2071	279	1.2	13.5	95	180	1.1	8.7	86								
DAYS OF OUR LIVES	N 8018	1554	6.5	19.4	136	1095	6.4	13.7	135								
FACTS OF LIFE - DAYTIME	N 3487	564	2.4	16.2	113	399	2.3	11.4	113								
FAMILY FEUD	A 4817	780	3.3	16.2	114	450	2.6	9.3	92								
GENERAL HOSPITAL	A 8333	1199	5.0	14.4	101	1076	6.3	12.9	127								
GOOD MORNING, AMERICA-730	A 5472	843	3.5	15.4	108	615	3.6	11.2	111								
GOOD MORNING, AMERICA-830	A 3965	583	2.4	14.7	103	474	2.8	12.0	118								
GUIDING LIGHT	C 7542	1260	5.3	16.7	117	790	4.6	10.5	103								
ONE LIFE TO LIVE	A 6018	923	3.9	15.3	108	674	4.0	11.2	111								
PRESS YOUR LUCK	C 3589	519	2.2	14.5	101	455	2.7	12.7	125								
PRICE IS RIGHT 1	C 7418	1323	5.5	17.8	125	738	4.3	9.9	98								
PRICE IS RIGHT 2	C 8276	1530	6.4	18.5	130	847	5.0	10.2	101								
RYAN'S HOPE	A 4358	760	3.2	17.4	122	560	3.3	12.8	127								
SALE OF THE CENTURY	N 3749	611	2.6	16.3	114	486	2.9	13.0	128								
SEARCH FOR TOMORROW	N 2884	452	1.9	15.7	110	298	1.8	10.3	102								
TODAY SHOW 1	N 4869	761	3.2	15.6	110	443	2.6	9.1	90								
TODAY SHOW 2	N 4135	640	2.7	15.5	109	361	2.1	8.7	86								
\$25,000 PYRAMID	C 4361	731	3.1	16.8	118	564	3.3	12.9	128								
WHEEL OF FORTUNE	N 6187	1143	4.8	18.5	130	922	5.4	14.9	147								
YOUNG AND THE RESTLESS	C 8186	1400	5.9	17.1	120	916	5.4	11.2	110								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	575	2.4	12.2	85	439	2.6	9.3	92								
NBA PLAYOFF GAME -1 C	5127	708	3.0	13.8	97	571	3.4	11.1	110								
NBC MAJOR LEAGUE PRE-GAME N	3945	705	2.9	17.9	125	428	2.5	10.8	107								
SPORTSWORLD - SUN N	3370	533	2.2	15.8	111	350	2.1	10.4	102								
SUNDAY MORNING C	4200	671	2.8	16.0	112	403	2.4	9.6	95								

		TOTAL U.S. '000	ROLAIDS				TUMS											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	%	%	ACROSS	%	%	%	ACROSS	'000	%	%	ACROSS	'000	%	%	ACROSS
				DOWN	%	INDX		DOWN	%	INDX								
TOTAL ADULTS		167727	23909	100.0	14.3	100	16998	100.0	10.1	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	7654	32.0	14.6	103	5165	30.4	9.9	97								
NETWORK AFFILIATES - LATE		39164	5683	23.8	14.5	102	4410	25.9	11.3	111								
INDEPENDENTS - LATE		5133	662	2.8	12.9	90	491	2.9	9.6	94								
TV EVENING NTWK 5 PM - 2 AM																		
A TEAM	N	22825	3354	14.0	14.7	103	2317	13.6	10.2	100								
ABC MONDAY NIGHT MOVIE	A	11258	1635	6.8	14.5	102	1246	7.3	11.1	109								
ABC SUNDAY NIGHT MOVIE	A	23600	3383	14.1	14.3	101	2353	13.8	10.0	98								
ABC WORLD NEWS TONIGHT	A	12801	1943	8.1	15.2	106	1194	7.0	9.3	92								
AFTERMASH	C	10966	1698	7.1	15.5	109	972	5.7	8.9	87								
ALICE	C	17050	2345	9.8	13.8	96	1651	9.7	9.7	96								
AMERICAN PARADE	C	11998	1683	7.0	14.0	98	1253	7.4	10.4	103								
BENSON	A	19258	2965	12.4	15.4	108	2000	11.8	10.4	102								
BLUE THUNDER	A	11478	1798	7.5	15.7	110	1200	7.1	10.5	103								
CAGNEY & LACEY	C	18263	2576	10.8	14.1	99	1806	10.6	9.9	98								
CBS EVENING NEWS-DEAN	C	7733	1045	4.4	13.5	95	623	3.7	8.1	79								
CBS EVENING NEWS-RATHER	C	15653	2095	8.8	13.4	94	1584	9.3	10.1	100								
CBS SAT. NEWS-SCHIEFFER	C	8744	1100	4.6	12.6	88	747	4.4	8.5	84								
CBS SATURDAY NIGHT MOVIE	C	12000	1798	7.5	15.0	105	1195	7.0	10.0	98								
CBS WEDNESDAY NIGHT MOVIE	C	11522	1763	7.4	15.3	107	1333	7.8	11.6	114								
CHEERS	N	16818	2284	9.6	13.6	95	1648	9.7	9.8	97								
DALLAS	C	37510	5353	22.4	14.3	100	3832	22.5	10.2	101								
DIFF'RENT STROKES	N	11258	1735	7.3	15.4	108	1160	6.8	10.3	102								
DOUBLE TROUBLE	N	12248	1984	8.3	16.2	114	1461	8.6	11.9	118								
DUCK FACTORY	N	11100	1440	6.0	13.0	91	1103	6.5	9.9	98								
DUKES OF HAZZARD	C	12353	1907	8.0	15.4	108	1185	7.0	9.6	95								
DYNASTY	A	33279	4931	20.6	14.8	104	3749	22.1	11.3	111								
FACTS OF LIFE	N	13410	2152	9.0	16.0	113	1588	9.3	11.8	117								
FALCON CREST	C	31093	4423	18.5	14.2	100	3299	19.4	10.6	105								
FALL GUY	A	18649	2812	11.8	15.1	106	1897	11.2	10.2	100								
FAMILY TIES	N	13101	1752	7.3	13.4	94	1424	8.4	10.9	107								
FANTASY ISLAND	A	13069	1979	8.3	15.1	106	1379	8.1	10.6	104								
FOULUPS, BLEEPs & BLUNDERS	A	16588	2408	10.1	14.5	102	1732	10.2	10.4	103								
FOUR SEASONS	C	9302	1520	6.4	16.3	115	842	5.0	9.1	89								
GIMME A BREAK	N	13955	2031	8.5	14.6	102	1610	9.5	11.5	114								
HART TO HART	A	15735	2484	10.4	15.8	111	1681	9.9	10.7	105								
HILL STREET BLUES	N	18257	2596	10.9	14.2	100	1858	10.9	10.2	100								
HOTEL	A	24236	3685	15.4	15.2	107	2623	15.4	10.8	107								
JEFFERSONS	C	17010	2331	9.7	13.7	96	1822	10.7	10.7	106								
JENNIFER SLEPT HERE	N	9397	1411	5.9	15.0	105	957	5.6	10.2	100								
KATE & ALLIE	C	16762	2397	10.0	14.3	100	1599	9.4	9.5	94								
KNIGHT RIDER	N	13164	1939	8.1	14.7	103	1355	8.0	10.3	102								
LOVE BOAT	A	20400	2821	11.8	13.8	97	1949	11.5	9.6	94								
MAGNUM PI	C	22543	3300	13.8	14.6	103	2167	12.7	9.6	95								
MAMA'S FAMILY	N	9852	1631	6.8	16.6	116	1068	6.3	10.8	107								
MASTER, THE	N	8082	1148	4.8	14.2	100	840	4.9	10.4	103								
MATT HOUSTON	A	12881	1916	8.0	14.9	104	1251	7.4	9.7	96								
NBC MONDAY NIGHT MOVIE	N	23889	3670	15.3	15.4	108	2505	14.7	10.5	103								
NBC NIGHTLY NEWS	N	11156	1662	7.0	14.9	105	1179	6.9	10.6	104								
NBC NIGHTLY NEWS-SAT	N	7363	986	4.1	13.4	94	682	4.0	9.3	91								
NBC NIGHTLY NEWS-SUN	N	6214	689	2.9	11.1	78	613	3.6	10.0	98								
NBC SUNDAY NIGHT MOVIE	N	17590	2741	11.5	15.6	109	1833	10.8	10.4	103								
NEMHART	C	16740	2420	10.1	14.5	101	1712	10.1	10.2	101								
ONE DAY AT A TIME	C	11820	1689	7.1	14.3	100	1156	6.8	9.8	97								
PEOPLE ARE FUNNY	N	9138	1437	6.0	15.7	110	971	5.7	10.6	105								
REAL PEOPLE	N	15979	2659	11.1	16.6	117	1731	10.2	10.8	107								
REMINGTON STEELE	N	14395	2035	8.5	14.1	99	1547	9.1	10.7	106								
RIPLEY'S BELIEVE IT - NOT	A	11362	1700	7.1	15.0	105	1281	7.5	11.3	111								
RIPTIDE	N	13920	2010	8.4	14.4	101	1494	8.8	10.7	106								
SCARECROW & MRS. KING	C	17571	2461	10.3	14.0	98	1624	9.6	9.2	91								
SIMON & SIMON	C	20208	3146	13.2	15.6	109	2171	12.8	10.7	106								
60 MINUTES	C	27668	3868	16.2	14.0	98	2754	16.2	10.0	98								
ST. ELSEWHERE	N	13699	2019	8.4	14.7	103	1501	8.8	11.0	108								
THREE'S COMPANY	A	20632	3044	12.7	14.8	104	2180	12.8	10.6	104								
T.J. HOOKER	A	17136	2526	10.6	14.7	103	1629	9.6	9.5	94								
TONIGHT SHOW	N	4963	686	2.9	13.8	97	575	3.4	11.6	114								
TRAPPER JOHN, M.D.	C	16332	2300	9.6	14.1	99	1636	9.6	10.0	99								
TV BLOOPERS & PRAC. JOKES	N	18881	3118	13.0	16.5	116	2112	12.4	11.2	110								
20/20	A	18315	2769	11.6	15.1	106	1953	11.5	10.7	105								
WEBSTER	A	18722	2830	11.8	15.1	106	1841	10.8	9.8	97								
WORLD NEWS - SUN	A	5327	812	3.4	15.2	107	517	3.0	9.7	96								
YELLOW ROSE	N	8370	1222	5.1	14.6	102	1036	6.1	12.4	122								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	3967	16.6	15.3	108	3017	17.7	11.7	115								
BASKETBALL - COLLEGE GAMES		14468	2365	9.9	16.3	115	1799	10.6	12.4	123								
BASKETBALL - PRO GAMES		12124	1920	8.0	15.8	111	1527	9.0	12.6	124								
BOWLING		9412	1539	6.4	16.4	115	1150	6.8	12.2	121								
BOXING		15409	2723	11.4	17.7	124	1961	11.5	12.7	126								
FOOTBALL - COLLEGE GAMES		21400	3461	14.5	16.2	113	2489	14.6	11.6	115								
FOOTBALL - PRO GAMES		35944	6027	25.2	16.8	118	4538	26.7	12.6	125								
GOLF		9759	1641	6.9	16.8	118	1217	7.2	12.5	123								
POST-SEASON COLL. FOOTBALL		18123	2960	12.4	16.3	115	2137	12.6	11.8	116								
POST-SEASON PRO FOOTBALL		22091	3983	16.7	18.0	126	2936	17.3	13.3	131								
TENNIS		6764	832	3.5	12.3	86	531	3.1	7.9	77								
WRESTLING - PROFESSIONAL		9695	1756	7.3	18.1	127	1407	8.3	14.5	143								

SUNTAN & SUNSCREEN PRODUCTS (APPLIED TO THE SKIN)

BASE - ADULTS (167727)

QUESTIONNAIRE PAGE P-13

		'000	%	UNWEIGHTED						
4A. DO YOU YOURSELF USE THEM?										
	YES	72630	43.3	7943						
	NO	95097	56.7	11167						
IF YOU DO										
4B. WHO DECIDES WHICH BRANDS YOU USE? (MARK AS MANY AS APPLY)										
YOURSELF		58636	35.0	6371						
YOUR HUSBAND/WIFE		16120	9.6	1847						
OTHER MALE		2207	1.3	225						
OTHER FEMALE		5617	3.3	475						
DO NOT KNOW		2026	1.2	241						
					ALL	SOLE	PRIMARY	SECONDARY		UNWEIGHTED
		'000	%	'000	%	'000	%	'000	%	
4C. WHAT TYPES DO YOU USE?										
SUN SCREEN/SUN BLOCKER		51612	30.8	44158	26.3	5582	3.3	1872	1.1	5793
OTHER		25434	15.2	17980	10.7	3335	2.0	4119	2.5	2635
DO NOT KNOW		3037	1.8							334
4D. WHAT FORMS DO YOU USE?										
AEROSOL (FOAM)		763	.5	264	.2	278	.2	222	.1	89
LOTION		54614	32.6	35042	20.9	15429	9.2	4144	2.5	5943
OIL		29539	17.6	11956	7.1	11151	6.6	6433	3.8	3045
SOLID		1163	.7	482	.3	352	.2	328	.2	174
TUBE		7403	4.4	2363	1.4	2450	1.5	2590	1.5	846
DO NOT KNOW		1780	1.1							215
4E. WHICH BRANDS DO YOU USE?										
ALO CREME		1534	.9	312	.2	868	.5	353	.2	165
AVON BRONZE GLORY		1971	1.2	779	.5	727	.4	465	.3	229
BAIN DE SOLEIL		8183	4.9	2286	1.4	4511	2.7	1386	.8	909
BLOCK-OUT		2653	1.6	889	.5	1126	.7	638	.4	302
COPPERTONE FOR FACES ONLY		3448	2.1	224	.1	2294	1.4	930	.6	377
COPPERTONE SHADE PLUS		2958	1.8	1129	.7	1451	.9	378	.2	353
COPPERTONE SHADE		5185	3.1	1929	1.2	2368	1.4	888	.5	564
COPPERTONE SUPER SHADE		4583	2.7	1616	1.0	2325	1.4	642	.4	490
COPPERTONE		18176	10.8	5695	3.4	9464	5.6	3017	1.8	1987
DEEP TAN		4161	2.5	579	.3	2629	1.6	954	.6	424
ECLIPSE		2170	1.3	682	.4	1095	.7	392	.2	208
HAWAIIAN SUPER SUNSCREEN		2979	1.8	729	.4	1556	.9	693	.4	331
HAWAIIAN TROPIC		14994	8.9	3590	2.1	7957	4.7	3446	2.1	1536
JOHNSONS BABY OIL		10219	6.1	2159	1.3	4871	2.9	3189	1.9	1016
MMH WHAT A TAN		1040	.6	179	.1	389	.2	472	.3	98
PRESUN		4188	2.5	1522	.9	1548	.9	1117	.7	492
PROTAN		330	.2	15	*	261	.2	54	*	39
QT		2275	1.4	134	.1	1053	.6	1089	.6	209
RAINTREE		522	.3	34	*	248	.1	240	.1	53
SEA & SKI		7554	4.5	1307	.8	3835	2.3	2412	1.4	872
SUNDOWN SUNSCREEN		6293	3.8	2588	1.5	2720	1.6	985	.6	666
SWEDISH TANNING SECRET		1253	.7	57	*	585	.3	611	.4	117
TROPICAL BLEND		11396	6.8	1677	1.0	6029	3.6	3690	2.2	1131
OTHER BRANDS		14094	8.4	6253	3.7	4474	2.7	3366	2.0	1554
DO NOT KNOW		1656	1.0							197
		'000	%	UNWEIGHTED						
4F. ABOUT HOW MANY TUBES, BOTTLES, CANS, JARS OR STICKS OF SUNTAN OR SUNSCREEN PRODUCTS DID YOU USE IN THE LAST 12 MONTHS?										
SIX OR MORE	M	2935	1.7	302						
FIVE	M	1580	.9	154						
FOUR	M	3183	1.9	341						
THREE	M	6958	4.1	736						
TWO	M	16829	10.0	1814						
ONE	M	22259	13.3	2476						
LESS THAN ONE	L	18887	11.3	2120						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	72630	100.0	43.3	100	31485	100.0	18.8	100	22259	100.0	13.3	100	18887	100.0	11.3	100
MALES	79263	30062	41.4	37.9	88	12469	39.6	15.7	84	9719	43.7	12.3	92	7874	41.7	9.9	88
FEMALES	88464	42568	58.6	48.1	111	19015	60.4	21.5	115	12540	56.3	14.2	107	11013	58.3	12.4	111
18 - 24	28671	15602	21.5	54.4	126	7522	23.9	26.2	140	4474	20.1	15.6	118	3605	19.1	12.6	112
25 - 34	39536	22174	30.5	56.1	130	8785	27.9	22.2	118	7163	32.2	18.1	137	6227	33.0	15.8	140
35 - 44	28978	14253	19.6	49.2	114	6875	21.8	23.7	126	4161	18.7	14.4	108	3217	17.0	11.1	99
45 - 54	22345	9113	12.5	40.8	94	4007	12.7	17.9	96	2782	12.5	12.5	94	2323	12.3	10.4	92
55 - 64	22224	6859	9.4	30.9	71	2629	8.4	11.8	63	2219	10.0	10.0	75	2011	10.6	9.0	80
65 OR OLDER	25973	4629	6.4	17.8	41	1668	5.3	6.4	34	1459	6.6	5.6	42	1503	8.0	5.8	55
18 - 34	68207	37776	52.0	55.4	128	16307	51.8	23.9	127	11637	52.3	17.1	129	9832	52.1	14.4	128
18 - 49	108058	56710	78.1	52.5	121	25418	80.7	23.5	125	17214	77.3	15.9	120	14078	74.5	13.0	116
25 - 54	90859	45540	62.7	50.1	116	19666	62.5	21.6	115	14106	63.4	15.5	117	11768	62.3	13.0	115
35 - 49	39851	18934	26.1	47.5	110	9111	28.9	22.9	122	5577	25.1	14.0	105	4246	22.5	10.7	95
50 OR OLDER	59669	15920	21.9	26.7	62	6067	19.3	10.2	54	5045	22.7	8.5	64	4809	25.5	8.1	72
GRADUATED COLLEGE	28091	15789	21.7	56.2	130	5935	18.9	21.1	113	5058	22.7	18.0	136	4797	25.4	17.1	152
ATTENDED COLLEGE	28938	15795	21.7	54.6	126	7031	22.3	24.3	129	4694	21.1	16.2	122	4070	21.5	14.1	125
GRADUATED HIGH SCHOOL	65503	29262	40.3	44.7	103	12486	39.7	19.1	102	9381	42.1	14.3	108	7394	39.1	11.3	100
DID NOT GRADUATE HIGH SCHOOL	45195	11785	16.2	26.1	60	6033	19.2	13.3	71	3126	14.0	6.9	52	2626	13.9	5.8	52
EMPLOYED MALES	56429	24439	33.6	43.3	100	10044	31.9	17.8	95	7902	35.5	14.0	106	6493	34.4	11.5	102
EMPLOYED FEMALES	43971	25876	35.6	58.8	136	11361	36.1	25.8	138	7894	35.5	18.0	135	6622	35.1	15.1	134
EMPLOYED FULL-TIME	87773	43222	59.5	49.2	114	18428	58.5	21.0	112	13656	61.4	15.6	117	11138	59.0	12.7	113
EMPLOYED PART-TIME	12627	7093	9.8	56.2	130	2977	9.5	23.6	126	2140	9.6	16.9	128	1976	10.5	15.6	139
NOT EMPLOYED	67327	22315	30.7	33.1	77	10080	32.0	15.0	80	6463	29.0	9.6	72	5772	30.6	8.6	76
PROFESSIONAL/MANAGER	25845	14640	20.2	56.6	131	5550	17.6	21.5	114	4641	20.8	18.0	135	4449	23.6	17.2	153
TECH/CLERICAL/SALES	30895	17474	24.1	56.6	131	7634	24.2	24.7	132	5620	25.2	18.2	137	4220	22.3	13.7	121
PRECISION/CRAFT	12629	5265	7.2	41.7	96	2373	7.5	18.8	100	1512	6.8	12.0	90	1380	7.3	10.9	97
OTHER EMPLOYED	31031	12936	17.8	41.7	96	5848	18.6	18.8	100	4023	18.1	13.0	98	3066	16.2	9.9	88
SINGLE	35557	17275	23.8	48.6	112	7966	25.3	22.4	119	5253	23.6	14.8	111	4056	21.5	11.4	101
MARRIED	103585	46243	63.7	44.6	103	19321	61.4	18.7	99	14637	65.8	14.1	106	12285	65.0	11.9	105
DIVORCED/SEPARATED/WIDOWED	28585	9112	12.5	31.9	74	4198	13.3	14.7	78	2368	10.6	8.3	62	2546	13.5	8.9	79
PARENTS	59295	30614	42.2	51.6	119	14083	44.7	23.8	127	9123	41.0	15.4	116	7408	39.2	12.5	111
WHITE	146081	68872	94.8	47.1	109	29535	93.8	20.2	108	21469	96.5	14.7	111	17868	94.6	12.2	109
BLACK	17974	2334	3.2	13.0	30	1207	3.8	6.7	36	531	2.4	3.0	22	597	3.2	3.3	29
OTHER	3672	1424	2.0	38.8	90	*743	2.4	20.2	108	**259	1.2	7.1	53	*422	2.2	11.5	102
NORTHEAST-CENSUS	37005	17197	23.7	46.5	107	7388	23.5	20.0	106	5039	22.6	13.6	103	4770	25.3	12.9	114
NORTH CENTRAL	42642	18364	25.3	43.1	99	6750	21.4	15.8	84	6275	28.2	14.7	111	5338	28.3	12.5	111
SOUTH	56777	21689	29.9	38.2	88	10810	34.3	19.0	101	6281	28.2	11.1	83	4598	24.3	8.1	72
WEST	31303	15380	21.2	49.1	113	6536	20.8	20.9	111	4664	21.0	14.9	112	4180	22.1	13.4	119
NORTHEAST-MKTG.	38125	17266	23.8	45.3	105	7690	24.4	20.2	107	5021	22.6	13.2	99	4555	24.1	11.9	106
EAST CENTRAL	24794	11063	15.2	44.6	103	4454	14.1	18.0	96	3392	15.2	13.7	103	3218	17.0	13.0	115
WEST CENTRAL	28511	12154	16.7	42.6	98	4279	13.6	15.0	80	4345	19.5	15.2	115	3530	18.7	12.4	110
SOUTH	48953	18626	25.6	38.0	88	9302	29.5	19.0	101	5444	24.5	11.1	84	3880	20.5	7.9	70
PACIFIC	27344	13520	18.6	49.4	114	5760	18.3	21.1	112	4056	18.2	14.8	112	3704	19.6	13.5	120
COUNTY SIZE A	69301	31427	43.3	45.3	105	13827	43.9	20.0	106	9459	42.5	13.6	103	8140	43.1	11.7	104
COUNTY SIZE B	50633	22576	31.1	44.6	103	9282	29.5	18.3	98	7185	32.3	14.2	107	6109	32.3	12.1	107
COUNTY SIZE C	26259	11510	15.8	43.8	101	5271	16.7	20.1	107	3500	15.7	13.3	100	2739	14.5	10.4	93
COUNTY SIZE D	21534	7118	9.8	33.1	76	3106	9.9	14.4	77	2113	9.5	9.8	74	1899	10.1	8.8	78
METRO CENTRAL CITY	50014	20283	27.9	40.6	94	9096	28.9	18.2	97	6364	28.6	12.7	96	4823	25.5	9.6	86
METRO SUBURBAN	76832	37568	51.7	48.9	113	15729	50.0	20.5	109	11495	51.6	15.0	113	10344	54.8	13.5	120
NON METRO	40881	14779	20.3	36.2	83	6660	21.2	16.3	87	4399	19.8	10.8	81	3719	19.7	9.1	81
TOP 5 ADI'S	39550	18479	25.4	46.7	108	7841	24.9	19.8	106	5512	24.8	13.9	105	5126	27.1	13.0	115
TOP 10 ADI'S	54877	24757	34.1	45.1	104	10753	34.2	19.6	104	7278	32.7	13.3	100	6726	35.6	12.3	109
TOP 20 ADI'S	77516	35414	48.8	45.7	106	15493	49.2	20.0	106	10319	46.4	13.3	100	9602	50.8	12.4	110
HSHLD INC. \$50,000 OR MORE	17257	10140	14.0	58.8	136	4126	13.1	23.9	127	3105	13.9	18.0	136	2909	15.4	16.9	150
\$40,000 OR MORE	33235	18720	25.8	56.3	130	8085	25.7	24.3	130	5719	25.7	17.2	130	4915	26.0	14.8	131
\$30,000 OR MORE	59693	32531	44.8	54.5	126	13844	44.0	23.2	124	10205	45.8	17.1	129	8482	44.9	14.2	126
\$25,000 OR MORE	76275	41043	56.5	53.8	124	17506	55.6	23.0	122	12849	57.7	16.8	127	10688	56.6	14.0	124
\$20,000 - \$24,999	18607	8779	12.1	47.2	109	3891	12.4	20.9	111	2589	11.6	13.9	105	2299	12.2	12.4	110
\$15,000 - \$19,999	17175	7126	9.8	41.5	96	2893	9.2	16.8	90	2430	10.9	14.1	107	1802	9.5	10.5	93
\$10,000 - \$14,999	24569	8587	11.8	35.0	81	3919	12.4	16.0	85	2412	10.8	9.8	74	2256	11.9	9.2	82
UNDER \$10,000	31101	7096	9.8	22.8	53	3276	10.4	10.5	56	1979	8.9	6.4	48	1841	9.7	5.9	53
HOUSEHOLD OF 1 PERSON	19441	5811	8.0	29.9	69	2334	7.4	12.0	64	1704	7.7						

		TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL ADULTS		167727	72630	100.0	43.3	100	31485	100.0	18.8	100	22259	100.0	13.3	100	18887	100.0	11.3	100
MAGAZINES	QUINTILE 1	34022	18173	25.0	53.4	123	8438	26.8	24.8	132	5781	26.0	17.0	128	3953	20.9	11.6	103
	QUINTILE 2	34800	16982	23.4	48.8	113	7354	23.4	21.1	113	5374	24.1	15.4	116	4254	22.5	12.2	109
	QUINTILE 3	30514	13159	18.1	43.1	100	5381	17.1	17.6	94	3996	18.0	13.1	99	3782	20.0	12.4	110
	QUINTILE 4	33324	13241	18.2	39.7	92	5583	17.7	16.8	89	3883	17.4	11.7	88	3775	20.0	11.3	101
	QUINTILE 5	35066	11075	15.2	31.6	73	4728	15.0	13.5	72	3225	14.5	9.2	69	3122	16.5	8.9	79
NEWSPAPERS	QUINTILE 1	29107	13757	18.9	47.3	109	5866	18.6	20.2	107	4631	20.8	15.9	120	3260	17.3	11.2	99
	QUINTILE 2	49095	21880	30.1	44.6	103	9392	29.8	19.1	102	6941	31.2	14.1	107	5546	29.4	11.3	100
	QUINTILE 3	23107	10790	14.9	46.7	108	4686	14.9	20.3	108	3310	14.9	14.3	108	2794	14.8	12.1	107
	QUINTILE 4	33556	15248	21.0	45.4	105	6430	20.4	19.2	102	4398	19.8	13.1	99	4420	23.4	13.2	117
	QUINTILE 5	32863	10955	15.1	33.3	77	5111	16.2	15.6	83	2978	13.4	9.1	68	2866	15.2	8.7	77
OUTDOOR	QUINTILE 1	33431	16469	22.7	49.3	114	7084	22.5	21.2	113	5167	23.2	15.5	116	4219	22.3	12.6	112
	QUINTILE 2	33478	15579	21.4	46.5	107	6500	20.6	19.4	103	4611	20.7	13.8	104	4467	23.7	13.3	118
	QUINTILE 3	33574	14327	19.7	42.7	99	6655	21.1	19.8	106	4326	19.4	12.9	97	3346	17.7	10.0	89
	QUINTILE 4	33935	14467	19.9	42.6	98	6047	19.2	17.8	95	4576	20.6	13.5	102	3845	20.4	11.3	101
	QUINTILE 5	33310	11788	16.2	35.4	82	5199	16.5	15.6	83	3579	16.1	10.7	81	3010	15.9	9.0	80
RADIO-DRIVE TIME	QUINTILE 1	33136	14868	20.5	44.9	104	6480	20.6	19.6	104	4518	20.3	13.6	103	3870	20.5	11.7	104
	QUINTILE 2	31658	14390	19.8	45.5	105	6149	19.5	19.4	103	4520	20.3	14.3	108	3721	19.7	11.8	104
	QUINTILE 3	32541	15350	21.1	47.2	109	6587	20.9	20.2	108	4695	21.1	14.4	109	4067	21.5	12.5	111
	QUINTILE 4	34247	15580	21.5	45.5	105	6920	22.0	20.2	108	4595	20.6	13.4	101	4065	21.5	11.9	105
	QUINTILE 5	36144	12443	17.1	34.4	80	5348	17.0	14.8	79	3930	17.7	10.9	82	3164	16.8	8.8	78
RADIO-MID- DAY	TERCILE 1	45037	20343	28.0	45.2	104	8821	28.0	19.6	104	6376	28.6	14.2	107	5145	27.2	11.4	101
	TERCILE 2	44819	19618	27.0	43.8	101	8945	28.4	20.0	106	5769	25.9	12.9	97	4904	26.0	10.9	97
	TERCILE 3	77872	32669	45.0	42.0	97	13719	43.6	17.6	94	10113	45.4	13.0	98	8837	46.8	11.3	101
	QUINTILE 1	33763	15327	21.1	45.4	105	6608	21.0	19.6	104	4749	21.3	14.1	106	3970	21.0	11.8	104
	QUINTILE 2	33240	15124	20.8	45.5	105	6945	22.1	20.9	111	4583	20.6	13.8	104	3596	19.0	10.8	96
RADIO-TOTAL	QUINTILE 3	33408	15722	21.6	47.1	109	6695	21.3	20.0	107	4898	22.0	14.7	110	4129	21.9	12.4	110
	QUINTILE 4	34792	15371	21.2	44.2	102	6533	20.7	18.8	100	4725	21.2	13.6	102	4113	21.8	11.8	105
	QUINTILE 5	32524	11086	15.3	34.1	79	4705	14.9	14.5	77	3304	14.8	10.2	77	3078	16.3	9.5	84
	QUINTILE 1	33090	12934	17.8	39.1	90	5689	18.1	17.2	92	4033	18.1	12.2	92	3212	17.0	9.7	86
	QUINTILE 2	33357	14986	20.6	44.9	104	6460	20.5	19.4	103	4766	21.4	14.3	108	3760	19.9	11.3	100
TV-PRIME TIME	QUINTILE 3	33980	15706	21.6	46.2	107	6779	21.5	19.9	106	4756	21.4	14.0	105	4171	22.1	12.3	109
	QUINTILE 4	33854	14707	20.2	43.4	100	6421	20.4	19.0	101	4443	20.0	13.1	99	3842	20.3	11.3	101
	QUINTILE 5	33444	14297	19.7	42.7	99	6135	19.5	18.3	98	4261	19.1	12.7	96	3902	20.7	11.7	104
	TERCILE 1	49121	18007	24.8	36.7	85	7894	25.1	16.1	86	5826	26.2	11.9	89	4287	22.7	8.7	78
	TERCILE 2	48823	22432	30.9	45.9	106	10421	33.1	21.3	114	6248	28.1	12.8	96	5763	30.5	11.8	105
TV-DAYTIME	TERCILE 3	67872	32191	44.3	46.1	107	13169	41.8	18.9	101	10185	45.8	14.6	110	8837	46.8	12.7	112
	QUINTILE 1	33584	11952	16.5	35.6	82	5148	16.4	15.3	82	3691	16.6	11.0	83	3113	16.5	9.3	82
	QUINTILE 2	33441	13688	18.8	40.9	95	6129	19.5	18.3	98	4180	18.8	12.5	94	3379	17.9	10.1	90
	QUINTILE 3	33505	15469	21.3	46.2	107	6697	21.3	20.0	106	5012	22.5	15.0	113	3761	19.9	11.2	100
	QUINTILE 4	33466	16159	22.2	48.3	112	7023	22.3	21.0	112	4920	22.1	14.7	111	4216	22.3	12.6	112
TV-TOTAL	QUINTILE 5	33731	15361	21.1	45.5	105	6487	20.6	19.2	102	4456	20.0	13.2	100	4418	23.4	13.1	116
	MAGAZINES-NEWSPAPERS: DUAL	44503	22623	31.1	50.8	117	9740	30.9	21.9	117	7635	34.3	17.2	129	5248	27.8	11.8	105
	MAGAZINE IMPERATIVE	39363	19030	26.2	48.3	112	8609	27.3	21.9	117	5451	24.5	13.8	104	4970	26.3	12.6	112
	NEWSPAPER IMPERATIVE	46441	18293	25.2	39.4	91	7640	24.3	16.5	88	5648	25.4	12.2	92	5006	26.5	10.8	96
	MAGAZINES-OUTDOOR: DUAL	33726	17406	24.0	51.6	119	7480	23.8	22.2	118	5679	25.5	16.8	127	4247	22.5	12.6	112
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	52846	24586	33.9	46.5	107	11112	35.3	21.0	112	7568	34.0	14.3	108	5906	31.3	11.2	99
	OUTDOOR IMPERATIVE	52140	21384	29.4	41.0	95	8918	28.3	17.1	91	6238	28.0	12.0	90	6227	33.0	11.9	106
	MAGAZINES-RADIO: DUAL	37081	18781	25.9	50.6	117	8675	27.6	23.4	125	5525	24.8	14.9	112	4581	24.3	12.4	110
	MAGAZINE IMPERATIVE	49747	23774	32.7	47.8	110	10180	32.3	20.5	109	7644	34.3	15.4	116	5951	31.5	12.0	106
	RADIO IMPERATIVE	49208	20062	27.6	40.8	94	8297	26.4	16.9	90	6219	27.9	12.6	95	5547	29.4	11.3	100
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	14984	20.6	45.3	105	6554	20.8	19.8	105	4954	22.3	15.0	113	3477	18.4	10.5	93
	TELEVISION IMPERATIVE	54575	28648	39.4	52.5	121	12794	40.6	23.4	125	8690	39.0	15.9	120	7164	37.9	13.1	117
	TELEVISION IMPERATIVE	53249	18605	25.6	34.9	81	7706	24.5	14.5	77	5703	25.6	10.7	81	5196	27.5	9.8	87
	NEWSPAPERS-OUTDOOR: DUAL	36255	18116	24.9	50.0	115	7863	25.0	21.7	116	5599	25.2	15.4	116	4654	24.6	12.8	114
	NEWSPAPER IMPERATIVE	55591	23552	32.4	42.4	98	10126	32.2	18.2	97	7629	34.3	13.7	103	5797	30.7	10.4	93
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	48319	21350	29.4	44.2	102	9289	29.5	19.2	102	6205	27.9	12.8	97	5856	31.0	12.1	108
	NEWSPAPERS-RADIO: DUAL	37242	17797	24.5	47.8	110	7959	25.3	21.4	114	5767	25.9	15.5	117	4070	21.5	10.9	97
	NEWSPAPER IMPERATIVE	54423	24236	33.4	44.5	103	10033	31.9	18.4	98	7870	35.4	14.5	109	6334	33.5	11.6	103
	RADIO IMPERATIVE	46650	20352	28.0	43.6	101	8936	28.4	19.2	102	5852	26.3	12.5	95	5564	29.5	11.9	106
	NEWSPAPERS-TELEVISION: DUAL	35974	15171	20.9	42.2	97	6498	20.6	18.1	96	5145	23.1	14.3	108	3528	18.7	9.8	87
NEWSPAPERS-TELEVISION: DUAL	TELEVISION IMPERATIVE	56095	27461	37.8	49.0	113	11687	37.1	20.8	111	8631	38.8	15.4	116	7143	37.8	12.7	113
	TELEVISION IMPERATIVE	47170	17948	24.7	38.0	88	8076	25.7	17.1	91	5031	22.6	10.7	80	4841	25.6	10.3	91
	OUTDOOR-RADIO: DUAL	33748	16543	22.8	49.0	113	7531	23.9	22.									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	72630	100.0	43.3	100	31485	100.0	18.8	100	22259	100.0	13.3	100	18887	100.0	11.3	100
ATLANTIC MONTHLY	867	463	0.6	53.4	123	*159	0.5	18.3	98	*143	0.6	16.5	124	*161	0.9	18.6	165
BARRON'S	1580	887	1.2	56.1	130	434	1.4	27.5	146	*171	0.8	10.8	82	282	1.5	17.8	159
BETTER HOMES & GARDENS	22203	11089	15.3	49.9	115	4641	14.7	20.9	111	3557	16.0	16.0	121	2892	15.3	13.0	116
BON APPETIT	3810	2073	2.9	54.4	126	942	3.0	24.7	132	655	2.9	17.2	130	476	2.5	12.5	111
BUSINESS WEEK	4663	2504	3.4	53.7	124	1193	3.8	25.6	136	740	3.3	15.9	120	571	3.0	12.2	109
CAR AND DRIVER	3102	1510	2.1	48.7	112	717	2.3	23.1	123	514	2.3	16.6	125	279	1.5	9.0	80
CBS MAGAZINE NETWORK (GROSS)	7311	3844	5.3	52.6	121	1736	5.5	23.7	126	1233	5.5	16.9	127	875	4.6	12.0	106
CHANGING TIMES	3400	1630	2.2	47.9	111	745	2.4	21.9	117	516	2.3	15.2	114	370	2.0	10.9	97
COLONIAL HOMES	1796	974	1.3	54.2	125	461	1.5	25.7	137	265	1.2	14.8	111	*249	1.3	13.9	123
CONDE NAST MAG. PKG. (GROSS)	19924	11746	16.2	59.0	136	6028	19.1	30.3	161	3400	15.3	17.1	129	2318	12.3	11.6	103
CONSUMERS DIGEST	3125	1321	1.8	42.3	98	527	1.7	16.9	90	534	2.4	17.1	129	*260	1.4	8.3	74
COSMOPOLITAN	10577	6222	8.6	58.8	136	3105	9.9	29.4	156	1848	8.3	17.5	132	1269	6.7	12.0	107
COUNTRY LIVING	3746	2262	3.1	60.4	139	771	2.4	20.6	110	837	3.8	22.3	168	654	3.5	17.5	155
CUISINE	2214	1147	1.6	51.8	120	530	1.7	23.9	128	329	1.5	14.9	112	288	1.5	13.0	116
CYCLE WORLD	2394	1331	1.8	55.6	128	572	1.8	23.9	127	388	1.7	16.2	122	371	2.0	15.5	138
DCI:CREATIVE IDEAS FOR LIV	3068	1625	2.2	53.0	122	719	2.3	23.4	125	568	2.6	18.5	140	338	1.8	11.0	98
DCI:CREAT. IDEA/SO.LIV(GROSS)	9596	4975	6.8	52.1	120	2254	7.2	23.6	126	1636	7.3	17.1	129	1085	5.7	11.4	101
DISCOVER	2277	1230	1.7	54.0	125	556	1.8	24.4	130	432	1.9	19.0	143	242	1.3	10.6	94
EBONY	7187	1223	1.7	17.0	39	658	2.1	9.2	49	282	1.3	3.9	30	283	1.5	3.9	35
ESQUIRE	2560	1074	1.5	42.0	97	561	1.8	21.9	117	277	1.2	10.8	82	235	1.2	9.2	82
ESSENCE	3242	579	0.8	17.9	41	305	1.0	9.4	50	*135	0.6	4.2	31	*140	0.7	4.3	38
FAMILY CIRCLE	19639	9891	13.6	50.4	116	4434	14.1	22.6	120	3065	13.8	15.6	118	2392	12.7	12.2	108
THE FAMILY HANDYMAN	3540	1581	2.2	44.7	103	617	2.0	17.4	93	564	2.5	15.9	120	400	2.1	11.3	100
FAMILY WEEKLY	23924	10777	14.8	45.0	104	4445	14.1	18.6	99	3698	16.6	15.5	116	2635	14.0	11.0	98
FIELD & STREAM	9883	4222	5.8	42.7	99	1747	5.5	17.7	94	1570	7.1	15.9	120	905	4.8	9.2	81
FOOD & WINE	1030	550	0.8	53.4	123	269	0.9	26.1	139	*124	0.6	12.0	91	*158	0.8	15.3	136
FORBES	2679	1546	2.1	57.7	133	623	2.0	23.3	124	487	2.2	18.2	137	437	2.3	16.3	145
FORTUNE	2931	1738	2.4	59.3	137	730	2.3	24.9	133	476	2.1	16.2	122	532	2.8	18.2	161
GENTLEMAN'S QUARTERLY	3481	1938	2.7	55.7	129	899	2.9	25.8	138	704	3.2	20.2	152	335	1.8	9.6	85
GLAMOUR	7163	4431	6.1	61.9	143	2214	7.0	30.9	165	1241	5.6	17.3	131	975	5.2	13.6	121
GOLF DIGEST	2355	1301	1.8	55.2	128	515	1.6	21.9	116	449	2.0	19.1	144	338	1.8	14.4	127
GOLF DIGEST/TENNIS (GROSS)	3610	1980	2.7	54.8	127	893	2.8	24.7	132	596	2.7	16.5	124	490	2.6	13.6	121
GOLF MAGAZINE	2046	1058	1.5	51.7	119	351	1.1	17.2	91	364	1.6	17.8	134	343	1.8	16.8	149
GOLF MAGAZINE/SKI (GROSS)	3547	2053	2.8	57.9	134	815	2.6	23.0	122	676	3.0	19.1	144	561	3.0	15.8	140
GOOD HOUSEKEEPING	20353	10660	14.7	52.4	121	4581	14.5	22.5	120	3312	14.9	16.3	123	2767	14.7	13.6	121
HARPER'S BAZAAR	3362	2053	2.8	61.1	141	969	3.1	28.8	154	675	3.0	20.1	151	409	2.2	12.2	108
HEALTH	2987	1452	2.0	48.6	112	718	2.3	24.0	128	479	2.2	16.0	121	*256	1.4	8.6	76
HEARST MAG CORP. BUY (GROSS)	67928	36182	49.8	53.3	123	16463	52.3	24.2	129	11272	50.6	16.6	125	8447	44.7	12.4	110
HEARST MAN POWER (GROSS)	11282	5029	6.9	44.6	103	2287	7.3	20.3	108	1514	6.8	13.4	101	1228	6.5	10.9	97
HEARST WOMAN POWER (GROSS)	40514	22119	30.5	54.6	126	10229	32.5	25.2	135	6828	30.7	16.9	127	5062	26.8	12.5	111
HOUSE BEAUTIFUL	4885	2473	3.4	50.6	117	1156	3.7	23.7	126	727	3.3	14.9	112	590	3.1	12.1	107
INC.	1308	734	1.0	56.1	130	345	1.1	26.4	141	*220	1.0	16.8	127	*169	0.9	12.9	115
JET	6498	1082	1.5	16.7	38	561	1.8	8.6	46	208	0.9	3.2	24	313	1.7	4.8	43
LADIES' HOME JOURNAL	14797	7830	10.8	52.9	122	3495	11.1	23.6	126	2373	10.7	16.0	121	1962	10.4	13.3	118
LHJ FAMILY GRP COMBO(GROSS)	21743	11650	16.0	53.6	124	5264	16.7	24.2	129	3561	16.0	16.4	123	2824	15.0	13.0	115
LIFE	9881	5015	6.9	50.8	117	2343	7.4	23.7	126	1532	6.9	15.5	117	1139	6.0	11.5	102
L.A. TIMES HOME MAGAZINE	2775	1553	2.1	56.0	129	671	2.1	24.2	129	490	2.2	17.7	133	392	2.1	14.1	125
MADMOISELLE	4219	2449	3.4	58.0	134	1209	3.8	28.7	153	773	3.5	18.3	138	467	2.5	11.1	98
MC CALL'S	16422	8406	11.6	51.2	118	3597	11.4	21.9	117	2779	12.5	16.9	128	2030	10.7	12.4	110
MC CALL'S/HRK MOTHER (GROSS)	17919	9203	12.7	51.4	119	4008	12.7	22.4	119	3034	13.6	16.9	128	2162	11.4	12.1	107
MECHANIX ILLUSTRATED	4433	1929	2.7	43.5	100	817	2.6	18.4	98	602	2.7	13.6	102	510	2.7	11.5	102
METROPOLITAN HOME	1504	830	1.1	55.2	127	407	1.3	27.1	144	*207	0.9	13.8	104	*216	1.1	14.4	128
MONEY	4723	2567	3.5	54.4	126	1006	3.2	21.3	113	792	3.6	16.8	126	769	4.1	16.3	145
MOTHER EARTH NEWS	2325	1289	1.8	55.4	128	473	1.5	20.3	108	498	2.2	21.4	161	317	1.7	13.6	121
MS.	1189	718	1.0	60.4	139	402	1.3	33.8	180	*196	0.9	16.5	124	*120	0.6	10.1	90
NATIONAL ENQUIRER	18892	7805	10.7	41.3	95	3798	12.1	20.1	107	2435	10.9	12.9	97	1572	8.3	8.3	74
NATIONAL GEOGRAPHIC	22129	11022	15.2	49.8	115	4635	14.7	20.9	112	3276	14.7	14.8	112	3111	16.5	14.1	125
NATIONAL SUNDAY MAGAZINE PKG	103750	47843	65.9	46.1	106	20317	64.5	19.6	104	15295	68.7	14.7	111	12232	64.8	11.8	105
NATURAL HISTORY	1379	589	0.8	42.7	99	*241	0.8	17.5	93	*144	0.6	10.4	79	*204	1.1	14.8	131
NEW WOMAN	2289	1191	1.6	52.0	120	533	1.7	23.3	124	417	1.9	18.2	137	241	1.3	10.5	93
NEW YORK INCLUDING CUE	1088	596	0.8	54.8	127	273	0.9	25.1	134	*142	0.6	13.1	98	*180	1.0	16.5	147
THE NEW YORKER	2459	1357	1.9	55.2	127	575	1.8	23.4	125	422	1.9	17.2	129	360	1.9	14.6	130
NEWSWEEK	16527	8499	11.7	51.4	119	3686	11.7	22.3	119	2764	12.4	16.7	126	2048	10.8	12.4	110
THE N.Y. TIMES DAILY EDITION	2739	1663	2.3	60.7	140	824	2.6	30.1	160	421	1.9	15.4	116	419	2.2	15.3	136
THE N.Y. TIMES MAGAZINE	4443	2626	3.6	59.1	136	1138	3.6	25.6	136	718	3.2	16.2	122	771	4.1	17.4	154
OWNI	2799	1661	2.3	59.3	137	868	2.8	31.0	165	452	2.0	16.1	122	341	1.8	12.2	108
ON CABLE	2209	1148	1.6	52.0	120	477	1.5	21.6	115	469	2.1	21.2	160	*202	1.1	9.1	81
1001 HOME IDEAS	3959	2368	3.3	59.8	138	1052	3.3	26.6	142	710	3.2	17.9	135	606	3.2	15.3	136
ORGANIC GARDENING	3111	1343	1.8	43.2	100	478	1.5	15.4	82	492	2.2	15.8	119	373	2.0	12.0	106
OUTDOOR LIFE	5024	2171	3.0	43.2	100	965	3.1	19.2	102	708	3.2	14.1	106	497	2.6	9.9	88
PARADE MAGAZINE	51292	23273	32.0	45.4	105	9862	31.3	19.2	102	7430	33.4	14.5	109	5981	31.7	11.7	104

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	72630	100.0	43.3	100	31485	100.0	18.8	100	22259	100.0	13.3	100	18887	100.0	11.3	100
PARENTS	5298	3212	4.4	60.6	140	1421	4.5	26.8	143	915	4.1	17.3	130	875	4.6	16.5	147
PENTHOUSE	5129	2442	3.4	47.6	110	1138	3.6	22.2	118	718	3.2	14.0	105	586	3.1	11.4	101
PEOPLE	21070	11357	15.6	53.9	124	5266	16.7	25.0	133	3485	15.7	16.5	125	2606	13.8	12.4	110
PLAYBOY	10562	5255	7.2	49.8	115	2340	7.4	22.2	118	1737	7.8	16.4	124	1178	6.2	11.2	99
POPULAR HOT RODDING	2498	1289	1.8	51.6	119	680	2.2	27.2	145	369	1.7	14.8	111	*239	1.3	9.6	85
POPULAR MECHANICS	5887	2670	3.7	45.4	105	1282	4.1	21.8	116	777	3.5	13.2	99	611	3.2	10.4	92
POPULAR SCIENCE	4317	2058	2.8	47.7	110	909	2.9	21.1	112	572	2.6	13.2	100	577	3.1	13.4	119
PREVENTION	5792	2541	3.5	43.9	101	1047	3.3	18.1	96	863	3.9	14.9	112	631	3.3	10.9	97
PSYCHOLOGY TODAY	3284	1906	2.6	58.0	134	946	3.0	28.8	153	607	2.7	18.5	139	353	1.9	10.7	95
READER'S DIGEST	40046	17237	23.7	43.0	99	7513	23.9	18.8	100	5459	24.5	13.6	103	4265	22.6	10.7	95
REDBOOK	9584	5238	7.2	54.7	126	2542	8.1	26.5	141	1669	7.5	17.4	131	1027	5.4	10.7	95
ROAD & TRACK	2590	1394	1.9	53.8	124	613	1.9	23.7	126	477	2.1	18.4	139	304	1.6	11.7	104
ROLLING STONE	3302	1933	2.7	58.5	135	950	3.0	28.8	153	626	2.8	19.0	143	358	1.9	10.8	96
RUNNER'S WORLD	1229	798	1.1	64.9	150	*293	0.9	23.8	127	*190	0.9	15.5	116	*314	1.7	25.5	227
SATURDAY EVENING POST	2110	1032	1.4	48.9	113	394	1.3	18.7	99	317	1.4	15.0	113	321	1.7	15.2	135
SCIENCE 84	1543	778	1.1	50.4	116	375	1.2	24.3	129	*251	1.1	16.3	123	*153	0.8	9.9	88
SCIENCE DIGEST	1747	795	1.1	45.5	105	325	1.0	18.6	99	*202	0.9	11.6	87	*268	1.4	15.3	136
SCIENTIFIC AMERICAN	1994	1145	1.6	57.4	133	520	1.7	26.1	139	306	1.4	15.3	116	319	1.7	16.0	142
SELF	3119	1802	2.5	57.8	133	971	3.1	31.1	166	508	2.3	16.3	123	324	1.7	10.4	92
SEVENTEEN	3923	2147	3.0	54.7	126	1263	4.0	32.2	172	567	2.5	14.5	109	316	1.7	8.1	72
SKI	1501	995	1.4	66.3	153	464	1.5	30.9	165	313	1.4	20.9	157	*218	1.2	14.5	129
SMITHSONIAN	5976	2998	4.1	50.2	116	1341	4.3	22.4	120	871	3.9	14.6	110	787	4.2	13.2	117
SOAP OPERA DIGEST	4228	1904	2.6	45.0	104	968	3.1	22.9	122	639	2.9	15.1	114	297	1.6	7.0	62
SOUTHERN LIVING	6488	3350	4.6	51.6	119	1535	4.9	23.7	126	1067	4.8	16.4	124	748	4.0	11.5	102
SPORT	3500	1408	1.9	40.2	93	734	2.3	21.0	112	361	1.6	10.3	78	312	1.7	8.9	79
THE SPORTING NEWS	2456	1026	1.4	41.8	96	419	1.3	17.1	91	372	1.7	15.1	114	*235	1.2	9.6	85
SPORTS AFIELD	3648	1564	2.2	42.9	99	680	2.2	18.6	99	534	2.4	14.6	110	349	1.8	9.6	85
SPORTS ILLUSTRATED	14484	6891	9.5	47.6	110	3106	9.9	21.4	114	2234	10.0	15.4	116	1551	8.2	10.7	95
STAR	12661	5224	7.2	41.3	95	2594	8.2	20.5	109	1677	7.5	13.2	100	953	5.0	7.5	67
SUNDAY	52799	24576	33.8	46.5	107	10943	34.8	20.7	110	7582	34.1	14.4	108	6050	32.0	11.5	102
SUNSET	3513	2020	2.8	57.5	133	707	2.2	20.1	107	637	2.9	18.1	137	676	3.6	19.2	171
TV GUIDE	42766	19864	27.3	46.4	107	9152	29.1	21.4	114	6297	28.3	14.7	111	4415	23.4	10.3	92
TENNIS	1254	678	0.9	54.1	125	378	1.2	30.1	161	*147	0.7	11.7	88	*153	0.8	12.2	108
TIME	22054	11552	15.9	54.2	121	5287	16.8	24.0	128	3384	15.2	15.3	116	2881	15.3	13.1	116
TOWN & COUNTRY	1555	886	1.2	57.0	132	396	1.3	25.5	136	305	1.4	19.6	148	*185	1.0	11.9	106
TRAVEL & LEISURE	2173	1277	1.8	58.8	136	545	1.7	25.1	134	397	1.8	18.3	138	335	1.8	15.4	137
TRUE STORY	4636	2025	2.8	43.7	101	1105	3.5	23.8	127	490	2.2	10.6	80	430	2.3	9.3	82
U.S. NEWS & WORLD REPORT	10353	4908	6.8	47.4	109	2159	6.9	20.9	111	1547	6.9	14.9	113	1202	6.4	11.6	103
USA TODAY	4994	2659	3.7	53.2	123	1037	3.3	20.8	111	862	3.9	17.3	130	760	4.0	15.2	135
US	3528	1917	2.6	54.3	125	969	3.1	27.5	146	592	2.7	16.8	126	356	1.9	10.1	90
VOGUE	5424	3063	4.2	56.5	130	1633	5.2	30.1	160	878	3.9	16.2	122	552	2.9	10.2	90
MALL STREET JOURNAL	6292	3334	4.6	53.0	122	1356	4.3	21.6	115	995	4.5	15.8	119	983	5.2	15.6	139
WEIGHT WATCHERS	2762	1450	2.0	52.5	121	624	2.0	22.6	120	456	2.0	16.5	124	371	2.0	13.4	119
WOMAN'S DAY	16320	8289	11.4	50.8	117	3698	11.7	22.7	121	2572	11.6	15.8	119	2018	10.7	12.4	110
WORKING MOTHER	1496	798	1.1	53.3	123	412	1.3	27.5	147	*255	1.1	17.0	128	**132	0.7	8.8	78
WORKING WOMAN	1851	992	1.4	53.6	124	438	1.4	23.7	126	274	1.2	14.8	112	280	1.5	15.1	134
WORLD TENNIS	580	305	0.4	52.6	121	*169	0.5	29.1	155	*97	0.4	16.7	126	*39	0.2	6.7	60
ZIFF-DAVIS MAG NETHK (GROSS)	12412	6263	8.6	50.5	117	2866	9.1	23.1	123	2074	9.3	16.7	126	1323	7.0	10.7	95
BLAIR INSERTS	91671	42734	58.8	46.6	108	18351	58.3	20.0	107	13289	59.7	14.5	109	11094	58.7	12.1	107
DAILY NEWSPAPERS																	
READ ANY	109190	48945	67.4	44.8	104	20825	66.1	19.1	102	15573	70.0	14.3	107	12547	66.4	11.5	102
READ ONE	89587	39753	54.7	44.4	102	16972	53.9	18.9	101	12479	56.1	13.9	105	10303	54.6	11.5	102
READ TWO OR MORE	19602	9191	12.7	46.9	108	3853	12.2	19.7	105	3094	13.9	15.8	119	2244	11.9	11.4	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	50538	69.6	46.1	106	21753	69.1	19.8	106	16043	72.1	14.6	110	12742	67.5	11.6	103
READ ONE	95074	43121	59.4	45.4	105	18561	59.0	19.5	104	13617	61.2	14.3	108	10943	57.9	11.5	102
READ TWO OR MORE	14588	7417	10.2	50.8	117	3191	10.1	21.9	117	2426	10.9	16.6	125	1800	9.5	12.3	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.88				30.88				31.24				30.45			
30 DAY REACH	149706	66292	91.3	44.3	102	28604	90.8	19.1	102	20350	91.4	13.6	102	17338	91.8	11.6	103
50 SHWG - 30 DAY AV FREQ	15.16	16.12				16.12				16.28				15.95			
30 DAY REACH	142406	63582	87.5	44.6	103	27445	87.2	19.3	103	19577	88.0	13.7	104	16560	87.7	11.6	103
25 SHWG - 30 DAY AV FREQ	8.23	8.65				8.62				8.76				8.57			
30 DAY REACH	131152	59240	81.6	45.2	104	25641	81.4	19.6	104	18160	81.6	13.8	104	15439	81.7	11.8	105
CABLE TV: HOME WIRED	66879	32281	44.4	48.3	111	13895	44.1	20.8	111	10421	46.8	15.6	117	7965	42.2	11.9	106
HOME NOT WIRED	100848	40349	55.6	40.0	92	17590	55.9	17.4	93	11837	53.2	11.7	88	10922	57.8	10.8	96
HAVE PAY CABLE	35024	18961	26.1	54.1	125	8248	26.2	23.5	125	6133	27.6	17.5	132	4580	24.2	13.1	116

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	72630	100.0	43.3	100	31485	100.0	18.8	100	22259	100.0	13.3	100	18887	100.0	11.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	44487	61.3	46.5	107	19071	60.6	19.9	106	13713	61.6	14.3	108	11703	62.0	12.2	109
10:00 AM - 3:00 PM	63599	28717	39.5	45.2	104	12612	40.1	19.8	106	8772	39.4	13.8	104	7333	38.8	11.5	102
3:00 PM - 7:00 PM	72097	34239	47.1	47.5	110	14805	47.0	20.5	109	10430	46.9	14.5	109	9004	47.7	12.5	111
7:00 PM - MIDNIGHT	36670	16871	23.2	46.0	106	7391	23.5	20.2	107	5235	23.5	14.3	108	4245	22.5	11.6	103
MIDNIGHT - 6:00 AM	21908	9894	13.6	45.2	104	4417	14.0	20.2	107	2999	13.5	13.7	103	2477	13.1	11.3	100
6:00 AM - MIDNIGHT	127571	58366	80.4	45.8	106	25277	80.3	19.8	106	17919	80.5	14.0	106	15171	80.3	11.9	106
ENTIRE DAY	129239	58948	81.2	45.6	105	25447	80.8	19.7	105	18185	81.7	14.1	106	15315	81.1	11.9	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	16025	22.1	47.1	109	6827	21.7	20.1	107	5088	22.9	15.0	113	4109	21.8	12.1	107
ALL NEWS	6062	2648	3.6	43.7	101	861	2.7	14.2	76	952	4.3	15.7	118	834	4.4	13.8	122
AOR/PROGRESSIVE	11884	6241	8.6	52.5	121	2858	9.1	24.0	128	1699	7.6	14.3	108	1683	8.9	14.2	126
BEAUTIFUL MUSIC	11180	5080	7.0	45.4	105	2226	7.1	19.9	106	1516	6.8	13.6	102	1338	7.1	12.0	106
BLACK	4538	1305	1.8	28.8	66	723	2.3	15.9	85	280	1.3	6.2	46	302	1.6	6.7	59
CLASSICAL	3857	2004	2.8	52.0	120	945	3.0	24.5	131	598	2.7	15.5	117	460	2.4	11.9	106
CHR/ROCK	21946	12207	16.8	55.6	128	5750	18.3	26.2	140	3767	16.9	17.2	129	2690	14.2	12.3	109
COUNTRY	27262	11987	16.5	44.0	102	5420	17.2	19.9	106	3524	15.8	12.9	97	3044	16.1	11.2	99
GOLDEN OLDIES	3339	1717	2.4	51.4	119	809	2.6	24.2	129	466	2.1	14.0	105	442	2.3	13.2	118
MOR/NTALGIA	10346	4505	6.2	43.5	101	1862	5.9	18.0	96	1457	6.5	14.1	106	1186	6.3	11.5	102
NEWS/TALK	8929	3644	5.0	40.8	94	1271	4.0	14.2	76	1304	5.9	14.6	110	1069	5.7	12.0	106
RELIGIOUS	5488	2207	3.0	40.2	93	867	2.8	15.8	84	631	2.8	11.5	87	710	3.8	12.9	115
SOFT ROCK	1232	547	0.8	44.4	103	*206	0.7	16.7	89	*198	0.9	16.1	121	*144	0.8	11.7	104
URBAN CONTEMPORARY	3184	1027	1.4	32.3	74	518	1.6	16.3	87	242	1.1	7.6	57	267	1.4	8.4	74
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	3334	4.6	48.2	111	1724	5.5	24.9	133	1032	4.6	14.9	113	578	3.1	8.4	74
ABC DIRECTION	5212	2141	2.9	41.1	95	923	2.9	17.7	94	639	2.9	12.3	92	579	3.1	11.1	99
ABC ENTERTAINMENT	10385	4464	6.1	43.0	99	1770	5.6	17.0	91	1522	6.8	14.7	110	1172	6.2	11.3	100
ABC FM	4762	2333	3.2	49.0	113	1079	3.4	22.7	121	608	2.7	12.8	96	646	3.4	13.6	120
ABC INFORMATION	11339	4891	6.7	43.1	100	1887	6.0	16.6	89	1693	7.6	14.9	113	1311	6.9	11.6	103
ABC ROCK	4878	2801	3.9	57.4	133	1338	4.2	27.4	146	817	3.7	16.7	126	646	3.4	13.2	118
CBS	10709	4323	6.0	40.4	93	1675	5.3	15.6	83	1435	6.4	13.4	101	1213	6.4	11.3	101
MUTUAL	10251	4312	5.9	42.1	97	1775	5.6	17.3	92	1338	6.0	13.1	98	1199	6.3	11.7	104
NBC	12243	5305	7.3	43.3	100	2033	6.5	16.6	88	1679	7.5	13.7	103	1593	8.4	13.0	116
RADIORADIO	4606	2269	3.1	49.3	114	881	2.8	19.1	102	744	3.3	16.2	122	644	3.4	14.0	124
RKO ONE	5148	2629	3.6	51.1	118	1257	4.0	24.4	130	757	3.4	14.7	111	615	3.3	11.9	106
RKO TWO	7313	3358	4.6	45.9	106	1383	4.4	18.9	101	1191	5.4	16.3	123	785	4.2	10.7	95
THE SOURCE	5981	2952	4.1	49.4	114	1445	4.6	24.2	129	809	3.6	13.5	102	699	3.7	11.7	104
NON-WIRED : BLAIR	19329	9083	12.5	47.0	109	3868	12.3	20.0	107	3111	14.0	16.1	121	2105	11.1	10.9	97
INTERNET	27139	13095	18.0	48.3	111	6308	20.0	23.2	124	3715	16.7	13.7	103	3071	16.3	11.3	100
KATZ RADIO GROUP	36319	16934	23.3	46.6	108	7427	23.6	20.4	109	5075	22.8	14.0	105	4431	23.5	12.2	108
SUPERNET	22361	10492	14.4	46.9	108	4336	13.8	19.4	103	3327	14.9	14.9	112	2829	15.0	12.7	112
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	5681	7.8	39.1	90	2580	8.2	17.8	95	1693	7.6	11.7	88	1409	7.5	9.7	86
MKDAY 9:00 AM - 1:00 PM	18688	6839	9.4	36.6	85	3103	9.9	16.6	88	2178	9.8	11.7	88	1559	8.3	8.3	74
MKDAY 1:00 PM - 4:30 PM	24061	9135	12.6	38.0	88	4064	12.9	16.9	90	2826	12.7	11.7	89	2245	11.9	9.3	83
MKDAY 4:30 PM - 7:30 PM	44079	17244	23.7	39.1	90	7476	23.7	17.0	90	5273	23.7	12.0	90	4495	23.8	10.2	91
MKDAY 7:30 PM - 8:00 PM	61979	24420	33.6	39.4	91	10547	33.5	17.0	91	7529	33.8	12.1	92	6344	33.6	10.2	91
MKDAY 11:00 PM - 11:30 PM	49084	20300	27.9	41.4	96	8697	27.6	17.7	94	6456	29.0	13.2	99	5146	27.2	10.5	93
MKDAY 11:30 PM - 1:00 AM	16560	6751	9.3	40.8	94	2906	9.2	17.5	93	2185	9.8	13.2	99	1660	8.8	10.0	89
M-SAT 8-11 PM-SUN 7-11 PM	66967	28659	39.5	42.8	99	12461	39.6	18.6	99	8837	39.7	13.2	99	7361	39.0	11.0	98
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A- 9269	3985	5.5	43.0	99	1652	5.2	17.8	95	1328	6.0	14.3	108	1005	5.3	10.8	96
ANOTHER WORLD	N 6138	2373	3.3	38.7	89	1109	3.5	18.1	96	748	3.4	12.2	92	517	2.7	8.4	75
AS THE WORLD TURNS	C 7707	2363	3.3	30.7	71	1099	3.5	14.3	76	687	3.1	8.9	67	578	3.1	7.5	67
CAPITOL	C 4688	1486	2.0	31.7	73	736	2.3	15.7	84	443	2.0	9.4	71	307	1.6	6.5	58
CBS MORN. NEWS 1	C 2792	946	1.3	33.9	78	379	1.2	13.6	72	306	1.4	11.0	83	260	1.4	9.3	83
CBS MORN. NEWS 2	C 2071	683	0.9	33.0	76	270	0.9	13.0	69	221	1.0	10.7	80	191	1.0	9.2	82
DAYS OF OUR LIVES	N 8018	3329	4.6	41.5	96	1603	5.1	20.0	107	888	4.0	11.1	83	838	4.4	10.5	93
FACTS OF LIFE - DAYTIME	N 3487	1327	1.8	38.1	88	621	2.0	17.8	95	431	1.9	12.4	93	275	1.5	7.9	70
FAMILY FEUD	A 4817	1535	2.1	31.9	74	594	1.9	12.3	66	538	2.4	11.2	84	402	2.1	8.3	74
GENERAL HOSPITAL	A 8333	3467	4.8	41.6	96	1596	5.1	19.2	102	990	4.4	11.9	90	880	4.7	10.6	94
GOOD MORNING, AMERICA-730 A	A 5472	2168	3.0	39.6	91	873	2.8	16.0	85	703	3.2	12.8	97	592	3.1	10.8	96
GOOD MORNING, AMERICA-830 A	A 3965	1552	2.1	39.1	90	761	2.4	19.2	102	492	2.2	12.4	94	300	1.6	7.6	67
GUIDING LIGHT	C 7542	2594	3.6	34.4	79	1135	3.6	15.0	80	833	3.7	11.0	83	626	3.3	8.3	74
ONE LIFE TO LIVE	A 6018	2479	3.4	41.2	95	1003	3.2	16.7	89	815	3.7	13.5	102	662	3.5	11.0	98
PRESS YOUR LUCK	C 3589	1252	1.7	34.9	81	537	1.7	15.0	80	458	2.1	12.8	96	257	1.4	7.2	64
PRICE IS RIGHT 1	C 7418	2212	3.0	2													

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	72630	100.0	43.3	100	31485	100.0	18.8	100	22259	100.0	13.3	100	18887	100.0	11.3	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	19492	26.8	37.3	86	8125	25.8	15.5	83	6151	27.6	11.8	89	5215	27.6	10.0	89
NETWORK AFFILIATES - LATE	39164	16388	22.6	41.8	97	6953	22.1	17.8	95	5309	23.9	13.6	102	4126	21.8	10.5	94
INDEPENDENTS - LATE	5133	2300	3.2	44.8	103	1042	3.3	20.3	108	669	3.0	13.0	98	588	3.1	11.5	102
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 22825	9355	12.9	41.0	95	4284	13.6	18.8	100	2770	12.4	12.1	91	2301	12.2	10.1	90
ABC MONDAY NIGHT MOVIE	A 11258	4777	6.6	42.4	98	2002	6.4	17.8	95	1574	7.1	14.0	105	1201	6.4	10.7	95
ABC SUNDAY NIGHT MOVIE	A 23600	10540	14.5	44.7	103	4468	14.2	18.9	101	3280	14.7	13.9	105	2791	14.8	11.8	105
ABC WORLD NEWS TONIGHT	A 12801	4802	6.6	37.5	87	1971	6.3	15.4	82	1529	6.9	11.9	90	1302	6.9	10.2	90
AFTERMASH	C 10966	4498	6.2	41.0	95	1901	6.0	17.3	92	1362	6.1	12.4	94	1235	6.5	11.3	100
ALICE	C 17050	6974	9.6	40.9	94	2995	9.5	17.6	94	2250	10.1	13.2	99	1729	9.2	10.1	90
AMERICAN PARADE	C 11998	4472	6.2	37.3	86	1861	5.9	15.5	83	1432	6.4	11.9	90	1179	6.2	9.8	87
BENSON	A 19258	7721	10.6	40.1	93	3280	10.4	17.0	91	2340	10.5	12.2	92	2100	11.1	10.9	97
BLUE THUNDER	A 11478	4287	5.9	37.3	86	1720	5.5	15.0	80	1309	5.9	11.4	86	1258	6.7	11.0	97
CAGNEY & LACEY	C 18263	7725	10.6	42.3	98	3001	9.5	16.4	88	2592	11.6	14.2	107	2132	11.3	11.7	104
CBS EVENING NEWS-DEAN	C 7733	2683	3.7	34.7	80	1140	3.6	14.7	79	856	3.8	11.1	83	687	3.6	8.9	79
CBS EVENING NEWS-RATHER	C 15653	5631	7.8	36.0	83	2295	7.3	14.7	78	1860	8.4	11.9	90	1477	7.8	9.4	84
CBS SAT. NEWS-SCHIEFFER	C 8744	3092	4.3	35.4	82	1268	4.0	14.5	77	1025	4.6	11.7	88	799	4.2	9.1	81
CBS SATURDAY NIGHT MOVIE	C 12000	5201	7.2	43.3	100	2336	7.4	19.5	104	1671	7.5	13.9	105	1195	6.3	10.0	88
CBS WEDNESDAY NIGHT MOVIE	C 11522	4532	6.2	39.3	91	2236	7.1	19.4	103	1263	5.7	11.0	83	1033	5.5	9.0	80
CHEERS	M 16818	8283	11.4	49.3	114	3548	11.3	21.1	112	2496	11.2	14.8	112	2239	11.9	13.3	118
DALLAS	C 37510	16076	22.1	42.9	99	7073	22.5	18.9	100	4805	21.6	12.8	97	4198	22.2	11.2	99
DIFF'RENT STROKES	M 11258	4380	6.0	38.9	90	2089	6.6	18.6	99	1172	5.3	10.4	78	1119	5.9	9.9	88
DOUBLE TROUBLE	M 12248	5687	7.8	46.4	107	2619	8.3	21.4	114	1704	7.7	13.9	105	1364	7.2	11.1	99
DUCK FACTORY	M 11100	5211	7.2	46.9	108	2370	7.5	21.4	114	1506	6.8	13.6	102	1334	7.1	12.0	107
DUKES OF HAZZARD	C 12353	4676	6.4	37.9	87	2169	6.9	17.6	94	1403	6.3	11.4	86	1103	5.8	8.9	79
DYNASTY	A 33279	14576	20.1	43.8	101	6255	19.9	18.8	100	4574	20.5	13.7	104	3748	19.8	11.3	100
FACTS OF LIFE	M 13410	5984	8.2	44.6	103	2771	8.8	20.7	110	1731	7.8	12.9	97	1483	7.9	11.1	98
FALCON CREST	C 31093	13555	18.7	43.6	101	5864	18.6	18.9	100	4190	18.8	13.5	102	3500	18.5	11.3	100
FALL GUY	A 18649	7566	10.4	40.6	94	3196	10.2	17.1	91	2360	10.6	12.7	95	2010	10.6	10.8	96
FAMILY TIES	M 13101	5744	7.9	43.8	101	2692	8.6	20.5	109	1591	7.1	12.1	92	1461	7.7	11.2	99
FANTASY ISLAND	A 13069	5487	7.6	42.0	97	2510	8.0	19.2	102	1651	7.4	12.6	95	1326	7.0	10.1	90
FOULUPS, BLEEPS & BLUNDERS	A 16588	7158	9.9	43.2	100	3109	9.9	18.7	100	2147	9.6	12.9	98	1902	10.1	11.5	102
FOUR SEASONS	C 9302	3833	5.3	41.2	95	1712	5.4	18.4	98	1143	5.1	12.3	93	978	5.2	10.5	93
GIMME A BREAK	M 13955	5287	7.3	37.9	87	2593	8.2	18.6	99	1353	6.1	9.7	73	1342	7.1	9.6	85
HART TO HART	A 15735	6733	9.3	42.8	99	2790	8.9	17.7	94	2085	9.4	13.3	100	1858	9.8	11.8	105
HILL STREET BLUES	M 18257	8868	12.2	48.6	112	4081	13.0	22.4	119	2645	11.9	14.5	109	2142	11.3	11.7	104
HOTEL	A 24236	10067	13.9	41.5	96	4265	13.5	17.6	94	3238	14.5	13.4	101	2564	13.6	10.6	94
JEFFERSONS	C 17010	6521	9.0	38.3	89	2791	8.9	16.4	87	2066	9.3	12.1	92	1664	8.8	9.8	87
JENNIFER SLEPT HERE	M 9397	4042	5.6	43.0	99	1973	6.3	21.0	112	1021	4.6	10.9	82	1049	5.6	11.2	99
KATE & ALLIE	C 16762	7621	10.5	45.5	105	3137	10.0	18.7	100	2540	11.4	15.2	114	1944	10.3	11.6	103
KNIGHT RIDER	M 13164	5580	7.7	42.4	98	2371	7.5	18.0	96	1806	8.1	13.7	103	1403	7.4	10.7	95
LOVE BOAT	A 20400	8305	11.4	40.7	94	3689	11.7	18.1	96	2711	12.2	13.3	100	1905	10.1	9.3	83
MAGNUM PI	C 22543	9419	13.0	41.8	96	4041	12.8	17.9	95	2926	13.1	13.0	98	2453	13.0	10.9	97
MAMA'S FAMILY	M 9852	3723	5.1	37.8	87	1600	5.1	16.2	87	1019	4.6	10.3	78	1104	5.8	11.2	100
MASTER, THE	M 8082	3311	4.6	41.0	95	1544	4.9	19.1	102	935	4.2	11.6	87	832	4.4	10.3	91
MATT HOUSTON	A 12881	5594	7.7	43.4	100	2277	7.2	17.7	94	1797	8.1	14.0	105	1519	8.0	11.8	105
NBC MONDAY NIGHT MOVIE	M 23889	11264	15.5	47.2	109	5014	15.9	21.0	112	3384	15.2	14.2	107	2866	15.2	12.0	107
NBC NIGHTLY NEWS	M 11156	4118	5.7	36.9	85	1705	5.4	15.3	81	1229	5.5	11.0	83	1185	6.3	10.6	94
NBC NIGHTLY NEWS-SAT	M 7363	2624	3.6	35.6	82	1152	3.7	15.6	83	770	3.5	10.5	79	701	3.7	9.5	85
NBC NIGHTLY NEWS-SUN	M 6214	2321	3.2	37.4	86	1039	3.3	16.7	89	634	2.8	10.2	77	647	3.4	10.4	92
NBC SUNDAY NIGHT MOVIE	M 17590	8054	11.1	45.8	106	3394	10.8	19.3	103	2713	12.2	15.4	116	1946	10.3	11.1	98
NEWHART	C 16740	7289	10.0	43.5	101	3033	9.6	18.1	97	2427	10.9	14.5	109	1829	9.7	10.9	97
ONE DAY AT A TIME	C 11820	5301	7.3	44.8	104	2542	8.1	21.5	115	1545	6.9	13.1	98	1214	6.4	10.3	91
PEOPLE ARE FUNNY	M 9138	3487	4.8	38.2	88	1526	4.8	16.7	89	989	4.4	10.8	82	973	5.2	10.6	95
REAL PEOPLE	M 15979	6414	8.8	40.1	93	2910	9.2	18.2	97	1878	8.4	11.8	89	1625	8.6	10.2	90
REMINGTON STEELE	M 14395	6455	8.9	44.8	104	2772	8.8	19.3	103	1927	8.7	13.4	101	1756	9.3	12.2	108
RIPLEY'S BELIEVE IT - NOT	A 11362	4806	6.6	42.3	98	1991	6.3	17.5	93	1418	6.4	12.5	94	1397	7.4	12.3	109
RIPTIDE	M 13920	5700	7.8	40.9	95	2473	7.9	17.8	95	1807	8.1	13.0	98	1420	7.5	10.2	91
SCARECROW & MRS. KING	C 17571	7329	10.1	41.7	96	3221	10.2	18.3	98	2220	10.0	12.6	95	1887	10.0	10.7	95
SIMON & SIMON	C 20208	8105	11.2	40.1	93	3388	10.8	16.8	89	2475	11.1	12.2	92	2242	11.9	11.1	99
60 MINUTES	C 27668	10689	14.7	38.6	89	4652	14.8	16.8	90	3380	15.2	12.2	92	2657	14.1	9.6	85
ST. ELSEWHERE	M 13699	6710	9.2	49.0	113	2924	9.3	21.3	114	2042	9.2	14.9	112	1744	9.2	12.7	113
THREE'S COMPANY	A 20632	9123	12.6	44.2	102	3816	12.1	18.5	99	2862	12.9	13.9	105	2446	13.0	11.9	105
T.J. HOOKER	A 17136	6718	9														

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL MALES	79263	30062	100.0	37.9	100	12469	100.0	15.7	100	9719	100.0	12.3	100	7874	100.0	9.9	100
HOUSEHOLD HEADS	44405	24321	80.9	36.6	97	10036	80.5	15.1	96	7896	81.2	11.9	97	6389	81.1	9.6	97
18 - 24	13945	6328	21.0	45.4	120	2667	21.4	19.1	122	2099	21.6	15.1	123	1563	19.9	11.2	113
25 - 34	19334	9353	31.1	48.4	128	3561	28.6	18.4	117	3102	31.9	16.0	131	2691	34.2	13.9	140
35 - 44	14196	5811	19.3	40.9	108	2771	22.2	19.5	124	1680	17.3	11.8	97	1360	17.3	9.6	96
45 - 54	10896	3875	12.9	35.6	94	1686	13.5	15.5	98	1335	13.7	12.3	100	854	10.8	7.8	79
55 - 64	10378	2867	9.5	27.6	73	1027	8.2	9.9	63	976	10.0	9.4	77	864	11.0	8.3	84
65 OR OLDER	10514	1828	6.1	17.4	46	759	6.1	7.2	46	526	5.4	5.0	41	543	6.9	5.2	52
18 - 34	33279	15681	52.2	47.1	124	6227	49.9	18.7	119	5201	53.5	15.6	127	4253	54.0	12.8	129
18 - 49	52904	23514	78.2	44.4	117	9926	79.6	18.8	119	7596	78.2	14.4	117	5992	76.1	11.3	114
25 - 54	44426	19039	63.3	42.9	113	8017	64.3	18.0	115	6118	62.9	13.8	112	4905	62.3	11.0	111
35 - 49	19625	7833	26.1	39.9	105	3699	29.7	18.8	120	2395	24.6	12.2	100	1739	22.1	8.9	89
50 OR OLDER	26359	6548	21.8	24.8	65	2543	20.4	9.6	61	2123	21.8	8.1	66	1882	23.9	7.1	72
GRADUATED COLLEGE	15942	8125	27.0	50.8	134	2846	22.8	17.8	113	2892	29.8	18.1	148	2387	30.3	14.9	150
ATTENDED COLLEGE	13629	6491	21.6	47.6	126	2630	21.1	19.3	123	2208	22.7	16.2	132	1653	21.0	12.1	122
GRADUATED HIGH SCHOOL	28591	10696	35.6	37.4	99	4694	37.6	16.4	104	3266	33.6	11.4	93	2736	34.7	9.6	96
DID NOT GRADUATE HIGH SCHOOL	21061	4751	15.8	22.6	59	2300	18.4	10.9	69	1353	13.9	6.4	52	1098	13.9	5.2	52
EMPLOYED FULL-TIME	52316	22473	74.8	43.0	113	9094	72.9	17.4	110	7351	75.6	14.1	115	6028	76.6	11.5	116
EMPLOYED PART-TIME	4113	1966	6.5	47.8	126	950	7.6	23.1	147	*552	5.7	13.4	109	*464	5.9	11.3	114
NOT EMPLOYED	22834	5623	18.7	24.6	65	2425	19.4	10.6	68	1816	18.7	8.0	65	1382	17.6	6.1	61
PROFESSIONAL/MANAGER	15034	7564	25.2	50.3	133	2634	21.1	17.5	111	2608	26.8	17.3	141	2321	29.5	15.4	155
TECH/CLERICAL/SALES	11255	5319	17.7	47.3	125	2265	18.2	20.1	128	1787	18.4	15.9	129	1267	16.1	11.3	113
PRECISION/CRAFT	11607	4749	15.8	40.9	108	2090	16.8	18.0	114	1405	14.5	12.1	99	1254	15.9	10.8	109
OTHER EMPLOYED	18534	6807	22.6	36.7	97	3055	24.5	16.5	105	2102	21.6	11.3	92	1650	21.0	8.9	90
SINGLE	19562	8421	28.0	43.0	114	3572	28.6	18.3	116	2728	28.1	13.9	114	2121	26.9	10.8	109
MARRIED	51896	19503	64.9	37.6	99	7781	62.4	15.0	95	6534	67.2	12.6	103	5187	65.9	10.0	101
DIVORCED/SEPARATED/WIDOWED	7804	2138	7.1	27.4	72	1116	9.0	14.3	91	456	4.7	5.8	48	566	7.2	7.3	73
PARENTS	25372	10884	36.2	42.9	113	4713	37.8	18.6	118	3441	35.4	13.6	111	2730	34.7	10.8	108
WHITE	69658	28576	95.1	41.0	108	11689	93.7	16.8	107	9388	96.6	13.5	110	7500	95.3	10.8	108
BLACK	7909	987	3.3	12.5	33	576	4.6	7.3	46	**194	2.0	2.5	20	*217	2.8	2.7	28
OTHER	1696	*499	1.7	29.4	78	**205	1.6	12.1	77	**136	1.4	8.0	65	**158	2.0	9.3	94
NORTHEAST-CENSUS	17202	6826	22.7	39.7	105	2693	21.6	15.7	100	2198	22.6	12.8	104	1935	24.6	11.2	113
NORTH CENTRAL	20461	7628	25.4	37.3	98	2783	22.3	13.6	86	2664	27.4	13.0	106	2181	27.7	10.7	107
SOUTH	26495	9372	31.2	35.1	93	4601	36.9	17.2	110	2855	29.4	10.7	87	1916	24.3	7.2	72
WEST	14906	6236	20.7	41.8	110	2393	19.2	16.1	102	2001	20.6	13.4	109	1842	23.4	12.4	124
NORTHEAST-MKTG.	17962	6872	22.9	38.3	101	2835	22.7	15.8	100	2223	22.9	12.4	101	1815	23.1	10.1	102
EAST CENTRAL	11741	4420	14.7	37.6	99	1697	13.6	14.5	92	1346	13.8	11.5	93	1377	17.5	11.7	118
WEST CENTRAL	13518	4911	16.3	36.3	96	1622	13.0	12.0	76	1896	19.5	14.0	114	1393	17.7	10.3	104
SOUTH	23168	8321	27.7	35.9	95	4140	33.2	17.9	114	2513	25.9	10.8	88	1667	21.2	7.2	72
PACIFIC	12874	5539	18.4	43.0	113	2175	17.4	16.9	107	1741	17.9	13.5	110	1622	20.6	12.6	127
COUNTY SIZE A	32596	13219	44.0	40.6	107	5632	45.2	17.3	110	4022	41.4	12.3	101	3565	45.3	10.9	110
COUNTY SIZE B	23814	9283	30.9	39.0	103	3661	29.4	15.4	98	3216	33.1	13.5	110	2407	30.6	10.1	102
COUNTY SIZE C	12663	4757	15.8	37.6	99	1959	15.7	15.5	98	1572	16.2	12.4	101	1226	15.6	9.7	97
COUNTY SIZE D	10190	2804	9.3	27.5	73	1218	9.8	12.0	76	909	9.4	8.9	73	677	8.6	6.6	67
METRO CENTRAL CITY	23190	8410	28.0	36.3	96	3594	28.8	15.5	99	2854	29.4	12.3	100	1963	24.9	8.5	85
METRO SUBURBAN	36920	15542	51.7	42.1	111	6324	50.7	17.1	109	4807	49.5	13.0	106	4410	56.0	11.9	120
NON METRO	19152	6111	20.3	31.9	84	2551	20.5	13.3	85	2058	21.2	10.7	88	1501	19.1	7.8	79
TOP 5 ADI'S	18703	7645	25.4	40.9	108	3236	26.0	17.3	110	2271	23.4	12.1	99	2138	27.2	11.4	115
TOP 10 ADI'S	26158	10387	34.6	39.7	105	4368	35.0	16.7	106	3226	33.2	12.3	101	2793	35.5	10.7	107
TOP 20 ADI'S	36612	14832	49.3	40.5	107	6291	50.5	17.2	109	4592	47.2	12.5	102	3949	50.2	10.8	109
HSGLD INC. \$50,000 OR MORE	9326	4776	15.9	51.2	135	1685	13.5	18.1	115	1638	16.9	17.6	143	1453	18.5	15.6	157
\$40,000 OR MORE	18002	8882	29.5	49.3	130	3492	28.0	19.4	123	2844	29.3	15.8	129	2546	32.3	14.1	142
\$30,000 OR MORE	31361	15275	50.8	48.7	128	6086	48.8	19.4	123	4996	51.4	15.9	130	4193	53.3	13.4	135
\$25,000 OR MORE	39858	18984	63.1	47.6	126	7588	60.9	19.0	121	6287	64.7	15.8	129	5109	64.9	12.8	129
\$20,000 - \$24,999	8664	3043	10.1	35.1	93	1317	10.6	15.2	97	894	9.2	10.3	84	832	10.6	9.6	97
\$15,000 - \$19,999	7964	2730	9.1	34.3	90	1001	8.0	12.6	80	1123	11.6	14.1	115	607	7.7	7.6	77
\$10,000 - \$14,999	11093	2943	9.8	26.5	70	1405	11.3	12.7	81	826	8.5	7.4	61	711	9.0	6.4	65
UNDER \$10,000	11683	2363	7.9	20.2	53	1159	9.3	9.9	63	589	6.1	5.0	41	616	7.8	5.3	53
HOUSEHOLD OF 1 PERSON	7453	2067	6.9	27.7	73	952	7.6	12.8	81	585	6.0	7.8	64	531	6.7	7.1	72
2 PEOPLE	24757	8846	29.4	35.7	94	3382	27.1	13.7	87	2998	30.8	12.1	99	2466	31.3	10.0	100
3 OR 4 PEOPLE	32682	13598	45.2	41.6	110	5726	45.9	17.5	111	4362	44.9	13.3	109	3510	44.6	10.7	108
5 OR MORE PEOPLE	14370	5551	18.5	38.6	102	2409	19.3	16.8	107	1774	18.3	12.3	101	1368	17.4	9.5	96
NO CHILD IN HSHLD	46768	16066	53.4	34.4	91	6345	50.9	13.6	86	5328	54.8	11.4	93	4393	55.8	9.4	95
CHILD(REN) UNDER 2 YRS	4799	2178	7.2	45.4	120	720	5.8	15.0	95	765	7.9	15.9	130	693	8.8	14.4	145
2 - 5 YEARS	11125	4782	15.9	43.0	113	1776	14.2	16.0	101	1603	16.5	14.4	118	1403	17.8	12.6	127
6 - 11 YEARS	14193	6009	20.0	42.3	112	2841	22.8	20.0	127	1923	19.8	13.5	110	1246	15.8	8.8	88
12 - 17 YEARS	17402	7235	24.1	41.6	110	3544	28.4	20.4	129	2239	23.0	12.9	105	1451	18.4	8.3	84
RESIDENCE OWNED	56398	21761	72.4	38.6	102	8752	70.2	15.5	99	7222	74.3	12.8	104	5787	73.5	10.3	103
VALUE: \$50,000 OR MORE	34811	15293	50.9	43.9	116	6031	48.4	17.3	110	5133	52.8	14.7	120	4128	52.4	11.9	119
VALUE: UNDER \$50,000	21587	6468	21.5	30.0	79	2720	21.8	12.6	80	2089	21.5	9.7	79	1659	21.1	7.7	77

		TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	30062	100.0	37.9	100	12469	100.0	15.7	100	9719	100.0	12.3	100	7874	100.0	9.9	100
MAGAZINES	QUINTILE 1	16033	7653	25.5	47.7	126	3396	27.2	21.2	135	2528	26.0	15.8	129	1729	22.0	10.8	109
	QUINTILE 2	15354	6550	21.8	42.7	112	2568	20.6	16.7	106	2298	23.6	15.0	122	1684	21.4	11.0	110
	QUINTILE 3	15888	5777	19.2	36.4	96	2256	18.1	14.2	90	1947	20.0	12.3	100	1575	20.0	9.9	100
	QUINTILE 4	17310	6066	20.2	35.0	92	2390	19.2	13.8	88	1932	19.9	11.2	91	1744	22.1	10.1	101
	QUINTILE 5	14677	4016	13.4	27.4	72	1859	14.9	12.7	81	1014	10.4	6.9	56	1143	14.5	7.8	78
NEWSPAPERS	QUINTILE 1	15277	6623	22.0	43.4	114	2714	21.8	17.8	113	2446	25.2	16.0	131	1463	18.6	9.6	96
	QUINTILE 2	22745	8767	29.2	38.5	102	3699	29.7	16.3	103	2879	29.6	12.7	103	2190	27.8	9.6	97
	QUINTILE 3	10692	4435	14.8	41.5	109	1624	13.0	15.2	97	1390	14.3	13.0	106	1422	18.1	13.3	134
	QUINTILE 4	11646	4381	14.6	37.6	99	1753	14.1	15.1	96	1365	14.0	11.7	96	1263	16.0	10.8	109
	QUINTILE 5	18903	5855	19.5	31.0	82	2680	21.5	14.2	90	1639	16.9	8.7	71	1537	19.5	8.1	82
OUTDOOR	QUINTILE 1	16620	7050	23.5	42.4	112	2784	22.3	16.8	106	2345	24.1	14.1	115	1921	24.4	11.6	116
	QUINTILE 2	16377	6748	22.4	41.2	109	2700	21.7	16.5	105	2138	22.0	13.1	106	1910	24.3	11.7	117
	QUINTILE 3	15995	5655	18.8	35.4	93	2585	20.7	16.2	103	1770	18.2	11.1	90	1300	16.5	8.1	82
	QUINTILE 4	15592	5937	19.7	38.1	100	2446	19.6	15.7	100	1880	19.3	12.1	98	1612	20.5	10.3	104
	QUINTILE 5	14679	4672	15.5	31.8	84	1955	15.7	13.3	85	1586	16.3	10.8	88	1130	14.4	7.7	77
RADIO-DRIVE TIME	QUINTILE 1	15746	6099	20.3	38.7	102	2574	20.6	16.3	104	2021	20.8	12.8	105	1505	19.1	9.6	96
	QUINTILE 2	15067	5834	19.4	38.7	102	2324	18.6	15.4	98	1974	20.3	13.1	107	1537	19.5	10.2	103
	QUINTILE 3	15631	6873	22.9	44.0	116	2647	21.2	16.9	108	2344	24.1	15.0	122	1883	23.9	12.0	121
	QUINTILE 4	16245	6311	21.0	38.8	102	2825	22.7	17.4	111	1906	19.6	11.7	96	1580	20.1	9.7	98
	QUINTILE 5	16573	4946	16.5	29.8	79	2100	16.8	12.7	81	1475	15.2	8.9	73	1370	17.4	8.3	83
RADIO-MID- DAY	TERCILE 1	21788	8498	28.3	39.0	103	3613	29.0	16.6	105	2847	29.3	13.1	107	2037	25.9	9.3	94
	TERCILE 2	21151	7714	25.7	36.5	96	3253	26.1	15.4	98	2482	25.5	11.7	96	1979	25.1	9.4	94
	TERCILE 3	36323	13851	46.1	38.1	101	5603	44.9	15.4	98	4390	45.2	12.1	99	3859	49.0	10.6	107
	QUINTILE 1	15977	6306	21.0	39.5	104	2570	20.6	16.1	102	2169	22.3	13.6	111	1567	19.9	9.8	99
	QUINTILE 2	15923	6340	21.1	39.8	105	2782	22.3	17.5	111	2040	21.0	12.8	104	1518	19.3	9.5	96
RADIO-TOTAL	QUINTILE 3	14980	6093	20.3	40.7	107	2567	20.6	17.1	109	1982	20.4	13.2	108	1544	19.6	10.3	104
	QUINTILE 4	17123	6582	21.9	38.4	101	2642	21.2	15.4	98	2115	21.8	12.4	101	1824	23.2	10.7	107
	QUINTILE 5	15260	4742	15.8	31.1	82	1908	15.3	12.5	79	1412	14.5	9.3	75	1421	18.0	9.3	94
	QUINTILE 1	15674	5389	17.9	34.4	91	2351	18.9	15.0	95	1572	16.2	10.0	82	1466	18.6	9.4	94
	QUINTILE 2	15944	6289	20.9	39.4	104	2589	20.8	16.2	103	2165	22.3	13.6	111	1535	19.5	9.6	97
TV-PRIME TIME	QUINTILE 3	16037	6805	22.6	42.4	112	2860	22.9	17.8	113	2226	22.9	13.9	113	1719	21.8	10.7	108
	QUINTILE 4	15412	5863	19.5	38.0	100	2374	19.0	15.4	98	2049	21.1	13.3	108	1440	18.3	9.3	94
	QUINTILE 5	16194	5717	19.0	35.3	93	2297	18.4	14.2	90	1707	17.6	10.5	86	1714	21.8	10.6	107
	TERCILE 1	19156	6184	20.6	32.3	85	2752	22.1	14.4	91	2095	21.6	10.9	89	1337	17.0	7.0	70
	TERCILE 2	19343	7347	24.4	38.0	100	3284	26.3	17.0	108	2181	22.4	11.3	92	1882	23.9	9.7	98
TV-TOTAL	TERCILE 3	40764	16531	55.0	40.6	107	6433	51.6	15.8	100	5443	56.0	13.4	109	4655	59.1	11.4	115
	QUINTILE 1	15844	5279	17.6	33.3	88	2366	19.0	14.9	95	1573	16.2	9.9	81	1341	17.0	8.5	85
	QUINTILE 2	15767	6011	20.0	38.1	101	2604	20.9	16.5	105	1904	19.6	12.1	98	1503	19.1	9.5	96
	QUINTILE 3	15775	6265	20.8	39.7	105	2530	20.3	16.0	102	2206	22.7	14.0	114	1529	19.4	9.7	98
	QUINTILE 4	15903	6732	22.4	42.3	112	2801	22.5	17.6	112	2253	23.2	14.2	116	1678	21.3	10.6	106
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5	15974	5776	19.2	36.2	95	2170	17.4	13.6	86	1783	18.3	11.2	91	1823	23.2	11.4	115
	MAGAZINE IMPERATIVE	21225	9695	32.3	45.7	120	3977	31.9	18.7	119	3473	35.7	16.4	133	2245	28.5	10.6	106
	NEWSPAPER IMPERATIVE	17728	7086	23.6	40.0	105	2930	23.5	16.5	105	2189	22.5	12.3	101	1967	25.0	11.1	112
	NEWSPAPER IMPERATIVE	22987	8026	26.7	34.9	92	3244	26.0	14.1	90	2612	26.9	11.4	93	2170	27.6	9.4	95
	NEWSPAPER IMPERATIVE	22987	8026	26.7	34.9	92	3244	26.0	14.1	90	2612	26.9	11.4	93	2170	27.6	9.4	95
MAGAZINES-OUTDOOR: DUAL	QUINTILE 1	16244	7091	23.6	43.7	115	2710	21.7	16.7	106	2527	26.0	15.6	127	1855	23.6	11.4	115
	MAGAZINE IMPERATIVE	24016	9893	32.9	41.2	109	4358	35.0	18.1	115	3232	33.3	13.5	110	2302	29.2	9.6	96
	OUTDOOR IMPERATIVE	26020	9484	31.5	36.4	96	3918	31.4	15.1	96	2893	29.8	11.1	91	2672	33.9	10.3	103
	OUTDOOR IMPERATIVE	26020	9484	31.5	36.4	96	3918	31.4	15.1	96	2893	29.8	11.1	91	2672	33.9	10.3	103
	OUTDOOR IMPERATIVE	26020	9484	31.5	36.4	96	3918	31.4	15.1	96	2893	29.8	11.1	91	2672	33.9	10.3	103
MAGAZINES-RADIO: DUAL	QUINTILE 1	16918	7712	25.7	45.6	120	3201	25.7	18.9	120	2634	27.1	15.6	127	1877	23.8	11.1	112
	MAGAZINE IMPERATIVE	23456	9513	31.6	40.6	107	3863	31.0	16.5	105	3170	32.6	13.5	110	2481	31.5	10.6	106
	RADIO IMPERATIVE	23900	8378	27.9	35.1	92	3498	28.1	14.6	93	2674	27.5	11.2	91	2207	28.0	9.2	93
	RADIO IMPERATIVE	23900	8378	27.9	35.1	92	3498	28.1	14.6	93	2674	27.5	11.2	91	2207	28.0	9.2	93
	RADIO IMPERATIVE	23900	8378	27.9	35.1	92	3498	28.1	14.6	93	2674	27.5	11.2	91	2207	28.0	9.2	93
MAGAZINES-TELEVISION: DUAL	QUINTILE 1	15791	6632	22.1	42.0	111	2922	23.4	18.5	118	2322	23.9	14.7	120	1389	17.6	8.8	89
	MAGAZINE IMPERATIVE	25476	11216	37.3	44.0	116	4554	36.5	17.9	114	3705	38.1	14.5	119	2957	37.6	11.6	117
	TELEVISION IMPERATIVE	25744	8144	27.1	31.6	83	3423	27.5	13.3	85	2448	25.2	9.5	78	2272	28.9	8.8	89
	TELEVISION IMPERATIVE	25744	8144	27.1	31.6	83	3423	27.5	13.3	85	2448	25.2	9.5	78	2272	28.9	8.8	89
	TELEVISION IMPERATIVE	25744	8144	27.1	31.6	83	3423	27.5	13.3	85	2448	25.2	9.5	78	2272	28.9	8.8	89
NEWSPAPERS-OUTDOOR: DUAL	QUINTILE 1	17628	7695	25.6	43.7	115	3033	24.3	17.2	109	2598	26.7	14.7	120	2064	26.2	11.7	118
	NEWSPAPER IMPERATIVE	26414	10037	33.4	38.0	100	4290	34.4	16.2	103	3324	34.2	12.6	103	2423	30.8	9.2	92
	OUTDOOR IMPERATIVE	23059	8663	28.8	37.6	99	3600	28.9	15.6	99	2614	26.9	11.3	92	2449	31.1	10.6	107
	OUTDOOR IMPERATIVE	23059	8663	28.8	37.6	99	3600	28.9	15.6	99	2614	26.9	11.3	92				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	30062	100.0	37.9	100	12469	100.0	15.7	100	9719	100.0	12.3	100	7874	100.0	9.9	100
ATLANTIC MONTHLY	452	*216	0.7	47.8	126	**47	0.4	10.4	66	**62	0.6	13.7	112	**107	1.4	23.7	238
BARRON'S	1058	566	1.9	53.5	141	318	2.6	30.1	74	*96	1.0	9.1	74	*153	1.9	14.5	146
BETTER HOMES & GARDENS	4773	1976	6.6	41.4	109	811	6.5	17.0	108	647	6.7	13.6	111	518	6.6	10.9	109
BON APPETIT	1037	456	1.5	44.0	116	173	1.4	16.7	106	*159	1.6	15.3	125	*124	1.6	12.0	120
BUSINESS WEEK	3193	1627	5.4	51.0	134	809	6.5	25.3	141	506	5.2	15.8	129	312	4.0	9.8	98
CAR AND DRIVER	2705	1269	4.2	46.9	124	616	4.9	22.8	145	458	4.7	16.9	138	*194	2.5	7.2	72
CBS MAGAZINE NETWORK (GROSS)	5678	2772	9.2	48.8	129	1212	9.7	21.3	136	949	9.8	16.7	136	611	7.8	10.8	108
CHANGING TIMES	1847	820	2.7	44.4	117	388	3.1	21.0	134	*248	2.6	13.4	110	*185	2.3	10.0	101
COLONIAL HOMES	492	*177	0.6	36.0	95	**95	0.8	19.3	123	*255	0.6	11.2	91	**27	0.3	5.5	55
CONDE NAST MAG. PKG. (GROSS)	2066	664	2.2	32.1	85	314	2.5	15.2	97	*286	2.9	13.8	113	*264	0.8	3.1	31
CONSUMERS DIGEST	1719	648	2.2	37.7	99	*276	2.2	16.1	102	*240	2.5	14.0	114	*132	1.7	7.7	77
COSMOPOLITAN	1762	748	2.5	42.5	112	295	2.4	16.7	106	316	3.3	17.9	146	*137	1.7	7.8	78
COUNTRY LIVING	1110	528	1.8	47.6	125	*162	1.3	14.6	93	*220	2.3	19.8	162	*147	1.9	13.2	133
CUISINE	660	327	1.1	49.5	131	*119	1.0	18.0	115	**98	1.0	14.8	121	**111	1.4	16.8	169
CYCLE WORLD	1924	994	3.3	51.7	136	416	3.3	21.6	137	*331	3.4	17.2	140	*248	3.1	12.9	130
DCI:CREATIVE IDEAS FOR LIV	437	*167	0.6	38.2	101	**74	0.6	16.9	108	**47	0.5	10.8	88	**47	0.6	10.8	108
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1083	3.6	43.5	115	423	3.4	17.0	108	395	4.1	15.9	129	265	3.4	10.6	107
DISCOVER	1279	546	1.8	42.7	113	*243	1.9	19.0	121	*178	1.8	13.9	114	*125	1.6	9.8	98
EBONY	2898	428	1.4	14.8	39	239	1.9	8.2	52	*284	0.9	2.9	24	*105	1.3	3.6	36
ESQUIRE	1384	608	2.0	43.9	116	350	2.8	25.3	161	*129	1.3	9.3	76	*128	1.6	9.2	93
ESSENCE	850	*177	0.6	20.8	55	*125	1.0	14.7	93	*330	0.3	3.5	29	**22	0.3	2.6	26
FAMILY CIRCLE	2430	797	2.7	32.8	86	370	3.0	15.2	97	267	2.7	11.0	90	*161	2.0	6.6	67
THE FAMILY HANDYMAN	2356	1028	3.4	43.6	115	316	2.5	13.4	85	421	4.3	17.9	146	290	3.7	12.3	124
FAMILY WEEKLY	11533	4688	15.6	40.6	107	1801	14.4	15.6	99	1652	17.0	14.3	117	1235	15.7	10.7	108
FIELD & STREAM	7444	2886	9.6	38.8	102	1136	9.1	15.3	97	1146	11.8	15.4	126	604	7.7	8.1	82
FOOD & WINE	416	*208	0.7	50.0	132	**63	0.5	15.1	96	**40	0.4	9.6	78	**104	1.3	25.0	252
FORBES	1865	1002	3.3	53.7	142	401	3.2	21.5	137	355	3.7	19.0	155	246	3.1	13.2	133
FORTUNE	1849	958	3.2	51.8	137	395	3.2	21.4	136	296	3.0	16.0	131	268	3.4	14.5	146
GENTLEMEN'S QUARTERLY	2284	1160	3.9	50.8	134	550	4.4	24.1	153	420	4.3	18.4	150	*191	2.4	8.4	84
GLAMOUR	538	*165	0.5	30.7	81	**48	0.4	8.9	57	**91	0.9	16.9	138	*226	0.3	4.8	49
GOLF DIGEST	1649	796	2.6	48.3	127	319	2.6	19.3	123	334	3.4	20.3	165	*143	1.8	8.7	87
GOLF DIGEST/TENNIS (GROSS)	2294	1062	3.5	46.3	122	481	3.9	21.0	133	403	4.1	17.6	143	*178	2.3	7.8	78
GOLF MAGAZINE	1577	756	2.5	47.9	126	275	2.2	17.4	111	274	2.8	17.4	142	*207	2.6	13.1	132
GOLF MAGAZINE/SKI (GROSS)	2487	1285	4.3	51.7	136	453	3.6	18.2	116	473	4.9	19.0	155	359	4.6	14.4	145
GOOD HOUSEKEEPING	2569	957	3.2	37.3	98	331	2.7	12.9	82	346	3.6	13.5	110	280	3.6	10.9	110
HARPER'S BAZAAR	431	*188	0.6	43.6	115	**55	0.4	12.8	81	**100	1.0	23.2	189	**33	0.4	7.7	77
HEALTH	788	353	1.2	44.8	118	*215	1.7	27.3	173	**83	0.9	10.5	86	**55	0.7	7.0	70
HEARST MAG CORP. BUY (GROSS)	18781	7588	25.2	40.4	107	3114	25.0	16.6	105	2617	26.9	13.9	114	1856	23.6	9.9	99
HEARST MAN POWER (GROSS)	9169	3706	12.3	40.4	107	1619	13.0	17.7	112	1146	11.8	12.5	102	941	12.0	10.3	103
HEARST WOMAN POWER (GROSS)	5452	2115	7.0	38.8	102	754	6.0	13.8	88	844	8.7	15.5	126	518	6.6	9.5	96
HOUSE BEAUTIFUL	1020	383	1.3	37.5	99	*208	1.7	20.4	130	**52	0.5	5.1	42	*124	1.6	12.2	122
INC.	993	535	1.8	53.9	142	*237	1.9	23.9	152	*178	1.8	17.9	146	**120	1.5	12.1	122
JET	2808	441	1.5	15.7	41	241	1.9	8.6	55	**54	0.6	1.9	16	*146	1.9	5.2	52
LADIES' HOME JOURNAL	1868	751	2.5	40.2	106	*336	2.7	18.0	114	*241	2.5	12.9	105	*174	2.2	9.3	94
LHJ FAMILY GRP COMBO(GROSS)	3582	1566	5.2	43.7	115	751	6.0	21.0	133	449	4.6	12.5	102	367	4.7	10.2	103
LIFE	4817	2113	7.0	43.9	116	988	7.9	20.5	130	654	6.7	13.6	111	471	6.0	9.8	98
L.A. TIMES HOME MAGAZINE	1465	786	2.6	53.7	141	373	3.0	25.5	162	281	2.9	19.2	156	*132	1.7	9.0	91
MADMOISELLE	460	**128	0.4	27.8	73	**50	0.4	10.9	69	**64	0.7	13.9	113	**14	0.2	3.0	31
MC CALL'S	1764	568	1.9	32.2	85	*215	1.7	12.2	77	*231	2.4	13.1	107	*122	1.5	6.9	70
MC CALL'S/MRK MOTHER (GROSS)	2062	655	2.2	31.8	84	261	2.1	12.7	80	*263	2.7	12.8	104	*130	1.7	6.3	63
MECHANIX ILLUSTRATED	3625	1507	5.0	41.6	110	620	5.0	17.1	109	515	5.3	14.2	116	372	4.7	10.3	103
METROPOLITAN HOME	495	*219	0.7	44.2	117	**123	1.0	24.8	158	**49	0.5	9.9	81	**48	0.6	9.7	98
MONEY	3017	1572	5.2	52.1	137	614	4.9	20.4	129	557	5.7	18.5	151	401	5.1	13.3	134
MOTHER EARTH NEWS	1203	537	1.8	44.6	118	*146	1.2	12.1	77	282	2.9	23.4	191	**109	1.4	9.1	91
MS.	*257	**79	0.3	30.7	81	**59	0.5	23.0	146	**11	0.1	4.3	35	**10	0.1	3.9	39
NATIONAL ENQUIRER	6921	2466	8.2	35.6	94	1083	8.7	15.6	99	917	9.4	13.2	108	466	5.9	6.7	68
NATIONAL GEOGRAPHIC	11626	4854	16.1	41.8	110	2002	16.1	17.2	109	1611	16.6	13.9	113	1241	15.8	10.7	107
NATIONAL SUNDAY MAGAZINE PKG	49424	20134	67.0	40.7	107	8093	64.9	16.4	104	6888	70.9	13.9	114	5153	65.4	10.4	105
NATURAL HISTORY	753	244	0.8	32.4	85	**110	0.9	14.6	93	**71	0.7	9.4	77	**62	0.8	8.2	83
NEW WOMAN	*296	**75	0.2	25.3	67	**65	0.5	22.0	140	**7	0.1	2.4	19	**4	0.1	1.4	14
NEW YORK INCLUDING CUE	541	266	0.9	49.2	130	*131	1.1	24.2	154	**62	0.6	11.5	93	**72	0.9	13.3	134
THE NEW YORKER	1078	489	1.6	45.4	120	227	1.8	21.1	134	*127	1.3	11.8	96	*135	1.7	12.5	126
NEWSWEEK	9602	4309	14.3	44.9	118	1867	15.0	19.4	124	1396	14.4	14.5	119	1045	13.3	10.9	110
THE N.Y. TIMES DAILY EDITION	1376	748	2.5	54.4	143	425	3.4	30.9	196	185	1.9	13.4	110	*138	1.8	10.0	101
THE N.Y. TIMES MAGAZINE	2110	1139	3.8	54.0	142	508	4.1	24.1	153	351	3.6	16.6	136	280	3.6	13.3	134
OMNI	1927	1016	3.4	52.7	139	532	4.3	27.6	175	*243	2.5	12.6	103	*241	3.1	12.5	126
ON CABLE	911	416	1.4	45.7	120	*169	1.4	18.6	118	*186	1.9	20.4	167	*261	0.8	6.7	67
1001 HOME IDEAS	927	462	1.5	49.8	131	*200	1.6	21.6	137	**125	1.3	13.5	110	**137	1.7	14.8	149
ORGANIC GARDENING	1430	475	1.6	33.2	88	*149	1.2	10.4	66	*173	1.8	12.1	99	*153	1.9	10.7	108
OUTDOOR LIFE	4064	1655	5.5	40.7	107	692	5.5	17.0	108	561	5.8	13.8	113	402	5.1	9.9	100
PARADE MAGAZINE	24538	9588	31.9	39.1	103	3739	30.0	15.2	97	3377	34.7	13.8	112	2472	31.4	10.1	101

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	30062	100.0	37.9	100	12469	100.0	15.7	100	9719	100.0	12.3	100	7874	100.0	9.9	100
PARENTS	1126	512	1.7	45.5	120	*148	1.2	13.1	84	*207	2.1	18.4	150	*156	2.0	13.9	139
PENTHOUSE	4157	1882	6.3	45.3	119	893	7.2	21.5	137	602	6.2	14.5	118	388	4.9	9.3	94
PEOPLE	7591	3469	11.5	45.7	120	1644	13.2	21.7	138	1080	11.1	14.2	116	744	9.4	9.8	99
PLAYBOY	8379	4019	13.4	48.0	126	1777	14.3	21.2	135	1346	13.8	16.1	131	897	11.4	10.7	108
POPULAR HOT RODDING	2110	1022	3.4	48.4	128	535	4.3	25.4	161	*334	3.4	15.8	129	*152	1.9	7.2	73
POPULAR MECHANICS	4850	2076	6.9	42.8	113	983	7.9	20.3	129	586	6.0	12.1	99	508	6.5	10.5	105
POPULAR SCIENCE	3397	1538	5.1	45.3	119	664	5.3	19.5	124	497	5.1	14.6	119	378	4.8	11.1	112
PREVENTION	1720	667	2.2	38.8	102	279	2.2	16.2	103	259	2.7	15.1	123	*128	1.6	7.4	75
PSYCHOLOGY TODAY	1344	789	2.6	58.7	155	438	3.5	32.6	207	*233	2.4	17.3	141	*119	1.5	8.9	89
READER'S DIGEST	16016	5885	19.6	36.7	97	2519	20.2	15.7	100	1878	19.3	11.7	96	1488	18.9	9.3	94
REDBOOK	1121	410	1.4	36.6	96	**128	1.0	11.4	73	*181	1.9	16.1	132	**100	1.3	8.9	90
ROAD & TRACK	2161	1069	3.6	49.5	130	443	3.6	20.5	130	406	4.2	18.8	153	*220	2.8	10.2	102
ROLLING STONE	1948	1019	3.4	52.3	138	492	3.9	25.3	161	*335	3.4	17.2	140	*192	2.4	9.9	99
RUNNER'S WORLD	899	578	1.9	64.3	170	*218	1.7	24.2	154	**125	1.3	13.9	113	*235	3.0	26.1	263
SATURDAY EVENING POST	841	340	1.1	40.4	107	*132	1.1	15.7	100	**114	1.2	13.6	111	*594	1.2	11.2	113
SCIENCE 84	841	279	0.9	33.2	87	**111	0.9	13.2	84	*666	0.7	7.8	64	**102	1.3	12.1	122
SCIENCE DIGEST	1194	425	1.4	35.6	94	*150	1.2	12.6	80	**108	1.1	9.0	74	*166	2.1	13.9	140
SCIENTIFIC AMERICAN	1379	667	2.2	48.4	128	304	2.4	22.0	140	*171	1.8	12.4	101	*192	2.4	13.9	140
SELF	436	**102	0.3	23.4	62	**55	0.4	12.6	80	*447	0.5	10.8	88	*1	0.0	0.2	2
SEVENTEEN	614	*249	0.8	40.6	107	**105	0.8	17.1	109	*992	0.9	15.0	122	**52	0.7	8.5	85
SKI	910	529	1.8	58.1	153	*178	1.4	19.6	124	*199	2.0	21.9	178	**152	1.9	16.7	168
SMITHSONIAN	2937	1381	4.6	47.0	124	607	4.9	20.7	131	367	3.8	12.5	102	407	5.2	13.9	139
SOAP OPERA DIGEST	545	*206	0.7	37.8	100	**98	0.8	18.0	114	*774	0.8	13.6	111	*334	0.4	6.2	63
SOUTHERN LIVING	2054	915	3.0	44.5	117	349	2.8	17.0	108	348	3.6	16.9	138	*218	2.8	10.6	107
SPORT	2799	1128	3.8	40.3	106	565	4.5	20.2	128	317	3.3	11.3	92	*247	3.1	8.8	89
THE SPORTING NEWS	1938	750	2.5	38.7	102	240	1.9	12.4	79	312	3.2	16.1	131	*198	2.5	10.2	103
SPORTS AFIELD	3125	1205	4.0	38.6	102	486	3.9	15.6	99	452	4.7	14.5	118	*267	3.4	8.5	86
SPORTS ILLUSTRATED	11159	4833	16.1	43.3	114	2051	16.4	18.4	117	1626	16.7	14.6	119	1156	14.7	10.4	104
STAR	4095	1317	4.4	32.2	85	611	4.9	14.9	95	437	4.5	10.7	87	270	3.4	6.6	66
SUNDAY	25169	10357	34.5	41.1	108	4441	35.6	17.6	112	3504	36.1	13.9	114	2412	30.6	9.6	96
SUNSET	1294	679	2.3	52.5	138	*213	1.7	16.5	105	*179	1.8	13.8	113	*286	3.6	22.1	222
TV GUIDE	18508	7590	25.2	41.0	108	3385	27.1	18.3	116	2601	26.8	14.1	115	1604	20.4	8.7	87
TENNIS	645	266	0.9	41.2	109	*162	1.3	25.1	160	*669	0.7	10.7	87	*335	0.4	5.4	55
TIME	12124	5519	18.4	45.5	120	2386	19.1	19.7	125	1642	16.9	13.5	110	1491	18.9	12.3	124
TOWN & COUNTRY	493	*223	0.7	45.2	119	**98	0.8	19.9	126	*105	1.1	21.3	174	*220	0.3	4.1	41
TRAVEL & LEISURE	1122	552	1.8	49.2	130	*237	1.9	21.1	134	*177	1.8	15.8	129	*139	1.8	12.4	125
TRUE STORY	690	*223	0.7	32.3	85	**124	1.0	18.0	114	*578	0.6	8.4	69	*341	0.5	5.9	60
U.S. NEWS & WORLD REPORT	6571	2905	9.7	44.2	117	1254	10.1	19.1	121	1046	10.8	15.9	130	605	7.7	9.2	93
USA TODAY	3120	1601	5.3	51.3	135	615	4.9	19.7	125	558	5.7	17.9	146	428	5.4	13.7	138
US	1315	627	2.1	47.7	126	*356	2.9	27.1	172	*133	1.4	10.1	82	**137	1.7	10.4	105
VOGUE	632	*269	0.9	42.6	112	*161	1.3	25.5	162	*884	0.9	13.3	108	**24	0.3	3.8	38
HALL STREET JOURNAL	4247	2199	7.3	51.8	137	887	7.1	20.9	133	669	6.9	15.8	128	643	8.2	15.1	152
HEIGHT WATCHERS	398	*144	0.5	36.2	95	*662	0.5	15.6	99	*339	0.4	9.8	80	*443	0.5	10.8	109
HOMAN'S DAY	1139	357	1.2	31.3	83	*139	1.1	12.2	78	*164	1.7	14.4	117	*554	0.7	4.7	48
WORKING MOTHER	*298	**87	0.3	29.2	77	**46	0.4	15.4	98	*333	0.3	11.1	90	*8	0.1	2.7	27
WORKING WOMAN	327	**79	0.3	24.2	64	*330	0.2	9.2	58	*225	0.3	7.6	62	*24	0.3	7.3	74
WORLD TENNIS	397	*172	0.6	43.3	114	*91	0.7	22.9	146	*559	0.6	14.9	121	*23	0.3	5.8	58
ZIFF-DAVIS MAG NETWK (GROSS)	9635	4561	15.2	47.3	125	1971	15.8	20.5	130	1638	16.9	17.0	139	952	12.1	9.9	99
BLAIR INSERTS	43762	18010	59.9	41.2	109	7329	58.8	16.7	106	5989	61.6	13.7	112	4692	59.6	10.7	108
DAILY NEWSPAPERS																	
READ ANY	52459	20808	69.2	39.7	105	8473	68.0	16.2	103	6978	71.8	13.3	108	5357	68.0	10.2	103
READ ONE	41891	16317	54.3	39.0	103	6565	52.7	15.7	100	5444	56.0	13.0	106	4308	54.7	10.3	104
READ TWO OR MORE	10568	4492	14.9	42.5	112	1908	15.3	18.1	115	1534	15.8	14.5	118	1049	13.3	9.9	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	21052	70.0	40.5	107	8505	68.2	16.4	104	7158	73.6	13.8	112	5390	68.5	10.4	104
READ ONE	44561	17607	58.6	39.5	104	7082	56.8	15.9	101	5839	60.1	13.1	107	4686	59.5	10.5	106
READ TWO OR MORE	7368	3445	11.5	46.8	123	1423	11.4	19.3	123	1319	13.6	17.9	146	703	8.9	9.5	96
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	31.39				31.29				31.91				30.92			
30 DAY REACH	71522	27693	92.1	38.7	102	11439	91.7	16.0	102	8876	91.3	12.4	101	7378	93.7	10.3	104
50 SHWG - 30 DAY AV FREQ	15.55	16.35				16.28				16.57				16.20			
30 DAY REACH	68168	26603	88.5	39.0	103	11007	88.3	16.1	103	8559	88.1	12.6	102	7038	89.4	10.3	104
25 SHWG - 30 DAY AV FREQ	8.43	8.84				8.76				9.02				8.77			
30 DAY REACH	62898	24599	81.8	39.1	103	10218	81.9	16.2	103	7868	81.0	12.5	102	6513	82.7	10.4	104
CABLE TV: HOME WIRED	31664	13382	44.5	42.3	111	5675	45.5	17.9	114	4596	47.3	14.5	118	3111	39.5	9.8	99
HOME NOT WIRED	47599	16680	55.5	35.0	92	6794	54.5	14.3	91	5122	52.7	10.8	88	4763	60.5	10.0	101
HAVE PAY CABLE	17139	8120	27.0	47.4	125	3386	27.2	19.8	126	2947	30.3	17.2	140	1787	22.7	10.4	105

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	30062	100.0	37.9	100	12469	100.0	15.7	100	9719	100.0	12.3	100	7874	100.0	9.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	19399	64.5	40.7	107	7812	62.7	16.4	104	6412	66.0	13.5	110	5175	65.7	10.9	109
10:00 AM - 3:00 PM	29926	11425	38.0	38.2	101	4812	38.6	16.1	102	3803	39.1	12.7	104	2811	35.7	9.4	95
3:00 PM - 7:00 PM	37666	15579	51.8	41.4	109	6328	50.7	16.8	107	5266	54.2	14.0	114	3984	50.6	10.6	106
7:00 PM - MIDNIGHT	18909	7651	25.5	40.5	107	3289	26.4	17.4	111	2478	25.5	13.1	107	1883	23.9	10.0	100
MIDNIGHT - 6:00 AM	11822	4801	16.0	40.6	107	2190	17.6	18.5	118	1480	15.2	12.5	102	1131	14.4	9.6	96
6:00 AM - MIDNIGHT	63254	24980	83.1	39.5	104	10237	82.1	16.2	103	8199	84.4	13.0	106	6544	83.1	10.3	104
ENTIRE DAY	64057	25237	83.9	39.4	104	10319	82.8	16.1	102	8318	85.6	13.0	106	6600	83.8	10.3	104
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	16598	6480	21.6	39.0	103	2618	21.0	15.8	100	2270	23.4	13.7	112	1591	20.2	9.6	96
ALL NEWS	3542	1429	4.8	40.3	106	489	3.9	13.8	88	482	5.0	13.6	111	458	5.8	12.9	130
AOR/PROGRESSIVE	7465	3463	11.5	46.4	122	1449	11.6	19.4	123	1017	10.5	13.6	111	997	12.7	13.4	134
BEAUTIFUL MUSIC	5061	1960	6.5	38.7	102	856	6.9	16.9	108	566	5.8	11.2	91	538	6.8	10.6	107
BLACK	1914	502	1.7	26.2	69	*319	2.6	16.7	106	**102	1.0	5.3	43	**81	1.0	4.2	43
CLASSICAL	2304	1064	3.5	46.2	122	476	3.8	20.7	131	355	3.7	15.4	126	234	3.0	10.2	102
CHR/ROCK	10663	5147	17.1	48.3	127	2339	18.8	21.9	139	1713	17.6	16.1	131	1094	13.9	10.3	103
COUNTRY	13919	5379	17.9	38.6	102	2323	18.6	16.7	106	1700	17.5	12.2	100	1356	17.2	9.7	98
GOLDEN OLDIES	2040	895	3.0	43.9	116	424	3.4	20.8	132	*235	2.4	11.5	94	*236	3.0	11.6	116
MOR/NOSTALGIA	5105	1819	6.1	35.6	94	715	5.7	14.0	89	636	6.5	12.5	102	467	5.9	9.1	92
NEWS/TALK	4764	1782	5.9	37.4	99	619	5.0	13.0	83	664	6.8	13.9	114	498	6.3	10.5	105
RELIGIOUS	2164	869	2.9	40.2	106	327	2.6	15.1	96	*229	2.4	10.6	86	314	4.0	14.5	146
SOFT ROCK	623	201	0.7	32.3	85	**54	0.4	8.7	55	**84	0.9	13.5	110	**63	0.8	10.1	102
URBAN CONTEMPORARY	1331	367	1.2	27.6	73	*162	1.3	12.2	77	**102	1.0	7.7	62	**104	1.3	7.8	79
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1310	4.4	41.1	108	646	5.2	20.3	129	437	4.5	13.7	112	228	2.9	7.2	72
ABC DIRECTION	2724	992	3.3	36.4	96	362	2.9	13.3	84	339	3.5	12.4	101	291	3.7	10.7	108
ABC ENTERTAINMENT	5256	1914	6.4	36.4	96	726	5.8	13.8	88	788	8.1	15.0	122	400	5.1	7.6	77
ABC FM	2263	935	3.1	41.3	109	459	3.7	20.3	129	*228	2.3	10.1	82	*248	3.1	11.0	110
ABC INFORMATION	5618	1955	6.5	34.8	92	642	5.1	11.4	73	773	8.0	13.8	112	540	6.9	9.6	97
ABC ROCK	2857	1465	4.9	51.3	135	629	5.0	22.0	140	466	4.8	16.3	133	371	4.7	13.0	131
CBS	5953	2144	7.1	36.0	95	833	6.7	14.0	89	675	6.9	11.3	92	636	8.1	10.7	108
MUTUAL	4979	1773	5.9	35.6	94	732	5.9	14.7	93	535	5.5	10.7	88	506	6.4	10.2	102
NBC	7279	2751	9.2	37.8	100	1049	8.4	14.4	92	942	9.7	12.9	106	760	9.7	10.4	105
RADIORADIO	2389	984	3.3	41.2	109	399	3.2	16.7	106	354	3.6	14.8	121	*231	2.9	9.7	97
RKO ONE	2583	1114	3.7	43.1	114	551	4.4	21.3	136	298	3.1	11.5	94	*264	3.4	10.2	103
RKO TWO	3674	1581	5.3	43.0	113	635	5.1	17.3	110	589	6.1	16.0	131	357	4.5	9.7	98
THE SOURCE	3514	1408	4.7	40.1	106	703	5.6	20.0	127	335	3.4	9.5	78	371	4.7	10.6	106
NON-MIRED : BLAIR	9864	4317	14.4	43.8	115	1860	14.9	18.9	120	1597	16.4	16.2	132	860	10.9	8.7	88
INTERNET	13522	5539	18.4	41.0	108	2441	19.6	18.1	115	1783	18.3	13.2	108	1315	16.7	9.7	98
KATZ RADIO GROUP	19321	7906	26.3	40.9	108	3398	27.3	17.6	112	2516	25.9	13.0	106	1992	25.3	10.3	104
SUPERNET	10739	4358	14.5	40.6	107	1714	13.7	16.0	101	1449	14.9	13.5	110	1195	15.2	11.1	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	1771	5.9	34.7	91	820	6.6	16.1	102	552	5.7	10.8	88	399	5.1	7.8	79
WKDAY 9:00 AM - 1:00 PM	5383	1607	5.3	29.9	79	700	5.6	13.0	83	590	6.1	11.0	89	317	4.0	5.9	59
WKDAY 1:00 PM - 4:30 PM	6469	2062	6.9	31.9	84	960	7.7	14.8	94	624	6.4	9.6	79	478	6.1	7.4	74
WKDAY 4:30 PM - 7:30 PM	19661	6929	23.0	35.2	93	2932	23.5	14.9	95	2169	22.3	11.0	90	1829	23.2	9.3	94
WKDAY 7:30 PM - 8:00 PM	27579	9554	31.8	34.6	91	4111	33.0	14.9	95	2988	30.7	10.8	88	2455	31.2	8.9	90
WKDAY 11:00 PM - 11:30 PM	22964	8468	28.2	36.9	97	3673	29.5	16.0	102	2724	28.0	11.9	97	2071	26.3	9.0	91
WKDAY 11:30 PM - 1:00 AM	8158	2988	9.9	36.6	97	1343	10.8	16.5	105	974	10.0	11.9	97	671	8.5	8.2	83
M-SAT 8-11 PM-SUN 7-11 PM	30140	11335	37.7	37.6	99	4808	38.6	16.0	101	3625	37.3	12.0	98	2902	36.9	9.6	97
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	689	2.3	33.6	89	252	2.0	12.3	78	316	3.3	15.4	126	*121	1.5	-5.9	59
ANOTHER WORLD	N 1214	321	1.1	26.4	70	163	1.3	13.4	85	*80	0.8	6.6	54	*79	1.0	6.5	66
AS THE WORLD TURNS	C 1740	443	1.5	25.5	67	210	1.7	12.1	77	*97	1.0	5.6	45	*136	1.7	7.8	79
CAPITOL	C 1016	278	0.9	27.4	72	*194	1.6	19.1	121	*38	0.4	3.7	31	*44	0.6	4.5	46
CBS MORN. NEWS 1	C 1203	422	1.4	35.1	92	140	1.1	11.6	74	180	1.9	15.0	122	*102	1.3	8.5	85
CBS MORN. NEWS 2	C 773	233	0.8	30.1	79	*93	0.7	12.0	76	*94	1.0	12.2	99	*46	0.6	6.0	60
DAYS OF OUR LIVES	N 1629	448	1.5	27.5	73	185	1.5	11.4	72	121	1.2	7.4	61	142	1.8	8.7	88
FACTS OF LIFE - DAYTIME	N 961	359	1.2	37.4	98	*154	1.2	16.0	102	*119	1.2	12.4	101	*87	1.1	9.1	91
FAMILY FEUD	A 1390	343	1.1	24.7	65	*152	1.2	10.9	70	137	1.4	9.9	80	*54	0.7	3.9	39
GENERAL HOSPITAL	A 1463	464	1.5	31.7	84	247	2.0	16.9	107	160	1.6	10.9	89	*58	0.7	4.0	40
GOOD MORNING, AMERICA-730A	A 1705	546	1.8	32.0	84	215	1.7	12.6	80	201	2.1	11.8	96	130	1.7	7.6	77
GOOD MORNING, AMERICA-830A	A 889	250	0.8	28.1	74	90	0.7	10.1	64	107	1.1	12.0	98	*53	0.7	6.0	60
GUDING LIGHT	C 1754	491	1.6	28.0	74	232	1.9	13.2	84	*99	1.0	5.6	46	*161	2.0	9.2	92
ONE LIFE TO LIVE	A 1100	400	1.3	36.4	96	173	1.4	15.7	100	166	1.7	15.1	123	*60	0.8	5.5	55
PRESS YOUR LUCK	C 1222	318	1.1	26.0	69	158	1.3	12.9	82	*107	1.1	8.8	71	*53	0.7	4.3	44
PRICE IS RIGHT 1	C 2692	701	2.3	26.0	69	313	2.5	11.6	74	309	3.2	11.5	94	79	1.0	2.9	30
PRICE IS RIGHT 2	C 2764	754	2.5	27.3	72	323	2.6	11.7	74	327	3.4	11.8	96	105	1.3	3.8	38

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	30062	100.0	37.9	100	12469	100.0	15.7	100	9719	100.0	12.3	100	7874	100.0	9.9	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	8277	27.5	34.0	90	3448	27.7	14.2	90	2696	27.7	11.1	90	2133	27.1	8.8	88
NETWORK AFFILIATES - LATE	17197	6421	21.4	37.3	98	2744	22.0	16.0	101	2124	21.9	12.4	101	1554	19.7	9.0	91
INDEPENDENTS - LATE	2887	1175	3.9	40.7	107	536	4.3	18.6	118	338	3.5	11.7	95	301	3.8	10.4	105
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11301	4054	13.5	35.9	95	1840	14.8	16.3	103	1202	12.4	10.6	87	1012	12.9	9.0	90
ABC MONDAY NIGHT MOVIE	A 4379	1468	4.9	33.5	88	645	5.2	14.7	94	491	5.1	11.2	91	332	4.2	7.6	76
ABC SUNDAY NIGHT MOVIE	A 9910	3929	13.1	39.6	105	1598	12.8	16.1	103	1367	14.1	13.8	112	965	12.3	9.7	98
ABC WORLD NEWS TONIGHT	A 6212	2113	7.0	34.0	90	843	6.8	13.6	86	688	7.1	11.1	90	583	7.4	9.4	94
AFTERMASH	C 4575	1683	5.6	36.8	97	713	5.7	15.6	99	520	5.4	11.4	93	449	5.7	9.8	99
ALICE	C 6777	2357	7.8	34.8	92	1020	8.2	15.1	96	774	8.0	11.4	93	563	7.2	8.3	84
AMERICAN PARADE	C 4868	1654	5.5	34.0	90	616	4.9	12.7	80	595	6.1	12.2	100	443	5.6	9.1	92
BENSON	A 7593	2530	8.4	33.3	88	1047	8.4	13.8	88	820	8.4	10.8	88	663	8.4	8.7	88
BLUE THUNDER	A 6036	1956	6.5	32.4	85	830	6.7	13.8	87	511	5.3	8.5	69	615	7.8	10.2	103
CAGNEY & LACEY	C 7698	2806	9.3	36.5	96	1096	8.8	14.2	91	907	9.3	11.8	96	803	10.2	10.4	105
CBS EVENING NEWS-DEAN	C 4066	1299	4.3	31.9	84	519	4.2	12.8	81	484	5.0	11.9	97	296	3.8	7.3	73
CBS EVENING NEWS-RATHER	C 8092	2631	8.8	32.5	86	1037	8.3	12.8	81	899	9.2	11.1	91	695	8.8	8.6	86
CBS SAT. NEWS-SCHIEFFER	C 4795	1524	5.1	31.8	84	579	4.6	12.1	77	519	5.3	10.8	88	426	5.4	8.9	89
CBS SATURDAY NIGHT MOVIE	C 6034	2290	7.6	38.0	100	1019	8.2	16.9	107	755	7.8	12.5	102	516	6.6	8.6	86
CBS WEDNESDAY NIGHT MOVIE	C 4993	1724	5.7	34.5	91	885	7.1	17.7	113	477	4.9	9.6	78	361	4.6	7.2	73
CHEERS	N 6976	2930	9.7	42.0	111	1233	9.9	17.7	112	870	9.0	12.5	102	827	10.5	11.9	119
DALLAS	C 13575	4979	16.6	36.7	97	2083	16.7	15.3	98	1599	16.5	11.8	96	1297	16.5	9.6	96
DIFF'RENT STROKES	N 3684	1138	3.8	30.9	81	519	4.2	14.1	90	322	3.3	8.7	71	297	3.8	8.1	81
DOUBLE TROUBLE	N 4462	1719	5.7	38.5	102	760	6.1	17.0	108	497	5.1	11.1	91	462	5.9	10.4	104
DUCK FACTORY	N 4810	1989	6.6	41.4	109	854	6.8	17.8	113	520	5.4	10.8	88	615	7.8	12.8	129
DUKES OF HAZZARD	C 5951	1937	6.4	32.5	86	846	6.8	14.2	90	609	6.3	10.2	83	482	6.1	8.1	82
DYNASTY	A 11325	4172	13.9	36.8	97	1822	14.6	16.1	102	1310	13.5	11.6	94	1040	13.2	9.2	92
FACTS OF LIFE	N 4512	1677	5.6	37.2	98	743	6.0	16.5	105	466	4.8	10.3	84	468	5.9	10.4	104
FALCON CREST	C 9215	3433	11.4	37.3	98	1568	12.6	17.0	108	1148	11.8	12.5	102	717	9.1	7.8	78
FALL GUY	A 8604	3085	10.3	35.9	95	1377	11.0	16.0	102	869	8.9	10.1	82	839	10.7	9.8	98
FAMILY TIES	N 4179	1458	4.8	34.9	92	560	4.5	13.4	85	419	4.3	10.0	82	479	6.1	11.5	115
FANTASY ISLAND	A 4781	1725	5.7	36.1	95	786	6.3	16.4	105	506	5.2	10.6	86	432	5.5	9.0	91
FOULUPS,BLEEPS & BLUNDERS	A 6697	2452	8.2	36.6	97	1066	8.5	15.9	101	730	7.5	10.9	89	656	8.3	9.8	99
FOUR SEASONS	C 3873	1363	4.5	35.2	93	597	4.8	15.4	98	413	4.2	10.7	87	354	4.5	9.1	92
GIMME A BREAK	N 4310	1262	4.2	29.3	77	530	4.3	12.3	78	349	3.6	8.1	66	383	4.9	8.9	89
HART TO HART	A 5751	2040	6.8	35.5	94	992	8.0	17.2	110	600	6.2	10.4	85	448	5.7	7.8	78
HILL STREET BLUES	N 8568	3479	11.6	40.6	107	1528	12.3	17.8	113	1073	11.0	12.5	102	878	11.2	10.2	103
HOTEL	A 8801	3079	10.2	35.0	92	1373	11.0	15.6	99	983	10.1	11.2	91	723	9.2	8.2	83
JEFFERSONS	C 6978	2273	7.6	32.6	86	964	7.7	13.8	88	731	7.5	10.5	85	578	7.3	8.3	83
JENNIFER SLEPT HERE	N 3021	1012	3.4	33.5	88	501	4.0	16.6	105	257	2.6	8.5	69	254	3.2	8.4	85
KATE & ALLIE	C 6811	2747	9.1	40.3	106	1059	8.5	15.5	99	904	9.3	13.3	108	783	9.9	11.5	116
KNIGHT RIDER	N 5256	1929	6.4	36.7	97	853	6.8	16.2	103	584	6.0	11.1	91	492	6.2	9.4	94
LOVE BOAT	A 7174	2489	8.3	34.7	91	1130	9.1	15.8	100	818	8.4	11.4	93	540	6.9	7.5	76
MAGNUM PI	C 10438	4197	14.0	40.2	106	1825	14.6	17.5	111	1249	12.9	12.0	98	1123	14.3	10.8	108
MAMA'S FAMILY	N 3488	1012	3.4	29.0	76	402	3.2	11.5	73	294	3.0	8.4	69	317	4.0	9.1	91
MASTER, THE	N 4127	1541	5.1	37.3	98	742	6.0	18.0	114	421	4.3	10.2	83	378	4.8	9.2	92
MATT HOUSTON	A 5978	2272	7.6	38.0	100	931	7.5	15.6	99	664	6.8	11.1	91	677	8.6	11.3	114
NBC MONDAY NIGHT MOVIE	N 10446	4331	14.4	41.5	109	1830	14.7	17.5	111	1392	14.3	13.3	109	1109	14.1	10.6	107
NBC NIGHTLY NEWS	N 5571	1734	5.8	31.1	82	732	5.9	13.1	84	467	4.8	8.4	68	535	6.8	9.6	97
NBC NIGHTLY NEWS-SAT	N 3675	1165	3.9	31.7	84	419	3.4	11.4	72	366	3.8	10.0	81	380	4.8	10.3	104
NBC NIGHTLY NEWS-SUN	N 2905	971	3.2	33.4	88	384	3.1	13.2	84	325	3.3	11.2	91	261	3.3	9.0	90
NBC SUNDAY NIGHT MOVIE	N 8352	3469	11.5	41.5	110	1242	10.0	14.9	95	1257	12.9	15.1	123	970	12.3	11.6	117
NEWHART	C 6864	2540	8.4	37.0	98	1015	8.1	14.8	94	818	8.4	11.9	97	707	9.0	10.3	104
ONE DAY AT A TIME	C 3866	1440	4.8	37.2	98	636	5.1	16.5	105	542	5.6	14.0	114	262	3.3	6.8	68
PEOPLE ARE FUNNY	N 3956	1329	4.4	33.6	89	606	4.9	15.3	97	357	3.7	9.0	74	366	4.6	9.3	93
REAL PEOPLE	N 6305	2100	7.0	33.3	88	874	7.0	13.9	88	646	6.6	10.2	84	581	7.4	9.2	93
REMINGTON STEELE	N 5884	2312	7.7	39.3	104	954	7.7	16.2	103	710	7.3	12.1	98	648	8.2	11.0	111
RIPLY'S BELIEVE IT - NOT	A 5706	1984	6.6	34.8	92	758	6.1	13.3	84	598	6.2	10.5	85	628	8.0	11.0	111
RIPTIDE	N 6202	2166	7.2	34.9	92	945	7.6	15.2	97	613	6.3	9.9	81	608	7.7	9.8	99
SCARECROW & MRS. KING	C 6513	2461	8.2	37.8	100	1032	8.3	15.8	101	791	8.1	12.1	99	638	8.1	9.8	99
SIMON & SIMON	C 8593	3193	10.6	37.2	98	1213	9.7	14.1	90	1013	10.4	11.8	96	966	12.3	11.2	113
60 MINUTES	C 13342	4811	16.0	36.1	95	2026	16.2	15.2	97	1578	16.2	11.8	96	1208	15.3	9.1	91
ST. ELSEWHERE	N 6029	2665	8.9	44.2	117	1058	8.5	17.5	112	821	8.4	13.6	111	787	10.0	13.1	131
THREE'S COMPANY	A 8565	3236	10.8	37.8	100	1291	10.4	15.1	96	1141	11.7	13.3	109	804	10.2	9.4	94
T.J. HOOKER	A 7400	2693	9.0	36.4	96	1214	9.7	16.4	104	891	9.2	12.0	98	588	7.5	7.9	80
TONIGHT SHOW	N 2433																

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	42568	100.0	48.1	100	19015	100.0	21.5	100	12540	100.0	14.2	100	11013	100.0	12.4	100
FEMALE HOMEMAKERS	80986	38294	90.0	47.3	98	16781	88.3	20.7	96	11291	90.0	13.9	98	10222	92.8	12.6	101
EMPLOYED MOTHERS	18702	11289	26.5	60.4	125	5303	27.9	28.4	132	3482	27.8	18.6	131	2505	22.7	13.4	108
18 - 24	14726	9273	21.8	63.0	131	4856	25.5	33.0	153	2375	18.9	16.1	114	2042	18.5	13.9	111
25 - 34	20202	12821	30.1	63.5	132	5224	27.5	25.9	120	4061	32.4	20.1	142	3536	32.1	17.5	141
35 - 44	14781	8442	19.8	57.1	119	4104	21.6	27.8	129	2481	19.8	16.8	118	1857	16.9	12.6	101
45 - 54	11449	5238	12.3	45.8	95	2321	12.2	20.3	94	1447	11.5	12.6	89	1470	13.3	12.8	103
55 - 64	11846	3993	9.4	33.7	70	1602	8.4	13.5	63	1244	9.9	10.5	74	1148	10.4	9.7	78
65 OR OLDER	15459	2801	6.6	18.1	38	909	4.8	5.9	27	933	7.4	6.0	43	960	8.7	6.2	50
18 - 34	34928	22095	51.9	63.3	131	10080	53.0	28.9	134	6436	51.3	18.4	130	5579	50.7	16.0	128
18 - 49	55154	33196	78.0	60.2	125	15491	81.5	28.1	131	9619	76.7	17.4	123	8086	73.4	14.7	118
25 - 54	46433	26501	62.3	57.1	119	11649	61.3	25.1	117	7989	63.7	17.2	121	6863	62.3	14.8	119
35 - 49	20226	11101	26.1	54.9	114	5412	28.5	26.8	124	3183	25.4	15.7	111	2507	22.8	12.4	100
50 OR OLDER	33310	9372	22.0	28.1	58	3524	18.5	10.6	49	2922	23.3	8.8	62	2927	26.6	8.8	71
GRADUATED COLLEGE	12110	7664	18.0	63.3	132	3089	16.2	25.5	119	2166	17.3	17.9	126	2410	21.9	19.9	160
ATTENDED COLLEGE	15309	9305	21.9	60.8	126	4401	23.1	28.7	134	2486	19.8	16.2	115	2417	21.9	15.8	127
GRADUATED HIGH SCHOOL	36912	18566	43.6	50.3	105	7792	41.0	21.1	98	6116	48.8	16.6	117	4658	42.3	12.6	101
DID NOT GRADUATE HIGH SCHOOL	24134	7033	16.5	29.1	61	3733	19.6	15.5	72	1773	14.1	7.3	52	1528	13.9	6.3	51
EMPLOYED FULL-TIME	35457	20749	48.7	58.5	122	9334	49.1	26.3	122	6305	50.3	17.8	125	5110	46.4	14.4	116
EMPLOYED PART-TIME	8514	5127	12.0	60.2	125	2026	10.7	23.8	111	1589	12.7	18.7	132	1512	13.7	17.8	143
NOT EMPLOYED	44494	16692	39.2	37.5	78	7655	40.3	17.2	80	4646	37.0	10.4	74	4391	39.9	9.9	79
PROFESSIONAL/MANAGER	10811	7076	16.6	65.5	136	2916	15.3	27.0	125	2033	16.2	18.8	133	2128	19.3	19.7	158
TECH/CLERICAL/SALES	19640	12155	28.6	61.9	129	5369	28.2	27.3	127	3833	30.6	19.5	138	2953	26.8	15.0	121
PRECISION/CRAFT	1023	*516	1.2	50.4	105	*283	1.5	27.7	129	**107	0.9	10.5	74	**126	1.1	12.3	99
OTHER EMPLOYED	12498	6130	14.4	49.0	102	2793	14.7	22.3	104	1921	15.3	15.4	108	1415	12.8	11.3	91
SINGLE	15995	8854	20.8	55.4	115	4394	23.1	27.5	128	2525	20.1	15.8	111	1935	17.6	12.1	97
MARRIED	51689	26740	62.8	51.7	108	11540	60.7	22.3	104	8103	64.6	15.7	111	7098	64.5	13.7	110
DIVORCED/SEPARATED/WIDOWED	20780	6974	16.4	33.6	70	3082	16.2	14.8	69	1912	15.2	9.2	65	1980	18.0	9.5	77
PARENTS	33922	19730	46.3	58.2	121	9370	49.3	27.6	129	5682	45.3	16.8	118	4679	42.5	13.8	111
WHITE	76422	40296	94.7	52.7	110	17847	93.9	23.4	109	12081	96.3	15.8	112	10368	94.1	13.6	109
BLACK	10066	1347	3.2	13.4	28	631	3.3	6.3	29	*336	2.7	3.3	24	*380	3.5	3.8	30
OTHER	1976	*925	2.2	46.8	97	**538	2.8	27.2	127	**123	1.0	6.2	44	**264	2.4	13.4	107
NORTHEAST-CENSUS	19803	10371	24.4	52.4	109	4695	24.7	23.7	110	2841	22.7	14.3	101	2835	25.7	14.3	115
NORTH CENTRAL	22181	10736	25.2	48.4	101	3967	20.9	17.9	83	3611	28.8	16.3	115	3158	28.7	14.2	114
SOUTH	30082	12317	28.9	40.9	85	6209	32.7	20.6	96	3426	27.3	11.4	80	2682	24.4	8.9	72
WEST	16398	9144	21.5	55.8	116	4143	21.8	25.3	118	2663	21.2	16.2	115	2338	21.2	14.3	115
NORTHEAST-MKTG.	20163	10394	24.4	51.5	107	4855	25.5	24.1	112	2799	22.3	13.9	98	2740	24.9	13.6	109
EAST CENTRAL	13054	6644	15.6	50.9	106	2757	14.5	21.1	98	2046	16.3	15.7	111	1840	16.7	14.1	113
WEST CENTRAL	14993	7243	17.0	48.3	100	2656	14.0	17.7	82	2449	19.5	16.3	115	2137	19.4	14.3	114
SOUTH	25785	10306	24.2	40.0	83	5162	27.1	20.0	93	2931	23.4	11.4	80	2213	20.1	8.6	69
PACIFIC	14470	7981	18.7	55.2	115	3585	18.9	24.8	115	2315	18.5	16.0	113	2082	18.9	14.4	116
COUNTY SIZE A	36705	18208	42.8	49.6	103	8195	43.1	22.3	104	5437	43.4	14.8	104	4576	41.6	12.5	100
COUNTY SIZE B	26819	13294	31.2	49.6	103	5621	29.6	21.0	98	3970	31.7	14.8	104	3703	33.6	13.8	111
COUNTY SIZE C	13597	6753	15.9	49.7	103	3312	17.4	24.4	113	1928	15.4	14.2	100	1513	13.7	11.1	89
COUNTY SIZE D	11344	4314	10.1	38.0	79	1888	9.9	16.6	77	1205	9.6	10.6	75	1222	11.1	10.8	87
METRO CENTRAL CITY	26825	11873	27.9	44.3	92	5502	28.9	20.5	95	3510	28.0	13.1	92	2861	26.0	10.7	86
METRO SUBURBAN	39912	22027	51.7	55.2	115	9404	49.5	23.6	110	6689	53.3	16.8	118	5934	53.9	14.9	119
NON METRO	21728	8668	20.4	39.9	83	4109	21.6	18.9	88	2341	18.7	10.8	76	2218	20.1	10.2	82
TOP 5 ADI'S	20847	10834	25.5	52.0	108	4605	24.2	22.1	103	3241	25.8	15.5	110	2988	27.1	14.3	115
TOP 10 ADI'S	28719	14370	33.8	50.0	104	6385	33.6	22.2	103	4052	32.3	14.1	100	3933	35.7	13.7	110
TOP 20 ADI'S	40904	20582	48.4	50.3	105	9202	48.4	22.5	105	5727	45.7	14.0	99	5653	51.3	13.8	111
HSOLD INC. \$50,000 OR MORE	7931	5364	12.6	67.6	141	2441	12.8	30.8	143	1467	11.7	18.5	130	1455	13.2	18.3	147
\$40,000 OR MORE	15233	9838	23.1	64.6	134	4593	24.2	30.2	140	2875	22.9	18.9	133	2369	21.5	15.6	125
\$30,000 OR MORE	28333	17256	40.5	60.9	127	7759	40.8	27.4	127	5209	41.5	18.4	130	4289	38.9	15.1	122
\$25,000 OR MORE	36417	22059	51.8	60.6	126	9918	52.2	27.2	127	6562	52.3	18.0	127	5579	50.7	15.3	123
\$20,000 - \$24,999	9943	5736	13.5	57.7	120	2574	13.5	25.9	120	1695	13.5	17.0	120	1467	13.3	14.8	119
\$15,000 - \$19,999	9211	4396	10.3	47.7	99	1892	10.0	20.5	96	1308	10.4	14.2	100	1196	10.9	13.0	104
\$10,000 - \$14,999	13477	5644	13.3	41.9	87	2513	13.2	18.6	87	1585	12.6	11.8	83	1546	14.0	11.5	92
UNDER \$10,000	19418	4732	11.1	24.4	51	2117	11.1	10.9	51	1390	11.1	7.2	50	1225	11.1	6.3	51
HOUSEHOLD OF 1 PERSON	11987	3744	8.8	31.2	65	1382	7.3	11.5	54	1119	8.9	9.3	66	1243	11.3	10.4	83
2 PEOPLE	27046	12189	28.6	45.1	94	5132	27.0	19.0	88	3818	30.4	14.1	100	3239	29.4	12.0	96
3 OR 4 PEOPLE	34251	18709	44.0	54.6	114	8437	44.4	24.6	115	5471	43.6	16.0	113	4801	43.6	14.0	113
5 OR MORE PEOPLE	15180	7926	18.6	52.2	109	4065	21.4	26.8	125	2132	17.0	14.0	99	1729	15.7	11.4	91
NO CHILD IN HSOLD	49819	20649	48.5	41.4	86	8475	44.6	17.0	79	6388	50.9	12.8	90	5786	52.5	11.6	93
CHILD(REN) UNDER 2 YRS	6045	3313	7.8	54.8	114	1374	7.2	22.7	106	935	7.5	15.5	109	1004	9.1	16.6	133
2 - 5 YEARS	15233	8537	20.1	56.0	116	3645	19.2	23.9	111	2425	19.3	15.9	112	2467	22.4	16.2	130
6 - 11 YEARS	16260	8918	20.9	54.8	114	4349	22.9	26.7	124	2677	21.3	16.5	116	1892	17.2	11.6	93
12 - 17 YEARS	19173	10701	25.1	55.8	116	5673	29.8	29.6	138	2952	23.5	15.4	109	2075	18.8	10.8	87
RESIDENCE OWNED	61371	29966	70.4	48.0	101	13011	68.4	21.2	99	9097	72.5	14.8	105	7858	71.4	12.8	103
VALUE: \$50,000 OR MORE	35355	19450	45.7	55.0	114	8263	43.5	23.4	109	5781	46.1	16.4	115	5406	49.1	15.3	123
VALUE: UNDER \$50,000	26016	10516	24.7	40.4	84	4748	25.0	18.3	85	3316	26.4	12.7	90	2452	22.3	9.4	76

			TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALES			88464	42568	100.0	48.1	100	19015	100.0	21.5	100	12540	100.0	14.2	100	11013	100.0	12.4	100
MAGAZINES	QUINTILE 1	17988	10520	24.7	58.5	122	5042	26.5	28.0	130	3253	25.9	18.1	128	2225	20.2	12.4	99	
	QUINTILE 2	19446	10432	24.5	53.6	111	4786	25.2	24.6	115	3075	24.5	15.8	112	2571	23.3	13.2	106	
	QUINTILE 3	14626	7382	17.3	50.5	105	3126	16.4	21.4	99	2049	16.3	14.0	99	2207	20.0	15.1	121	
	QUINTILE 4	16014	7175	16.9	44.8	93	3193	16.8	19.9	93	1951	15.6	12.2	86	2031	18.4	12.7	102	
	QUINTILE 5	20389	7059	16.6	34.6	72	2869	15.1	14.1	65	2212	17.6	10.8	77	1979	18.0	9.7	78	
NEWSPAPERS	QUINTILE 1	13830	7134	16.8	51.6	107	3152	16.6	22.8	106	2185	17.4	15.8	111	1797	16.3	13.0	104	
	QUINTILE 2	26350	13113	30.8	49.8	103	5693	29.9	21.6	101	4063	32.4	15.4	109	3357	30.5	12.7	102	
	QUINTILE 3	12415	6355	14.9	51.2	106	3062	16.1	24.7	115	1921	15.3	15.5	109	1372	12.5	11.1	89	
	QUINTILE 4	21911	10867	25.5	49.6	103	4676	24.6	21.3	99	3033	24.2	13.8	98	3158	28.7	14.4	116	
	QUINTILE 5	13960	5100	12.0	36.5	76	2432	12.8	17.4	81	1339	10.7	9.6	68	1329	12.1	9.5	76	
OUTDOOR	QUINTILE 1	16810	9419	22.1	56.0	116	4300	22.6	25.6	119	2822	22.5	16.8	118	2298	20.9	13.7	110	
	QUINTILE 2	17101	8831	20.7	51.6	107	3800	20.0	22.2	103	2474	19.7	14.5	102	2557	23.2	15.0	120	
	QUINTILE 3	17579	8671	20.4	49.3	103	4070	21.4	23.2	108	2556	20.4	14.5	103	2046	18.6	11.6	93	
	QUINTILE 4	18343	8530	20.0	46.5	97	3601	18.9	19.6	91	2696	21.5	14.7	104	2233	20.3	12.2	98	
	QUINTILE 5	18631	7117	16.7	38.2	79	3245	17.1	17.4	81	1993	15.9	10.7	75	1879	17.1	10.1	81	
RADIO-DRIVE TIME	QUINTILE 1	17390	8769	20.6	50.4	105	3907	20.5	22.5	105	2497	19.9	14.4	101	2365	21.5	13.6	109	
	QUINTILE 2	16591	8556	20.1	51.6	107	3825	20.1	23.1	107	2547	20.3	15.4	108	2185	19.8	13.2	106	
	QUINTILE 3	16910	8477	19.9	50.1	104	3941	20.7	23.3	108	2352	18.8	13.9	98	2184	19.8	12.9	104	
	QUINTILE 4	18002	9269	21.8	51.5	107	4095	21.5	22.7	106	2689	21.4	14.9	105	2485	22.6	13.8	111	
	QUINTILE 5	19572	7497	17.6	38.3	80	3248	17.1	16.6	77	2455	19.6	12.5	88	1794	16.3	9.2	74	
RADIO-MID- DAY	TERCILE 1	23248	11845	27.8	51.0	106	5208	27.4	24.4	104	3529	28.1	15.2	107	3108	28.2	13.4	107	
	TERCILE 2	23667	11905	28.0	50.3	105	5691	29.9	24.0	112	3288	26.2	13.9	98	2926	26.6	12.4	99	
	TERCILE 3	41549	18818	44.2	45.3	94	8116	42.7	19.5	91	5723	45.6	13.8	97	4979	45.2	12.0	96	
	QUINTILE 1	17786	9021	21.2	50.7	105	4038	21.2	22.7	106	2580	20.6	14.5	102	2403	21.8	13.5	109	
	QUINTILE 2	17316	8784	20.6	50.7	105	4163	21.9	24.0	112	2543	20.3	14.7	104	2079	18.9	12.0	96	
RADIO-TOTAL	QUINTILE 3	18428	9629	22.6	52.3	109	4128	21.7	22.4	104	2916	23.3	15.8	112	2585	23.5	14.0	113	
	QUINTILE 4	17669	8789	20.6	49.7	103	3891	20.5	22.0	102	2610	20.8	14.8	104	2289	20.8	13.0	104	
	QUINTILE 5	17265	6344	14.9	36.7	76	2796	14.7	16.2	75	1891	15.1	11.0	77	1657	15.0	9.6	77	
	QUINTILE 1	17416	7545	17.7	43.3	90	3338	17.6	19.2	89	2461	19.6	14.1	100	1746	15.9	10.0	81	
	QUINTILE 2	17413	8698	20.4	50.0	104	3872	20.4	22.2	103	2600	20.7	14.9	105	2225	20.2	12.8	103	
TV-PRIME TIME	QUINTILE 3	17943	8902	20.9	49.6	103	3920	20.6	21.8	102	2530	20.2	14.1	99	2452	22.3	13.7	110	
	QUINTILE 4	18442	8844	20.8	48.0	100	4047	21.3	21.9	102	2394	19.1	13.0	92	2402	21.8	13.0	105	
	QUINTILE 5	17250	8580	20.2	49.7	103	3838	20.2	22.2	104	2554	20.4	14.8	104	2187	19.9	12.7	102	
	TERCILE 1	29966	11824	27.8	39.5	82	5142	27.0	17.2	80	3731	29.8	12.5	88	2951	26.8	9.8	79	
	TERCILE 2	29480	15085	35.4	51.2	106	7137	37.5	24.2	113	4067	32.4	13.8	97	3880	35.2	13.2	106	
TV-DAYTIME	TERCILE 3	29018	15659	36.8	54.0	112	6736	35.4	23.2	108	4742	37.8	16.3	115	4182	38.0	14.4	116	
	QUINTILE 1	17740	6673	15.7	37.6	78	2783	14.6	15.7	73	2118	16.9	11.9	84	1772	16.1	10.0	80	
	QUINTILE 2	17674	7677	18.0	43.4	90	3526	18.5	20.0	93	2276	18.1	12.9	91	1875	17.0	10.6	85	
	QUINTILE 3	17730	9204	21.6	51.9	108	4167	21.9	23.5	109	2806	22.4	15.8	112	2232	20.3	12.6	101	
	QUINTILE 4	17563	9428	22.1	53.7	112	4223	22.2	24.0	112	2667	21.3	15.2	107	2538	23.0	14.5	116	
TV-TOTAL	QUINTILE 5	17757	9585	22.5	54.0	112	4317	22.7	24.3	113	2673	21.3	15.1	106	2595	23.6	14.6	117	
	MAGAZINES-NEWSPAPERS: DUAL	23278	12928	30.4	55.5	115	5763	30.3	24.8	115	4162	33.2	17.9	126	3003	27.3	12.9	104	
	MAGAZINE IMPERATIVE	21634	11944	28.1	55.2	115	5679	29.9	26.3	122	3262	26.0	15.1	106	3003	27.3	13.9	112	
	NEWSPAPER IMPERATIVE	23455	10267	24.1	43.8	91	4396	23.1	18.7	87	3036	24.2	12.9	91	2836	25.8	12.1	97	
	MAGAZINES-OUTDOOR: DUAL	17482	10315	24.2	59.0	123	4770	25.1	27.3	127	3152	25.1	18.0	127	2393	21.7	13.7	110	
MAGAZINE IMPERATIVE	MAGAZINE IMPERATIVE	28830	14693	34.5	51.0	106	6754	35.5	23.4	109	4335	34.6	15.0	106	3604	32.7	12.5	100	
	OUTDOOR IMPERATIVE	26119	11900	28.0	45.6	95	5000	26.3	19.1	89	3346	26.7	12.8	90	3555	32.3	13.6	109	
	MAGAZINES-RADIO: DUAL	20162	11069	26.0	54.9	114	5475	28.8	27.2	126	2890	23.0	14.3	101	2704	24.6	13.4	108	
	MAGAZINE IMPERATIVE	26292	14261	33.5	54.2	113	6317	33.2	24.0	112	4474	35.7	17.0	120	3470	31.5	13.2	106	
	RADIO IMPERATIVE	25308	11684	27.4	46.2	96	4799	25.2	19.0	88	3545	28.3	14.0	99	3340	30.3	13.2	106	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	17312	8351	19.6	48.2	100	3632	19.1	21.0	98	2632	21.0	15.2	107	2088	19.0	12.1	97	
	MAGAZINE IMPERATIVE	29099	17432	41.0	59.9	124	8240	43.3	28.3	132	4985	39.8	17.1	121	4208	38.2	14.5	116	
	TELEVISION IMPERATIVE	27505	10461	24.6	38.0	79	4283	22.5	15.6	72	3255	26.0	11.8	83	2923	26.5	10.6	85	
	NEWSPAPERS-OUTDOOR: DUAL	18628	10422	24.5	55.9	116	4830	25.4	25.9	121	3001	23.9	16.1	114	2590	23.5	13.9	112	
	NEWSPAPER IMPERATIVE	29178	13515	31.7	46.3	96	5836	30.7	20.0	93	4304	34.3	14.8	104	3374	30.6	11.6	93	
OUTDOOR IMPERATIVE	OUTDOOR IMPERATIVE	25260	12687	29.8	50.2	104	5688	29.9	22.5	105	3591	28.6	14.2	100	3408	30.9	13.5	108	
	NEWSPAPERS-RADIO: DUAL	19246	10057	23.6	52.3	109	4641	24.4	24.1	112	3006	24.0	15.6	110	2410	21.9	12.5	101	
	NEWSPAPER IMPERATIVE	28155	13928	32.7	49.5	103	5957	31.3	21.2	98	4439	35.4	15.8	111	3531	32.1	12.5	101	
	RADIO IMPERATIVE	25308	12572	29.5	49.7	103	5754	30.3	22.7	106	3442	27.4	13.6	96	3377	30.7	13.3	107	
	NEWSPAPERS-TELEVISION: DUAL	18615	8437	19.8	45.3	94	3740	19.7	20.1	93	2747	21.9	14.8	104	1951	17.7	10.5	84	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	42568	100.0	48.1	100	19015	100.0	21.5	100	12540	100.0	14.2	100	11013	100.0	12.4	100
ATLANTIC MONTHLY	415	*247	0.6	59.5	124	**112	0.6	27.0	126	**81	0.6	19.5	138	**54	0.5	13.0	105
BARRON'S	522	*321	0.8	61.5	128	**117	0.6	22.4	104	**75	0.6	14.4	101	**129	1.2	24.7	199
BETTER HOMES & GARDENS	17429	9114	21.4	52.3	109	3829	20.1	22.0	102	2910	23.2	16.7	118	2374	21.6	13.6	109
BON APPETIT	2772	1617	3.8	58.3	121	769	4.0	27.7	129	496	4.0	17.9	126	352	3.2	12.7	102
BUSINESS WEEK	1469	877	2.1	59.7	124	384	2.0	26.1	122	*234	1.9	15.9	112	*259	2.4	17.6	142
CAR AND DRIVER	397	*241	0.6	60.7	126	**101	0.5	25.4	118	**56	0.4	14.1	100	**84	0.8	21.2	170
CBS MAGAZINE NETWORK (GROSS)	1633	1072	2.5	65.6	136	524	2.8	32.1	149	283	2.3	17.3	122	*264	2.4	16.2	130
CHANGING TIMES	1554	810	1.9	52.1	108	357	1.9	23.0	107	268	2.1	17.2	122	*185	1.7	11.9	96
COLONIAL HOMES	1304	797	1.9	61.1	127	366	1.9	28.1	131	*210	1.7	16.1	114	*222	2.0	17.0	137
CONDE NAST MAG. PKG. (GROSS)	17858	11081	26.0	62.1	129	5714	30.0	28.0	149	3114	24.8	17.4	123	2254	20.5	12.6	101
CONSUMERS DIGEST	1406	673	1.6	47.9	99	251	1.3	17.9	83	*294	2.3	20.9	148	**129	1.2	9.2	74
COSMOPOLITAN	8815	5474	12.9	62.1	129	2811	14.8	31.9	148	1532	12.2	17.4	123	1131	10.3	12.8	103
COUNTRY LIVING	2636	1734	4.1	65.8	137	610	3.2	23.1	108	617	4.9	23.4	165	508	4.6	19.3	155
CUISINE	1554	820	1.9	52.8	110	411	2.2	26.4	123	*231	1.8	14.9	105	*177	1.6	11.4	91
CYCLE WORLD	469	*337	0.8	71.9	149	**156	0.8	33.3	155	**57	0.5	12.2	86	**123	1.1	26.2	211
DCI:CREATIVE IDEAS FOR LIV	2631	1457	3.4	55.4	115	645	3.4	24.5	114	522	4.2	19.8	140	291	2.6	11.1	89
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	3892	9.1	55.1	114	1831	9.6	25.9	121	1241	9.9	17.6	124	820	7.4	11.6	93
DISCOVER	998	684	1.6	68.5	142	313	1.6	31.4	146	*254	2.0	25.5	180	*117	1.1	11.7	94
EBONY	4289	794	1.9	18.5	38	419	2.2	9.8	45	*198	1.6	4.6	33	*178	1.6	4.2	33
ESQUIRE	1176	466	1.1	39.6	82	*211	1.1	17.9	83	*148	1.2	12.6	89	*108	1.0	9.2	74
ESSENCE	2392	402	0.9	16.8	35	180	0.9	7.5	35	**104	0.8	4.3	31	*118	1.1	4.9	40
FAMILY CIRCLE	17209	9093	21.4	52.8	110	4063	21.4	23.6	110	2799	22.3	16.3	115	2231	20.3	13.0	104
THE FAMILY HANDYMAN	1184	553	1.3	46.7	97	301	1.6	25.4	118	*142	1.1	12.0	85	*110	1.0	9.3	75
FAMILY WEEKLY	12391	6089	14.3	49.1	102	2643	13.9	21.3	99	2046	16.3	16.5	116	1400	12.7	11.3	91
FIELD & STREAM	2438	1336	3.1	54.8	114	611	3.2	25.1	117	424	3.4	17.4	123	301	2.7	12.3	99
FOOD & WINE	614	343	0.8	55.9	116	*206	1.1	33.6	156	**83	0.7	13.5	95	**53	0.5	8.6	69
FORBES	813	545	1.3	67.0	139	*222	1.2	27.3	127	**132	1.1	16.2	115	*191	1.7	23.5	189
FORTUNE	1083	780	1.8	72.0	150	335	1.8	30.9	144	*180	1.4	16.6	117	*264	2.4	24.4	196
GENTLEMEN'S QUARTERLY	1197	778	1.8	65.0	135	*349	1.8	29.2	136	*284	2.3	23.7	167	*144	1.3	12.0	97
GLAMOUR	6625	4266	10.0	64.4	134	2166	11.4	32.7	152	1150	9.2	17.4	122	949	8.6	14.3	115
GOLF DIGEST	707	505	1.2	71.4	148	*196	1.0	27.7	129	**115	0.9	16.3	115	*194	1.8	27.4	220
GOLF DIGEST/TENNIS (GROSS)	1316	917	2.2	69.7	145	412	2.2	31.3	146	*193	1.5	14.7	103	313	2.8	23.8	191
GOLF MAGAZINE	469	302	0.7	64.4	134	**76	0.4	16.2	75	**90	0.7	19.2	135	**136	1.2	29.0	233
GOLF MAGAZINE/SKI (GROSS)	1060	768	1.8	72.5	151	362	1.9	34.2	159	*204	1.6	19.2	136	*202	1.8	19.1	153
GOOD HOUSEKEEPING	17784	9703	22.8	54.6	113	4251	22.4	23.9	111	2965	23.6	16.7	118	2487	22.6	14.0	112
HARPER'S BAZAAR	2931	1865	4.4	63.6	132	914	4.8	31.2	145	575	4.6	19.6	138	376	3.4	12.8	103
HEALTH	2199	1098	2.6	49.9	104	502	2.6	22.8	106	396	3.2	18.0	127	*200	1.8	9.1	73
HEARST MAG CORP. BUY (GROSS)	49148	28594	67.2	58.2	121	13349	70.2	27.2	126	8654	69.0	17.6	124	6591	59.8	13.4	108
HEARST MAN POWER (GROSS)	2113	1323	3.1	62.6	130	668	3.5	31.6	147	368	2.9	17.4	123	*287	2.6	13.6	109
HEARST WOMAN POWER (GROSS)	35062	20004	47.0	57.1	119	9475	49.8	27.0	126	5985	47.7	17.1	120	4544	41.3	13.0	104
HOUSE BEAUTIFUL	3865	2090	4.9	54.1	112	949	5.0	24.6	114	676	5.4	17.5	123	466	4.2	12.1	97
INC.	315	*199	0.5	63.2	131	*108	0.6	34.3	160	**42	0.3	13.3	94	**49	0.4	15.6	125
JET	3690	640	1.5	17.3	36	320	1.7	8.7	40	*154	1.2	4.2	29	*167	1.5	4.5	36
LADIES' HOME JOURNAL	12930	7079	16.6	54.7	114	3159	16.6	24.4	114	2133	17.0	16.5	116	1788	16.2	13.8	111
LHJ FAMILY_GRP COMBO(GROSS)	18161	10083	23.7	55.5	115	4514	23.7	24.9	116	3113	24.8	17.1	121	2457	22.3	13.5	109
LIFE	5065	2902	6.8	57.3	119	1356	7.1	26.8	125	878	7.0	17.3	122	668	6.1	13.2	106
L.A. TIMES HOME MAGAZINE	1310	767	1.8	58.5	122	298	1.6	22.7	106	*208	1.7	15.9	112	*261	2.4	19.9	160
MADEMOISELLE	3759	2321	5.5	61.7	128	1159	6.1	30.8	143	709	5.7	18.9	133	453	4.1	12.1	97
MC CALL'S	14658	7838	18.4	53.5	111	3381	17.8	23.1	107	2548	20.3	17.4	123	1908	17.3	13.0	105
MC CALL'S/MRK MOTHER (GROSS)	15857	8549	20.1	53.9	112	3747	19.7	23.6	110	2770	22.1	17.5	123	2032	18.5	12.8	103
MECHANIX ILLUSTRATED	809	421	1.0	52.0	108	*197	1.0	24.4	113	**87	0.7	10.8	76	**138	1.3	17.1	137
METROPOLITAN HOME	1009	611	1.4	60.6	126	284	1.5	28.1	131	*158	1.3	15.7	110	*168	1.5	16.7	134
MONEY	1707	995	2.3	58.3	121	392	2.1	23.0	107	234	1.9	13.7	97	369	3.4	21.6	174
MOTHER EARTH NEWS	1123	752	1.8	67.0	139	327	1.7	29.1	135	*217	1.7	19.3	136	*209	1.9	18.6	149
MS.	932	638	1.5	68.5	142	343	1.8	36.8	171	*185	1.5	19.8	140	*110	1.0	11.8	95
NATIONAL ENQUIRER	11971	5339	12.5	44.6	93	2715	14.3	22.7	106	1518	12.1	12.7	89	1106	10.0	9.2	74
NATIONAL GEOGRAPHIC	10503	6168	14.5	58.7	122	2633	13.8	25.1	117	1665	13.3	15.9	112	1871	17.0	17.8	143
NATIONAL SUNDAY MAGAZINE PKG	54325	27709	65.1	51.0	106	12224	64.3	23.5	105	8407	67.0	15.5	109	7079	64.3	13.0	105
NATURAL HISTORY	626	345	0.8	55.1	115	*131	0.7	20.9	97	**73	0.6	11.7	82	**142	1.3	22.7	182
NEW WOMAN	1992	1116	2.6	56.0	116	469	2.5	23.5	110	410	3.3	20.6	145	237	2.2	11.9	96
NEW YORK INCLUDING CUE	547	330	0.8	60.3	125	*142	0.7	26.0	121	**80	0.6	14.6	103	*108	1.0	19.7	159
THE NEW YORKER	1380	869	2.0	63.0	131	348	1.8	25.2	117	295	2.4	21.4	151	225	2.0	16.3	131
NEWSWEEK	6925	4190	9.8	60.5	126	1819	9.6	26.3	122	1368	10.9	19.8	139	1003	9.1	14.5	116
THE N.Y. TIMES DAILY EDITION	1363	915	2.1	67.1	140	399	2.1	29.3	136	236	1.9	17.3	122	280	2.5	20.5	165
THE N.Y. TIMES MAGAZINE	2333	1488	3.5	63.8	133	630	3.3	27.0	126	367	2.9	15.7	111	491	4.5	21.0	169
OMNI	872	645	1.5	74.0	154	336	1.8	38.5	179	*209	1.7	24.0	169	**100	0.9	11.5	92
ON CABLE	1298	732	1.7	56.4	117	308	1.6	23.7	110	*283	2.3	21.8	154	**142	1.3	10.9	88
1001 HOME IDEAS	3032	1906	4.5	62.9	131	852	4.5	28.1	131	584	4.7	19.3	136	469	4.3	15.5	124
ORGANIC GARDENING	1680	868	2.0	51.7	107	329	1.7	19.6	91	*319	2.5	19.0	134	*220	2.0	13.1	105
OUTDOOR LIFE	960	516	1.2	53.8	112	*273	1.4	28.4	132	*148	1.2	15.4	109	**95	0.9	9.9	79
PARADE MAGAZINE	26755	13686	32.2	51.2	106	6124	32.2	22.9	106	4053	32.3	15.1	107	3509	31.9	13.1	105

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALES	88464	42568	100.0	48.1	100	19015	100.0	21.5	100	12540	100.0	14.2	100	11013	100.0	12.4	100
PARENTS	4173	2700	6.3	64.7	134	1273	6.7	30.5	142	708	5.6	17.0	120	719	6.5	17.2	138
PENTHOUSE	973	560	1.3	57.6	120	*246	1.3	25.3	118	**116	0.9	11.9	84	**198	1.8	20.3	163
PEOPLE	13479	7889	18.5	58.5	122	3623	19.1	26.9	125	2404	19.2	17.8	126	1862	16.9	13.8	111
PLAYBOY	2183	1236	2.9	56.6	118	564	3.0	25.8	120	391	3.1	17.9	126	*281	2.6	12.9	103
POPULAR HOT RODDING	388	*267	0.6	68.8	143	**145	0.8	37.4	174	**35	0.3	9.0	64	**87	0.8	22.4	180
POPULAR MECHANICS	1037	594	1.4	57.3	119	*299	1.6	28.8	134	**192	1.5	18.5	131	**103	0.9	9.9	80
POPULAR SCIENCE	920	519	1.2	56.4	117	*245	1.3	26.6	124	**75	0.6	8.2	58	*199	1.8	21.6	174
PREVENTION	4071	1874	4.4	46.0	96	768	4.0	18.9	88	603	4.8	14.8	104	503	4.6	12.4	99
PSYCHOLOGY TODAY	1940	1117	2.6	57.6	120	509	2.7	26.2	122	374	3.0	19.3	136	234	2.1	12.1	97
READER'S DIGEST	24031	11352	26.7	47.2	98	4993	26.3	20.8	97	3581	28.6	14.9	105	2778	25.2	11.6	93
REDBOOK	8464	4827	11.3	57.0	119	2414	12.7	28.5	133	1487	11.9	17.6	124	926	8.4	10.9	88
ROAD & TRACK	429	325	0.8	75.8	157	*170	0.9	39.6	184	**71	0.6	16.6	117	**84	0.8	19.6	157
ROLLING STONE	1355	914	2.1	67.5	140	458	2.4	33.8	157	291	2.3	21.5	152	*165	1.5	12.2	98
RUNNER'S WORLD	329	*220	0.5	66.9	139	*75	0.4	22.8	106	**66	0.5	20.1	142	**79	0.7	24.0	193
SATURDAY EVENING POST	1268	692	1.6	54.6	113	*261	1.4	20.6	96	*203	1.6	16.0	113	*228	2.1	18.0	144
SCIENCE 84	702	500	1.2	71.2	148	*264	1.4	37.6	175	*185	1.5	26.4	186	**51	0.5	7.3	58
SCIENCE DIGEST	553	370	0.9	66.9	139	*175	0.9	31.6	147	**94	0.7	17.0	120	**102	0.9	18.4	148
SCIENTIFIC AMERICAN	615	479	1.1	77.9	162	*216	1.1	35.1	163	**135	1.1	22.0	155	**127	1.2	20.7	166
SELF	2683	1700	4.0	63.4	132	916	4.8	34.1	159	461	3.7	17.2	121	323	2.9	12.0	97
SEVENTEEN	3309	1899	4.5	57.4	119	1158	6.1	35.0	163	476	3.8	14.4	101	265	2.4	8.0	64
SKI	591	466	1.1	78.8	164	*286	1.5	48.4	225	**114	0.9	19.3	136	**66	0.6	11.2	90
SMITHSONIAN	3039	1617	3.8	53.2	111	734	3.9	24.2	112	503	4.0	16.6	117	380	3.5	12.5	100
SOAP OPERA DIGEST	3683	1699	4.0	46.1	96	871	4.6	23.6	110	564	4.5	15.3	108	*264	2.4	7.2	58
SOUTHERN LIVING	4434	2435	5.7	54.9	114	1186	6.2	26.7	124	719	5.7	16.2	114	529	4.8	11.9	96
SPORT	701	*280	0.7	39.9	83	**170	0.9	24.3	113	**45	0.4	6.4	45	**65	0.6	9.3	74
THE SPORTING NEWS	518	*276	0.6	53.3	111	**180	0.9	34.7	162	**61	0.5	11.8	83	**36	0.3	6.9	56
SPORTS AFIELD	523	358	0.8	68.5	142	*194	1.0	37.1	173	**83	0.7	15.9	112	**82	0.7	15.7	126
SPORTS ILLUSTRATED	3325	2058	4.8	61.9	129	1055	5.5	31.7	148	608	4.8	18.3	129	395	3.6	11.9	95
STAR	8567	3906	9.2	45.6	95	1983	10.4	23.1	108	1240	9.9	14.5	102	683	6.2	8.0	64
SUNDAY	27630	14219	33.4	51.5	107	6503	34.2	23.5	109	4078	32.5	14.8	104	3638	33.0	13.2	106
SUNSET	2219	1341	3.2	60.4	126	494	2.6	22.3	104	458	3.7	20.6	146	390	3.5	17.6	141
TV GUIDE	24258	12274	28.8	50.6	105	5767	30.3	23.8	111	3696	29.5	15.2	107	2811	25.5	11.6	93
TENNIS	609	412	1.0	67.7	141	*216	1.1	35.5	165	**78	0.6	12.8	90	**118	1.1	19.4	156
TIME	5929	6033	14.2	60.8	126	2902	15.3	29.2	136	1741	13.9	17.5	124	1390	12.6	14.0	112
TOWN & COUNTRY	1062	662	1.6	62.3	130	298	1.6	28.1	131	*200	1.6	18.8	133	*165	1.5	15.5	125
TRAVEL & LEISURE	1051	725	1.7	69.0	143	308	1.6	29.3	136	220	1.8	20.9	148	*196	1.8	18.6	150
TRUE STORY	3946	1803	4.2	45.7	95	981	5.2	24.9	116	432	3.4	10.9	77	389	3.5	9.9	79
U.S. NEWS & WORLD REPORT	3782	2003	4.7	53.0	110	904	4.8	23.9	111	501	4.0	13.2	93	597	5.4	15.8	127
USA TODAY	1874	1058	2.5	56.5	117	422	2.2	22.5	105	304	2.4	16.2	114	332	3.0	17.7	142
US	2213	1291	3.0	58.3	121	614	3.2	27.7	129	458	3.7	20.7	146	*219	2.0	9.9	79
VOGUE	4792	2794	6.6	58.3	121	1472	7.7	30.7	143	794	6.3	16.6	117	529	4.8	11.0	89
WALL STREET JOURNAL	2045	1136	2.7	55.6	115	469	2.5	22.9	107	327	2.6	16.0	113	340	3.1	16.6	134
WEIGHT WATCHERS	2364	1306	3.1	55.2	115	562	3.0	23.8	111	416	3.3	17.6	124	*328	3.0	13.9	111
WOMAN'S DAY	15182	7932	18.6	52.2	109	3560	18.7	23.4	109	2408	19.2	15.9	112	1964	17.8	12.9	104
WORKING MOTHER	1198	711	1.7	59.3	123	365	1.9	30.5	142	*222	1.8	18.5	131	**124	1.1	10.4	83
WORKING WOMAN	1523	913	2.1	59.9	125	408	2.1	26.8	125	*249	2.0	16.3	115	*256	2.3	16.8	135
WORLD TENNIS	*183	*133	0.3	72.7	151	**78	0.4	42.6	198	**39	0.3	21.3	150	**17	0.2	9.3	75
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1702	4.0	61.3	127	895	4.7	32.2	150	436	3.5	15.7	111	371	3.4	13.4	107
BLAIR INSERTS	47909	24724	58.1	51.6	107	11022	58.0	23.0	107	7300	58.2	15.2	107	6403	58.1	13.4	107
DAILY NEWSPAPERS																	
READ ANY	56731	28136	66.1	49.6	103	12352	65.0	21.8	101	8595	68.5	15.2	107	7190	65.3	12.7	102
READ ONE	47696	23437	55.1	49.1	102	10407	54.7	21.8	102	7035	56.1	14.7	104	5995	54.4	12.6	101
READ TWO OR MORE	9034	4700	11.0	52.0	108	1945	10.2	21.5	100	1560	12.4	17.3	122	1195	10.9	13.2	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	29486	69.3	51.1	106	13248	69.7	22.9	107	8886	70.9	15.4	109	7352	66.8	12.7	102
READ ONE	50513	25514	59.9	50.5	105	11479	60.4	22.7	106	7779	62.0	15.4	109	6256	56.8	12.4	99
READ TWO OR MORE	7219	3972	9.3	55.0	114	1769	9.3	24.5	114	1107	8.8	15.3	108	1096	10.0	15.2	122
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	30.51				30.60				30.73				30.10			
30 DAY REACH	78184	38599	90.7	49.4	103	17165	90.3	22.0	102	11474	91.5	14.7	104	9960	90.4	12.7	102
50 SHWG - 30 DAY AV FREQ	14.80	15.96				16.01				16.05				15.77			
30 DAY REACH	74239	36979	86.9	49.8	104	16438	86.4	22.1	103	11019	87.9	14.8	105	9522	86.5	12.8	103
25 SHWG - 30 DAY AV FREQ	8.05	8.51				8.53				8.57				8.42			
30 DAY REACH	68254	34641	81.4	50.8	105	15423	81.1	22.6	105	10292	82.1	15.1	106	8926	81.0	13.1	105
CABLE TV: HOME WIRED	35215	18899	44.4	53.7	112	8220	43.2	23.3	109	5825	46.5	16.5	117	4854	44.1	13.8	111
HOME NOT WIRED	53250	23669	55.6	44.4	92	10795	56.8	20.3	94	6715	53.5	12.6	89	6159	55.9	11.6	93
HAVE PAY CABLE	17885	10841	25.5	60.6	126	4862	25.6	27.2	126	3185	25.4	17.8	126	2794	25.4	15.6	125

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	42568	100.0	48.1	100	19015	100.0	21.5	100	12540	100.0	14.2	100	11013	100.0	12.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	25088	58.9	52.3	109	11259	59.2	23.5	109	7301	58.2	15.2	107	6528	59.3	13.6	109
10:00 AM - 3:00 PM	33674	17292	40.6	51.4	107	7800	41.0	23.2	108	4969	39.6	14.8	104	4523	41.1	13.4	108
3:00 PM - 7:00 PM	34431	18660	43.8	54.2	113	8477	44.6	24.6	115	5164	41.2	15.0	106	5020	45.6	14.6	117
7:00 PM - MIDNIGHT	17761	9221	21.7	51.9	108	4102	21.6	23.1	107	2757	22.0	15.5	110	2362	21.4	13.3	107
MIDNIGHT - 6:00 AM	10087	5093	12.0	50.5	105	2227	11.7	22.1	103	1519	12.1	15.1	106	1346	12.2	13.3	107
6:00 AM - MIDNIGHT	64318	33386	78.4	51.9	108	15040	79.1	23.4	109	9720	77.5	15.1	107	8627	78.3	13.4	108
ENTIRE DAY	65181	33711	79.2	51.7	107	15128	79.6	23.2	108	9868	78.7	15.1	107	8715	79.1	13.4	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	9545	22.4	54.8	114	4209	22.1	24.2	112	2818	22.5	16.2	114	2518	22.9	14.5	116
ALL NEWS	2520	1219	2.9	48.4	101	372	2.0	14.8	69	470	3.7	18.7	132	377	3.4	15.0	120
AOR/PROGRESSIVE	4419	2777	6.5	62.8	131	1409	7.4	31.9	148	682	5.4	15.4	109	686	6.2	15.5	125
BEAUTIFUL MUSIC	6119	3120	7.3	51.0	106	1370	7.2	22.4	104	950	7.6	15.5	110	800	7.3	13.1	105
BLACK	2623	802	1.9	30.6	64	404	2.1	15.4	72	*178	1.4	6.8	48	*221	2.0	8.4	68
CLASSICAL	1553	939	2.2	60.5	126	470	2.5	30.3	141	*243	1.9	15.6	110	*226	2.1	14.6	117
CHR/ROCK	11282	7060	16.6	62.6	130	3411	17.9	30.2	141	2054	16.4	18.2	128	1596	14.5	14.1	114
COUNTRY	13343	6608	15.5	49.5	103	3097	16.3	23.2	108	1823	14.5	13.7	96	1688	15.3	12.7	102
GOLDEN OLDIES	1299	822	1.9	63.3	132	*384	2.0	29.6	138	*232	1.9	17.9	126	*206	1.9	15.9	127
MOR/NEOSTALGIA	5241	2686	6.3	51.2	107	1146	6.0	21.9	102	820	6.5	15.6	110	719	6.5	13.7	110
NEWS/TALK	4165	1862	4.4	44.7	93	651	3.4	15.6	73	640	5.1	15.4	108	571	5.2	13.7	110
RELIGIOUS	3324	1338	3.1	40.3	84	540	2.8	16.2	76	402	3.2	12.1	85	396	3.6	11.9	96
SOFT ROCK	609	346	0.8	56.8	118	*152	0.8	25.0	116	**113	0.9	18.6	131	**81	0.7	13.3	107
URBAN CONTEMPORARY	1853	660	1.6	35.6	74	357	1.9	19.3	90	*140	1.1	7.6	53	*163	1.5	8.8	71
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	2024	4.8	54.4	113	1078	5.7	28.9	135	595	4.7	16.0	113	350	3.2	9.4	75
ABC DIRECTION	2488	1150	2.7	46.2	96	561	3.0	22.5	105	300	2.4	12.1	85	289	2.6	11.6	93
ABC ENTERTAINMENT	5129	2550	6.0	49.7	103	1045	5.5	20.4	95	734	5.9	14.3	101	772	7.0	15.1	121
ABC FM	2498	1398	3.3	56.0	116	620	3.3	24.8	115	380	3.0	15.2	107	398	3.6	15.9	128
ABC INFORMATION	5721	2937	6.9	51.3	107	1245	6.5	21.8	101	920	7.3	16.1	113	771	7.0	13.5	108
ABC ROCK	2021	1336	3.1	66.1	137	709	3.7	35.1	163	351	2.8	17.4	123	276	2.5	13.7	110
CBS	4756	2179	5.1	45.8	95	842	4.4	17.7	82	760	6.1	16.0	113	576	5.2	12.1	97
MUTUAL	5272	2539	6.0	48.2	100	1043	5.5	19.8	92	803	6.4	15.2	107	693	6.3	13.1	106
NBC	4964	2554	6.0	51.5	107	984	5.2	19.8	92	737	5.9	14.8	105	834	7.6	16.8	135
RADIORADIO	2218	1285	3.0	57.9	120	481	2.5	21.7	101	390	3.1	17.6	124	414	3.8	18.7	150
RKO ONE	2565	1516	3.6	59.1	123	706	3.7	27.5	128	459	3.7	17.9	126	350	3.2	13.6	110
RKO TWO	3640	1777	4.2	48.8	101	748	3.9	20.5	96	602	4.8	16.5	117	427	3.9	11.7	94
THE SOURCE	2467	1543	3.6	62.5	130	742	3.9	30.1	140	474	3.8	19.2	136	328	3.0	13.3	107
NON-WIRED : BLAIR	9466	4766	11.2	50.3	105	2008	10.6	21.2	99	1514	12.1	16.0	113	1245	11.3	13.2	106
INTERNET	13616	7556	17.8	55.5	115	3867	20.3	28.4	132	1932	15.4	14.2	100	1756	15.9	12.9	104
KATZ RADIO GROUP	16998	9028	21.2	53.1	110	4029	21.2	23.7	110	2559	20.4	15.1	106	2439	22.1	14.3	115
SUPERNET	11622	6134	14.4	52.8	110	2622	13.8	22.6	105	1878	15.0	16.2	114	1634	14.8	14.1	113
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	3910	9.2	41.5	86	1760	9.3	18.7	87	1141	9.1	12.1	85	1009	9.2	10.7	86
WKDAY 9:00 AM - 1:00 PM	13304	5232	12.3	39.3	82	2403	12.6	18.1	84	1588	12.7	11.9	84	1241	11.3	9.3	75
WKDAY 1:00 PM - 4:30 PM	17591	7073	16.6	40.2	84	3104	16.3	17.6	82	2202	17.6	12.5	88	1767	16.0	10.0	81
WKDAY 4:30 PM - 7:30 PM	24418	10315	24.2	42.2	88	4545	23.9	18.6	87	3104	24.8	12.7	90	2666	24.2	10.9	88
WKDAY 7:30 PM - 8:00 PM	34400	14866	34.9	43.2	90	6436	33.8	18.7	87	4542	36.2	13.2	93	3889	35.3	11.3	91
WKDAY 11:00 PM - 11:30 PM	26120	11831	27.8	45.3	94	5024	26.4	19.2	89	3732	29.8	14.3	101	3075	27.9	11.8	95
WKDAY 11:30 PM - 1:00 AM	8402	3762	8.8	44.8	93	1562	8.2	18.6	86	1211	9.7	14.4	102	989	9.0	11.8	95
M-SAT 8-11 PM-SUN 7-11 PM	36828	17324	40.7	47.0	98	7653	40.2	20.8	97	5213	41.6	14.2	100	4459	40.5	12.1	97
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	3295	7.7	45.6	95	1400	7.4	19.4	90	1012	8.1	14.0	99	884	8.0	12.2	98
ANOTHER WORLD	N 4924	2052	4.8	41.7	87	946	5.0	19.2	89	668	5.3	13.6	96	438	4.0	8.9	71
AS THE WORLD TURNS	C 5966	1920	4.5	32.2	67	888	4.7	14.9	69	590	4.7	9.9	70	442	4.0	7.4	60
CAPITOL	C 3672	1208	2.8	32.9	68	542	2.9	14.8	69	405	3.2	11.0	78	261	2.4	7.1	57
CBS MORN. NEWS 1	C 1590	524	1.2	33.0	68	239	1.3	15.0	70	126	1.0	7.9	56	158	1.4	9.9	80
CBS MORN. NEWS 2	C 1298	449	1.1	34.6	72	177	0.9	13.6	63	127	1.0	9.8	69	145	1.3	11.2	90
DAYS OF OUR LIVES	N 6389	2881	6.8	45.1	94	1418	7.5	22.2	103	767	6.1	12.0	85	696	6.3	10.9	88
FACTS OF LIFE - DAYTIME	N 2526	968	2.3	38.3	80	467	2.5	18.5	86	313	2.5	12.4	87	188	1.7	7.4	60
FAMILY FEUD	A 3427	1192	2.8	34.8	72	442	2.3	12.9	60	401	3.2	11.7	83	349	3.2	10.2	82
GENERAL HOSPITAL	A 6870	3003	7.1	43.7	91	1350	7.1	19.7	91	831	6.6	12.1	85	822	7.5	12.0	96
GOOD MORNING, AMERICA-730	A 3767	1622	3.8	43.1	89	658	3.5	17.5	81	502	4.0	13.3	94	462	4.2	12.3	99
GOOD MORNING, AMERICA-830	A 3076	1303	3.1	42.4	88	671	3.5	21.8	101	385	3.1	12.5	88	247	2.2	8.0	65
GUIDING LIGHT	C 5789	2103	4.9	36.3	75	903	4.7	15.6	73	734	5.9	12.7	89	465	4.2	8.0	65
ONE LIFE TO LIVE	A 4918	2080	4.9	42.3	88	829	4.4	16.9	78	648	5.2	13.2	93	602	5.5	12.2	98
PRESS YOUR LUCK	C 2367	935	2.2	39.5	82	379	2.0	16.0	74	352	2.8	14.9	105	204	1.9	8.6	69
PRICE IS RIGHT 1	C 4727	1512	3.6	32.0	66	730	3										

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	42568	100.0	48.1	100	19015	100.0	21.5	100	12540	100.0	14.2	100	11013	100.0	12.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	11215	26.3	40.1	83	4678	24.6	16.7	78	3455	27.6	12.4	87	3082	28.0	11.0	89
NETWORK AFFILIATES - LATE	21966	9966	23.4	45.4	94	4209	22.1	19.2	89	3185	25.4	14.5	102	2572	23.4	11.7	94
INDEPENDENTS - LATE	2247	1124	2.6	50.0	104	507	2.7	22.6	105	332	2.6	14.8	104	286	2.6	12.7	102
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11524	5302	12.5	46.0	96	2444	12.9	21.2	99	1568	12.5	13.6	96	1289	11.7	11.2	90
ABC MONDAY NIGHT MOVIE	A 6879	3308	7.8	48.1	100	1357	7.1	19.7	92	1083	8.6	15.7	111	869	7.9	12.6	101
ABC SUNDAY NIGHT MOVIE	A 13690	6610	15.5	48.3	100	2871	15.1	21.0	98	1914	15.3	14.0	99	1826	16.6	13.3	101
ABC WORLD NEWS TONIGHT	A 6589	2689	6.3	40.8	85	1129	5.9	17.1	80	841	6.7	12.8	90	719	6.5	10.9	88
AFTERMASH	C 6391	2815	6.6	44.0	92	1188	6.2	18.6	86	842	6.7	13.2	93	786	7.1	12.3	99
ALICE	C 10273	4617	10.8	44.9	93	1974	10.4	19.2	89	1476	11.8	14.4	101	1166	10.6	11.4	91
AMERICAN PARADE	C 7130	2817	6.6	39.5	82	1245	6.5	17.5	81	837	6.7	11.7	83	735	6.7	10.3	83
BENSON	A 11665	5191	12.2	44.5	92	2233	11.7	19.1	89	1520	12.1	13.0	92	1438	13.1	12.3	99
BLUE THUNDER	A 5442	2331	5.5	42.8	89	890	4.7	16.4	76	798	6.4	14.7	103	643	5.8	11.8	95
CAGNEY & LACEY	C 10565	4919	11.6	46.6	97	1905	10.0	18.0	84	1685	13.4	15.9	113	1329	12.1	12.6	101
CBS EVENING NEWS-DEAN	C 3668	1384	3.3	37.7	78	621	3.3	16.9	79	371	3.0	10.1	71	391	3.6	10.7	86
CBS EVENING NEWS-RATHER	C 7561	3000	7.0	39.7	82	1258	6.6	16.6	77	960	7.7	12.7	90	782	7.1	10.3	83
CBS SAT. NEWS-SCHIEFFER	C 3948	1568	3.7	39.7	83	689	3.6	17.5	81	506	4.0	12.8	90	373	3.4	9.4	76
CBS SATURDAY NIGHT MOVIE	C 5966	2911	6.8	48.8	101	1317	6.9	22.1	103	915	7.3	15.3	108	679	6.2	11.4	91
CBS WEDNESDAY NIGHT MOVIE	C 6529	2809	6.6	43.0	89	1351	7.1	20.7	96	786	6.3	12.0	85	672	6.1	10.3	83
CHEERS	M 9842	5353	12.6	54.4	113	2316	12.2	23.5	109	1626	13.0	16.5	117	1412	12.8	14.3	115
DALLAS	C 23935	11097	26.1	46.4	96	4990	26.2	20.8	97	3206	25.6	13.4	94	2901	26.3	12.1	97
DIFF'RENT STROKES	M 7574	3242	7.6	42.8	89	1570	8.3	20.7	96	850	6.8	11.2	79	822	7.5	10.9	87
DOUBLE TROUBLE	M 7786	3967	9.3	51.0	106	1858	9.8	23.9	111	1207	9.6	15.5	109	902	8.2	11.6	93
DUCK FACTORY	M 6290	3223	7.6	51.2	106	1516	8.0	24.1	112	986	7.9	15.7	111	720	6.5	11.4	92
DUKES OF HAZZARD	C 6402	2739	6.4	42.8	89	1324	7.0	20.7	96	795	6.3	12.4	88	621	5.6	9.7	78
DYNASTY	A 21955	10404	24.4	47.4	98	4433	23.3	20.2	94	3264	26.0	14.9	105	2707	24.6	12.3	99
FACTS OF LIFE	N 8898	4307	10.1	48.4	101	2028	10.7	22.8	106	1265	10.1	14.2	100	1015	9.2	11.4	92
FALCON CREST	C 21877	10121	23.8	46.3	96	4296	22.6	19.6	91	3042	24.3	13.9	98	2783	25.3	12.7	102
FALL GUY	A 10045	4481	10.5	44.6	93	1819	9.6	18.1	84	1491	11.9	14.8	105	1171	10.6	11.7	94
FAMILY TIES	N 8922	4286	10.1	48.0	100	2131	11.2	23.9	111	1172	9.3	13.1	93	982	8.9	11.0	88
FANTASY ISLAND	A 8288	3762	8.8	45.4	94	1724	9.1	20.8	97	1145	9.1	13.8	97	893	8.1	10.8	87
FOULUPS, BLEEPs & BLUNDERS	A 9891	4706	11.1	47.6	99	2043	10.7	20.7	96	1417	11.3	14.3	101	1246	11.3	12.6	101
FOUR SEASONS	C 5429	2470	5.8	45.5	95	1115	5.9	20.5	96	730	5.8	13.4	95	624	5.7	11.5	92
GIMME A BREAK	N 9646	4026	9.5	41.7	87	2063	10.8	21.4	99	1004	8.0	10.4	73	959	8.7	9.9	80
HART TO HART	A 9983	4694	11.0	47.0	98	1798	9.5	18.0	84	1485	11.8	14.9	105	1410	12.8	14.1	113
HILL STREET BLUES	N 9688	5389	12.7	55.6	116	2553	13.4	26.4	123	1572	12.5	16.2	114	1264	11.5	13.0	105
HOTEL	A 15435	6988	16.4	45.3	94	2892	15.2	18.7	87	2255	18.0	14.6	103	1842	16.7	11.9	96
JEFFERSONS	C 10031	4248	10.0	42.3	88	1827	9.6	18.2	85	1335	10.6	13.3	94	1086	9.9	10.8	87
JENNIFER SLEPT HERE	M 6376	3030	7.1	47.5	99	1471	7.7	23.1	107	764	6.1	12.0	85	795	7.2	12.5	100
KATE & ALLIE	C 9951	4875	11.5	49.0	102	2079	10.9	20.9	97	1636	13.0	16.4	116	1160	10.5	11.7	94
KNIGHT RIDER	N 7908	3651	8.6	46.2	96	1518	8.0	19.2	89	1222	9.7	15.5	109	911	8.3	11.5	93
LOVE BOAT	A 13226	5816	13.7	44.0	91	2559	13.5	19.3	90	1893	15.1	14.3	101	1365	12.4	10.3	83
MAGNUM PI	C 12105	5222	12.3	43.1	90	2216	11.7	18.3	85	1677	13.4	13.9	98	1330	12.1	11.0	88
MAMA'S FAMILY	N 6364	2711	6.4	42.6	89	1198	6.3	18.8	88	726	5.8	11.4	80	787	7.1	12.4	99
MASTER, THE	M 3955	1770	4.2	44.8	93	802	4.2	20.3	94	514	4.1	13.0	92	454	4.1	11.5	92
MATT HOUSTON	A 6903	3322	7.8	48.1	100	1346	7.1	19.5	91	1133	9.0	16.4	116	843	7.7	12.2	98
NBC MONDAY NIGHT MOVIE	N 13443	6932	16.3	51.6	107	3184	16.7	23.7	110	1991	15.9	14.8	104	1757	16.0	13.1	105
NBC NIGHTLY NEWS	N 5585	2384	5.6	42.7	89	974	5.1	17.4	81	761	6.1	13.6	96	650	5.9	11.6	93
NBC NIGHTLY NEWS-SAT	N 3688	1459	3.4	39.6	82	733	3.9	19.9	92	404	3.2	11.0	77	322	2.9	8.7	70
NBC NIGHTLY NEWS-SUN	N 3310	1350	3.2	40.8	85	655	3.4	19.8	92	309	2.5	9.3	66	386	3.5	11.7	94
NBC SUNDAY NIGHT MOVIE	N 9238	4585	10.8	49.6	103	2153	11.3	23.3	108	1457	11.6	15.8	111	976	8.9	10.6	85
NEWHART	C 9876	4749	11.2	48.1	100	2018	10.6	20.4	95	1609	12.8	16.3	115	1122	10.2	11.4	91
ONE DAY AT A TIME	C 7954	3861	9.1	48.5	101	1906	10.0	24.0	111	1002	8.0	12.6	89	952	8.6	12.0	96
PEOPLE ARE FUNNY	N 5182	2159	5.1	41.7	87	920	4.8	17.8	83	632	5.0	12.2	86	607	5.5	11.7	94
REAL PEOPLE	N 9674	4313	10.1	44.6	93	2037	10.7	21.1	98	1233	9.8	12.7	90	1044	9.5	10.8	87
REMINGTON STEELE	N 8511	4143	9.7	48.7	101	1818	9.6	21.4	99	1217	9.7	14.3	101	1108	9.1	13.0	105
RIPLY'S BELIEVE IT - NOT	A 5656	2822	6.6	49.9	104	1233	6.5	21.8	101	820	6.5	14.5	102	769	7.0	13.6	109
RIPTIDE	N 7718	3534	8.3	45.8	95	1528	8.0	19.8	92	1194	9.5	15.5	109	812	7.4	10.5	85
SCARECROW & MRS. KING	C 11058	4868	11.4	44.0	91	2189	11.5	19.8	92	1430	11.4	12.9	91	1249	11.3	11.3	91
SIMON & SIMON	C 11615	4912	11.5	42.3	88	2175	11.4	18.7	87	1462	11.7	12.6	89	1275	11.6	11.0	88
60 MINUTES	C 14326	5877	13.8	41.0	85	2627	13.8	18.3	85	1802	14.4	12.6	89	1449	13.2	10.1	81
ST. ELSEWHERE	M 7670	4045	9.5	52.7	110	1866	9.8	24.3	113	1222	9.7	15.9	112	957	8.7	12.5	100
THREE'S COMPANY	A 12068	5887	13.8	48.8	101	2525	13.3	20.9	97	1720	13.7	14.3	101	1642	14		

	TOTAL U.S. '000	SUN SCREEN SUN BLOCKER				OTHER				A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D	A	B	C	D												
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	51612	100.0	30.8	100	25434	100.0	15.2	100												
MALES	79263	22206	43.0	28.0	91	9497	37.3	12.0	79												
FEMALES	88464	29406	57.0	33.2	108	15937	62.7	18.0	119												
18 - 24	28671	9437	18.3	32.9	107	7609	29.9	26.5	175												
25 - 34	39536	16168	31.3	40.9	133	8040	31.6	20.3	134												
35 - 44	28978	10598	20.5	36.6	119	4726	18.6	16.3	108												
45 - 54	22345	6905	13.4	30.9	100	2453	9.6	11.0	72												
55 - 64	22224	5236	10.1	23.6	77	1505	5.9	6.8	45												
65 OR OLDER	25973	3269	6.3	12.6	41	1100	4.3	4.2	28												
18 - 34	68207	25605	49.6	37.5	122	15650	61.5	22.9	151												
18 - 49	108058	39653	76.8	36.7	119	21777	85.6	20.2	133												
25 - 54	90859	33670	65.2	37.1	120	15219	59.8	16.8	110												
35 - 49	39851	14048	27.2	35.3	115	6128	24.1	15.4	101												
50 OR OLDER	59669	11959	23.2	20.0	65	3657	14.4	6.1	40												
GRADUATED COLLEGE	28091	13009	25.2	46.3	150	4248	16.7	15.1	100												
ATTENDED COLLEGE	28938	11518	22.3	39.8	129	5594	22.0	19.3	127												
GRADUATED HIGH SCHOOL	65903	19806	38.4	30.2	98	11117	43.7	17.0	112												
DID NOT GRADUATE HIGH SCHOOL	45195	7279	14.1	16.1	52	4475	17.6	9.9	65												
EMPLOYED MALES	56429	18181	35.2	32.2	105	7701	30.3	13.6	90												
EMPLOYED FEMALES	43971	18224	35.3	41.4	135	9814	38.6	22.3	147												
EMPLOYED FULL-TIME	87773	31607	61.2	36.0	117	14877	58.5	16.9	112												
EMPLOYED PART-TIME	12627	4798	9.3	38.0	123	2637	10.4	20.9	138												
NOT EMPLOYED	67327	15207	29.5	22.6	73	7920	31.1	11.8	78												
PROFESSIONAL/MANAGER	25845	11882	23.0	46.0	149	4069	16.0	15.7	104												
TECH/CLERICAL/SALES	30895	12420	24.1	40.2	131	6585	25.9	21.3	141												
PRECISION/CRAFT	12629	3743	7.3	29.6	96	1716	6.7	13.6	90												
OTHER EMPLOYED	31031	8360	16.2	26.9	88	5145	20.2	16.6	109												
SINGLE	35557	11431	22.1	32.1	104	7003	27.5	19.7	130												
MARRIED	103585	34218	66.3	33.0	107	15168	59.6	14.6	97												
DIVORCED/SEPARATED/WIDOWED	28585	5964	11.6	20.9	68	3263	12.8	11.4	75												
PARENTS	59295	21785	42.2	36.7	119	11384	44.8	19.2	127												
WHITE	146081	49284	95.5	33.7	110	23948	94.2	16.4	108												
BLACK	17974	1425	2.8	7.9	26	831	3.3	4.6	30												
OTHER	3672	903	1.7	24.6	80	4656	2.6	17.9	118												
NORTHEAST-CENSUS	37005	12899	25.0	34.9	113	5310	20.9	14.3	95												
NORTH CENTRAL	42642	12781	24.8	30.0	97	6959	27.4	16.3	108												
SOUTH	56777	14923	28.9	26.3	85	7834	30.8	13.8	91												
WEST	31303	11010	21.3	35.2	114	5332	21.0	17.0	112												
NORTHEAST-MKTG.	38125	12891	25.0	33.8	110	5433	21.4	14.3	94												
EAST CENTRAL	24794	7201	14.0	29.0	94	4475	17.6	18.0	119												
WEST CENTRAL	28511	8705	16.9	30.5	99	4326	17.0	15.2	100												
SOUTH	48953	13118	25.4	26.8	87	6527	25.7	13.3	88												
PACIFIC	27344	9698	18.8	35.5	115	4674	18.4	17.1	113												
COUNTY SIZE A	69301	22895	44.4	33.0	107	10643	41.8	15.4	101												
COUNTY SIZE B	50633	15880	30.8	31.4	102	7811	30.7	15.4	102												
COUNTY SIZE C	26259	7999	15.5	30.5	99	4206	16.5	16.0	106												
COUNTY SIZE D	21534	4838	9.4	22.5	73	2775	10.9	12.9	85												
METRO CENTRAL CITY	50014	14726	28.5	29.4	96	6745	26.5	13.5	89												
METRO SUBURBAN	76832	26665	51.7	34.7	113	13225	52.0	17.2	114												
NON METRO	40851	10221	19.8	25.0	81	5464	21.5	13.4	88												
TOP 5 ADI'S	39550	13765	26.7	34.8	113	5994	23.6	15.2	100												
TOP 10 ADI'S	54877	18395	35.6	33.5	109	7966	31.3	14.5	96												
TOP 20 ADI'S	77516	25849	50.1	33.3	108	11911	46.8	15.4	101												
HSHLD INC. \$50,000 OR MORE	17257	8062	15.6	46.7	152	2979	11.7	17.3	114												
\$40,000 OR MORE	33235	14351	27.8	43.2	140	5880	23.1	17.7	117												
\$30,000 OR MORE	59693	24377	47.2	40.8	133	10909	42.9	18.3	121												
\$25,000 OR MORE	76275	30653	59.4	40.2	131	13583	53.4	17.8	117												
\$20,000 - \$24,999	18607	6292	12.2	33.8	110	3015	11.9	16.2	107												
\$15,000 - \$19,999	17175	4518	9.3	28.1	91	2834	11.1	16.5	109												
\$10,000 - \$14,999	24569	5735	11.1	23.3	76	3147	12.4	12.8	84												
UNDER \$10,000	31101	4114	8.0	13.2	43	2855	11.2	9.2	61												
HOUSEHOLD OF 1 PERSON	19441	4274	8.3	22.0	71	1529	6.0	7.9	52												
2 PEOPLE	51803	15169	29.4	29.3	95	6838	26.9	13.2	87												
3 OR 4 PEOPLE	66933	23165	44.9	34.6	112	11982	47.1	17.9	118												
5 OR MORE PEOPLE	29550	9005	17.4	30.5	99	5086	20.0	17.2	114												
NO CHILD IN HSHLD	96587	26594	51.5	27.5	89	11841	46.6	12.3	81												
CHILD(REN) UNDER 2 YRS	10844	3768	7.3	34.7	113	2201	8.7	20.3	134												
2 - 5 YEARS	26358	9227	17.9	35.0	114	5125	20.2	19.4	128												
6 - 11 YEARS	30453	10378	20.1	34.1	111	5745	22.6	18.9	124												
12 - 17 YEARS	36575	12530	24.3	34.3	111	6525	25.7	17.8	118												
RESIDENCE OWNED	117770	37534	72.7	31.9	104	16994	66.8	14.4	95												
VALUE: \$50,000 OR MORE	70166	26011	50.4	37.1	120	11057	43.5	15.8	104												
VALUE: UNDER \$50,000	47604	11524	22.3	24.2	79	5937	23.3	12.5	82												

		TOTAL U.S. '000	SUN SCREEN SUN BLOCKER				OTHER				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX				
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX																
TOTAL ADULTS		167727	51612	100.0	30.8	100	25434	100.0	15.2	100																
MAGAZINES	QUINTILE 1	34022	13372	25.9	39.3	128	6357	25.0	18.7	123																
	QUINTILE 2	34800	12447	24.1	35.8	116	5612	22.1	16.1	106																
	QUINTILE 3	30514	9461	18.3	31.0	101	4405	17.3	14.4	95																
	QUINTILE 4	33324	9224	17.9	27.7	90	4691	18.4	14.1	93																
	QUINTILE 5	35066	7108	13.8	20.3	66	4369	17.2	12.5	82																
NEWSPAPERS	QUINTILE 1	29107	10592	20.5	36.4	118	3983	15.7	13.7	90																
	QUINTILE 2	49095	15101	29.3	30.8	100	8061	31.7	16.4	108																
	QUINTILE 3	23107	8087	15.7	35.0	114	3663	14.4	15.9	105																
	QUINTILE 4	33556	10466	20.3	31.2	101	5873	23.1	17.5	115																
	QUINTILE 5	32863	7367	14.3	22.4	73	3855	15.2	11.7	77																
OUTDOOR	QUINTILE 1	33431	12115	23.5	36.2	118	5925	23.3	17.7	117																
	QUINTILE 2	33478	11235	21.8	33.6	109	5241	20.6	15.7	103																
	QUINTILE 3	33574	9976	19.3	29.7	97	4978	19.6	14.8	98																
	QUINTILE 4	33935	9989	19.4	29.4	96	4976	19.6	14.7	97																
	QUINTILE 5	33310	8297	16.1	24.9	81	4314	17.0	13.0	85																
RADIO-DRIVE TIME	QUINTILE 1	33136	10379	20.1	31.3	102	5501	21.6	16.6	109																
	QUINTILE 2	31658	10231	19.8	32.3	105	4975	19.6	15.7	104																
	QUINTILE 3	32541	11243	21.8	34.6	112	5409	21.3	16.6	110																
	QUINTILE 4	34247	11031	21.4	32.2	105	5547	21.8	16.2	107																
	QUINTILE 5	36144	8729	16.9	24.2	78	4003	15.7	11.1	73																
RADIO-MID- DAY	TERCILE 1	45037	14340	27.8	31.8	103	7446	29.3	16.5	109																
	TERCILE 2	44819	13734	26.6	30.6	100	7035	27.7	15.7	104																
	TERCILE 3	77872	23539	45.6	30.2	98	10953	43.1	14.1	93																
RADIO-TOTAL	QUINTILE 1	33763	10805	20.9	32.0	104	5445	21.4	16.1	106																
	QUINTILE 2	33240	10547	20.4	31.7	103	5589	22.0	16.8	111																
	QUINTILE 3	33408	11481	22.2	34.4	112	5205	20.5	15.6	103																
	QUINTILE 4	34792	11003	21.3	31.6	103	5674	22.3	16.3	108																
	QUINTILE 5	32524	7776	15.1	23.9	78	3521	13.8	10.8	71																
TV-PRIME TIME	QUINTILE 1	33090	8877	17.2	26.8	87	4645	18.3	14.0	93																
	QUINTILE 2	33357	10790	20.9	32.3	105	4850	19.1	14.5	96																
	QUINTILE 3	33980	11166	21.6	32.9	107	6087	23.9	17.9	118																
	QUINTILE 4	33854	10623	20.6	31.4	102	4821	19.0	14.2	94																
	QUINTILE 5	33444	10155	19.7	30.4	99	5032	19.8	15.0	99																
TV-DAYTIME	TERCILE 1	49121	11901	23.1	24.2	79	6950	27.3	14.1	93																
	TERCILE 2	48823	15977	31.0	32.7	106	7745	30.5	15.9	105																
	TERCILE 3	69782	23734	46.0	34.0	111	10739	42.2	15.4	101																
TV-TOTAL	QUINTILE 1	33584	8100	15.7	24.1	78	4222	16.6	12.6	83																
	QUINTILE 2	33441	9756	18.9	29.2	95	4707	18.5	14.1	93													</			

	TOTAL U.S. '000	SUN SCREEN SUN BLOCKER				OTHER				A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D	A	B	C	D												
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	51612	100.0	30.8	100	25434	100.0	15.2	100												
ATLANTIC MONTHLY	867	333	0.6	38.4	125	*124	0.5	14.3	94												
BARRON'S	1580	674	1.3	42.7	139	*300	1.2	19.0	125												
BETTER HOMES & GARDENS	22203	8096	15.7	36.5	118	3664	14.4	16.5	109												
BON APPETIT	3810	1654	3.2	43.4	141	672	2.6	17.6	116												
BUSINESS WEEK	4663	1800	3.5	38.6	125	802	3.2	17.2	113												
CAR AND DRIVER	3102	1081	2.1	34.8	113	563	2.2	18.1	120												
CBS MAGAZINE NETWORK (GROSS)	7311	2815	5.5	38.5	125	1661	6.5	22.7	150												
CHANGING TIMES	3400	1273	2.5	37.4	122	416	1.6	12.2	81												
COLONIAL HOMES	1796	702	1.4	39.1	127	311	1.2	17.3	114												
CONDE NAST MAG. PKG. (GROSS)	19924	8170	15.8	41.0	133	4743	18.6	23.8	157												
CONSUMERS DIGEST	3125	1047	2.0	33.5	109	368	1.4	11.8	78												
COSMOPOLITAN	10577	4207	8.2	39.8	129	2462	9.7	23.3	154												
COUNTRY LIVING	3746	1703	3.3	45.5	148	720	2.8	19.2	127												
CUISINE	2214	898	1.7	40.6	132	254	1.0	11.5	76												
CYCLE WORLD	2394	971	1.9	40.6	132	541	2.1	22.6	149												
DCI:CREATIVE IDEAS FOR LIV	3068	1213	2.4	39.5	128	581	2.3	18.9	125												
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3742	7.3	39.2	127	1650	6.5	17.3	114												
DISCOVER	2277	990	1.9	43.5	141	363	1.4	15.9	105												
EBONY	7187	793	1.5	11.0	36	470	1.8	6.5	43												
ESQUIRE	2560	758	1.5	29.6	96	434	1.7	17.0	112												
ESSENCE	3242	423	0.8	13.0	42	193	0.8	6.0	39												
FAMILY CIRCLE	19639	7132	13.8	36.3	118	3433	13.5	17.5	115												
THE FAMILY HANDYMAN	3540	1196	2.3	33.8	110	492	1.9	13.9	92												
FAMILY WEEKLY	23924	7422	14.4	31.0	101	3849	15.1	16.1	106												
FIELD & STREAM	9883	2773	5.4	28.1	91	1645	6.5	16.6	110												
FOOD & WINE	1030	426	0.8	41.4	134	*173	0.7	16.8	111												
FORBES	2679	1236	2.4	46.1	150	433	1.7	16.2	107												
FORTUNE	2931	1298	2.5	44.3	144	567	2.2	19.3	128												
GENTLEMEN'S QUARTERLY	3481	1275	2.5	36.6	119	727	2.9	20.9	138												
GLAMOUR	7163	3097	6.0	43.2	141	1789	7.0	25.0	165												
GOLF DIGEST	2355	926	1.8	39.3	128	452	1.8	19.2	127												
GOLF DIGEST/TENNIS (GROSS)	3610	1336	2.6	37.0	120	700	2.8	19.4	128												
GOLF MAGAZINE	2046	796	1.5	38.9	126	326	1.3	15.9	105												
GOLF MAGAZINE/SKI (GROSS)	3547	1581	3.1	44.6	145	669	2.6	18.9	124												
GOOD HOUSEKEEPING	20353	7615	14.8	37.4	122	3938	15.5	19.3	128												
HARPER'S BAZAAR	3362	1419	2.7	42.2	137	826	3.2	24.6	162												
HEALTH	2987	1028	2.0	34.4	112	445	1.7	14.9	98												
HEARST MAG CORP. BUY (GROSS)	67928	25607	49.6	37.7	123	12987	51.1	19.1	126												
HEARST MAN POWER (GROSS)	11282	3674	7.1	32.6	106	1452	5.7	12.9	85												
HEARST WOMAN POWER (GROSS)	40514	15486	30.0	38.2	124	8368	32.9	20.7	136												
HOUSE BEAUTIFUL	4885	1686	3.3	34.5	112	884	3.5	18.1	119												
INC.	1308	568	1.1	43.4	141	*244	1.0	18.7	123												
JET	6498	655	1.3	10.1	33	425	1.7	6.5	43												
LADIES' HOME JOURNAL	14797	5701	11.0	38.5	125	2702	10.6	18.3	120												
LHJ FAMILY GRP COMBO(GROSS)	21743	8395	16.3	38.6	125	4059	16.0	18.7	123												
LIFE	9881	3509	6.8	35.5	115	1872	7.4	18.9	125												
L.A. TIMES HOME MAGAZINE	2775	1252	2.4	45.1	147	466	1.8	16.8	111												
MADemoiselle	4219	1653	3.2	39.2	127	989	3.9	23.4	155												
MC CALL'S	16422	6034	11.7	36.7	119	3022	11.9	18.4	121												
MC CALL'S/WRK MOTHER (GROSS)	17919	6545	12.7	36.5	119	3371	13.3	18.8	124												
MECHANIX ILLUSTRATED	4433	1397	2.7	31.5	102	695	2.7	15.7	103												
METROPOLITAN HOME	1504	599	1.2	39.8	129	*282	1.1	18.8	124												
MONEY	4723	2135	4.1	45.2	147	701	2.8	14.8	98												
MOTHER EARTH NEWS	2325	1002	1.9	43.1	140	463	1.8	19.9	131												
MS.	1189	518	1.0	43.6	142	*244	1.0	20.5	135												
NATIONAL ENQUIRER	18892	4861	9.4	25.7	84	3207	12.6	17.0	112												
NATIONAL GEOGRAPHIC	22129	8446	16.4	38.2	124	3377	13.3	15.3	101												
NATIONAL SUNDAY MAGAZINE PKG	103750	34363	66.6	33.1	108	16529	65.0	15.9	105												
NATURAL HISTORY	1379	508	1.0	36.8	120	*121	0.5	8.8	58												
NEW WOMAN	2289	762	1.5	33.3	108	473	1.9	20.7	136												
NEW YORK INCLUDING CUE	1088	455	0.9	41.8	136	*164	0.6	15.1	99												
THE NEW YORKER	2459	1134	2.2	46.1	150	359	1.4	14.6	96												
NENSHEEK	16527	6367	12.3	38.5	125	2764	10.9	16.7	110												
THE N.Y. TIMES DAILY EDITION	2739	1326	2.6	48.4	157	443	1.7	16.2	107												
THE N.Y. TIMES MAGAZINE	4443	2124	4.1	47.8	155	686	2.7	15.4	102												
OMNI	2799	1290	2.5	46.1	150	636	2.5	22.7	150												
ON CABLE	2209	793	1.5	35.9	117	407	1.6	18.4	122												
1001 HOME IDEAS	3959	1665	3.2	42.1	137	912	3.6	23.0	152												
ORGANIC GARDENING	3111	1013	2.0	32.6	106	393	1.5	12.6	83												
OUTDOOR LIFE	5024	1429	2.8	28.4	92	782	3.1	15.6	103												
PARADE MAGAZINE	51292	16907	32.8	33.0	107	7738	30.4	15.1	99												

	TOTAL U.S. '000	SUN SCREEN SUN BLOCKER				OTHER											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	51612	100.0	30.8	100	25434	100.0	15.2	100								
PARENTS	5298	2328	4.5	43.9	143	1289	5.1	24.3	160								
PENTHOUSE	5129	1661	3.2	32.4	105	906	3.6	17.7	116								
PEOPLE	21070	8205	15.9	38.9	127	3967	15.6	18.8	124								
PLAYBOY	10562	3996	7.7	37.8	123	1704	6.7	16.1	106								
POPULAR HOT RODDING	2498	735	1.4	29.4	96	546	2.1	21.9	144								
POPULAR MECHANICS	5887	2001	3.9	34.0	110	720	2.8	12.2	81								
POPULAR SCIENCE	4317	1611	3.1	37.3	121	605	2.4	14.0	92								
PREVENTION	5792	1977	3.8	34.1	111	684	2.7	11.8	78								
PSYCHOLOGY TODAY	3284	1442	2.8	43.9	143	682	2.7	20.8	137								
READER'S DIGEST	40046	13014	25.2	32.5	106	5429	21.3	13.6	89								
REDBOOK	9584	3665	7.1	38.2	124	1969	7.7	20.5	135								
ROAD & TRACK	2590	1064	2.1	41.1	134	579	2.3	22.4	147								
ROLLING STONE	3302	1373	2.7	41.6	135	861	3.4	26.1	172								
RUNNER'S WORLD	1229	689	1.3	56.1	182	*248	1.0	20.2	133								
SATURDAY EVENING POST	2110	787	1.5	37.3	121	332	1.3	15.7	104								
SCIENCE 84	1543	583	1.1	37.8	123	*226	0.9	14.6	97								
SCIENCE DIGEST	1747	654	1.3	37.4	122	*229	0.9	13.1	86								
SCIENTIFIC AMERICAN	1994	902	1.7	45.2	147	338	1.3	17.0	112								
SELF	3119	1260	2.4	40.4	131	804	3.2	25.8	170								
SEVENTEEN	3923	1299	2.5	33.1	108	1004	3.9	25.6	169								
SKI	1501	785	1.5	52.3	170	344	1.4	22.9	151								
SMITHSONIAN	5976	2314	4.5	38.7	126	963	3.8	16.1	106								
SOAP OPERA DIGEST	4228	1224	2.4	28.9	94	718	2.8	17.0	112								
SOUTHERN LIVING	6488	2529	4.9	39.0	127	1069	4.2	16.5	109								
SPORT	3500	1035	2.0	29.6	96	551	2.2	15.7	104								
THE SPORTING NEWS	2456	773	1.5	31.5	102	328	1.3	13.4	88								
SPORTS AFIELD	3648	1018	2.0	27.9	91	503	2.0	13.8	91								
SPORTS ILLUSTRATED	14484	4945	9.6	34.1	111	2422	9.5	16.7	110								
STAR	12661	3340	6.5	26.4	86	1975	7.8	15.6	103								
SUNDAY	52799	17728	34.3	33.6	109	8524	33.5	16.1	106								
SUNSET	3513	1517	2.9	43.2	140	569	2.2	16.2	107								
TV GUIDE	42766	14102	27.3	33.0	107	7358	28.9	17.2	113								
TENNIS	1254	411	0.8	32.8	107	248	1.0	19.8	130								
TIME	22054	8727	16.9	39.6	129	3512	13.8	15.9	105								
TOWN & COUNTRY	1555	638	1.2	41.0	133	284	1.1	18.3	120								
TRAVEL & LEISURE	2173	921	1.8	42.4	138	362	1.4	16.7	110								
TRUE STORY	4636	1307	2.5	28.2	92	836	3.3	18.0	119								
U.S. NEWS & WORLD REPORT	10353	3818	7.4	36.9	120	1398	5.5	13.5	89								
USA TODAY	4994	1970	3.8	39.4	128	841	3.3	16.8	111								
US	3528	1273	2.5	36.1	117	719	2.8	20.4	134								
VOGUE	5424	2159	4.2	39.8	129	1160	4.6	21.4	141								
WALL STREET JOURNAL	6292	2697	5.2	42.9	139	861	3.4	13.7	90								
WEIGHT WATCHERS	2762	1007	2.0	36.5	118	523	2.1	18.9	125								
WOMAN'S DAY	16320	6160	11.9	37.7	123	2698	10.6	16.5	109								
WORKING MOTHER	1496	510	1.0	34.1	111	349	1.4	23.3	154								
WORKING WOMAN	1851	793	1.5	42.8	139	322	1.3	17.4	115								
WORLD TENNIS	580	*235	0.5	40.5	132	**115	0.5	19.8	131								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4550	8.8	36.7	119	2298	9.0	18.5	122								
BLAIR INSERTS	91671	31142	60.3	34.0	110	14577	57.3	15.9	105								
DAILY NEWSPAPERS																	
READ ANY	109190	35392	68.6	32.4	105	16713	65.7	15.3	101								
READ ONE	89587	28346	54.9	31.6	103	14097	55.4	15.7	104								
READ TWO OR MORE	19602	7046	13.7	35.9	117	2616	10.3	13.3	88								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	36324	70.4	33.1	108	17549	69.0	16.0	106								
READ ONE	95074	30502	59.1	32.1	104	15580	61.3	16.4	108								
READ TWO OR MORE	14588	5822	11.3	39.9	130	1970	7.7	13.5	89								
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	31.43				30.79											
30 DAY REACH	149706	47150	91.4	31.5	102	23249	91.4	15.5	102								
50 SHMG - 30 DAY AV FREQ	15.16	16.42				16.14											
30 DAY REACH	142406	45174	87.5	31.7	103	22240	87.4	15.6	103								
25 SHMG - 30 DAY AV FREQ	8.23	8.80				8.68											
30 DAY REACH	131152	42138	81.6	32.1	104	20606	81.0	15.7	104								
CABLE TV: HOME WIRED	66879	22652	43.9	33.9	110	11460	45.1	17.1	113								
HOME NOT WIRED	100848	28960	56.1	28.7	93	13975	54.9	13.9	91								
HAVE PAY CABLE	35024	13406	26.0	38.3	124	6861	27.0	19.6	129								

	TOTAL U.S. '000	SUN SCREEN BLOCKER				OTHER											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	51612	100.0	30.8	100	25434	100.0	15.2	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	32163	62.3	33.6	109	15634	61.5	16.4	108								
10:00 AM - 3:00 PM	63599	20090	38.9	31.6	103	10467	41.2	16.5	109								
3:00 PM - 7:00 PM	72097	24380	47.2	33.8	110	12432	48.9	17.2	114								
7:00 PM - MIDNIGHT	36670	11868	23.0	32.4	105	6064	23.8	16.5	109								
MIDNIGHT - 6:00 AM	21908	7185	13.9	32.8	107	3399	13.4	15.5	102								
6:00 AM - MIDNIGHT	127571	41678	80.8	32.7	106	20668	81.3	16.2	107								
ENTIRE DAY	129239	42118	81.6	32.6	106	20813	81.8	16.1	106								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	11486	22.3	33.8	110	5877	23.1	17.3	114								
ALL NEWS	6062	1963	3.8	32.4	105	817	3.2	13.5	89								
AOR/PROGRESSIVE	11884	4553	8.8	38.3	125	2438	9.6	20.5	135								
BEAUTIFUL MUSIC	11180	3646	7.1	32.6	106	1943	7.6	17.4	115								
BLACK	4538	786	1.5	17.3	56	541	2.1	11.9	79								
CLASSICAL	3857	1426	2.8	37.0	120	627	2.5	16.3	107								
CHR/ROCK	21946	8578	16.6	39.1	127	4489	17.6	20.5	135								
COUNTRY	27262	8286	16.1	30.4	99	4321	17.0	15.8	105								
GOLDEN OLDIES	3339	1273	2.5	38.1	124	589	2.3	17.6	116								
MOR/NOSTALGIA	10346	3136	6.1	30.3	99	1536	6.0	14.8	98								
NEWS/TALK	8929	2760	5.3	30.9	100	1132	4.5	12.7	84								
RELIGIOUS	5488	1519	2.9	27.7	90	747	2.9	13.6	90								
SOFT ROCK	1232	377	0.7	30.6	99	*189	0.7	15.3	101								
URBAN CONTEMPORARY	3184	755	1.5	23.7	77	338	1.3	10.6	70								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2110	4.1	30.5	99	1442	5.7	20.9	138								
ABC DIRECTION	5212	1591	3.1	30.5	99	651	2.6	12.5	82								
ABC ENTERTAINMENT	10385	3219	6.2	31.0	101	1584	6.2	15.3	101								
ABC FM	4762	1555	3.0	32.7	106	868	3.4	18.2	120								
ABC INFORMATION	11339	3572	6.9	31.5	102	1688	6.6	14.9	98								
ABC ROCK	4878	2140	4.1	43.9	143	900	3.5	18.5	122								
CBS	10709	3154	6.1	29.5	96	1410	5.5	13.2	87								
MUTUAL	10251	3014	5.8	29.4	96	1550	6.1	15.1	100								
NBC	12243	3830	7.4	31.3	102	1873	7.4	15.3	101								
RADIORADIO	4606	1662	3.2	36.1	117	781	3.1	17.0	112								
RKO ONE	5148	1853	3.6	36.0	117	947	3.7	18.4	121								
RKO TWO	7313	2175	4.2	29.7	97	1360	5.3	18.6	123								
THE SOURCE	5981	2069	4.0	34.6	112	1277	5.0	21.4	141								
NON-WIRED : BLAIR	19329	6520	12.6	33.7	110	3230	12.7	16.7	110								
INTERNET	27139	9168	17.8	33.8	110	4855	19.1	17.9	118								
KATZ RADIO GROUP	36319	12433	24.1	34.2	111	6005	23.6	16.5	109								
SUPERNET	22361	7096	13.7	31.7	103	4013	15.8	17.9	118								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	3939	7.6	27.1	88	2042	8.0	14.1	93								
MKDAY 9:00 AM - 1:00 PM	18688	4432	8.6	23.7	77	2641	10.4	14.1	93								
MKDAY 1:00 PM - 4:30 PM	24061	6059	11.7	25.2	82	3437	13.5	14.3	94								
MKDAY 4:30 PM - 7:30 PM	44079	12011	23.3	27.2	89	5999	23.6	13.6	90								
MKDAY 7:30 PM - 8:00 PM	61979	17006	32.9	27.4	89	8473	33.3	13.7	90								
MKDAY 11:00 PM - 11:30 PM	49084	14372	27.8	29.3	95	7207	28.3	14.7	97								
MKDAY 11:30 PM - 1:00 AM	16560	4825	9.3	29.1	95	2343	9.2	14.1	93								
M-SAT 8-11 PM+SUN 7-11 PM	66967	20222	39.2	30.2	98	10064	39.6	15.0	99								
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	2466	4.8	26.6	86	1688	6.6	18.2	120								
ANOTHER WORLD	N 6138	1385	2.7	22.6	73	1032	4.1	16.8	111								
AS THE WORLD TURNS	C 7707	1678	3.3	21.8	71	837	3.3	10.9	72								
CAPITOL	C 4688	1001	1.9	21.4	69	563	2.2	12.0	79								
CBS MORN. NEWS 1	C 2792	685	1.3	24.5	80	274	1.1	9.8	65								
CBS MORN. NEWS 2	C 2071	513	1.0	24.8	80	195	0.8	9.4	62								
DAYS OF OUR LIVES	N 8018	2135	4.1	26.6	87	1301	5.1	16.2	107								
FACTS OF LIFE - DAYTIME	N 3487	872	1.7	25.0	81	508	2.0	14.6	96								
FAMILY FEUD	A 4817	1007	2.0	20.9	68	540	2.1	11.2	74								
GENERAL HOSPITAL	A 8333	2363	4.6	28.4	92	1239	4.9	14.9	98								
GOOD MORNING, AMERICA-730	A 5472	1429	2.8	26.1	85	857	3.4	15.7	103								
GOOD MORNING, AMERICA-830	A 3965	1088	2.1	27.4	89	558	2.2	14.1	93								
GUIDING LIGHT	C 7542	1704	3.3	22.6	73	976	3.8	12.9	85								
ONE LIFE TO LIVE	A 6018	1633	3.2	27.1	88	915	3.6	15.2	100								
PRESS YOUR LUCK	C 3589	857	1.7	23.9	78	437	1.7	12.2	80								
PRICE IS RIGHT 1	C 7418	1547	3.0	20.9	68	756	3.0	10.2	67								
PRICE IS RIGHT 2	C 8276	1805	3.5	21.8	71	940	3.7	11.4	75								
RYAN'S HOPE	A 4358	1183	2.3	27.1	88	786	3.1	18.0	119								
SALE OF THE CENTURY	N 3749	718	1.4	19.2	62	512	2.0	13.7	90								
SEARCH FOR TOMORROW	N 2884	629	1.2	21.8	71	349	1.4	12.1	80								
TODAY SHOW 1	N 4869	1483	2.9	30.5	99	691	2.7	14.2	94								
TODAY SHOW 2	N 4135	966	1.9	23.4	76	490	1.9	11.9	78								
\$25,000 PYRAMID	C 4361	930	1.8	21.3	69	484	1.9	11.1	73								
WHEEL OF FORTUNE	N 6187	1210	2.3	19.6	64	820	3.2	13.3	87								
YOUNG AND THE RESTLESS	C 8186	1803	3.5	22.0	72	1195	4.7	14.6	96								
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1361	2.6	28.8	94	699	2.7	14.8	98								
NBA PLAYOFF GAME -1 C	5127	1504	2.9	29.3	95	682	2.7	13.3	88								
NBC MAJOR LEAGUE PRE-GAME N	3945	1002	1.9	25.4	83	473	1.9	12.0	79								
SPORTSWORLD - SUN N	3370	990	1.9	29.4	95	514	2.0	15.3	101								
SUNDAY MORNING C	4200	1271	2.5	30.3	98	517	2.0	12.3	81								

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SUNTAN & SUNSCREEN PRODUCTS (APPLIED TO THE SKIN) - TYPES USED
(ADULTS)

	TOTAL U.S. '000	SUN SCREEN SUN BLOCKER				OTHER											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	51612	100.0	30.8	100	25434	100.0	15.2	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	13937	27.0	26.7	87	6428	25.3	12.3	81								
NETWORK AFFILIATES - LATE	39164	11547	22.4	29.5	96	5768	22.7	14.7	97								
INDEPENDENTS - LATE	5133	1616	3.1	31.5	102	704	2.8	13.7	90								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 22825	6368	12.3	27.9	91	3674	14.4	16.1	106								
ABC MONDAY NIGHT MOVIE	A 11258	3284	6.4	29.2	95	1817	7.1	16.1	106								
ABC SUNDAY NIGHT MOVIE	A 23600	7379	14.3	31.3	102	3748	14.7	15.9	105								
ABC WORLD NEWS TONIGHT	A 12801	3474	6.7	27.1	88	1646	6.5	12.9	85								
AFTERMASH	C 10966	3297	6.4	30.1	98	1579	6.2	14.4	95								
ALICE	C 17050	4983	9.7	29.2	95	2356	9.3	13.8	91								
AMERICAN PARADE	C 11998	3207	6.2	26.7	87	1437	5.6	12.0	79								
BENSON	A 19258	5553	10.8	28.8	94	2525	9.9	13.1	86								
BLUE THUNDER	A 11478	3046	5.9	26.5	86	1555	6.1	13.5	89								
CAGNEY & LACEY	C 18263	5637	10.9	30.9	100	2721	10.7	14.9	98								
CBS EVENING NEWS-DEAN	C 7733	1830	3.5	23.7	77	888	3.5	11.5	76								
CBS EVENING NEWS-RATHER	C 15653	3910	7.6	25.0	81	1853	7.3	11.8	78								
CBS SAT. NEWS-SCHIEFFER	C 8744	2192	4.2	25.1	81	948	3.7	10.8	71								
CBS SATURDAY NIGHT MOVIE	C 12000	3874	7.5	32.3	105	1643	6.5	13.7	90								
CBS WEDNESDAY NIGHT MOVIE	C 11522	3170	6.1	27.5	89	1724	6.8	15.0	99								
CHEERS	M 16818	5995	11.6	35.6	116	2989	11.8	17.8	117								
DALLAS	C 37510	10967	21.2	29.2	95	5762	22.7	15.4	101								
DIFF'RENT STROKES	N 11258	2901	5.6	25.8	84	1525	6.0	13.5	89								
DOUBLE TROUBLE	N 12248	3978	7.7	32.5	106	2171	8.5	17.7	117								
DUCK FACTORY	M 11100	3588	7.0	32.3	105	1994	7.8	18.0	118								
DUKES OF HAZZARD	C 12353	3290	6.4	26.6	87	1562	6.1	12.6	83								
DYNASTY	A 33279	9916	19.2	29.8	97	5275	20.7	15.9	105								
FACTS OF LIFE	N 13410	4145	8.0	30.9	100	2168	8.5	16.2	107								
FALCON CREST	C 31093	9253	17.9	29.8	97	4881	19.2	15.7	104								
FALL GUY	A 18649	5350	10.4	28.7	93	2710	10.7	14.5	96								
FAMILY TIES	N 13101	3932	7.6	30.0	98	2115	8.3	16.1	106								
FANTASY ISLAND	A 13069	3590	7.0	27.5	89	2063	8.1	15.8	104								
FOULUPS, BLEEPS & BLUNDERS	A 16588	4996	9.7	30.1	98	2594	10.2	15.6	103								
FOUR SEASONS	C 9302	2734	5.3	29.4	96	1430	5.6	15.4	101								
GIMME A BREAK	N 13955	3536	6.9	25.3	82	1991	7.8	14.3	94								
HART TO HART	A 15735	4447	8.6	28.3	92	2468	9.7	15.7	103								
HILL STREET BLUES	N 18257	6201	12.0	34.0	110	3289	12.9	18.0	119								
HOTEL	A 24236	6924	13.4	28.6	93	3604	14.2	14.9	98								
JEFFERSONS	C 17010	4630	9.0	27.2	88	2346	9.2	13.8	91								
JENNIFER SLEPT HERE	N 9397	2699	5.2	28.7	93	1347	5.3	14.3	95								
KATE & ALLIE	C 16762	5544	10.7	33.1	107	2630	10.3	15.7	103								
KNIGHT RIDER	N 13164	3962	7.7	30.1	98	2092	8.2	15.9	105								
LOVE BOAT	A 20400	5578	10.8	27.3	89	2986	11.7	14.6	97								
MAGNUM PI	C 22543	6766	13.1	30.0	98	3232	12.7	14.3	95								
MAMA'S FAMILY	N 9852	2543	4.9	25.8	84	1345	5.3	13.7	90								
MASTER, THE	N 8082	2295	4.4	28.4	92	1226	4.8	15.2	100								
MATT HOUSTON	A 12881	3922	7.6	30.4	99	1993	7.8	15.5	102								
NBC MONDAY NIGHT MOVIE	N 23889	7744	15.0	32.4	105	4385	17.2	18.4	121								
NBC NIGHTLY NEWS	N 11156	3051	5.9	27.3	89	1321	5.2	11.8	78								
NBC NIGHTLY NEWS-SAT	N 7363	1765	3.4	24.0	78	909	3.6	12.3	81								
NBC NIGHTLY NEWS-SUN	N 6214	1687	3.3	27.1	88	756	3.0	12.2	80								
NBC SUNDAY NIGHT MOVIE	N 17590	5735	11.1	32.6	106	3026	11.9	17.2	113								
NEMHART	C 16740	5237	10.1	31.3	102	2576	10.1	15.4	101								
ONE DAY AT A TIME	C 11820	3590	7.0	30.4	99	1981	7.8	16.8	111								
PEOPLE ARE FUNNY	N 9138	2375	4.6	26.0	84	1167	4.6	12.8	84								
REAL PEOPLE	N 15979	4434	8.6	27.7	90	2257	8.9	14.1	93								
REMYNTO STEELE	N 14395	4501	8.7	31.3	102	2416	9.5	16.8	111								
RIPLEY'S BELIEVE IT - NOT	A 11362	3487	6.8	30.7	100	1618	6.4	14.2	94								
RIPTIDE	N 13920	4023	7.8	28.9	94	2146	8.4	15.4	102								
SCARECROW & MRS. KING	C 17571	5325	10.3	30.3	98	2544	10.0	14.5	95								
SIMON & SIMON	C 20208	5697	11.0	28.2	92	2692	10.6	13.3	88								
60 MINUTES	C 27668	7667	14.9	27.7	90	3441	13.5	12.4	82								
ST. ELSEWHERE	N 13699	4796	9.3	35.0	114	2399	9.4	17.5	115								
THREE'S COMPANY	A 20632	6228	12.1	30.2	98	3420	13.4	16.6	109								
T.J. HOOKER	A 17136	4559	8.8	26.6	86	2246	8.8	13.1	86								
TONIGHT SHOW	N 4963	1647	3.2	33.2	108	768	3.0	15.5	102								
TRAPPER JOHN, M.D.	C 16332	4416	8.6	27.0	88	2345	9.2	14.4	95								
TV BLOOPERS & PRAC. JOKES	N 18881	5612	10.9	29.7	97	3048	12.0	16.1	106								
20/20	A 18315	5562	10.8	30.4	99	2636	10.4	14.4	95								
WEBSTER	A 18722	5275	10.2	28.2	92	2515	9.9	13.4	89								
WORLD NEWS - SUN	A 5327	1515	2.9	28.4	92	527	2.1	9.9	65								
YELLOW ROSE	M 8370	2349	4.6	28.1	91	1175	4.6	14.0	93								
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	8313	16.1	32.1	104	3704	14.6	14.3	94								
BASKETBALL - COLLEGE GAMES	14468	5298	10.3	36.6	119	2313	9.1	16.0	105								
BASKETBALL - PRO GAMES	12124	3683	7.1	30.4	99	1779	7.0	14.7	97								
BOWLING	9412	2659	5.2	28.3	92	1128	4.4	12.0	79								
BOXING	15409	4853	9.4	31.5	102	2061	8.1	13.4	88								
FOOTBALL - COLLEGE GAMES	21400	7634	14.8	35.7	116	3275	12.9	15.3	101								
FOOTBALL - PRO GAMES	35944	13111	25.4	36.5	119	6263	24.6	17.4	115								
GOLF	9759	3746	7.3	38.4	125	1273	5.0	13.0	86								
POST-SEASON COLL. FOOTBALL	18123	6738	13.1	37.2	121	2962	11.6	16.3	108								
POST-SEASON PRO FOOTBALL	22091	8351	16.2	37.8	123	3560	14.0	16.1	106								
TENNIS	6764	2970	5.8	43.9	143	1215	4.8	18.0	118								
WRESTLING - PROFESSIONAL	9695	2692	5.2	27.8	90	1333	5.2	13.7	91								

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	TOTAL U.S. '000	LOTION				OIL				TUBE				A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	54614	100.0	32.6	100	29539	100.0	17.6	100	7403	100.0	4.4	100				
MALES	79263	22324	40.9	28.2	86	12264	41.5	15.5	88	2623	35.4	3.3	75				
FEMALES	88464	32290	59.1	36.5	112	17275	58.5	19.5	111	4780	64.6	5.4	122				
18 - 24	28671	11184	20.5	39.0	120	8839	29.9	30.8	175	1464	19.8	5.1	116				
25 - 34	39536	17073	31.3	43.2	133	9542	32.3	24.1	137	2219	30.0	5.6	127				
35 - 44	28978	11004	20.1	38.0	117	5337	18.1	18.4	105	1571	21.2	5.4	123				
45 - 54	22345	7002	12.8	31.3	96	2980	10.1	13.3	76	923	12.5	4.1	94				
55 - 64	22224	5124	9.4	23.1	71	1761	6.0	7.9	45	726	9.8	3.3	74				
65 OR OLDER	25973	3228	5.9	12.4	38	1080	3.7	4.2	24	501	6.8	1.9	44				
18 - 34	68207	28257	51.7	41.4	127	18381	62.2	26.9	153	3683	49.8	5.4	122				
18 - 49	108058	42808	78.4	39.6	122	25421	86.1	23.5	134	5696	76.9	5.3	119				
25 - 54	90859	35079	64.2	38.6	119	17859	60.5	19.7	112	4713	63.7	5.2	118				
35 - 49	39851	14551	26.6	36.5	112	7040	23.8	17.7	100	2013	27.2	5.1	114				
50 OR OLDER	59669	11807	21.6	19.8	61	4119	13.9	6.9	39	1708	23.1	2.9	65				
GRADUATED COLLEGE	28091	12647	23.2	45.0	138	4981	16.9	17.7	101	1975	26.7	7.0	159				
ATTENDED COLLEGE	28938	12400	22.7	42.9	132	6652	22.5	23.0	131	1747	23.6	6.0	137				
GRADUATED HIGH SCHOOL	65503	21885	40.1	33.4	103	12733	43.1	19.4	110	2740	37.0	4.2	95				
DID NOT GRADUATE HIGH SCHOOL	45195	7682	14.1	17.0	52	5174	17.5	11.4	65	942	12.7	2.1	47				
EMPLOYED MALES	56429	18235	33.4	32.3	99	10022	33.9	17.8	101	2033	27.5	3.6	82				
EMPLOYED FEMALES	43971	20276	37.1	46.1	142	10576	35.8	24.1	137	2873	38.8	6.5	148				
EMPLOYED FULL-TIME	87773	32971	60.4	37.6	115	17453	59.1	19.9	113	4015	54.2	4.6	104				
EMPLOYED PART-TIME	12627	5540	10.1	43.9	135	3145	10.6	24.9	141	891	12.0	7.1	160				
NOT EMPLOYED	67327	16104	29.5	23.9	73	8941	30.3	13.3	75	2497	33.7	3.7	84				
PROFESSIONAL/MANAGER	25845	12039	22.0	46.6	143	4629	15.7	17.9	102	1761	23.8	6.8	154				
TECH/CLERICAL/SALES	30895	13280	24.3	43.0	132	7440	25.2	24.1	137	1672	22.6	5.4	123				
PRECISION/CRAFT	12629	3967	7.3	31.4	96	2446	8.3	19.4	110	*451	6.1	3.6	81				
OTHER EMPLOYED	31031	9225	16.9	29.7	91	6084	20.6	19.6	111	1023	13.8	3.3	75				
SINGLE	35557	12587	23.0	35.4	109	8684	29.4	24.4	139	1959	26.5	5.5	125				
MARRIED	103585	35617	65.2	34.4	106	17247	58.4	16.7	95	4605	62.2	4.4	101				
DIVORCED/SEPARATED/WIDOWED	28585	6411	11.7	22.4	69	3609	12.2	12.6	72	840	11.3	2.9	67				
PARENTS	59295	23362	42.8	39.4	121	12767	43.2	21.5	122	2925	39.5	4.9	112				
WHITE	146081	52233	95.6	35.8	110	27773	94.0	19.0	108	6864	92.7	4.7	106				
BLACK	17974	1299	2.4	7.2	22	1055	3.6	5.9	33	*291	3.9	1.6	37				
OTHER	3672	1082	2.0	29.5	90	*712	2.4	19.4	110	**249	3.4	6.8	154				
NORTHEAST-CENSUS	37005	13529	24.8	36.6	112	5713	19.3	15.4	88	2066	27.9	5.6	126				
NORTH CENTRAL	42642	14189	26.0	33.3	102	7471	25.3	17.5	99	1480	20.0	3.5	79				
SOUTH	56777	15033	27.5	26.5	81	9995	33.8	17.6	100	1893	25.6	3.3	76				
WEST	31303	11863	21.7	37.9	116	6360	21.5	20.3	115	1964	26.5	6.3	142				
NORTHEAST-MKTG.	38125	13458	24.6	35.3	108	5863	19.8	15.4	87	2009	27.1	5.3	119				
EAST CENTRAL	24794	7972	14.6	32.2	99	4812	16.3	19.4	110	1128	15.2	4.5	103				
WEST CENTRAL	28511	9749	17.9	34.2	105	4626	15.7	16.2	92	1002	13.5	3.5	80				
SOUTH	48953	12971	23.8	26.5	81	8608	29.1	17.6	100	1585	21.4	3.2	73				
PACIFIC	27344	10465	19.2	38.3	118	5631	19.1	20.6	117	1681	22.7	6.1	139				
COUNTY SIZE A	69301	23919	43.8	34.5	106	12619	42.7	18.2	103	3536	47.8	5.1	116				
COUNTY SIZE B	50633	16822	30.8	33.2	102	9209	31.2	18.2	103	2116	28.6	4.2	95				
COUNTY SIZE C	26259	8440	15.5	32.1	99	4635	15.7	17.7	100	1216	16.4	4.6	105				
COUNTY SIZE D	21534	5433	9.9	25.2	77	3076	10.4	14.3	81	*536	7.2	2.5	56				
METRO CENTRAL CITY	50014	14969	27.4	29.9	92	8575	29.0	17.1	97	2359	31.9	4.7	107				
METRO SUBURBAN	76832	28455	52.1	37.0	114	14759	50.0	19.2	109	3676	49.7	4.8	108				
NON METRO	40881	11190	20.5	27.4	84	6205	21.0	15.2	86	1369	18.5	3.3	76				
TOP 5 ADI'S	39550	14438	26.4	36.5	112	6988	23.7	17.7	100	2240	30.3	5.7	128				
TOP 10 ADI'S	54877	19191	35.1	35.0	107	9255	31.3	16.9	96	2891	39.1	5.3	119				
TOP 20 ADI'S	77516	26950	49.3	34.8	107	14034	47.5	18.1	103	4099	55.4	5.3	120				
HSHLD INC. \$50,000 OR MORE	17257	8034	14.7	46.6	143	3222	10.9	18.7	106	1237	16.7	7.2	162				
\$40,000 OR MORE	33235	15068	27.6	45.3	139	6723	22.8	20.2	115	1997	27.0	6.0	136				
\$30,000 OR MORE	59693	25656	47.0	43.0	132	11987	40.6	20.1	114	3545	47.9	5.9	135				
\$25,000 OR MORE	76275	32128	58.8	42.1	129	15296	51.8	20.1	114	4440	60.0	5.8	132				
\$20,000 - \$24,999	18607	6531	12.0	35.1	108	3671	12.4	19.7	112	720	9.7	3.9	88				
\$15,000 - \$19,999	17175	5291	9.7	30.8	95	3218	10.9	18.7	106	762	10.3	4.4	101				
\$10,000 - \$14,999	24569	6069	11.1	24.7	76	3906	13.2	15.9	90	845	11.4	3.4	78				
UNDER \$10,000	31101	4596	8.4	14.8	45	3448	11.7	11.1	63	638	8.6	2.1	46				
HOUSEHOLD OF 1 PERSON	19441	4101	7.5	21.1	65	2026	6.9	10.4	59	754	10.2	3.9	88				
2 PEOPLE	51803	15656	28.7	30.2	93	7920	26.8	15.3	87	2175	29.4	4.2	95				
3 OR 4 PEOPLE	66933	24911	45.6	37.2	114	13503	45.7	20.2	115	3329	45.0	5.0	113				
5 OR MORE PEOPLE	29550	9946	18.2	33.7	103	6090	20.6	20.6	117	1146	15.5	3.9	88				
NO CHILD IN HSHLD	96587	27354	50.1	28.3	87	14217	48.1	14.7	84	4119	55.6	4.3	97				
CHLD(REN) UNDER 2 YRS	10844	3978	7.3	36.7	113	2358	8.0	21.7	123	*423	5.7	3.9	88				
2 - 5 YEARS	26358	10156	18.6	38.5	118	5983	20.3	22.7	129	1019	13.8	3.9	88				
6 - 11 YEARS	30453	11305	20.7	37.1	114	6220	21.1	20.4	116	1304	17.6	4.3	97				
12 - 17 YEARS	36575	13666	25.0	37.4	115	7324	24.8	20.0	114	1761	23.8	4.8	109				
RESIDENCE OWNED	117770	40075	73.4	34.0	105	19549	66.2	16.6	94	5170	69.8	4.4	99				
VALUE: \$50,000 OR MORE	70166	27581	50.5	39.3	121	12574	42.6	17.9	102	3589	48.5	5.1	116				
VALUE: UNDER \$50,000	47604	12494	22.9	26.2	81	6975	23.6	14.7	83	1580	21.3	3.3	75				

		TOTAL	LOTION				OIL				TUBE							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	54614	100.0	32.6	100	29539	100.0	17.6	100	7403	100.0	4.4	100				
MAGAZINES	QUINTILE 1	34022	13818	25.3	40.6	125	7689	26.0	22.6	128	2216	29.9	6.5	148				
	QUINTILE 2	34800	12967	23.7	37.3	114	6578	22.3	18.9	107	2053	27.7	5.9	134				
	QUINTILE 3	30514	10105	18.5	33.1	102	4895	16.6	16.0	91	1270	17.2	4.2	94				
	QUINTILE 4	33324	10008	18.3	30.0	92	5408	18.3	16.2	92	1106	14.9	3.3	75				
	QUINTILE 5	35066	7716	14.1	22.0	68	4969	16.8	14.2	80	758	10.2	2.2	49				
NEWSPAPERS	QUINTILE 1	29107	10534	19.3	36.2	111	5076	17.2	17.4	99	1765	23.8	6.1	137				
	QUINTILE 2	49095	16504	30.2	33.6	103	8659	29.3	17.6	100	2205	29.8	4.5	102				
	QUINTILE 3	23107	8456	15.5	36.6	112	4209	14.2	18.2	103	1020	13.8	4.4	100				
	QUINTILE 4	33556	11585	21.2	34.5	106	6657	22.5	19.8	113	1488	20.1	4.4	100				
	QUINTILE 5	32863	7535	13.8	22.9	70	4938	16.7	15.0	85	926	12.5	2.8	64				
OUTDOOR	QUINTILE 1	33431	12640	23.1	37.8	116	6661	22.5	19.9	113	1668	22.5	5.0	113				
	QUINTILE 2	33478	11868	21.7	35.5	109	6343	21.5	18.9	108	1467	19.8	4.4	99				
	QUINTILE 3	33574	10729	19.6	32.0	98	5711	19.3	17.0	97	1511	20.4	4.5	102				
	QUINTILE 4	33935	10695	19.6	31.5	97	6071	20.6	17.9	102	1439	19.4	4.2	96				
	QUINTILE 5	33310	8683	15.9	26.1	80	4754	16.1	14.3	81	1319	17.8	4.0	90				
RADIO-DRIVE TIME	QUINTILE 1	33136	11353	20.8	34.3	105	6190	21.0	18.7	106	1413	19.1	4.3	97				
	QUINTILE 2	31658	10731	19.6	33.9	104	5899	20.0	18.6	106	1537	20.8	4.9	110				
	QUINTILE 3	32541	11794	21.6	36.2	111	6352	21.5	19.5	111	1579	21.3	4.9	110				
	QUINTILE 4	34247	11454	21.0	33.4	103	6148	20.8	18.0	102	1687	22.8	4.9	112				
	QUINTILE 5	36144	9282	17.0	25.7	79	4950	16.8	13.7	78	1188	16.0	3.3	74				
RADIO-MID- DAY	TERCILE 1	45037	15148	27.7	33.6	103	8544	28.9	19.0	108	2217	29.9	4.9	112				
	TERCILE 2	44819	14781	27.1	33.0	101	7941	26.9	17.7	101	2179	29.4	4.9	110				
	TERCILE 3	77872	24685	45.2	31.7	97	13055	44.2	16.8	95	3008	40.6	3.9	88				
RADIO-TOTAL	QUINTILE 1	33763	11558	21.2	34.2	105	6357	21.5	18.8	107	1433	19.4	4.2	96				
	QUINTILE 2	33240	11292	20.7	34.0	104	6189	21.0	18.6	106	1776	24.0	5.3	121				
	QUINTILE 3	33408	11901	21.8	35.6	109	6480	21.9	19.4	110	1780	24.0	5.3	121				
	QUINTILE 4	34792	11705	21.4	33.6	103	6281	21.3	18.1	103	1441	19.5	4.1	94				
	QUINTILE 5	32524	8159	14.9	25.1	77	4233	14.3	13.0	74	974	13.2	3.0	68				
TV-PRIME TIME	QUINTILE 1	33090	9561	17.5	28.9	89	5334	18.1	16.1	92	1215	16.4	3.7	83				
	QUINTILE 2	33357	11140	20.4	33.4	103	5959	20.2	17.9	101	1611	21.8	4.8	109				
	QUINTILE 3	33980	11936	21.9	35.1	108	6620	22.4	19.5	111	1648	22.3	4.8	110				
	QUINTILE 4	33854	11246	20.6	33.2	102	5881	19.9	17.4	99	1533	20.7	4.5	103				
	QUINTILE 5	33444	10732	19.7	32.1	99	5745	19.4	17.2	98	1396	18.9	4.2	95				
TV-DAYTIME	TERCILE 1	49121	12727	23.3	25.9	80	7932	26.9	16.1	92	1865	25.2	3.8	86				
	TERCILE 2	48823	17094	31.3	35.0	108	9438	32.0	19.3	110	2431	32.8	5.0	113				
	TERCILE 3	69782	24794	45.4	35.5	109	12169	41.2	17.4	99	3107	42.0	4.5	101				
TV-TOTAL	QUINTILE 1	33584	8502	15.6	25.3	78	5024	17.0	15.0	85	1189	16.1	3.5	80				
	QUINTILE 2	33441	10241	18.8	30.6	94	5655	19.1	16.9	96	1442	19.5	4.3	98				
	QUINTILE 3	33505	11762	21.5	35.1	108	6046	20.5	18.0	102	1558	21.0	4.7	105				
	QUINTILE 4	33466	12284	22.5	36.7	113	6955	23.5	20.8	118	1672	22.6	5.0	113				
	QUINTILE 5	33731	11825	21.7	35.1	108	5859	19.8	17.4	99	1543	20.8	4.6	104				
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	44503	17271	31.6	38.8	119	8802	29.8	19.8	112	2780	37.6	6.2	142				
	MAGAZINE IMPERATIVE	39363	14607	26.7	37.1	114	8012	27.1	20.4	116	2082	28.1	5.3	120				
	NEWSPAPER IMPERATIVE	46441	13896	25.4	29.9	92	6990	23.7	15.1	85	1676	22.6	3.6	82				
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	33726	13324	24.4	39.5	121	7025	23.8	20.8	118	2121	28.7	6.3	142				
	MAGAZINE IMPERATIVE	52846	18635	34.1	35.3	108	9733	32.9	18.4	105	2854	38.6	5.4	122				
	OUTDOOR IMPERATIVE	52140	16053	29.4	30.8	95	8646	29.3	16.6	94	1637	22.1	3.1	71				
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	37081	14009	25.7	37.8	116	7817	26.5	21.1	120	2327	31.4	6.3	142				
	MAGAZINE IMPERATIVE	49747	18481	33.8	37.1	114	9315	31.5	18.7	106	2664	36.0	5.4	121				
	RADIO IMPERATIVE	49208	15139	27.7	30.8	94	8178	27.7	16.6	94	1696	22.9	3.4	78				
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	11383	20.8	34.4	106	5900	20.0	17.8	101	1643	22.2	5.0	112				
	MAGAZINE IMPERATIVE	54575	22104	40.5	40.5	124	11440	38.7	21.0	119	3415	46.1	6.3	142				
	TELEVISION IMPERATIVE	53249	13398	24.5	25.2	77	7705	26.1	14.5	82	1599	21.6	3.0	68				
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	36255	14233	26.1	39.3	121	6706	22.7	18.5	105	2001	27.0	5.5	125				
	NEWSPAPER IMPERATIVE	55591	17580	32.2	31.6	97	9363	31.7	16.8	96	2556	34.5	4.6	104				
	OUTDOOR IMPERATIVE	48319	15893	29.1	32.9	101	9195	31.1	19.0	108	1928	26.0	4.0	90				
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	37242	13425	24.6	36.0	111	6989	23.7	18.8	107	1986	26.8	5.3	121				
	NEWSPAPER IMPERATIVE	54423	18604	34.1	34.2	105	9331	31.6	17.1	97	2626	35.5	4.8	109				
	RADIO IMPERATIVE	46650	15335	28.1	32.9	101	8697	29.4	18.6	106	1977	26.7	4.2	96				
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	35974	11276	20.6	31.3	96	5924	20.1	16.5	94	1623	21.9	4.5	102				
	NEWSPAPER IMPERATIVE	56095	21351	39.1	38.1	117	10521	35.6	18.8	106	2959	40.0	5.3	120				
	TELEVISION IMPERATIVE	47170	13044	23.9	27.7	85	7838	26.5	16.6	94	1722	23.3	3.7	83				
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	33748	12579	23.0	37.3	114	6803	23.0	20.2	114	1913	25.8	5.7	128				
	OUTDOOR IMPERATIVE	52785	17946	32.9	34.0	104	9408	31.8	17.8	101	2080	28.1	3.9	89				
	RADIO IMPERATIVE	52882	16621	30.4	31.4	97	9268	31.4	17.5	100	2382	32.2	4.5	102				
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	32030	10546	19.3	32.9	101	5822	19.7	18.2	103	1367	18.5	4.3	97				
	OUTDOOR IMPERATIVE	54626	21084	38.6	38.6	119	10711	36.3	19.6	111	2785	37.6	5.1	116				
	TELEVISION IMPERATIVE	54874	14684	26.9	26.8	82	8493	28.8	15.5	88	2130	28.8	3.9	88				
RADIO-TELEVISION: DUAL	RADIO IMPERATIVE	33386	10631	19.5	31.8	98	5801	19.6	17.4	99	1439	19.4	4.3	98				
	RADIO IMPERATIVE	53810	19856	36.4	36.9	113	10642	36.0	19.8	112	2931	39.6	5.4	123				
	TELEVISION IMPERATIVE	54023	15302	28.0	28.3	87	8633	29.2	16.0	91	2082	28.1	3.9	87				

	TOTAL U.S. '000	A '000	LOTION B % DOWN	C ACROSS %	D INDX	A '000	OIL B % DOWN	C ACROSS %	D INDX	A '000	TUBE B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	54614	100.0	32.6	100	29539	100.0	17.6	100	7403	100.0	4.4	100				
ATLANTIC MONTHLY	867	286	0.5	33.0	101	**95	0.3	11.0	62	**71	1.0	8.2	186				
BARRON'S	1580	688	1.3	43.5	134	*328	1.1	20.8	118	**132	1.8	8.4	189				
BETTER HOMES & GARDENS	22203	8546	15.6	38.5	118	4137	14.0	18.6	106	1260	17.0	5.7	127				
BON APPETIT	3810	1696	3.1	44.5	137	832	2.8	21.8	124	314	4.2	8.2	187				
BUSINESS WEEK	4669	1838	3.4	39.4	121	937	3.2	20.1	114	322	4.3	6.9	150				
CAR AND DRIVER	3102	1030	1.9	33.2	102	680	2.3	21.9	124	*195	2.6	6.3	142				
CBS MAGAZINE NETWORK (GROSS)	7311	2976	5.4	40.7	125	1577	5.3	21.6	122	455	6.1	6.2	141				
CHANGING TIMES	3400	1224	2.2	36.0	111	636	2.2	18.7	106	*291	3.9	8.6	194				
COLONIAL HOMES	1796	702	1.3	39.1	120	363	1.2	20.2	115	**179	2.4	10.0	226				
CONDE NAST MAG. PKG. (GROSS)	19924	9011	16.5	45.2	139	5535	18.7	27.8	158	1622	21.9	8.1	184				
CONSUMERS DIGEST	3125	1009	1.8	32.3	99	479	1.6	15.3	87	*167	2.3	5.3	121				
COSMOPOLITAN	10577	4555	8.3	43.1	132	2947	10.0	27.9	158	756	10.2	7.1	162				
COUNTRY LIVING	3746	1671	3.1	44.6	137	841	2.8	22.5	127	*248	3.3	6.6	150				
CUISINE	2214	847	1.6	38.3	117	491	1.7	22.2	126	*189	2.6	8.5	193				
CYCLE WORLD	2394	1049	1.9	43.8	135	537	1.8	22.4	127	**164	2.2	6.9	155				
DCI:CREATIVE IDEAS FOR LIV	3068	1315	2.4	42.9	132	548	1.9	17.9	101	*126	1.7	4.1	93				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3944	7.2	41.3	127	1911	6.5	20.0	114	413	5.6	4.3	98				
DISCOVER	2277	997	1.8	43.8	134	523	1.8	23.0	130	**90	1.2	4.0	90				
EBONY	7187	710	1.3	9.9	30	504	1.7	7.0	40	*164	2.2	2.3	52				
ESQUIRE	2560	806	1.5	31.5	97	404	1.4	15.8	90	*160	2.2	6.3	142				
ESSENCE	3242	352	0.6	10.9	33	304	1.0	9.4	53	*99	1.3	3.1	69				
FAMILY CIRCLE	19639	7694	14.1	39.2	120	3890	13.2	19.8	112	1001	13.5	5.1	115				
THE FAMILY HANDYMAN	3540	1260	2.3	35.6	109	597	2.0	16.9	96	*144	1.9	4.1	92				
FAMILY WEEKLY	23924	8335	15.3	34.8	107	4238	14.3	17.7	101	1002	13.5	4.2	95				
FIELD & STREAM	9883	3210	5.9	32.5	100	1941	6.6	19.6	112	399	5.4	4.0	91				
FOOD & WINE	1030	428	0.8	41.6	128	*178	0.6	17.3	98	**66	0.9	6.4	145				
FORBES	2679	1242	2.3	46.4	142	545	1.8	20.3	116	231	3.1	8.6	195				
FORTUNE	2931	1290	2.4	44.0	135	628	2.1	21.4	122	*251	3.4	8.6	194				
GENTLEMEN'S QUARTERLY	3481	1336	2.4	38.4	118	1008	3.4	29.0	164	317	4.3	9.1	206				
GLAMOUR	7163	3441	6.3	48.0	148	2040	6.9	28.5	162	615	8.3	8.6	195				
GOLF DIGEST	2355	972	1.8	41.3	127	466	1.6	19.8	112	**136	1.8	5.8	131				
GOLF DIGEST/TENNIS (GROSS)	3610	1466	2.7	40.6	125	733	2.5	20.3	115	*218	2.9	6.0	137				
GOLF MAGAZINE	2046	827	1.5	40.4	124	386	1.3	18.9	107	*138	1.9	6.7	153				
GOLF MAGAZINE/SKI (GROSS)	3547	1592	2.9	44.9	138	762	2.6	21.5	122	291	3.9	8.2	186				
GOOD HOUSEKEEPING	20353	8551	15.7	42.0	129	4146	14.0	20.4	116	955	12.9	4.7	106				
HARPER'S BAZAAR	3362	1502	2.8	44.7	137	995	3.4	29.6	168	*359	4.8	10.7	247				
HEALTH	2987	1078	2.0	36.1	111	619	2.1	20.7	118	*245	3.3	8.2	186				
HEARST MAG CORP. BUY (GROSS)	67928	27783	50.9	40.9	126	14944	50.6	22.0	125	3959	53.5	5.8	132				
HEARST MAN POWER (GROSS)	11282	3864	7.1	34.2	105	2019	6.8	17.9	102	375	5.1	3.3	75				
HEARST WOMAN POWER (GROSS)	40514	17214	31.5	42.5	130	9263	31.4	22.9	130	2297	31.0	5.7	128				
HOUSE BEAUTIFUL	4885	1799	3.3	36.8	113	1010	3.4	20.7	117	*277	3.7	5.7	128				
INC.	1308	533	1.0	40.7	125	323	1.1	24.7	140	**68	0.9	5.2	118				
JET	6498	658	1.2	10.1	31	503	1.7	7.7	44	*126	1.7	1.9	44				
LADIES' HOME JOURNAL	14797	6170	11.3	41.7	128	3138	10.6	21.2	120	804	10.9	5.4	123				
LHJ FAMILY GRP COMBO(GROSS)	21743	8984	16.4	41.3	127	4879	16.5	22.4	127	1331	18.0	6.1	139				
LIFE	9881	3733	6.8	37.8	116	2179	7.4	22.1	125	590	8.0	6.0	135				
L.A. TIMES HOME MAGAZINE	2775	1209	2.2	43.6	134	627	2.1	22.6	128	*245	3.3	8.8	200				
MADMOISELLE	4219	1846	3.4	43.8	134	1222	4.1	29.0	164	*327	4.4	7.8	176				
MC CALL'S	16422	6613	12.1	40.3	124	3415	11.6	20.8	118	856	11.6	5.2	118				
MC CALL'S/WRK MOTHER (GROSS)	17919	7268	13.3	40.6	125	3699	12.5	20.6	117	919	12.4	5.1	116				
MECHANIX ILLUSTRATED	4433	1450	2.7	32.7	100	848	2.9	19.1	109	**138	1.9	3.1	71				
METROPOLITAN HOME	1504	693	1.3	46.1	142	286	1.0	19.0	108	**101	1.4	6.7	152				
MONEY	4723	2082	3.8	44.1	135	901	3.1	19.1	108	335	4.5	7.1	161				
MOTHER EARTH NEWS	2325	969	1.8	41.7	128	486	1.6	20.9	119	*170	2.3	7.3	166				
MS.	1189	577	1.1	48.5	149	305	1.0	25.7	146	**93	1.3	7.8	177				
NATIONAL ENQUIRER	18892	5678	10.4	30.1	92	3475	11.8	18.4	104	745	10.1	3.9	89				
NATIONAL GEOGRAPHIC	22129	8618	15.8	38.9	120	4065	13.8	18.4	104	1391	18.8	6.3	142				
NATIONAL SUNDAY MAGAZINE PKG	103750	36368	66.6	35.1	108	18878	63.9	18.2	103	5107	69.0	4.9	112				
NATURAL HISTORY	1379	513	0.9	37.2	114	*149	0.5	10.8	61	*67	0.9	4.9	110				
NEW WOMAN	2289	809	1.5	35.3	109	523	1.8	22.8	130	*188	2.5	8.2	186				
NEW YORK INCLUDING CUE	1088	447	0.8	41.1	126	*184	0.6	16.9	96	**64	0.9	5.9	133				
THE NEW YORKER	2459	1096	2.0	44.6	137	417	1.4	17.0	96	*211	2.9	8.6	194				
NEWSWEEK	16527	6685	12.2	40.4	124	3290	11.1	19.9	113	1010	13.6	6.1	138				
THE N.Y. TIMES DAILY EDITION	2739	1280	2.3	46.7	144	494	1.7	18.0	102	300	4.1	11.0	248				
THE N.Y. TIMES MAGAZINE	4443	2035	3.7	45.8	141	808	2.7	18.2	103	410	5.5	9.2	209				
OMNI	2799	1316	2.4	47.0	144	717	2.4	25.6	145	269	3.6	9.6	218				
ON CABLE	2209	778	1.4	35.2	108	536	1.8	24.3	138	**107	1.4	4.8	110				
1001 HOME IDEAS	3959	1736	3.2	43.8	135	1122	3.8	28.3	161	*283	3.8	7.1	162				
ORGANIC GARDENING	3111	1113	2.0	35.8	110	464	1.6	14.9	85	*152	2.1	4.9	111				
OUTDOOR LIFE	5024	1492	2.7	29.7	91	990	3.4	19.7	112	**149	2.0	3.0	67				
PARADE MAGAZINE	51292	17578	32.2	34.3	105	8931	30.2	17.4	99	2554	34.5	5.0	113				

SUNTAN & SUNSCREEN PRODUCTS (APPLIED TO THE SKIN) - FORMS USED
(ADULTS)

	TOTAL U.S. '000	LOTION				OIL				TUBE				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL ADULTS	167727	54614	100.0	32.6	100	29539	100.0	17.6	100	7403	100.0	4.4	100				
PARENTS	5298	2608	4.8	49.2	151	1450	4.9	27.4	155	283	3.8	5.3	121				
PENTHOUSE	1519	1589	2.9	31.0	95	1369	4.6	26.7	152	*203	2.7	4.0	90				
PEOPLE	21070	8622	15.8	40.9	126	4837	16.4	23.0	130	1245	16.8	5.9	134				
PLAYBOY	10562	3747	6.9	35.5	109	2448	8.3	23.2	132	523	7.1	5.0	112				
POPULAR HOT RODDING	2498	902	1.7	36.1	111	666	2.3	26.7	151	**62	0.8	2.5	56				
POPULAR MECHANICS	5887	2072	3.8	35.2	108	980	3.3	16.6	95	*150	2.0	2.5	58				
POPULAR SCIENCE	4317	1672	3.1	38.7	119	719	2.4	16.7	95	*167	2.3	3.9	88				
PREVENTION	5792	2030	3.7	35.0	108	786	2.7	13.6	77	334	4.5	5.8	131				
PSYCHOLOGY TODAY	3284	1514	2.8	46.1	142	743	2.5	22.6	128	270	3.6	8.2	186				
READER'S DIGEST	40046	13236	24.2	33.1	102	6413	21.7	16.0	91	1927	26.0	4.8	109				
REDBOOK	9584	4107	7.5	42.9	132	2170	7.3	22.6	129	587	7.9	6.1	139				
ROAD & TRACK	2590	1080	2.0	41.7	128	540	1.8	20.8	118	*171	2.3	6.6	150				
ROLLING STONE	3302	1367	2.5	41.4	127	1103	3.7	33.4	190	*232	3.1	7.0	159				
RUNNER'S WORLD	1229	576	1.1	46.9	144	338	1.1	27.5	156	**185	2.5	15.1	341				
SATURDAY EVENING POST	2110	814	1.5	38.6	118	396	1.3	18.8	107	**146	2.0	6.9	157				
SCIENCE 84	1543	581	1.1	37.7	116	314	1.1	20.3	116	**80	1.1	5.2	117				
SCIENCE DIGEST	1747	613	1.1	35.1	108	353	1.2	20.2	115	**71	1.0	4.1	92				
SCIENTIFIC AMERICAN	1994	899	1.6	45.1	138	445	1.5	22.3	127	**127	1.7	6.4	144				
SELF	3119	1366	2.5	43.8	135	872	3.0	28.0	159	*280	3.8	9.0	203				
SEVENTEEN	3923	1579	2.9	40.2	124	1127	3.8	28.7	163	*289	3.9	7.4	167				
SKI	1501	765	1.4	51.0	157	376	1.3	25.0	142	*153	2.1	10.2	231				
SMITHSONIAN	5976	2349	4.3	39.3	121	1027	3.5	17.2	98	478	6.5	8.0	181				
SOAP OPERA DIGEST	4228	1366	2.5	32.3	99	955	3.2	22.6	128	*252	3.4	6.0	135				
SOUTHERN LIVING	6488	2630	4.8	40.5	124	1363	4.6	21.0	119	*287	3.9	4.4	100				
SPORT	3500	1026	1.9	29.3	90	699	2.4	20.0	113	**121	1.6	3.5	78				
THE SPORTING NEWS	2456	710	1.3	28.9	89	411	1.4	16.7	95	**119	1.6	4.8	110				
SPORTS AFIELD	3648	1180	2.2	32.3	99	686	2.3	18.8	107	*154	2.1	4.2	96				
SPORTS ILLUSTRATED	14484	5115	9.4	35.3	108	2740	9.3	18.9	107	817	11.0	5.6	128				
STAR	12661	3744	6.9	29.6	91	2244	7.6	17.7	101	382	5.2	3.0	68				
SUNDAY	52799	18530	33.9	35.1	108	9713	32.9	18.4	104	2770	37.4	5.2	119				
SUNSET	3513	1691	3.1	48.1	148	686	2.3	19.5	111	309	4.2	8.8	199				
TV GUIDE	42766	15005	27.5	35.1	108	8528	28.9	19.9	113	2317	31.3	5.4	123				
TENNIS	1254	495	0.9	39.5	121	267	0.9	21.3	121	**81	1.1	6.5	146				
TIME	22054	8999	16.5	40.8	125	4319	14.6	19.6	111	1492	20.2	6.8	153				
TOWN & COUNTRY	1555	708	1.3	45.5	140	292	1.0	18.8	107	*159	2.1	10.2	232				
TRAVEL & LEISURE	2173	952	1.7	43.8	135	464	1.6	21.4	121	*186	2.5	8.6	194				
TRUE STORY	4636	1418	2.6	30.6	94	987	3.3	21.3	121	*228	3.1	4.9	111				
U.S. NEWS & WORLD REPORT	10353	3855	7.1	37.2	114	1761	6.0	17.0	97	572	7.7	5.5	125				
USA TODAY	4994	1834	3.4	36.7	113	979	3.3	19.6	111	419	5.7	8.4	190				
US	3528	1463	2.7	41.5	127	979	3.3	27.7	158	*176	2.4	5.0	113				
VOGUE	5424	2359	4.3	43.5	134	1401	4.7	25.8	147	400	5.4	7.4	167				
MALL STREET JOURNAL	6292	2562	4.7	40.7	125	1123	3.8	17.8	101	442	6.0	7.0	159				
WEIGHT WATCHERS	2762	954	1.7	34.5	106	656	2.2	23.8	135	*243	3.3	8.8	199				
WOMAN'S DAY	16320	6578	12.0	40.3	124	3015	10.2	18.5	105	762	10.3	4.7	106				
WORKING MOTHER	1496	656	1.2	43.9	135	*284	1.0	19.0	108	**63	0.9	4.2	95				
WORKING WOMAN	1851	703	1.3	38.0	117	409	1.4	22.1	125	*139	1.9	7.5	170				
WORLD TENNIS	580	*248	0.5	42.8	131	**113	0.4	19.5	111	**39	0.5	6.7	152				
ZIFF-DAVIS MAG NETHK (GROSS)	12412	4525	8.3	36.5	112	2776	9.4	22.4	127	712	9.6	5.7	130				
BLAIR INSERTS	91671	32508	59.5	35.5	109	16797	56.9	18.3	104	4645	62.7	5.1	115				
DAILY NEWSPAPERS																	
READ ANY	109190	37259	68.2	34.1	105	19324	65.4	17.7	100	5262	71.1	4.8	109				
READ ONE	89587	30233	55.4	33.7	104	16053	54.3	17.9	102	3960	53.5	4.4	100				
READ TWO OR MORE	19602	7026	12.9	35.8	110	3272	11.1	16.7	95	1303	17.6	6.6	151				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	38479	70.5	35.1	108	19999	67.7	18.2	104	5381	72.7	4.9	111				
READ ONE	95074	32834	60.1	34.5	106	17201	58.2	18.1	103	4397	59.4	4.6	105				
READ TWO OR MORE	14588	5645	10.3	38.7	119	2798	9.5	19.2	109	984	13.3	6.7	153				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.27				30.58				29.24							
30 DAY REACH	149706	49961	91.5	33.4	102	26887	91.0	18.0	102	6614	89.3	4.4	100				
50 SHWG - 30 DAY AV FREQ	15.16	16.35				15.96				15.03							
30 DAY REACH	142406	47883	87.7	33.6	103	25795	87.3	18.1	103	6428	86.8	4.5	102				
25 SHWG - 30 DAY AV FREQ	8.23	8.75				8.53				8.22							
30 DAY REACH	131152	44697	81.8	34.1	105	24031	81.4	18.3	104	5903	79.7	4.5	102				
CABLE TV: HOME WIRED	66879	24325	44.5	36.4	112	12956	43.9	19.4	110	3431	46.3	5.1	116				
HOME NOT WIRED	100848	30289	55.5	30.0	92	16584	56.1	16.4	93	3972	53.7	3.9	89				
HAVE PAY CABLE	35024	14365	26.3	41.0	126	7675	26.0	21.9	124	2083	28.1	5.9	135				

	TOTAL U.S. '000	A '000	LOTION B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	54614	100.0	32.6	100	29539	100.0	17.6	100	7403	100.0	4.4	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	33631	61.6	35.2	108	18075	61.2	18.9	107	4504	60.8	4.7	107				
10:00 AM - 3:00 PM	83599	21513	39.4	33.8	104	11841	40.1	18.6	106	3222	43.5	5.1	115				
3:00 PM - 7:00 PM	72097	25862	47.4	35.9	110	14261	48.3	19.8	112	3669	49.6	5.1	115				
7:00 PM - MIDNIGHT	36670	12712	23.3	34.7	106	7158	24.2	19.5	111	1712	23.1	4.7	107				
MIDNIGHT - 6:00 AM	21908	7538	13.8	34.4	106	4037	13.7	18.4	105	920	12.4	4.2	95				
6:00 AM - MIDNIGHT	127571	44175	80.9	34.6	106	24053	81.4	18.9	107	6031	81.5	4.7	107				
ENTIRE DAY	129239	44661	81.8	34.6	106	24196	81.9	18.7	106	6061	81.9	4.7	106				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	12466	22.8	36.7	113	6260	21.2	18.4	105	1712	23.1	5.0	114				
ALL NEWS	6062	2005	3.7	33.1	102	1032	3.5	17.0	97	305	4.1	5.0	114				
AOR/PROGRESSIVE	11884	4893	9.0	41.2	126	2734	9.3	23.0	131	605	8.2	5.1	115				
BEAUTIFUL MUSIC	11180	3858	7.1	34.5	106	2215	7.5	19.8	112	526	7.1	4.7	107				
BLACK	4538	870	1.6	19.2	59	648	2.2	14.3	81	**134	1.8	3.0	67				
CLASSICAL	3857	1439	2.6	37.3	115	702	2.4	18.2	103	289	3.9	7.5	170				
CHR/ROCK	21946	9025	16.5	41.1	126	5773	19.5	26.3	149	1527	20.6	7.0	158				
COUNTRY	27262	9028	16.5	33.1	102	5143	17.4	18.9	107	1019	13.8	3.7	85				
GOLDEN OLDIES	3339	1191	2.2	35.7	110	722	2.4	21.6	123	*243	3.3	7.3	165				
MOR/NOSTALGIA	10346	3442	6.3	33.3	102	1750	5.9	16.9	96	485	6.6	4.7	106				
NEWS/TALK	8929	2734	5.0	30.6	94	1230	4.2	13.8	78	339	4.6	3.8	86				
RELIGIOUS	5488	1576	2.9	28.7	88	885	3.0	16.1	92	*192	2.6	3.5	79				
SOFT ROCK	1232	343	0.6	27.8	86	*264	0.9	21.4	122	**120	1.6	9.7	221				
URBAN CONTEMPORARY	3184	890	1.3	21.7	67	482	1.6	15.1	86	*146	2.0	4.6	104				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2448	4.5	35.4	109	1605	5.4	23.2	132	250	3.4	3.6	82				
ABC DIRECTION	5212	1550	2.8	29.7	91	902	3.1	17.3	98	350	4.7	6.7	152				
ABC ENTERTAINMENT	10385	3328	6.1	32.0	98	1697	5.7	16.3	93	482	6.5	4.6	105				
ABC FM	4762	1637	3.0	34.4	106	1085	3.7	22.8	129	*294	4.0	6.2	140				
ABC INFORMATION	11339	3810	7.0	33.6	103	1763	6.0	15.5	88	532	7.2	4.7	106				
ABC ROCK	4878	2219	4.1	45.5	140	1147	3.9	23.5	134	248	3.3	5.1	115				
CBS	10709	3290	6.0	30.7	94	1492	5.1	13.9	79	464	6.3	4.3	98				
MUTUAL	10251	3236	5.9	31.6	97	1803	6.1	17.6	100	490	6.6	4.8	108				
NBC	12243	4018	7.4	32.8	101	1959	6.6	16.0	91	522	7.1	4.3	97				
RADIORADIO	4606	1740	3.2	37.8	116	1035	3.5	22.5	128	266	3.6	5.8	131				
RKO ONE	5148	1981	3.6	38.5	118	1200	4.1	23.3	132	284	3.8	5.5	125				
RKO TWO	7313	2501	4.6	34.2	105	1344	4.5	18.4	104	286	3.9	3.9	89				
THE SOURCE	5981	2149	3.9	35.9	110	1491	5.0	24.9	142	347	4.7	5.8	131				
NON-WIRED : BLAIR	19329	6762	12.4	35.0	107	3656	12.4	18.9	107	886	12.0	4.6	104				
INTERNET	27139	10053	18.4	37.0	114	5616	19.0	20.7	118	1539	20.8	5.7	128				
KATZ RADIO GROUP	36319	12900	23.6	35.5	109	7023	23.8	19.3	110	1769	23.9	4.9	110				
SUPERNET	22361	7756	14.2	34.7	107	4457	15.1	19.9	113	1054	14.2	4.7	107				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	4166	7.6	28.7	88	2429	8.2	16.7	95	638	8.6	4.4	99				
WKDAY 9:00 AM - 1:00 PM	18688	4865	8.9	26.0	80	3025	10.2	16.2	92	748	10.1	4.0	91				
WKDAY 1:00 PM - 4:30 PM	24061	6591	12.1	27.4	84	3970	13.4	16.5	94	907	12.3	3.8	85				
WKDAY 4:30 PM - 7:30 PM	44079	12772	23.4	29.0	89	7107	24.1	16.1	92	1761	23.8	4.0	91				
WKDAY 7:30 PM - 8:00 PM	61979	18244	33.4	29.4	90	9903	33.5	16.0	91	2483	33.5	4.0	91				
WKDAY 11:00 PM - 11:30 PM	49084	14971	27.4	30.5	94	8235	27.9	16.8	95	2378	32.1	4.8	110				
WKDAY 11:30 PM - 1:00 AM	16560	4990	9.1	30.1	93	2818	9.5	17.0	97	740	10.0	4.5	101				
M-SAT 8-11 PM+SUN 7-11 PM	66967	21424	39.2	32.0	98	11731	39.7	17.5	99	2968	40.1	4.4	100				
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	2843	5.2	30.7	94	1825	6.2	19.7	112	466	6.3	5.0	114				
ANOTHER WORLD	N 6138	1549	2.8	25.2	78	1033	3.5	16.8	96	246	3.3	4.0	91				
AS THE WORLD TURNS	C 7707	1757	3.2	22.8	70	991	3.4	12.9	73	244	3.3	3.2	72				
CAPITOL	C 4688	1082	2.0	23.1	71	672	2.3	14.3	81	*127	1.7	2.7	61				
CBS MORN. NEWS 1	C 2792	662	1.2	23.7	73	386	1.3	13.8	79	*120	1.6	4.3	97				
CBS MORN. NEWS 2	C 2071	474	0.9	22.9	70	252	0.9	12.2	69	*100	1.4	4.8	109				
DAYS OF OUR LIVES	N 8018	2429	4.4	30.3	93	1376	4.7	17.2	97	351	4.7	4.4	99				
FACTS OF LIFE - DAYTIME	N 3487	856	1.6	24.5	75	593	2.0	17.0	97	144	1.9	4.1	94				
FAMILY FEUD	A 4817	1048	2.0	22.2	68	657	2.2	13.6	77	148	2.0	3.1	70				
GENERAL HOSPITAL	A 8333	2467	4.5	29.6	91	1612	5.5	19.3	110	370	5.0	4.4	101				
GOOD MORNING, AMERICA-730	A 5472	1597	2.9	29.2	90	951	3.2	17.4	99	265	3.6	4.8	110				
GOOD MORNING, AMERICA-830	A 3965	1170	2.1	29.5	91	650	2.2	16.4	93	219	3.0	5.5	125				
GUIDING LIGHT	C 7542	1954	3.6	25.9	80	1052	3.6	13.9	79	248	3.3	3.3	75				
ONE LIFE TO LIVE	A 6018	1762	3.2	29.3	90	1079	3.7	17.9	102	207	2.8	3.4	78				
PRESS YOUR LUCK	C 3589	957	1.8	26.7	82	528	1.8	14.7	84	*75	1.0	2.1	47				
PRICE IS RIGHT 1	C 7418	1518	2.8	20.5	63	964	3.3	13.0	74	233	3.1	3.1	71				
PRICE IS RIGHT 2	C 8276	1872	3.4	22.6	69	1101	3.7	13.3	76	287	3.9	3.5	79				
RYAN'S HOPE	A 4358	1321	2.4	30.3	93	843	2.9	19.3	110	222	3.0	5.1	115				
SALE OF THE CENTURY	N 3749	791	1.4	21.1	65	542	1.8	14.5	82	163	2.2	4.3	99				
SEARCH FOR TOMORROW	N 2884	693	1.3	24.0	74	415	1.4	14.4	82	*131	1.8	4.5	103				
TODAY SHOW 1	N 4869	1447	2.6	29.7	91	771	2.6	15.8	90	232	3.1	4.8	108				
TODAY SHOW 2	N 4135	978	1.8	23.7	73	577	2.0	14.0	79	128	1.7	3.1	70				
\$25,000 PYRAMID	C 4361	1008	1.8	23.1	71	583	2.0	13.4	76	145	2.0	3.3	75				
WHEEL OF FORTUNE	N 6187	1401	2.6	22.6	70	913	3.1	14.8	84	199	2.7	3.2	73				
YOUNG AND THE RESTLESS	C 8186	2032	3.7	24.8	76	1377	4.7	16.8	96	338	4.6	4.1	94				
WEEKEND DAYTIME NTKW PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1401	2.6	29.6	91	838	2.8	17.7	101	182	2.5	3.9	87				
NBA PLAYOFF GAME -1 C	5127	1564	2.9	30.5	94	798	2.7	15.6	88	218	2.9	4.3	96				
NBC MAJOR LEAGUE PRE-GAME N	3945	1022	1.9	25.9	80	511	1.7	13.0	74	*147	2.0	3.7	84				
SPORTSWORLD - SUN	3370	1066	2.0	31.6	97	667	2.3	19.8	112	*142	1.9	4.2	95				
SUNDAY MORNING	C 4200	1189	2.2	28.3	87	604	2.0	14.4	82	191	2.6	4.5	103				

	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	54614	100.0	32.6	100	29539	100.0	17.6	100	7403	100.0	4.4	100				
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	14575	26.7	27.9	86	7581	25.7	14.5	82	1957	26.4	3.7	85				
NETWORK AFFILIATES - LATE	39164	12146	22.2	31.0	95	6479	21.9	16.5	94	1865	25.2	4.8	108				
INDEPENDENTS - LATE	5133	1707	3.1	33.3	102	906	3.1	17.7	100	252	3.4	4.9	111				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 22825	6970	12.8	30.5	94	4015	13.6	17.6	100	925	12.5	4.1	92				
ABC MONDAY NIGHT MOVIE	A 11258	3576	6.5	31.8	98	2034	6.9	18.1	103	481	6.5	4.3	97				
ABC SUNDAY NIGHT MOVIE	A 23600	8013	14.7	34.0	104	4404	14.9	18.7	106	1178	15.9	5.0	113				
ABC WORLD NEWS TONIGHT	A 12801	3568	6.5	27.9	86	1789	6.1	14.0	79	456	6.2	3.6	81				
AFTERMASH	C 10966	3258	6.0	29.7	91	1844	6.2	16.8	95	521	7.0	4.8	108				
ALICE	C 17050	4986	9.1	29.2	90	2923	9.9	17.1	97	736	9.9	4.3	98				
AMERICAN PARADE	C 11998	3209	5.9	26.7	82	1700	5.8	14.2	80	547	7.4	4.6	103				
BENSON	A 19258	5768	10.6	30.0	92	3153	10.7	16.4	93	704	9.5	3.7	83				
BLUE THUNDER	A 11478	3235	5.9	28.2	87	1611	5.5	14.0	80	428	5.8	3.7	84				
CAGNEY & LACEY	C 18263	5904	10.8	32.3	99	3110	10.5	17.0	97	806	10.9	4.4	100				
CBS EVENING NEWS-DEAN	C 7733	1999	3.7	25.9	79	1112	3.8	14.4	82	*204	2.8	2.6	60				
CBS EVENING NEWS-RATHER	C 15653	4238	7.8	27.1	83	2209	7.5	14.1	80	606	8.2	3.9	88				
CBS SAT. NEWS-SCHIEFFER	C 8744	2253	4.1	25.8	79	1237	4.2	14.1	80	289	3.9	3.3	75				
CBS SATURDAY NIGHT MOVIE	C 12000	3801	7.0	31.7	97	2153	7.3	17.9	102	594	8.0	4.9	112				
CBS WEDNESDAY NIGHT MOVIE	C 11522	3431	6.3	29.8	91	1815	6.1	15.8	89	556	7.5	4.8	109				
CHEERS	N 16818	6489	11.9	38.6	118	3289	11.1	19.6	111	993	13.4	5.9	134				
DALLAS	C 37510	12074	22.1	32.2	99	6450	21.8	17.2	98	1637	22.1	4.4	99				
DIFF'RENT STROKES	N 11258	3195	5.9	28.4	87	1831	6.2	16.3	92	452	6.1	4.0	91				
DOUBLE TROUBLE	N 12248	4178	7.7	34.1	105	2610	8.8	21.3	121	624	8.4	5.1	115				
DUCK FACTORY	N 11100	3945	7.2	35.5	109	2169	7.3	19.5	111	570	7.7	5.1	116				
DUKES OF HAZZARD	C 12353	3369	6.2	27.3	84	1790	6.1	14.5	82	433	5.8	3.5	79				
DYNASTY	A 33279	10973	20.1	33.0	101	6000	20.3	18.0	102	1325	17.9	4.0	90				
FACTS OF LIFE	N 13410	4335	7.9	32.3	99	2644	9.0	19.7	112	723	9.8	5.4	122				
FALCON CREST	C 31093	10250	18.8	33.0	101	5605	19.0	18.0	102	1330	18.0	4.3	97				
FALL GUY	A 18649	5723	10.5	30.7	94	3195	10.8	17.1	97	651	8.8	3.5	79				
FAMILY TIES	N 13101	4229	7.7	32.3	99	2435	8.2	18.6	106	781	10.5	6.0	135				
FANTASY ISLAND	A 13069	3922	7.2	30.3	92	2251	7.6	17.2	98	571	7.7	4.4	99				
FOULUPS, BLEEPs & BLUNDERS	A 16588	5604	10.3	33.8	104	3089	10.5	18.6	106	652	8.8	3.9	89				
FOUR SEASONS	C 9302	2824	5.2	30.4	93	1563	5.3	16.8	95	518	7.0	5.6	126				
GIMME A BREAK	N 13955	3765	6.9	27.0	83	2218	7.5	15.9	90	746	10.1	5.3	121				
HART TO HART	A 15735	5006	9.2	31.8	98	2890	9.8	18.4	104	639	8.6	4.1	92				
HILL STREET BLUES	N 18257	6706	12.3	36.7	113	3734	12.6	20.5	116	981	13.3	5.4	122				
HOTEL	A 24236	7417	13.6	30.6	94	4035	13.7	16.6	95	1065	14.4	4.4	100				
JEFFERSONS	C 17010	4592	8.4	27.0	83	2743	9.3	16.1	92	785	10.6	4.6	105				
JENNIFER SLEPT HERE	N 9397	2908	5.3	30.9	95	1771	6.0	18.8	107	350	4.7	3.7	84				
KATE & ALLIE	C 16762	5819	10.7	34.7	107	2852	9.7	17.0	97	787	10.6	4.7	106				
KNIGHT RIDER	N 13164	4354	8.0	33.1	102	2267	7.7	17.2	98	607	8.2	4.6	104				
LOVE BOAT	A 20400	6135	11.2	30.1	92	3295	11.2	16.2	92	877	11.8	4.3	97				
MAGNUM PI	C 22543	7156	13.1	31.7	97	4036	13.7	17.9	102	913	12.3	4.1	92				
MAMA'S FAMILY	N 9852	2790	5.1	28.3	87	1444	4.9	14.7	83	425	5.7	4.3	98				
MASTER, THE	N 8082	2571	4.7	31.8	98	1282	4.3	15.9	90	271	3.7	3.4	76				
MATT HOUSTON	A 12881	4284	7.8	33.3	102	2090	7.1	16.2	92	617	8.3	4.8	109				
NBC MONDAY NIGHT MOVIE	N 23889	8467	15.5	35.4	109	4776	16.2	20.0	114	1195	16.1	5.0	113				
NBC NIGHTLY NEWS	N 11156	3058	5.6	27.4	84	1605	5.4	14.4	82	419	5.7	3.8	85				
NBC NIGHTLY NEWS-SAT	N 7363	1952	3.6	26.5	81	976	3.3	13.3	75	*182	2.5	2.5	56				
NBC NIGHTLY NEWS-SUN	N 6214	1732	3.2	27.9	86	818	2.8	13.2	75	*235	3.2	3.8	86				
NBC SUNDAY NIGHT MOVIE	N 17590	6194	11.3	35.2	108	3383	11.5	19.2	109	919	12.4	5.2	118				
NEWHART	C 16740	5478	10.0	32.7	100	2880	9.7	17.2	98	820	11.1	4.9	111				
ONE DAY AT A TIME	C 11820	3870	7.1	32.7	101	2232	7.6	18.9	107	608	8.2	5.1	117				
PEOPLE ARE FUNNY	N 9138	2684	4.9	29.4	90	1423	4.8	15.6	88	370	5.0	4.0	92				
REAL PEOPLE	N 15979	4716	8.6	29.5	91	2659	9.0	16.6	94	580	7.8	3.6	82				
REMINGTON STEELE	N 14395	4869	8.9	33.8	104	2927	9.9	20.3	115	510	6.9	3.5	80				
RIPLEY'S BELIEVE IT - NOT	N 11362	3712	6.8	32.7	100	1745	5.9	15.4	87	522	7.1	4.6	104				
RIP TIDE	N 13920	4326	7.9	31.1	95	2398	8.1	17.2	98	563	7.6	4.0	92				
SCARECROW & MRS. KING	C 17571	5563	10.2	31.7	97	2902	9.8	16.5	94	903	12.2	5.1	116				
SIMON & SIMON	C 20208	6161	11.3	30.5	94	3188	10.8	15.8	90	785	10.6	3.9	88				
60 MINUTES	C 27668	7954	14.6	28.7	88	4119	13.9	14.9	85	1169	15.8	4.2	96				
ST. ELSEWHERE	N 13699	4907	9.0	35.8	110	2718	9.2	19.8	113	777	10.5	5.7	129				
THREE'S COMPANY	A 20632	6743	12.3	32.7	100	4017	13.6	19.5	111	951	12.8	4.6	104				
T.J. HOOKER	A 17136	4789	8.8	27.9	86	2892	9.8	16.9	96	783	10.6	4.6	104				
TONIGHT SHOW	N 4963	1723	3.2	34.7	107	853	2.9	17.2	98	238	3.2	4.8	109				
TRAPPER JOHN, M.D.	C 16332	4592	8.4	28.1	86	2836	9.6	17.4	99	737	10.0	4.5	102				
TV BLOOPERS & PRAC. JOKES	N 18881	6210	11.4	32.9	101	3396	11.5	18.0	102	584	7.9	3.1	70				
20/20	A 18315	5561	10.2	30.4	93	3098	10.5	16.9	96	904	12.2	4.9	112				
WEBSTER	A 18722	5543	10.1	29.6	91	3229	10.9	17.2	98	665	9.0	3.6	80				
WORLD NEWS - SUN	A 5327	1440	2.6	27.0	83	827	2.8	15.5	88	*208	2.8	3.9	88				
YELLOW ROSE	N 8370	2483	4.5	29.7	91	1292	4.4	15.4	88	296	4.0	3.5	80				
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	8492	15.5	32.8	101	4234	14.3	16.4	93	1240							

	TOTAL U.S. '000	BAIN DE SOLEIL				COPPERTONE SHADE				COPPERTONE				HAWAIIAN TROPIC			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	8183	100.0	4.9	100	5185	100.0	3.1	100	18176	100.0	10.8	100	14994	100.0	8.9	100
MALES	79263	2470	30.2	3.1	64	2399	46.3	3.0	98	8051	44.3	10.2	94	5890	39.3	7.4	83
FEMALES	88464	5713	69.8	6.5	132	2786	53.7	3.1	102	10125	55.7	11.4	106	9103	60.7	10.3	115
18 - 24	28671	1901	23.2	6.6	136	1335	25.7	4.7	151	4384	24.1	15.3	141	4550	30.3	15.9	178
25 - 34	34536	2625	32.1	6.6	136	1470	28.4	3.7	120	5665	31.2	14.3	131	4890	32.6	12.4	138
35 - 44	28978	1629	19.9	5.6	115	1016	19.6	3.5	113	3563	19.6	12.3	113	2777	18.5	9.6	107
45 - 54	22345	825	10.1	3.7	76	558	10.8	2.5	81	2218	12.2	9.9	92	1423	9.5	6.4	71
55 - 64	22224	771	9.4	3.5	71	536	10.3	2.4	78	1476	8.1	6.6	61	953	6.4	4.3	48
65 OR OLDER	25973	434	5.3	1.7	34	270	5.2	1.0	34	872	4.8	3.4	31	401	2.7	1.5	17
18 - 34	68207	4525	55.3	6.6	136	2805	54.1	4.1	133	10048	55.3	14.7	136	9440	63.0	13.8	155
18 - 49	108058	6497	79.4	6.0	123	4121	79.5	3.8	123	14860	81.8	13.8	127	13125	87.5	12.1	136
25 - 54	90859	5078	62.1	5.6	115	3044	58.7	3.4	108	11445	63.0	12.6	116	9090	60.6	10.0	112
35 - 49	39851	1972	24.1	4.9	101	1317	25.4	3.3	107	4812	26.5	12.1	111	3685	24.6	9.2	103
50 OR OLDER	59669	1686	20.6	2.8	58	1064	20.5	1.8	58	3316	18.2	5.6	51	1869	12.5	3.1	35
GRADUATED COLLEGE	28091	2147	26.2	7.6	157	1254	24.2	4.5	144	3618	19.9	12.9	119	2603	17.4	9.3	104
ATTENDED COLLEGE	28938	2100	25.7	7.3	149	1231	23.7	4.3	138	4266	23.5	14.7	136	3670	24.5	12.7	142
GRADUATED HIGH SCHOOL	65503	3066	37.5	4.7	96	1913	36.9	2.9	94	7304	40.2	11.2	103	6426	42.9	9.8	110
DID NOT GRADUATE HIGH SCHOOL	45195	870	10.6	1.9	39	788	15.2	1.7	56	2989	16.4	6.6	61	2294	15.3	5.1	57
EMPLOYED MALES	56429	2124	26.0	3.8	77	1926	37.1	3.4	110	6681	36.8	11.8	109	4774	31.8	8.5	95
EMPLOYED FEMALES	43971	4125	50.4	9.4	192	1758	33.9	4.0	129	6167	33.9	14.0	129	5955	39.7	13.5	151
EMPLOYED FULL-TIME	87773	5321	65.0	6.1	124	3153	60.8	3.6	116	10847	59.7	12.4	114	9146	61.0	10.4	117
EMPLOYED PART-TIME	12627	928	11.3	7.3	151	531	10.2	4.2	136	2001	11.0	15.8	146	1582	10.6	12.5	140
NOT EMPLOYED	67327	1934	23.6	2.9	59	1502	29.0	2.2	72	5328	29.3	7.9	73	4265	28.4	6.3	71
PROFESSIONAL/MANAGER	25845	1845	22.5	7.1	146	1189	22.9	4.6	149	3292	18.1	12.7	118	2510	16.7	9.7	109
TECH/CLERICAL/SALES	30845	2517	30.8	8.1	167	1279	24.7	4.1	134	4400	24.2	14.2	131	4095	27.3	13.3	148
PRECISION/CRAFT	12629	485	5.9	3.8	79	487	9.4	3.9	125	1376	7.6	10.9	101	1155	7.7	9.1	102
OTHER EMPLOYED	31031	1403	17.1	4.5	93	728	14.0	2.3	76	3780	20.8	12.2	112	2968	19.8	9.6	107
SINGLE	35557	2506	30.6	7.0	144	1470	28.4	4.1	134	4669	25.7	13.1	121	4405	29.4	12.4	139
MARRIED	103585	4677	57.2	4.5	93	3215	62.0	3.1	100	11403	62.7	11.0	102	8707	58.1	8.4	94
DIVORCED/SEPARATED/WIDOWED	28585	1001	12.2	3.5	72	501	9.7	1.8	57	2104	11.6	7.4	68	1881	12.5	6.6	74
PARENTS	59295	2773	33.9	4.7	96	2126	41.0	3.6	116	7819	43.0	13.2	122	6523	43.5	11.0	123
WHITE	146081	7738	94.6	5.3	109	4931	95.1	3.4	109	17418	95.8	11.9	110	14275	95.2	9.8	109
BLACK	17974	*187	2.3	1.0	21	**155	3.0	0.9	28	425	2.3	2.4	22	*421	2.8	2.3	26
OTHER	3672	**257	3.1	7.0	143	**99	1.9	2.7	87	**333	1.8	9.1	84	**298	2.0	8.1	91
NORTHEAST-CENSUS	37005	2804	34.3	7.6	155	1585	30.6	4.3	139	4985	27.4	13.5	124	2474	16.5	6.7	75
NORTH CENTRAL	42642	1193	14.6	2.8	57	1172	22.6	2.7	89	4999	27.5	11.7	108	4099	27.3	9.6	108
SOUTH	56777	1723	21.1	3.0	62	1475	28.4	2.6	84	4874	26.8	8.6	79	5863	39.1	10.3	116
WEST	31303	2463	30.1	7.9	161	953	18.4	3.0	98	3319	18.3	10.6	91	2558	17.1	8.2	91
NORTHEAST-MKTG.	38125	2952	36.1	7.7	159	1621	31.3	4.3	138	4899	27.0	12.8	119	2412	16.1	6.3	71
EAST CENTRAL	24794	775	9.5	3.1	64	779	15.0	3.1	102	3018	16.6	12.2	112	3099	20.7	12.5	140
WEST CENTRAL	28511	910	11.1	3.2	65	751	14.5	2.6	85	3309	18.2	11.6	107	2060	13.7	7.2	81
SOUTH	48953	1300	15.9	2.7	54	1222	23.6	2.5	81	4198	23.1	8.6	79	5197	34.7	10.6	119
PACIFIC	27344	2246	27.4	8.2	168	812	15.7	3.0	96	2752	15.1	10.1	93	2226	14.8	8.1	91
COUNTY SIZE A	69301	4418	54.0	6.4	131	2183	42.1	3.2	102	7924	43.6	11.4	106	6001	40.0	8.7	97
COUNTY SIZE B	50633	2355	28.8	4.7	95	1863	35.9	3.7	119	5556	30.6	11.0	101	4740	31.6	9.4	105
COUNTY SIZE C	26259	1118	13.7	4.3	87	775	14.9	3.0	95	2947	16.2	11.2	104	2845	19.0	10.8	121
COUNTY SIZE D	21534	*291	3.6	1.4	28	*364	7.0	1.7	55	1749	9.6	8.1	75	1407	9.4	6.5	73
METRO CENTRAL CITY	50014	2250	27.5	4.5	92	1802	34.8	3.6	117	4940	27.2	9.9	91	4216	28.1	8.4	94
METRO SUBURBAN	76832	5044	61.6	6.6	135	2368	45.7	3.1	100	9442	51.9	12.3	113	7516	50.1	9.8	109
NON METRO	40861	889	10.9	2.2	45	1014	19.6	2.5	80	3795	20.9	9.3	86	3262	21.8	8.0	89
TOP 5 ADI'S	35550	2898	35.4	7.3	150	1470	28.4	3.7	120	4826	26.6	12.2	113	2943	19.6	7.4	83
TOP 10 ADI'S	54877	3788	46.3	6.9	141	1970	38.0	3.6	116	6142	33.8	11.2	103	4214	28.1	7.7	86
TOP 20 ADI'S	77516	4953	60.5	6.4	131	2586	49.9	3.3	108	8932	49.1	11.5	106	6899	46.0	8.9	100
HSMD INC. \$50,000 OR MORE	17257	1567	19.1	9.1	186	872	16.8	5.1	163	2235	12.3	13.0	120	1867	12.5	10.8	121
\$40,000 OR MORE	33235	2660	32.5	8.0	164	1379	26.6	4.1	134	4882	26.9	14.7	136	3606	24.0	10.9	121
\$30,000 OR MORE	54493	4328	52.9	7.3	149	2361	45.5	4.0	128	8375	46.1	14.0	129	6416	42.8	10.7	120
\$25,000 OR MORE	76275	5466	66.8	7.2	147	2905	56.0	3.8	123	10331	56.8	13.5	125	7917	52.8	10.4	116
\$20,000 - \$24,999	18607	736	9.0	4.0	81	795	15.3	4.3	138	1966	10.8	10.6	98	1995	13.3	10.7	120
\$15,000 - \$19,999	17175	739	9.0	4.3	88	*458	8.8	2.7	86	1878	10.3	10.9	101	1770	11.8	10.3	115
\$10,000 - \$14,999	24569	786	9.6	3.2	66	525	10.1	2.1	69	2365	13.0	9.6	89	1734	11.6	7.1	79
UNDER \$10,000	31101	456	5.6	1.5	30	503	9.7	1.6	52	1636	9.0	5.3	49	1578	10.5	5.1	57
HOUSEHOLD OF 1 PERSON	19441	779	9.5	4.0	82	322	6.2	1.7	54	1273	7.0	6.5	60	1008	6.7	5.2	58
2 PEOPLE	51803	2462	30.1	4.8	97	1632	31.5	3.2	102	4696	25.8	9.1	84	4129	27.5	8.0	89
3 OR 4 PEOPLE	66933	3664	44.8	5.5	112	2293	44.2	3.4	111	8118	44.7	12.1	112	6799	45.3	10.2	114
5 OR MORE PEOPLE	29550	1278	15.6	4.3	89	938	18.1	3.2	103	4089	22.5	13.8	128	3058	20.4	10.3	116
NO CHILD IN HSMD	96587	4999	61.1	5.2	106	2467	47.6	2.6	83	8614	47.4	8.9	82	7186	47.9	7.4	83
CHILD(REN) UNDER 2 YRS	10844	*434	5.3	4.0	82	*328	6.3	3.0	98	1232	6.8	11.4	105	1156	7.7	10.7	119
2 - 5 YEARS	26358	1214	14.8	4.6	94	790	15.2	3.0	97	3325	18.3	12.6	116	2831	18.9	10.7	120
6 - 11 YEARS	30453	1221	14.9	4.0	82	1042	20.1	3.4	111	3847	21.2	12.6	117	3071	20.5	10.1	113
12 - 17 YEARS	36575	1650	20.2	4.5	92	1562	30.1	4.3	138	5387	29.6	14.7	136	3877	25.9	10.6	119
RESIDENCE OWNED	117770	5499	67.2	4.7	96	3853	74.3	3.3	106	12904	71.0	11.0	101	10062	67.1	8.5	96
VALUE: \$50,000 OR MORE	70166	4426	54.1	6.3	129	2623	50.6	3.7	121	8374	46.1	11.9	110	6234	41.6	8.9	99
VALUE: UNDER \$50,000	47604	1073	13.1	2.3	46	1230	23.7	2.6	84	4530	24.9	9.5	88	3828	25.5	8.0	90

		TOTAL U.S. '000	BAIN DE SOLEIL				COPPERTONE SHADE				COPPERTONE				HAWAIIAN TROPIC			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	8183	100.0	4.9	100	5185	100.0	3.1	100	18176	100.0	10.8	100	14994	100.0	8.9	100
MAGAZINES	QUINTILE 1	34022	2370	29.0	7.0	143	1307	25.2	3.8	124	4385	24.1	12.9	119	3943	26.3	11.6	130
	QUINTILE 2	34800	2579	31.5	7.4	152	1208	23.3	3.5	112	4019	22.1	11.5	107	3616	24.1	10.4	116
	QUINTILE 3	30514	1245	15.2	4.1	84	1037	20.0	3.4	110	3390	18.7	11.1	103	2753	18.4	9.0	101
	QUINTILE 4	33324	1205	14.7	3.6	74	909	17.5	2.7	88	3661	20.1	11.0	101	2683	17.9	8.1	90
	QUINTILE 5	35066	785	9.6	2.2	46	725	14.0	2.1	67	2721	15.0	7.8	72	1999	13.3	5.7	64
NEWSPAPERS	QUINTILE 1	29107	2086	25.5	7.2	147	1103	21.3	3.8	123	3501	19.3	12.0	111	2682	17.9	9.2	103
	QUINTILE 2	49095	2607	31.9	5.3	109	1398	27.0	2.8	92	5389	29.6	11.0	101	4184	27.9	8.5	95
	QUINTILE 3	23107	1042	12.7	4.5	92	884	17.0	3.8	124	2710	14.9	11.7	108	2257	15.1	9.8	109
	QUINTILE 4	33556	1572	19.2	4.7	96	891	17.2	2.7	86	3869	21.3	11.5	106	3620	24.1	10.8	121
	QUINTILE 5	32863	876	10.7	2.7	55	909	17.5	2.8	89	2708	14.9	8.2	76	2250	15.0	6.8	77
OUTDOOR	QUINTILE 1	33431	2262	27.6	6.8	139	1096	21.1	3.3	106	4228	23.3	12.6	117	3703	24.7	11.1	124
	QUINTILE 2	33478	1472	18.0	4.4	90	880	17.0	2.6	85	3800	20.9	11.4	105	3045	20.3	9.1	102
	QUINTILE 3	33574	1750	21.4	5.2	107	1100	21.2	3.3	106	3594	19.8	10.7	99	3129	20.9	9.3	104
	QUINTILE 4	33935	1468	17.9	4.3	89	1024	19.7	3.0	98	3823	21.0	11.3	104	2857	19.1	8.4	94
	QUINTILE 5	33310	1232	15.1	3.7	76	1084	20.9	3.3	105	2732	15.0	8.2	76	2260	15.1	6.8	76
RADIO-DRIVE TIME	QUINTILE 1	33136	1634	20.0	4.9	101	943	18.2	2.8	92	3811	21.0	11.5	106	3288	21.9	9.9	111
	QUINTILE 2	31658	1678	20.5	5.3	109	1012	19.5	3.2	103	3547	19.5	11.2	103	2724	18.2	8.6	96
	QUINTILE 3	32541	1693	20.7	5.2	107	1167	22.5	3.6	116	3914	21.5	12.0	111	3549	23.7	10.9	122
	QUINTILE 4	34247	1842	22.5	5.4	110	1066	20.6	3.1	101	4030	22.2	11.8	109	2984	19.9	8.7	97
	QUINTILE 5	36144	1337	16.3	3.7	76	997	19.2	2.8	89	2875	15.8	8.0	73	2449	16.3	6.8	76
RADIO-MID- DAY	TERCILE 1	45037	2398	29.3	5.3	109	1471	28.4	3.3	106	5296	29.1	11.8	109	4189	27.9	9.3	104
	TERCILE 2	44819	2398	29.3	5.4	110	1319	25.4	2.9	95	5133	28.2	11.5	106	4079	27.2	9.1	102
	TERCILE 3	77872	3388	41.4	4.4	89	2396	46.2	3.1	100	7748	42.6	9.9	92	6726	44.9	8.6	97
RADIO-TOTAL	QUINTILE 1	33763	1617	19.8	4.8	98	1070	20.6	3.2	103	3955	21.8	11.7	108	3211	21.4	9.5	106
	QUINTILE 2	33240	1938	23.7	5.8	120	1179	22.7	3.5	115	3586	19.7	10.8	100	3087	20.6	9.3	104
	QUINTILE 3	33408	1891	23.1	5.7	116	999	19.3	3.0	97	4106	22.6	12.3	113	3104	20.7	9.3	104
	QUINTILE 4	34792	1618	19.8	4.7	95	1054	20.3	3.0	98	3920	21.6	11.3	104	3393	22.6	9.8	109
	QUINTILE 5	32524	1120	13.7	3.4	71	883	17.0	2.7	88	2610	14.4	8.0	74	2198	14.7	6.8	76
TV-PRIME TIME	QUINTILE 1	33090	1344	16.4	4.1	83	903	17.4	2.7	88	3401	18.7	10.3	95	2638	17.6	8.0	89
	QUINTILE 2	33357	1712	20.9	5.1	105	1100	21.2	3.3	107	4057	22.3	12.2	112	2861	19.1	8.6	96
	QUINTILE 3	33980	1742	21.3	5.1	105	1203	23.2	3.5	115	4007	22.0	11.8	109	3283	21.9	9.7	108
	QUINTILE 4	33854	1910	23.3	5.6	116	1042	20.1	3.1	100	3464	19.1	10.2	94	3278	21.9	9.7	108
	QUINTILE 5	33444	1475	18.0	4.4	90	937	18.1	2.8	91	3247	17.9	9.7	90	2933	19.6	8.8	98
TV-DAYTIME	TERCILE 1	49121	1717	21.0	3.5	72	1181	22.8	2.4	78	4352	23.9	8.9	82	3526	23.5	7.2	80
	TERCILE 2	48823	2839	34.7	5.8	119	1612	31.1	3.3	107	5911	32.5	12.1	112	5024	33.5	10.3	115
	TERCILE 3	69782	3626	44.3	5.2	107	2392	46.1	3.4	111	7914	43.5	11.3	105	6444	43.0	9.2	103
TV-TOTAL	QUINTILE 1	33584	1061	13.0	3.2	65	727	14.0	2.2	70	3013	16.6	9.0	83	2288	15.3	6.8	76
	QUINTILE 2	33441	1423	17.4	4.3	87	1009	19.5	3.0	98	3603	19.8	10.8	99	2885	19.2	8.6	97
	QUINTILE 3	33505	2021	24.7	6.0	124	1308	25.2	3.9	126	3879	21.3	11.6	107	3196	21.3	9.5	107
	QUINTILE 4	33466	1995	24.4	6.0	122	1133	21.9	3.4	110	4205	23.1	12.6	116	3433	22.9	10.3	115
	QUINTILE 5	33731	1683	20.6	5.0	102	1008	19.4	3.0	97	3477	19.1	10.3	95	3192	21.3	9.5	106
MAGAZINES-NEWSPAPERS: DUAL		44503	3474	42.5	7.8	160	1556	30.0	3.5	113	5662	31.2	12.7	117	4495	30.0	10.1	113
MAGAZINE IMPERATIVE		39363	2011	24.6	5.1	105	1406	27.1	3.6	116	4520	24.9	11.5	106	4499	30.0	11.4	128
NEWSPAPER IMPERATIVE		46441	1718	21.0	3.7	76	1371	26.4	3.0	95	4662	25.6	10.0	93	3439	22.9	7.4	83
MAGAZINES-OUTDOOR: DUAL		33726	2432	29.7	7.2	148	1149	22.2	3.4	110	4266	23.5	12.6	117	3845	25.6	11.4	128
MAGAZINE IMPERATIVE		52846	3186	38.9	6.0	124	2066	39.8	3.9	126	5795	31.9	11.0	101	5026	33.5	9.5	106
OUTDOOR IMPERATIVE		52140	1858	22.7	3.6	73	1367	26.4	2.6	85	5515	30.3	10.6	98	4177	27.9	8.0	90
MAGAZINES-RADIO: DUAL		37081	2829	34.6	7.6	156	1304	25.1	3.5	114	4522	24.9	12.2	113	4029	26.9	10.9	122
MAGAZINE IMPERATIVE		49747	2928	35.8	5.9	121	1787	34.5	3.6	116	5789	31.8	11.6	107	5234	34.9	10.5	118
RADIO IMPERATIVE		49208	1552	19.0	3.2	65	1344	25.9	2.7	88	5141	28.3	10.4	96	3917	26.1	8.0	89
MAGAZINES-TELEVISION: DUAL		33103	1787	21.8	5.4	111	1157	22.3	3.5	113	3712	20.4	11.2	103	3018	20.1	9.1	102
MAGAZINE IMPERATIVE		54575	4032	49.3	7.4	151	2103	40.6	3.9	125	6896	37.9	12.6	117	6256	41.7	11.5	128
TELEVISION IMPERATIVE		53249	1395	17.0	2.6	54	1290	24.9	2.4	78	4946	27.2	9.3	86	3694	24.6	6.9	78
NEWSPAPERS-OUTDOOR: DUAL		36255	2398	29.3	6.6	136	1196	23.1	3.3	107	4622	25.4	12.7	118	3663	24.4	10.1	113
NEWSPAPER IMPERATIVE		55591	2862	35.0	5.1	106	1807	34.9	3.3	105	5729	31.5	10.3	95	4527	30.2	8.1	91
OUTDOOR IMPERATIVE		48319	2270	27.7	4.7	96	1419	27.4	2.9	95	5240	28.8	10.8	100	4839	32.3	10.0	112
NEWSPAPERS-RADIO: DUAL		37242	2479	30.3	6.7	136	1256	24.2	3.4	109	4619	25.4	12.4	114	3591	23.9	9.6	108
NEWSPAPER IMPERATIVE		54423	2914	35.6	5.4	110	1691	32.6	3.1	101	5855	32.2	10.8	99	4679	31.2	8.6	96
RADIO IMPERATIVE		46650	1843	22.5	4.0	81	1445	27.9	3.1	100	5083	28.0	10.9	101	4185	27.9	9.0	100
NEWSPAPERS-TELEVISION: DUAL		35974	1930	23.6	5.4	110	904	17.4	2.5	81	3982	21.9	11.1	102	3108	20.7	8.6	97
NEWSPAPER IMPERATIVE		56095	3544	43.3	6.3	129	2083	40.2	3.7	120	6710	36.9	12.0	110	5339	35.6	9.5	106
TELEVISION IMPERATIVE		47170	1400	17.1	3.0	61	1342	25.9	2.8	92	4545	25.0	9.6	89	3753	25.0	8.0	89
OUTDOOR-RADIO: DUAL		33748	2023	24.7	6.0	123	1082	20.9	3.2	104	4108	22.6	12.2	112	3422	22.8	10.1	113
OUTDOOR IMPERATIVE		52785	2519	30.8	4.8	98	1491	28.8	2.8	91	5944	32.7	11.3	104	4964	33.1	9.4	105
RADIO IMPERATIVE		52882	2564	31.3	4.8	99	1649	31.8	3.1	101	56567							

	TOTAL U.S. '000	BAIN DE SOLEIL				COPPERTONE SHADE				COPPERTONE				HAWAIIAN TROPIC			
		A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D
TOTAL ADULTS	167727	8183	100.0	4.9	100	5185	100.0	3.1	100	18176	100.0	10.8	100	14994	100.0	8.9	100
ATLANTIC MONTHLY	867	**36	0.4	4.2	85	**33	0.6	3.8	123	*98	0.5	11.3	104	**61	0.4	7.0	79
BARRON'S	1580	**70	0.9	4.4	91	**71	1.4	4.5	145	*175	1.0	11.1	102	*199	1.3	12.6	141
BETTER HOMES & GARDENS	22203	1387	16.9	6.2	128	733	14.1	3.3	107	2376	13.1	10.7	99	2200	14.7	9.9	111
BON APPETIT	3810	433	5.3	11.4	233	**88	1.7	2.3	75	472	2.6	12.4	114	435	2.9	11.4	128
BUSINESS WEEK	4663	*210	2.6	4.5	92	*243	4.7	5.2	169	556	3.1	11.9	110	425	2.8	9.1	102
CAR AND DRIVER	3102	*172	2.1	5.5	114	*176	3.4	5.7	184	300	1.7	9.7	89	353	2.4	11.4	127
CBS MAGAZINE NETWORK (GROSS)	7311	405	4.9	5.5	114	440	8.5	6.0	195	982	5.4	13.4	124	998	6.7	13.7	153
CHANGING TIMES	3400	*145	1.8	4.3	87	*165	3.2	4.9	157	419	2.3	12.3	114	*259	1.7	7.6	85
COLONIAL HOMES	1796	*139	1.7	7.7	159	**88	1.7	4.9	159	241	1.3	13.4	124	*219	1.5	12.2	136
CONDE NAST MAG. PKG. (GROSS)	19924	2448	29.9	12.3	252	843	16.3	4.2	137	2909	16.0	14.6	135	3007	20.1	15.1	169
CONSUMERS DIGEST	3125	*231	2.8	7.4	152	**41	0.8	1.3	42	330	1.8	10.6	97	*271	1.8	8.7	97
COSMOPOLITAN	10577	1198	14.6	11.3	232	510	9.8	4.8	156	1465	8.1	13.9	128	1526	10.2	14.4	161
COUNTRY LIVING	3746	286	3.5	7.6	156	*105	2.0	2.8	91	486	2.7	13.0	120	487	3.2	13.0	145
CUISINE	2214	*187	2.3	8.4	173	**64	1.2	2.9	94	279	1.5	12.6	116	*208	1.4	9.4	105
CYCLE WORLD	2394	**137	1.7	5.7	117	*122	2.4	5.1	165	373	2.1	15.6	144	*304	2.0	12.7	142
DCI:CREATIVE IDEAS FOR LIV	3068	**161	2.0	5.2	108	**108	2.1	3.5	114	298	1.6	9.7	90	346	2.3	11.3	126
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	545	6.7	5.7	117	357	6.9	3.7	121	918	5.1	9.6	89	1338	8.9	14.0	157
DISCOVER	2277	*132	1.6	5.8	119	**87	1.7	3.8	124	300	1.7	13.2	122	*223	1.5	9.8	110
EBONY	7187	*170	2.1	2.4	48	*136	2.6	1.9	61	238	1.3	3.3	31	*235	1.6	3.3	37
ESQUIRE	2560	*121	1.5	4.7	97	**55	1.1	2.1	69	252	1.4	9.8	91	*230	1.5	9.0	101
ESSENCE	3242	**31	0.4	1.0	20	**75	1.4	2.3	75	**96	0.5	3.0	27	**109	0.7	3.4	38
FAMILY CIRCLE	19639	1426	17.4	7.3	149	715	13.8	3.6	118	2211	12.2	11.3	104	2062	13.8	10.5	117
THE FAMILY HANDYMAN	3540	*159	1.9	4.5	92	*160	3.1	4.5	146	419	2.3	11.8	109	337	2.2	9.5	106
FAMILY WEEKLY	23924	1345	16.4	5.6	115	722	13.9	3.0	98	2802	15.4	11.7	108	2285	15.2	9.6	107
FIELD & STREAM	9883	*226	2.8	2.3	47	367	7.1	3.7	120	1344	7.4	13.6	125	1089	7.3	11.0	123
FOOD & WINE	1030	**99	1.2	9.6	197	**53	1.0	5.1	166	**146	0.8	14.2	131	**128	0.9	12.4	139
FORBES	2679	217	2.7	8.1	166	*128	2.5	4.8	155	399	2.2	14.9	137	217	1.4	8.1	91
FORTUNE	2931	268	3.3	9.1	187	*120	2.3	4.1	132	374	2.1	12.8	118	292	1.9	10.0	111
GENTLEMEN'S QUARTERLY	3481	335	4.1	9.6	197	**144	2.8	4.1	134	510	2.8	14.7	135	489	3.3	14.0	157
GLAMOUR	7163	929	11.4	13.0	266	301	5.8	4.2	136	1113	6.1	15.5	143	1198	8.0	16.7	187
GOLF DIGEST	2355	*158	1.9	6.7	138	**82	1.6	3.5	113	421	2.3	17.9	165	*246	1.6	10.4	117
GOLF DIGEST/TENNIS (GROSS)	3610	288	3.5	8.0	164	*172	3.3	4.8	154	595	3.3	16.5	152	403	2.7	11.2	125
GOLF MAGAZINE	2046	**128	1.6	6.3	128	**68	1.3	3.3	108	363	2.0	17.7	164	*203	1.4	9.9	111
GOLF MAGAZINE/SKI (GROSS)	3547	257	3.1	7.2	149	**130	2.5	3.7	119	593	3.3	16.7	154	390	2.6	11.0	123
GOOD HOUSEKEEPING	20353	1506	18.4	7.4	152	774	14.9	3.8	123	2528	13.9	12.4	115	2334	15.6	11.5	128
HARPER'S BAZAAR	3362	389	4.8	11.6	237	**110	2.1	3.3	106	428	2.4	12.7	117	528	3.5	15.7	176
HEALTH	2987	**130	1.6	4.4	89	**60	1.2	2.0	65	256	1.4	8.6	79	*320	2.1	10.7	120
HEARST MAG CORP. BUY (GROSS)	67928	5285	64.6	7.8	159	2696	52.0	4.0	128	9008	49.6	13.3	122	7954	53.0	11.7	131
HEARST MAN POWER (GROSS)	11282	357	4.4	3.2	65	369	7.1	3.3	106	1553	8.5	13.8	127	867	5.8	7.7	86
HEARST WOMAN POWER (GROSS)	40514	3460	42.3	8.5	175	1731	33.4	4.3	138	5367	29.5	13.2	122	5031	33.6	12.4	139
HOUSE BEAUTIFUL	4885	388	4.7	7.9	163	*165	3.2	3.4	109	566	3.1	11.6	107	516	3.4	10.6	118
INC.	1308	**56	0.7	4.3	88	**66	1.3	5.0	163	*154	0.8	11.8	109	**143	1.0	10.9	122
JET	6498	*122	1.5	1.9	38	**65	1.3	1.0	32	*248	1.4	3.8	35	*169	1.1	2.6	29
LADIES' HOME JOURNAL	14797	1184	14.5	8.0	164	598	11.5	4.0	131	1777	9.8	12.0	111	1701	11.3	11.5	129
LHJ FAMILY GRP COMBO(GROSS)	21743	1598	19.5	7.3	151	799	15.4	3.7	119	2567	14.1	11.8	109	2559	17.1	11.8	132
LIFE	9881	752	9.2	7.6	156	373	7.2	3.8	122	1243	6.8	12.6	116	1114	7.4	11.3	126
L.A. TIMES HOME MAGAZINE	2775	268	3.3	9.7	198	**135	2.6	4.9	157	310	1.7	11.2	103	*224	1.5	8.1	90
MADMOISELLE	4219	518	6.3	12.3	252	*185	3.6	4.4	142	543	3.0	12.9	119	596	4.0	14.1	158
MC CALL'S	16422	1022	12.5	6.2	128	602	11.6	3.7	119	1840	10.1	11.2	103	1877	12.5	11.4	128
MC CALL'S/WRK MOTHER (GROSS)	17919	1161	14.2	6.5	133	640	12.3	3.6	116	1989	10.9	11.1	102	2047	13.7	11.4	128
MECHANIX ILLUSTRATED	4433	*163	2.0	3.7	75	**183	3.5	4.1	134	470	2.6	10.6	98	362	2.4	8.2	91
METROPOLITAN HOME	1504	*183	2.2	12.2	249	**85	1.6	5.7	183	*266	1.5	17.7	173	*219	1.5	14.6	163
MONEY	4723	346	4.2	7.3	150	*153	3.0	3.2	105	657	3.6	13.9	128	504	3.4	10.7	119
MOTHER EARTH NEWS	2325	**140	1.7	6.0	123	**84	1.6	3.6	117	*269	1.5	11.6	107	*272	1.8	11.7	131
MS.	1189	**77	0.9	6.5	133	**74	1.4	6.2	201	*153	0.8	12.9	119	*194	1.3	16.3	183
NATIONAL ENQUIRER	18892	816	10.0	4.3	89	576	11.1	3.0	99	2095	11.5	11.1	102	2056	13.7	10.9	122
NATIONAL GEOGRAPHIC	22129	1522	18.6	6.9	141	804	15.5	3.6	118	2410	13.3	10.9	100	2209	14.7	10.0	112
NATIONAL SUNDAY MAGAZINE PKG	103750	6007	73.4	5.8	119	3303	63.7	3.2	103	12143	66.8	11.7	108	9702	64.7	9.4	105
NATURAL HISTORY	1379	**102	1.2	7.4	152	**41	0.8	3.0	96	*164	0.9	11.9	110	*599	0.4	4.3	48
NEW WOMAN	2289	*202	2.5	8.8	181	**73	1.4	3.2	103	329	1.8	14.4	133	*233	1.6	10.2	114
NEW YORK INCLUDING CUE	1088	*134	1.6	12.3	252	**30	0.6	2.8	89	*135	0.7	12.4	115	**64	0.4	5.9	66
THE NEW YORKER	2459	248	3.0	10.1	207	*131	2.5	5.3	172	317	1.7	12.9	119	*209	1.4	8.5	95
NEWSWEEK	16527	1120	13.7	6.8	139	574	11.1	3.5	112	2304	12.7	13.9	129	1669	11.1	10.1	113
THE N.Y. TIMES DAILY EDITION	2739	391	4.8	14.3	293	*145	2.8	5.3	171	451	2.5	16.5	152	*221	1.5	8.1	90
THE N.Y. TIMES MAGAZINE	4443	493	6.0	11.1	227	288	5.6	6.5	210	621	3.4	14.0	129	342	2.3	7.7	86
OMNI	2799	*231	2.8	8.3	169	**110	2.1	3.9	127	432	2.4	15.4	142	388	2.6	13.9	155
ON CABLE	2209	*145	1.8	6.6	135	**48	0.9	2.2	70	217	1.2	9.8	91	311	2.1	14.1	157
1001 HOME IDEAS	3959	*284	3.5	7.2	147	*142	2.7	3.6	116	534	2.9	13.5	124	539	3.6	13.6	152
ORGANIC GARDENING	3111	**86	1.1	2.8	57	**89	1.7	2.9	93	277	1.5	8.9	82	*157	1.0	5.0	56
OUTDOOR LIFE	5024	**96	1.2	1.9	39	*151	2.9	3.0	97	699	3.8	13.9	128	465	3.1	9.3	104
PARADE MAGAZINE	51292	2785	34.0	5.4	111	1699	32.8	3.3	107	5890	32.4	11.5	106	4661	31.1	9.1	102

	TOTAL U.S. '000	BAIN DE SOLEIL				COPPERTONE SHADE				COPPERTONE				HAHAIAN TROPIC			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL ADULTS	167727	8183	100.0	4.9	100	5185	100.0	3.1	100	18176	100.0	10.8	100	14954	100.0	8.9	100
PARENTS	5298	364	4.4	6.9	141	*265	5.1	5.0	162	807	4.4	15.2	141	805	5.4	15.2	170
PENTHOUSE	5129	*215	2.6	4.2	86	*210	4.1	4.1	132	601	3.3	11.7	108	545	3.6	10.6	119
PEOPLE	21070	1697	20.7	8.1	165	906	17.5	4.3	139	2672	14.7	12.7	117	2379	15.9	11.3	126
PLAYBOY	10562	569	7.0	5.4	110	371	7.2	3.5	114	1402	7.7	13.3	122	1120	7.5	10.6	119
POPULAR HOT RODDING	2498	**68	0.8	2.7	56	**146	2.8	5.8	189	381	2.1	15.3	141	*283	1.9	11.3	127
POPULAR MECHANICS	5887	*161	2.0	2.7	56	*193	3.7	3.3	106	741	4.1	12.6	116	399	2.7	6.8	76
POPULAR SCIENCE	4317	*186	2.3	4.3	88	*183	3.5	4.2	137	516	2.8	12.0	110	376	2.5	8.7	97
PREVENTION	5792	317	3.9	5.5	112	**157	3.0	2.7	88	538	3.0	9.3	86	456	3.0	7.9	88
PSYCHOLOGY TODAY	3284	324	4.0	9.9	202	*148	2.9	4.5	146	468	2.6	14.3	132	425	2.8	12.9	145
READER'S DIGEST	40046	2013	24.6	5.0	103	1122	21.6	2.8	91	4135	22.7	10.3	95	3269	21.8	8.2	91
REDBOOK	9584	757	9.3	7.9	162	447	8.6	4.7	151	1374	7.6	14.3	132	1170	7.8	12.2	137
ROAD & TRACK	2590	**87	1.1	3.4	69	*231	4.5	8.9	289	*282	1.6	10.9	100	*357	2.4	13.8	154
ROLLING STONE	3302	282	3.4	8.5	175	*161	3.1	4.9	158	540	3.0	16.4	151	571	3.8	17.3	193
RUNNER'S WORLD	1229	**86	1.1	7.0	143	**65	1.3	5.3	171	*172	0.9	14.0	129	*203	1.4	16.5	185
SATURDAY EVENING POST	2110	**194	2.4	9.2	188	**77	1.5	3.6	118	*244	1.3	11.6	107	*264	1.8	12.5	140
SCIENCE 84	1543	**82	1.0	5.3	109	**52	1.0	3.4	109	*140	0.8	9.1	84	*277	0.5	5.0	56
SCIENCE DIGEST	1747	**104	1.3	6.0	122	**64	1.2	3.7	119	*266	1.5	15.2	141	*128	0.9	7.3	82
SCIENTIFIC AMERICAN	1994	*204	2.5	10.2	210	**86	1.7	4.3	140	302	1.7	15.1	140	*252	1.7	12.6	141
SELF	3119	349	4.3	11.2	229	**104	2.0	3.3	108	487	2.7	15.6	144	466	3.1	14.9	167
SEVENTEEN	3923	*343	4.2	8.7	179	**158	3.0	4.0	130	620	3.4	15.8	146	637	4.2	16.2	182
SKI	1501	*129	1.6	8.6	176	**61	1.2	4.1	131	*230	1.3	15.3	141	*187	1.2	12.5	139
SMITHSONIAN	5976	360	4.4	6.0	123	237	4.6	4.0	128	692	3.8	11.6	107	607	4.0	10.2	114
SOAP OPERA DIGEST	4228	*259	3.2	6.1	126	**136	2.6	3.2	104	379	2.1	9.0	83	460	3.1	10.9	122
SOUTHERN LIVING	6488	384	4.7	5.9	121	*249	4.8	3.8	124	620	3.4	9.6	88	992	6.6	15.3	171
SPORT	3500	**100	1.2	2.9	59	**124	2.4	3.5	115	410	2.3	11.7	108	387	2.6	11.1	124
THE SPORTING NEWS	2456	**115	1.4	4.7	96	**53	1.0	2.2	70	*316	1.7	12.9	119	*273	1.8	11.1	124
SPORTS AFIELD	3648	**92	1.1	2.5	52	**112	2.2	3.1	99	545	3.0	14.9	138	340	2.3	9.3	104
SPORTS ILLUSTRATED	14484	744	9.1	5.1	105	373	7.2	2.6	83	1884	10.4	13.0	120	1697	11.3	11.7	131
STAR	12661	590	7.2	4.7	96	347	6.7	2.7	89	1466	8.1	11.6	107	1126	7.5	8.9	99
SUNDAY	52799	3239	39.6	6.1	126	1641	31.6	3.1	101	6376	35.1	12.1	111	4980	33.2	9.4	106
SUNSET	3513	*270	3.3	7.7	158	**100	1.9	2.8	92	317	1.7	9.0	83	*275	1.8	7.8	88
TV GUIDE	42766	2533	31.0	5.9	121	1451	28.0	3.4	110	5039	27.7	11.8	109	4315	28.8	10.1	113
TENNIS	1254	*130	1.6	10.4	212	**89	1.7	7.1	230	*174	1.0	13.9	128	*157	1.0	12.5	140
TIME	22054	1776	21.7	8.1	165	773	14.9	3.5	113	2919	16.1	13.2	122	2293	15.3	10.4	116
TOWN & COUNTRY	1555	*217	2.7	14.0	286	*54	1.0	3.5	112	*245	1.3	15.8	145	*218	1.5	14.0	157
TRAVEL & LEISURE	2173	*199	2.4	9.2	188	*56	1.1	2.6	83	333	1.8	15.3	141	*216	1.4	9.9	111
TRUE STORY	4636	**92	1.1	2.0	41	*161	3.1	3.5	112	507	2.8	10.9	101	414	2.8	8.9	100
U.S. NEWS & WORLD REPORT	10353	542	6.6	5.2	107	380	7.3	3.7	119	1215	6.7	11.7	108	932	6.2	9.0	101
USA TODAY	4994	308	3.8	6.2	126	*146	2.8	2.9	95	651	3.6	13.0	120	522	3.5	10.5	117
US	3528	314	3.8	8.9	182	**117	2.3	3.3	107	514	2.8	14.6	134	553	3.7	15.7	175
VOGUE	5424	652	8.0	12.0	246	*252	4.9	4.6	150	767	4.2	14.1	130	747	5.0	13.8	154
WALL STREET JOURNAL	6292	355	4.3	5.6	116	275	5.3	4.4	141	803	4.4	12.8	118	529	3.5	8.4	94
WEIGHT WATCHERS	2762	*185	2.3	6.7	137	*77	1.5	2.8	90	443	2.4	16.0	148	426	2.8	15.4	173
WOMAN'S DAY	16320	1128	13.8	6.9	142	654	12.6	4.0	130	1804	9.9	11.1	102	1715	11.4	10.5	118
WORKING MOTHER	1496	**139	1.7	9.3	190	*38	0.7	2.5	82	*149	0.8	10.0	92	*170	1.1	11.4	127
WORKING WOMAN	1851	*178	2.2	9.6	197	**80	1.5	4.3	140	248	1.4	13.4	124	*176	1.2	9.5	106
WORLD TENNIS	580	**54	0.7	9.3	191	*56	1.1	9.7	312	*107	0.6	18.4	170	*96	0.6	16.6	185
ZIFF-DAVIS MAG NETWK (GROSS)	12412	716	8.7	5.8	118	516	10.0	4.2	134	1524	8.4	12.3	113	1466	9.8	11.8	132
BLAIR INSERTS	91671	5353	65.4	5.8	120	3043	58.7	3.3	107	10696	58.8	11.7	108	8612	57.4	9.4	105
DAILY NEWSPAPERS																	
READ ANY	109190	5856	71.6	5.4	110	3419	65.9	3.1	101	12304	67.7	11.3	104	9889	66.0	9.1	101
READ ONE	89587	4514	55.2	5.0	103	2670	51.5	3.0	96	9947	54.7	11.1	102	8203	54.7	9.2	102
READ TWO OR MORE	19602	1343	16.4	6.9	140	750	14.5	3.8	124	2357	13.0	12.0	111	1686	11.2	8.6	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6192	75.7	5.6	116	3627	70.0	3.3	107	12762	70.2	11.6	107	10243	68.3	9.3	104
READ ONE	95074	5032	61.5	5.3	108	3020	58.2	3.2	103	11009	60.6	11.6	107	8897	59.3	9.4	105
READ TWO OR MORE	14588	1159	14.2	7.9	163	608	11.7	4.2	135	1753	9.6	12.0	111	1347	9.0	9.2	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	33.39				29.53				30.30				32.54			
30 DAY REACH	149706	7447	91.0	5.0	102	4611	88.9	3.1	100	16782	92.3	11.2	103	13714	91.5	9.2	102
50 SHWG - 30 DAY AV FREQ	15.16	17.32				15.82				15.75				16.80			
30 DAY REACH	142406	7210	88.1	5.1	104	4299	82.9	3.0	98	16150	88.9	11.3	105	13314	88.8	9.3	105
25 SHWG - 30 DAY AV FREQ	8.23	9.18				8.52				8.44				9.09			
30 DAY REACH	131152	6783	82.9	5.2	106	3983	76.8	3.0	98	15018	82.6	11.5	106	12283	81.9	9.4	105
CABLE TV: HOME WIRED	66879	3529	43.1	5.3	108	2004	38.6	3.0	97	8187	45.0	12.2	113	7157	47.7	10.7	120
HOME NOT WIRED	100848	4654	56.9	4.6	95	3182	61.4	3.2	102	9989	55.0	9.9	91	7837	52.3	7.8	87
HAVE PAY CABLE	35024	2176	26.6	6.2	127	1311	25.3	3.7	121	4783	26.3	13.7	126	4144	27.6	11.8	132

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	TOTAL U.S. '000	BAIN DE SOLEIL				COPPERTONE SHADE				COPPERTONE				HAWAIIAN TROPIC			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	8183	100.0	4.9	100	5185	100.0	3.1	100	18176	100.0	10.8	100	14994	100.0	8.9	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1999	24.4	3.8	78	1384	26.7	2.6	86	4896	26.9	9.4	86	3919	26.1	7.5	84
NETWORK AFFILIATES - LATE	39164	1772	21.7	4.5	93	945	18.2	2.4	78	4193	23.1	10.7	99	3362	22.4	8.6	96
INDEPENDENTS - LATE	5133	355	4.3	6.9	142	114	2.2	2.2	72	547	3.0	10.7	98	313	2.1	6.1	68
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	943	11.5	4.1	85	646	12.5	2.8	92	2465	13.6	10.8	100	2073	13.8	9.1	102
ABC MONDAY NIGHT MOVIE	A 11258	537	6.6	4.8	98	319	6.2	2.8	92	1167	6.4	10.4	96	973	6.5	8.6	97
ABC SUNDAY NIGHT MOVIE	A 23600	1401	17.1	5.9	122	730	14.1	3.1	100	2804	15.4	11.9	110	2186	14.6	9.3	104
ABC WORLD NEWS TONIGHT	A 12801	425	5.2	3.3	68	338	6.5	2.6	85	1231	6.8	9.6	89	847	5.6	6.6	74
AFTERMASH	C 10966	559	6.8	5.1	104	*304	5.9	2.8	90	985	5.4	9.0	83	1078	7.2	9.8	110
ALICE	C 17050	769	9.4	4.5	92	476	9.2	2.8	90	1396	7.7	8.2	76	1547	10.3	9.1	101
AMERICAN PARADE	C 11998	528	6.5	4.4	90	414	8.0	3.5	112	1048	5.8	8.7	81	884	5.9	7.4	82
BENSON	A 19258	789	9.6	4.1	84	552	10.6	2.9	93	1901	10.5	9.9	91	1312	8.8	6.8	76
BLUE THUNDER	A 11478	399	4.9	3.5	71	394	7.6	3.4	111	1007	5.5	8.8	81	778	5.2	6.8	76
CAGNEY & LACEY	C 18263	820	10.0	4.5	92	505	9.7	2.8	89	2252	12.4	12.3	114	1424	9.5	7.8	87
CBS EVENING NEWS-DEAN	C 7733	292	3.6	3.8	77	*132	2.5	1.7	55	673	3.7	8.7	80	653	4.4	8.4	94
CBS EVENING NEWS-RATHER	C 15653	599	7.3	3.8	78	336	6.5	2.1	69	1556	8.6	9.9	92	1150	7.7	7.3	82
CBS SAT. NEWS-SCHIEFFER	C 8744	370	4.5	4.2	87	156	3.0	1.8	58	794	4.4	9.1	84	658	4.4	7.5	84
CBS SATURDAY NIGHT MOVIE	C 12000	567	6.9	4.7	97	428	8.3	3.6	115	1304	7.2	10.9	100	1183	7.9	9.9	110
CBS WEDNESDAY NIGHT MOVIE	C 11522	511	6.2	4.4	91	334	6.4	2.9	94	1146	6.3	9.9	92	939	6.3	8.1	91
CHEERS	N 16818	1039	12.7	6.2	127	478	9.2	2.8	92	2168	11.9	12.9	119	1648	11.0	9.8	110
DALLAS	C 37510	1987	24.3	5.3	109	980	18.9	2.6	85	4339	23.9	11.6	107	3678	24.5	9.8	110
DIFF'RENT STROKES	N 11258	481	5.9	4.3	88	*258	5.0	2.3	74	859	4.7	7.6	70	905	6.0	8.0	90
DOUBLE TROUBLE	N 12248	551	6.7	4.5	92	473	9.1	3.9	125	1473	8.1	12.0	111	1180	7.9	9.6	108
DUCK FACTORY	N 11100	542	6.6	4.9	100	292	5.6	2.6	85	1413	7.8	12.7	117	1063	7.1	9.6	107
DUKES OF HAZZARD	C 12353	407	5.0	3.3	68	306	5.9	2.5	80	1096	6.0	8.9	82	1089	7.3	8.8	99
DYNASTY	A 33279	1756	21.5	5.3	108	848	16.4	2.5	82	3569	19.6	10.7	99	3103	20.7	9.3	104
FACTS OF LIFE	N 13410	622	7.6	4.6	95	460	8.9	3.4	111	1427	7.9	10.6	98	1173	7.8	8.7	98
FALCON CREST	C 31093	1680	20.5	5.4	111	903	17.4	2.9	94	3411	18.8	11.0	101	3048	20.3	9.8	110
FALL GUY	A 18649	886	10.8	4.8	97	594	11.5	3.2	103	1888	10.4	10.1	93	1552	10.4	8.3	93
FAMILY TIES	N 13101	634	7.7	4.8	99	303	5.8	2.3	75	1530	8.4	11.7	108	1298	8.7	9.9	111
FANTASY ISLAND	A 13069	605	7.4	4.6	95	530	10.2	4.1	131	1476	8.1	11.3	104	1058	7.1	8.1	91
FOULUPS, BLEEPS & BLUNDERS	A 16588	838	10.2	5.1	104	542	10.5	3.3	106	1749	9.6	10.5	97	1623	10.8	9.8	109
FOUR SEASONS	C 9302	538	6.6	5.8	119	*249	4.8	2.7	87	781	4.3	8.4	77	934	6.2	10.0	112
GIMME A BREAK	N 13955	498	6.1	3.6	73	295	5.7	2.1	68	1257	6.9	9.0	83	1062	7.1	7.6	85
HART TO HART	A 15735	762	9.3	4.8	99	363	7.0	2.3	75	1698	9.3	10.8	100	1427	9.5	9.1	101
HILL STREET BLUES	N 18257	1212	14.8	6.6	136	712	13.7	3.9	126	2190	12.0	12.0	111	1946	13.0	10.7	119
HOTEL	A 24236	1091	13.3	4.5	92	692	13.3	2.9	92	2477	13.6	12.0	94	1986	13.2	8.2	92
JEFFERSONS	C 17010	668	8.2	3.9	80	423	8.2	2.5	80	1433	7.9	8.4	78	1309	8.7	7.7	86
JENNIFER SLEPT HERE	N 9397	400	4.9	4.3	87	*252	4.9	2.7	87	926	5.1	9.9	91	713	4.8	7.6	85
KATE & ALLIE	C 16762	863	10.5	5.1	106	603	11.6	3.6	116	1984	10.9	11.8	109	1456	9.7	8.7	97
KNIGHT RIDER	N 13164	687	8.4	5.2	107	384	7.4	2.9	94	1478	8.1	11.2	104	1208	8.1	9.2	103
LOVE BOAT	A 20400	1003	12.3	4.9	101	672	13.0	3.3	107	2124	11.7	10.4	96	1576	10.5	7.7	86
MAGNUM PI	C 22543	992	12.1	4.4	90	699	13.5	3.1	100	2314	12.7	10.3	95	1944	13.0	8.6	96
MAMA'S FAMILY	N 9852	389	4.8	3.9	81	*241	4.6	2.4	79	757	4.2	7.7	71	711	4.7	7.2	81
MASTER, THE	N 8082	260	3.2	3.2	66	*245	4.7	3.0	98	856	4.7	10.6	98	673	4.5	8.3	93
MATT HOUSTON	A 12881	606	7.4	4.7	96	327	6.3	2.5	82	1549	8.5	12.0	111	1114	7.4	8.6	97
NBC MONDAY NIGHT MOVIE	N 23889	1337	16.3	5.6	115	793	15.3	3.3	107	2947	16.2	12.3	114	2524	16.8	10.6	118
NBC NIGHTLY NEWS	N 11156	506	6.2	4.5	93	290	5.6	2.6	84	997	5.5	8.9	82	764	5.1	6.8	77
NBC NIGHTLY NEWS-SAT	N 7363	304	3.7	4.1	85	*175	3.4	2.4	77	788	4.3	10.7	99	439	2.9	6.0	67
NBC NIGHTLY NEWS-SUN	N 6214	278	3.4	4.5	92	*131	2.5	2.1	68	616	3.4	9.9	91	380	2.5	6.1	68
NBC SUNDAY NIGHT MOVIE	N 17590	956	11.7	5.4	111	532	10.3	3.0	98	2374	13.1	13.5	125	1754	11.7	10.0	112
NEWMART	C 16740	847	10.4	5.1	104	572	11.0	3.4	111	1841	10.1	11.0	101	1577	10.5	9.4	105
ONE DAY AT A TIME	C 11820	587	7.2	5.0	102	422	8.1	3.6	115	1240	6.8	10.5	97	1143	7.6	9.7	108
PEOPLE ARE FUNNY	N 9138	395	4.8	4.3	89	*166	3.2	1.8	59	676	3.7	7.4	68	667	4.4	7.3	82
REAL PEOPLE	N 15979	587	7.2	3.7	75	457	8.8	2.9	93	1607	8.8	10.1	93	1416	9.4	8.9	99
REMINGTON STEELE	N 14395	668	8.2	4.6	95	560	10.8	3.9	126	1670	9.2	11.6	107	1348	9.0	9.4	105
RIPLY'S BELIEVE IT - NOT	A 11362	428	5.2	3.8	77	321	6.2	2.8	91	1294	7.1	11.4	105	826	5.5	7.3	81
RIPTIDE	N 13920	636	7.8	4.6	94	531	10.2	3.8	123	1488	8.2	10.7	99	1275	8.5	9.2	102
SCARECROW & MRS. KING	C 17571	860	10.5	4.9	100	464	8.9	2.6	85	1841	10.1	10.5	97	1459	9.7	8.3	93
SIMON & SIMON	C 20208	849	10.4	4.2	86	535	10.3	2.6	86	2188	12.0	10.8	100	1604	10.7	7.9	89
60 MINUTES	C 27668	1422	17.4	5.1	105	718	13.8	2.6	84	2539	14.0	9.2	85	2348	15.7	8.5	95
ST. ELSEWHERE	N 13699	747	9.1	5.5	112	404	7.8	2.9	95	1709	9.4	12.5	115	1578	10.5	11.5	129
THREE'S COMPANY	A 20632	1001	12.2	4.9	99	780	15.0	3.8	122	2323	12.8	11.3	104	1920	12.8	9.3	104
T.J. HOOKER	A 17136	678	8.3	4.0	81	362	7.0	2.1	68	1762	9.7	10.3	95	1298	8.7	7.6	85
TONIGHT SHOW	N 4963	356	4.4	7.2	147	144	2.8	2.9	94	547	3.0	11.0	102	507	3.4	10.2	114

	TOTAL U.S. '000	JOHNSONS BABY OIL				SEA & SKI				SUNDOWN SUNSCREEN				TROPICAL BLEND			
		A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	10219	100.0	6.1	100	7554	100.0	4.5	100	6293	100.0	3.8	100	11396	100.0	6.8	100
MALES	79263	3513	34.4	4.4	73	3507	46.4	4.4	98	2523	40.1	3.2	85	4335	38.0	5.5	80
FEMALES	88464	6706	65.6	7.6	124	4047	53.6	4.6	102	3769	59.9	4.3	114	7061	62.0	8.0	117
18 - 24	28671	3063	30.0	10.7	175	1749	23.2	6.1	135	962	15.3	3.4	89	3851	33.8	13.4	198
25 - 34	39536	3382	33.1	8.6	140	2240	29.7	5.7	126	2091	33.2	5.3	141	3519	30.9	8.9	131
35 - 44	28578	1635	16.0	5.6	93	1428	18.9	4.9	109	1299	22.1	4.8	128	2063	18.1	7.1	105
45 - 54	22345	902	8.8	4.0	66	1140	15.1	5.1	113	830	13.2	3.7	99	862	7.6	3.9	57
55 - 64	22224	655	6.4	2.9	48	657	8.7	3.0	66	581	9.2	2.6	70	4638	5.6	2.9	42
65 OR OLDER	25973	582	5.7	2.2	37	339	4.5	1.3	29	439	7.0	1.7	45	4463	4.1	1.8	26
18 - 34	68207	6445	63.1	9.4	155	3989	52.8	5.8	130	3053	48.5	4.5	119	7370	64.7	10.8	159
18 - 49	108058	8655	84.7	8.0	131	6005	79.5	5.6	123	4853	77.1	4.5	120	9963	87.4	9.2	136
25 - 54	90859	5919	57.9	6.5	107	4809	63.7	5.3	118	4311	68.5	4.7	126	6444	56.5	7.1	104
35 - 49	39851	2210	21.6	5.5	91	2016	26.7	5.1	112	1800	28.6	4.5	120	2593	22.8	6.5	96
50 OR OLDER	59669	1564	15.3	2.6	43	1549	20.5	2.6	58	1440	22.9	2.4	64	1433	12.6	2.4	35
GRADUATED COLLEGE	28091	1580	15.5	5.6	92	1977	26.2	7.0	156	1576	25.0	5.6	150	1542	13.5	5.5	81
ATTENDED COLLEGE	28938	1982	19.4	6.8	112	1818	24.1	6.3	139	1398	22.2	4.8	129	2758	24.2	9.5	140
GRADUATED HIGH SCHOOL	65503	4300	42.1	6.6	108	2733	36.2	4.2	93	2389	38.0	3.6	97	5100	44.8	7.8	115
DID NOT GRADUATE HIGH SCHOOL	45195	2357	23.1	5.2	86	1027	13.6	2.3	50	929	14.8	2.1	55	1996	17.5	4.4	65
EMPLOYED MALES	56429	2649	25.9	4.7	77	2905	38.5	5.1	114	1946	30.9	3.4	92	3448	30.3	6.1	90
EMPLOYED FEMALES	43971	3562	34.9	8.1	133	2591	34.3	5.9	131	2108	33.5	4.8	128	4160	36.5	9.5	139
EMPLOYED FULL-TIME	87773	5130	50.2	5.8	96	4724	62.5	5.4	120	3599	57.2	4.1	109	6033	52.9	6.9	101
EMPLOYED PART-TIME	12627	1082	10.6	8.6	141	773	10.2	6.1	136	4456	7.2	3.6	96	1575	13.8	12.5	184
NOT EMPLOYED	67327	4008	39.2	6.0	98	2058	27.2	3.1	68	2238	35.6	3.3	89	3789	33.2	5.6	83
PROFESSIONAL/MANAGER	25845	1346	13.2	5.2	85	1609	21.3	6.2	138	1357	21.6	5.3	140	1433	12.6	5.5	82
TECH/CLERICAL/SALES	30895	2324	22.7	7.5	123	1945	25.7	6.3	140	1486	23.6	4.8	128	2884	25.3	9.3	137
PRECISION/CRAFT	12629	673	6.6	5.3	87	4417	5.5	3.3	73	3335	5.3	2.7	71	980	8.6	7.8	114
OTHER EMPLOYED	31031	1869	18.3	6.0	99	1526	20.2	4.9	109	878	14.0	2.8	75	2312	20.3	7.5	110
SINGLE	35557	3013	29.5	8.5	139	1891	25.0	5.3	118	1120	17.8	3.1	84	3613	31.7	10.2	150
MARRIED	103585	5842	57.2	5.6	93	4828	63.9	4.7	103	4463	70.9	4.3	115	6388	56.1	6.2	91
DIVORCED/SEPARATED/WIDOWED	26585	1364	13.3	4.8	78	835	11.1	2.9	65	709	11.3	2.5	66	1396	12.2	4.9	72
PARENTS	59295	4547	44.5	7.7	126	3058	40.5	5.2	115	3208	51.0	5.4	144	5229	45.9	8.8	130
WHITE	146081	9596	93.9	6.6	108	7098	94.0	4.9	108	6129	97.4	4.2	112	10789	94.7	7.4	109
BLACK	17974	469	4.6	2.6	43	**211	2.8	1.2	26	**128	2.0	0.7	19	**276	2.4	1.5	23
OTHER	3672	**154	1.5	4.2	69	**245	3.2	6.7	148	**36	0.6	1.0	26	**331	2.9	9.0	123
NORTHEAST-CENSUS	37005	2055	20.1	5.6	91	1714	22.7	4.6	103	1304	20.7	3.5	94	2195	19.3	5.9	87
NORTH CENTRAL	42642	2884	28.2	6.8	111	1605	21.2	3.8	84	1394	22.2	3.3	87	2963	26.0	6.9	102
SOUTH	56777	3328	32.6	5.9	96	1723	22.8	3.0	67	2342	37.2	4.1	110	3804	33.4	6.7	99
WEST	31303	1952	19.1	6.2	102	2512	33.3	8.0	178	1252	19.9	4.0	107	2434	21.4	7.8	114
NORTHEAST-MKTG.	38125	1974	19.3	5.2	85	1847	24.5	4.8	108	1316	20.9	3.5	92	2162	19.0	5.7	83
EAST CENTRAL	24794	1705	16.7	6.9	113	875	11.6	3.5	78	704	11.2	2.8	76	1899	16.7	7.7	113
WEST CENTRAL	28511	1915	18.7	6.7	110	1246	16.5	4.4	97	1048	16.7	3.7	98	1830	16.1	6.4	94
SOUTH	48953	2931	28.7	6.0	98	1435	19.0	2.9	65	2183	34.7	4.5	119	3359	29.5	6.9	101
PACIFIC	27344	1694	16.6	6.2	102	2152	28.5	7.9	175	1041	16.5	3.8	101	2147	18.8	7.9	116
COUNTY SIZE A	69301	4200	41.1	6.1	99	3443	45.6	5.0	110	2471	39.3	3.6	95	4775	41.9	6.9	101
COUNTY SIZE B	50633	3263	31.9	6.4	106	2095	27.7	4.1	92	2157	34.3	4.3	114	3211	28.2	6.3	93
COUNTY SIZE C	26259	1643	16.1	6.3	103	1292	17.1	4.9	109	933	14.8	3.6	95	2021	17.7	7.7	113
COUNTY SIZE D	21534	1114	10.9	5.2	85	724	9.6	3.4	75	732	11.6	3.4	91	1389	12.2	6.5	95
METRO CENTRAL CITY	50014	2782	27.2	5.6	91	2368	31.3	4.7	105	1822	29.0	3.6	97	3397	29.8	6.8	100
METRO SUBURBAN	76832	5007	49.0	6.5	107	3662	48.5	4.8	106	3079	48.9	4.0	107	5318	46.7	6.9	102
NON METRO	40881	2429	23.8	5.9	98	1524	20.2	3.7	83	1392	22.1	3.4	91	2681	23.5	6.6	97
TOP 5 ADI'S	39550	2333	22.8	5.9	97	2082	27.6	5.3	117	1374	21.8	3.5	93	2857	25.1	7.2	106
TOP 10 ADI'S	54877	2980	29.2	5.4	89	2908	38.5	5.3	118	1884	29.9	3.4	92	3631	31.9	6.6	97
TOP 20 ADI'S	77516	4468	43.7	5.8	95	3858	51.1	5.0	111	2810	44.7	3.6	97	5342	46.9	6.9	101
HSHLD INC. \$50,000 OR MORE	17257	726	7.1	4.2	69	1027	13.6	6.0	132	767	12.2	4.4	118	1395	12.2	8.1	119
\$40,000 OR MORE	33235	1714	16.8	5.2	85	1931	25.6	5.8	129	1546	24.6	4.7	124	2590	22.7	7.8	115
\$30,000 OR MORE	59493	3655	35.8	6.1	100	3572	47.3	6.0	133	2855	45.4	4.8	127	4490	39.4	7.5	111
\$25,000 OR MORE	76275	4698	46.0	6.2	101	4379	58.0	5.7	127	3615	57.4	4.7	126	5694	50.0	7.5	110
\$20,000 - \$24,999	18607	1248	12.2	6.7	110	1073	14.2	5.8	128	615	9.8	3.3	88	1578	13.8	8.5	125
\$15,000 - \$19,999	17175	895	8.8	5.2	86	700	9.3	4.1	90	827	13.1	4.8	128	1200	10.5	7.0	103
\$10,000 - \$14,999	24569	1620	15.9	6.6	108	722	9.6	2.9	65	603	9.6	2.5	65	1866	14.6	6.8	100
UNDER \$10,000	31101	1757	17.2	5.6	93	680	9.0	2.2	49	632	10.0	2.0	54	1259	11.0	4.0	60
HOUSEHOLD OF 1 PERSON	19441	697	6.8	3.6	59	602	8.0	3.1	69	425	6.8	2.2	58	576	5.1	3.0	44
2 PEOPLE	51803	2751	26.9	5.3	87	2279	30.2	4.4	98	1626	25.8	3.1	84	2929	25.7	5.7	83
3 OR 4 PEOPLE	66933	4580	44.8	6.8	112	3209	42.5	4.8	106	2947	46.8	4.4	117	5275	46.3	7.9	116
5 OR MORE PEOPLE	29550	2190	21.4	7.4	122	1463	19.4	5.0	110	1295	20.6	4.4	117	2616	23.0	8.9	130
NO CHILD IN HSHLD	96587	4841	47.4	5.0	82	3998	52.9	4.1	92	2715	43.1	2.8	75	4975	43.7	5.2	76
CHILD(REN) UNDER 2 YRS	10844	1003	9.8	9.2	152	**484	6.4	4.5	99	**534	8.5	4.9	131	910	8.0	8.4	124
2 - 5 YEARS	26358	2159	21.1	8.2	134	1364	18.1	5.2	115	1318	20.9	5.0	133	2182	19.1	8.3	122
6 - 11 YEARS	30453	2264	22.2	7.4	122	1307	17.3	4.3	95	1369	21.8	4.5	120	2837	24.9	9.3	137
12 - 17 YEARS	36575	2432	23.8	6.6	109	1914	25.3	5.2	116	1650	26.2	4.5	120	3199	28.1	8.7	129
RESIDENCE OWNED	117770	6738	65.9	5.7	94	5340	70.7	4.5	101	4919	78.2	4.2	111	7496	65.8	6.4	94
VALUE: \$50,000 OR MORE	70166	3945	38.6	5.6	92	3900	51.6	5.6	123	3183	50.6	4.5	121	4685	41.1	6.7	98
VALUE: UNDER \$50,000	47604	2793	27.3	5.9	96	1440	19.1	3.0	67	1736	27.6	3.6	97	2811	24.7	5.9	87

		TOTAL U.S. '000	JOHNSONS BABY OIL				SEA & SKI				SUNDOWN SUNSCREEN				TROPICAL BLEND			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	10219	100.0	6.1	100	7554	100.0	4.5	100	6293	100.0	3.8	100	11396	100.0	6.8	100
MAGAZINES	QUINTILE 1	34022	2576	25.2	7.6	124	2008	26.6	5.9	131	1425	22.6	4.2	112	2961	26.0	8.7	128
	QUINTILE 2	34800	2321	22.7	6.7	109	1894	25.1	5.4	121	1592	25.3	4.6	122	2557	22.4	7.3	108
	QUINTILE 3	30514	1699	16.6	5.6	93	1192	15.8	3.9	87	1222	19.4	4.0	107	1797	15.8	5.9	87
	QUINTILE 4	33324	1949	19.1	5.8	96	1485	19.7	4.5	99	1151	18.3	3.5	92	2329	20.4	7.0	103
	QUINTILE 5	35066	1674	16.4	4.8	78	975	12.9	2.8	62	903	14.3	2.6	69	1753	15.4	5.0	74
NEWSPAPERS	QUINTILE 1	29107	1564	15.3	5.4	88	1509	20.0	5.2	115	1137	18.1	3.9	104	1927	16.9	6.6	97
	QUINTILE 2	49095	2987	29.2	6.1	100	2167	28.7	4.4	98	1783	28.3	3.6	97	3061	26.9	6.2	92
	QUINTILE 3	23107	1720	16.8	7.4	122	1182	15.6	5.1	114	1104	17.5	4.8	127	1676	14.7	7.3	107
	QUINTILE 4	33556	2216	21.7	6.6	108	1559	20.6	4.6	103	1208	19.2	3.6	96	2647	23.2	7.9	116
	QUINTILE 5	32863	1732	16.9	5.3	87	1138	15.1	3.5	77	1060	16.8	3.2	86	2084	18.3	6.3	93
OUTDOOR	QUINTILE 1	33431	2147	21.0	6.4	105	1685	22.3	5.0	112	1323	21.0	4.0	105	2661	23.4	8.0	117
	QUINTILE 2	33478	2208	21.6	6.6	108	1591	21.1	4.8	106	1371	21.8	4.1	109	2209	19.4	6.6	97
	QUINTILE 3	33574	1893	18.5	5.6	93	1573	20.8	4.7	104	1234	19.6	3.7	98	2245	19.7	6.7	98
	QUINTILE 4	33935	2289	22.4	6.7	111	1534	20.3	4.5	100	1338	21.3	3.9	105	2216	19.4	6.5	96
	QUINTILE 5	33310	1683	16.5	5.1	83	1170	15.5	3.5	78	1026	16.3	3.1	82	2065	18.1	6.2	91
RADIO-DRIVE TIME	QUINTILE 1	33136	2341	22.9	7.1	116	1789	23.7	5.4	120	1184	18.8	3.6	95	2414	21.2	7.3	107
	QUINTILE 2	31658	2358	23.1	7.4	122	1644	21.8	5.2	115	1118	17.8	3.5	94	2239	19.6	7.1	104
	QUINTILE 3	32541	1936	18.9	5.9	98	1437	19.0	4.4	98	1380	21.9	4.2	113	2368	20.8	7.3	107
	QUINTILE 4	34247	2069	20.2	6.0	99	1534	20.3	4.5	99	1564	24.9	4.6	122	2489	21.8	7.3	107
	QUINTILE 5	36144	1515	14.8	4.2	69	1149	15.2	3.2	71	1047	16.6	2.9	77	1887	16.6	5.2	77
RADIO-MID- DAY	TERCILE 1	45037	3429	33.6	7.6	125	2235	29.6	5.0	110	1747	27.8	3.9	103	3324	29.2	7.4	109
	TERCILE 2	44819	2685	26.3	6.0	98	2016	26.7	4.5	100	1593	25.3	3.6	95	3134	25.5	7.0	103
	TERCILE 3	77872	4105	40.2	5.3	87	3303	43.7	4.2	94	2952	46.9	3.8	101	4939	43.3	6.3	93
RADIO-TOTAL	QUINTILE 1	33763	2434	23.8	7.2	118	1777	23.5	5.3	117	1221	19.4	3.6	96	2426	21.3	7.2	106
	QUINTILE 2	33240	2392	23.4	7.2	118	1634	21.6	4.9	109	1220	19.4	3.7	98	2489	21.8	7.5	110
	QUINTILE 3	33408	2227	21.8	6.7	109	1661	22.0	5.0	110	1516	24.1	4.5	121	2572	22.6	7.7	113
	QUINTILE 4	34792	1941	19.0	5.6	92	1370	18.1	3.9	87	1357	21.6	3.9	104	2433	21.3	7.0	103
	QUINTILE 5	32524	1225	12.0	3.8	62	1111	14.7	3.4	76	979	15.6	3.0	80	1477	13.0	4.5	67
TV-PRIME TIME	QUINTILE 1	33090	1922	18.8	5.8	95	1433	19.0	4.3	96	1105	17.6	3.3	89	2056	18.0	6.2	91
	QUINTILE 2	33357	2059	20.1	6.2	101	1553	20.6	4.7	103	1248	19.8	3.7	100	2375	20.8	7.1	105
	QUINTILE 3	33980	2402	23.5	7.1	116	1476	19.5	4.3	96	1416	22.5	4.2	111	2516	22.1	7.4	109
	QUINTILE 4	33854	1750	17.1	5.2	85	1290	17.1	3.8	85	1266	20.1	3.7	100	2325	20.4	6.9	101
	QUINTILE 5	33444	2086	20.4	6.2	102	1802	23.9	5.4	120	1257	20.0	3.8	100	2125	18.6	6.4	94
TV-DAYTIME	TERCILE 1	49121	3189	31.2	6.5	107	1722	22.8	3.5	78	1532	24.3	3.1	83	3101	27.2	6.3	93
	TERCILE 2	48823	3090	30.2	6.3	104	2163	28.6	4.4	98	2029	32.2	4.2	111	3892	34.2	8.0	117
	TERCILE 3	69782	3940	38.6	5.6	93	3668	48.6	5.3	117	2732	43.4	3.9	104	4403	38.6	6.3	93
TV-TOTAL	QUINTILE 1	33584	2074	20.3	6.2	101	1304	17.3	3.9	86	1008	16.0	3.0	80	1890	16.6	5.6	83
	QUINTILE 2	33441	1984	19.4	5.9	97	1314	17.4	3.9	87	1322	21.0	4.0	105	2298	20.2	6.9	101
	QUINTILE 3	33505	2011	19.7	6.0	99	1405	18.6	4.2	93	1184	18.8	3.5	94	2494	21.9	7.4	110
	QUINTILE 4	33466	2291	22.4	6.8	112	1720	22.8	5.1	114	1339	21.3	4.0	107	2476	21.7	7.4	109
	QUINTILE 5	33731	1858	18.2	5.5	90	1811	24.0	5.4	119	1438	22.9	4.3	114	2239	19.6	6.6	98
MAGAZINES-NEWSPAPERS: DUAL		44503	2853	27.9	6.4	105	2470	32.7	5.6	123	1741	27.7	3.9	104	3284	28.8	7.4	109
MAGAZINE IMPERATIVE		39363	2887	28.3	7.3	120	1994	26.4	5.1	112	1841	29.3	4.7	125	3172	27.8	8.1	119
NEWSPAPER IMPERATIVE		46441	2505	24.5	5.4	89	1706	22.6	3.7	82	1673	26.6	3.6	96	2520	22.1	5.4	80
MAGAZINES-OUTDOOR: DUAL		33726	2326	22.8	6.9	113	1873	24.8	5.6	123	1338	21.3	4.0	106	2693	23.6	8.0	118
MAGAZINE IMPERATIVE		52846	3510	34.3	6.6	109	2660	35.2	5.0	112	2227	35.4	4.2	112	3762	33.0	7.1	105
OUTDOOR IMPERATIVE		52140	2925	28.6	5.6	92	2151	28.5	4.1	92	1930	30.7	3.7	99	3090	27.1	5.9	87
MAGAZINES-RADIO: DUAL		37081	2779	27.2	7.5	123	2153	28.5	5.8	129	1570	24.9	4.2	113	3177	27.9	8.6	126
MAGAZINE IMPERATIVE		49747	3086	30.2	6.2	102	2378	31.5	4.8	106	2147	34.1	4.3	115	3350	29.4	6.7	99
RADIO IMPERATIVE		49208	3125	30.6	6.4	104	2068	27.4	4.2	93	1725	27.4	3.5	93	3140	27.6	6.4	94
MAGAZINES-TELEVISION: DUAL		33103	2022	19.8	6.1	100	1572	20.8	4.7	105	1333	21.2	4.0	107	2302	20.2	7.0	102
MAGAZINE IMPERATIVE		54575	3959	38.7	7.3	119	3161	41.8	5.8	129	2355	37.4	4.3	115	4348	38.2	8.0	117
TELEVISION IMPERATIVE		53249	2917	28.5	5.5	90	1714	22.7	3.2	71	1544	24.5	2.9	77	3120	27.4	5.9	86
NEWSPAPERS-OUTDOOR: DUAL		36255	2408	23.6	6.6	109	1913	25.3	5.3	117	1633	25.9	4.5	120	2540	22.3	7.0	103
NEWSPAPER IMPERATIVE		55591	3186	31.2	5.7	94	2500	33.1	4.5	100	1942	30.9	3.5	93	3497	30.7	6.3	93
OUTDOOR IMPERATIVE		48319	3090	30.2	6.4	105	2139	28.3	4.4	98	1836	29.2	3.8	101	3620	31.8	7.5	110
NEWSPAPERS-RADIO: DUAL		37242	2524	24.7	6.8	111	2044	27.1	5.5	122	1567	24.9	4.2	112	2585	22.7	6.9	102
NEWSPAPER IMPERATIVE		54423	3048	29.8	5.6	92	2337	30.9	4.3	95	2091	33.2	3.8	102	3325	29.2	6.1	90
RADIO IMPERATIVE		46650	3400	33.3	7.3	120	2293	30.4	4.9	109	1749	27.8	3.7	100	3593	31.5	7.7	113
NEWSPAPERS-TELEVISION: DUAL		35974	1993	19.5	5.5	91	1498	19.8	4.2	92	1225	19.5	3.4	91	2224	19.5	6.2	91
NEWSPAPER IMPERATIVE		56095	3595	35.2	6.4	105	2919	38.6	5.2	116	2439	38.8	4.3	116	3933	34.5	7.0	103
TELEVISION IMPERATIVE		47170	3061	30.0	6.5	107	1868	24.7	4.0	88	1607	25.5	3.4	91	3356	29.4	7.1	105
OUTDOOR-RADIO: DUAL		33748	2560	25.1	7.6	125	1890	25.0	5.6	124	1298	20.6	3.8	103	2705	23.7	8.0	118
OUTDOOR IMPERATIVE		52785	2894	28.3	5.5	90	2199	29.1	4.2	92	2194	34.9	4.2	111	3396	29.8	6.4	95
RADIO IMPERATIVE		52882	3502	34.3	6.6	109	2503	33.1	4.7	105	2068	32.9	3.9	104	3692	32.4	7.0	103
OUTDOOR-TELEVISION: DUAL		32030	2005	19.6	6.3	103	1472	19.5	4.6	102	1143	18.2	3.6	95	2359	20.7	7.4	108
OUTDOOR IMPERATIVE		54626	3415	33.4	6.3	103	2802	37.1	5.1	1								

	TOTAL U.S. '000	JOHNSONS BABY OIL				SEA & SKI				SUNDOWN SUNSCREEN				TROPICAL BLEND			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	10219	100.0	6.1	100	7554	100.0	4.5	100	6293	100.0	3.8	100	11396	100.0	6.8	100
ATLANTIC MONTHLY	867	**34	0.3	3.9	64	**72	1.0	8.3	184	**15	0.2	1.7	46	**36	0.3	4.2	61
BARRON'S	1580	**82	0.8	5.2	85	**72	1.0	4.6	101	**24	0.4	1.5	40	**104	0.9	6.6	97
BETTER HOMES & GARDENS	22203	1579	15.5	7.1	117	1049	13.9	4.7	105	965	15.3	4.3	116	1752	15.4	7.9	116
BON APPETIT	3810	*202	2.0	5.3	87	284	3.8	7.5	166	*172	2.7	4.5	120	*291	2.6	7.6	112
BUSINESS WEEK	4663	286	2.8	6.1	101	266	3.5	5.7	127	*167	2.7	3.6	95	328	2.9	7.0	104
CAR AND DRIVER	3102	*221	2.2	7.1	117	*197	2.6	6.4	141	**98	1.6	3.2	84	*261	2.3	8.4	124
CBS MAGAZINE NETWORK (GROSS)	7311	578	5.7	7.9	130	421	5.6	5.8	128	375	6.0	5.1	137	693	6.1	9.5	140
CHANGING TIMES	3400	*248	2.4	7.3	120	*252	3.3	7.4	165	**112	1.8	3.3	88	*233	2.0	6.9	101
COLONIAL HOMES	1796	*162	1.6	9.0	148	**78	1.0	4.3	96	**132	2.1	7.3	196	*187	1.6	10.4	153
CONDE NAST MAG. PKG. (GROSS)	19924	2107	20.6	10.6	174	1186	15.7	6.0	132	907	14.4	4.6	121	2248	19.7	11.3	166
CONSUMERS DIGEST	3125	*141	1.4	4.5	74	*132	1.7	4.2	94	**78	1.2	2.5	67	*175	1.5	5.6	82
COSMOPOLITAN	10577	1051	10.3	9.9	163	513	6.8	4.9	108	493	7.8	4.7	124	1251	11.0	11.8	174
COUNTRY LIVING	3746	*226	2.2	6.0	99	*206	2.7	5.5	122	*173	2.7	4.6	123	320	2.8	8.5	126
CUISINE	2214	**74	0.7	3.3	55	**99	1.3	4.5	99	**98	1.6	4.4	118	*196	1.7	8.9	130
CYCLE WORLD	2394	*213	2.1	8.9	146	*167	2.2	7.0	155	**153	2.4	6.4	170	*217	1.9	9.1	133
DCI:CREATIVE IDEAS FOR LIV	3068	*220	2.2	7.2	118	*224	3.0	7.3	162	**107	1.7	3.5	93	314	2.8	10.2	151
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	653	6.4	6.8	112	535	7.1	5.6	124	559	8.9	5.8	156	750	6.6	7.8	116
DISCOVER	2277	*148	1.4	6.5	107	*127	1.7	5.6	124	**58	0.9	2.5	68	*324	2.8	14.2	209
EBONY	7187	262	2.6	3.6	60	**96	1.3	1.3	30	**78	1.2	1.1	29	*160	1.4	2.2	33
ESQUIRE	2560	*149	1.5	5.8	96	*92	1.2	3.6	80	**98	1.6	3.8	102	*155	1.4	6.1	89
ESSENCE	3242	*135	1.3	4.2	68	**47	0.6	1.4	32	**32	0.5	1.0	26	*139	1.2	4.3	63
FAMILY CIRCLE	19639	1327	13.0	6.8	111	994	13.2	5.1	112	836	13.3	4.3	113	1487	13.0	7.6	111
THE FAMILY HANDYMAN	3540	*208	2.0	5.9	96	*108	1.4	3.1	68	**140	2.2	4.0	105	*186	1.6	5.3	77
FAMILY WEEKLY	23924	1581	15.5	6.6	108	1458	19.3	6.1	135	887	14.1	3.7	99	1692	14.8	7.1	104
FIELD & STREAM	9883	695	6.8	7.0	115	532	7.0	5.4	120	357	5.7	3.6	96	873	7.7	8.8	130
FOOD & WINE	1030	**64	0.6	6.2	102	**60	0.8	5.8	129	**23	0.4	2.2	60	**95	0.8	9.2	136
FORBES	2679	*156	1.5	5.8	96	203	2.7	7.6	168	**64	1.0	2.4	64	*145	1.3	5.4	80
FORTUNE	2931	*241	2.4	8.2	135	204	2.7	7.0	155	**115	1.8	3.9	105	*179	1.6	6.1	90
GENTLEMEN'S QUARTERLY	3481	*365	3.6	10.5	172	*218	2.9	6.3	139	**147	2.3	4.2	113	*337	3.0	9.7	142
GLAMOUR	7163	839	8.2	11.7	192	476	6.3	6.6	148	332	5.3	4.6	124	936	8.2	13.1	192
GOLF DIGEST	2355	**146	1.4	6.2	102	*214	2.8	9.1	202	*96	1.5	4.1	109	*170	1.5	7.2	106
GOLF DIGEST/TENNIS (GROSS)	3610	*205	2.0	5.7	93	289	3.8	8.0	178	*129	2.0	3.6	95	240	2.1	6.6	98
GOLF MAGAZINE	2046	**128	1.3	6.3	103	*149	2.0	7.3	162	**45	0.7	2.2	59	**106	0.9	5.2	76
GOLF MAGAZINE/SKI (GROSS)	3547	*240	2.3	6.8	111	356	4.7	10.0	223	*122	1.9	3.4	92	307	2.7	8.7	127
GOOD HOUSEKEEPING	20353	1601	15.7	7.9	129	1059	14.0	5.2	116	904	14.4	4.4	118	1626	14.3	8.0	118
HARPER'S BAZAAR	3362	328	3.2	9.8	160	*197	2.6	5.9	130	*170	2.7	5.1	135	485	4.3	14.4	212
HEALTH	2987	*256	2.5	8.6	141	*148	2.0	5.0	110	**78	1.2	2.6	70	*350	3.1	11.7	172
HEARST MAG CORP. BUY (GROSS)	67928	5315	52.0	7.8	128	3480	46.1	5.1	114	3140	49.9	4.6	123	6134	53.8	9.0	133
HEARST MAN POWER (GROSS)	11282	580	5.7	5.1	84	664	8.8	5.9	131	526	8.4	4.7	124	761	6.7	6.7	99
HEARST WOMAN POWER (GROSS)	40514	3501	34.3	8.6	142	2013	26.6	5.0	110	1839	29.2	4.5	121	3866	33.9	9.5	140
HOUSE BEAUTIFUL	4885	429	4.2	8.8	144	*219	2.9	4.5	100	*159	2.5	3.3	87	394	3.5	8.1	119
INC.	1308	**106	1.0	8.1	133	**79	1.0	6.0	134	**49	0.8	3.7	100	**76	0.7	5.8	86
JET	6498	269	2.6	4.1	68	**88	1.2	1.4	30	**62	1.0	1.0	25	*130	1.1	2.0	29
LADIES' HOME JOURNAL	14797	1258	12.3	8.5	140	776	10.3	5.2	116	664	10.6	4.5	120	1185	10.4	8.0	118
LHJ FAMILY GRP COMBO(GROSS)	21743	1958	19.2	9.0	148	1212	16.0	5.6	124	871	13.8	4.0	107	2018	17.7	9.3	137
LIFE	9881	691	6.8	7.0	115	453	6.0	4.6	102	403	6.4	4.1	109	772	6.8	7.8	115
L.A. TIMES HOME MAGAZINE	2775	*143	1.4	5.2	85	*135	1.8	4.9	108	**160	2.5	5.8	154	**180	1.6	6.5	95
MADEMOISELLE	4219	501	4.9	11.9	195	*254	3.4	6.0	134	*232	3.7	5.5	147	442	3.9	10.5	154
MC CALL'S	16422	1452	14.2	8.8	145	819	10.8	5.0	111	678	10.8	4.1	110	1370	12.0	8.3	123
MC CALL'S/WRK MOTHER (GROSS)	17919	1545	15.1	8.6	142	910	12.0	5.1	113	762	12.1	4.3	113	1517	13.3	8.5	125
MECHANIX ILLUSTRATED	4433	*224	2.2	5.1	83	*204	2.7	4.6	102	*195	3.1	4.4	117	346	3.0	7.8	115
METROPOLITAN HOME	1504	**85	0.8	5.7	93	**54	0.7	3.6	80	**46	0.7	3.1	82	**106	0.9	7.0	104
MONEY	4723	*281	2.7	5.9	98	*169	2.2	3.6	79	228	3.6	4.8	129	423	3.7	9.0	132
MOTHER EARTH NEWS	2325	*119	1.2	5.1	84	*90	1.2	3.9	86	*169	2.7	7.3	194	*190	1.7	8.2	120
MS.	1189	**129	1.3	10.8	178	*161	2.1	13.5	301	**46	0.7	3.9	103	*215	1.9	18.1	266
NATIONAL ENQUIRER	18892	1392	13.6	7.4	121	785	10.4	4.2	92	587	9.3	3.1	83	1506	13.2	8.0	117
NATIONAL GEOGRAPHIC	22129	1283	12.6	5.8	95	1301	17.2	5.9	131	1129	17.9	5.1	136	1448	12.7	6.5	96
NATIONAL SUNDAY MAGAZINE PKG	103750	6341	62.1	6.1	100	5012	66.3	4.8	107	3921	62.3	3.8	101	6964	61.1	6.7	99
NATURAL HISTORY	1379	**59	0.6	4.3	70	**37	0.5	2.7	60	**92	1.5	6.7	178	**43	0.4	3.1	46
NEW WOMAN	2289	*241	2.4	10.5	173	**122	1.6	5.3	118	**69	1.1	3.0	80	*283	2.5	12.4	182
NEW YORK INCLUDING CUE	1088	**61	0.6	5.6	92	**72	1.0	6.6	147	*119	0.3	1.7	47	**70	0.6	6.4	95
THE NEW YORKER	2459	*146	1.4	5.9	97	*171	2.3	7.0	154	*104	1.7	4.2	113	*140	1.2	5.7	84
NEWSWEEK	16527	1067	10.4	6.5	106	1063	14.1	6.4	143	726	11.5	4.4	117	1315	11.5	8.0	117
THE N.Y. TIMES DAILY EDITION	2739	*148	1.4	5.4	89	*41	3.2	8.8	195	*99	1.6	3.6	96	*111	1.0	4.1	60
THE N.Y. TIMES MAGAZINE	4443	221	2.2	5.0	82	330	4.4	7.4	165	*220	3.5	5.0	132	*191	1.7	4.3	63
OMNI	2799	*279	2.7	10.0	164	*146	1.9	5.2	116	**143	2.3	5.1	136	382	3.4	13.6	201
ON CABLE	2209	*293	2.9	13.3	218	**40	0.5	1.8	40	**122	1.9	5.5	147	*173	1.5	7.8	115
1001 HOME IDEAS	3959	444	4.3	11.2	184	287	3.8	7.2	161	*129	2.0	3.3	87	483	4.2	12.2	180
ORGANIC GARDENING	3111	*192	1.9	6.2	101	**139	1.8	4.5	99	**119	1.9	3.8	102	**107	0.9	3.4	51
OUTDOOR LIFE	5024	412	4.0	8.2	135	*178	2.4	3.5	79	*235	3.7	4.7	125	334	2.9	6.6	98
PARADE MAGAZINE	51292	2680	26.2	5.2	86	2278	30.2	4.4	99	1954	31.1	3.8	102	3259	28.6	6.4	94

	TOTAL U.S. '000	JOHNSONS BABY OIL				SEA & SKI				SUNDOWN SUNSCREEN				TROPICAL BLEND			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	10219	100.0	6.1	100	7554	100.0	4.5	100	6293	100.0	3.8	100	11396	100.0	6.8	100
PARENTS	5298	602	5.9	11.4	187	390	5.2	7.4	163	322	5.1	6.1	162	646	5.7	12.2	179
PENTHOUSE	5129	491	4.8	9.6	157	275	3.6	5.4	119	226	3.6	4.4	117	475	4.2	9.3	136
PEOPLE	21070	1652	16.2	7.8	129	1076	14.2	5.1	113	1080	17.2	5.1	137	1923	16.9	9.1	134
PLAYBOY	10562	722	7.1	6.8	112	577	7.6	5.5	121	369	5.9	3.5	93	800	7.0	7.6	111
POPULAR HOT RODDING	2498	**167	1.6	6.7	110	**134	1.8	5.4	119	**58	0.9	2.3	62	*325	2.9	13.0	191
POPULAR MECHANICS	5887	308	3.0	5.2	86	256	3.4	4.3	97	*355	5.6	6.0	161	305	2.7	5.2	76
POPULAR SCIENCE	4317	*216	2.1	5.0	82	231	3.1	5.4	119	*247	3.9	5.7	152	*230	2.0	5.3	78
PREVENTION	5792	271	2.7	4.7	77	226	3.0	3.9	87	*184	2.9	3.2	85	350	3.1	6.0	89
PSYCHOLOGY TODAY	3284	*256	2.5	7.8	128	*188	2.5	5.7	127	*92	1.5	2.8	75	288	2.5	8.8	129
READER'S DIGEST	40046	2453	24.0	6.1	101	1675	22.2	4.2	93	1650	26.2	4.1	110	2517	22.1	6.3	93
REDBOOK	9584	849	8.3	8.9	145	440	5.8	4.6	102	443	7.0	4.6	123	989	8.7	10.3	152
ROAD & TRACK	2590	*172	1.7	6.6	109	**134	1.8	5.2	115	**111	1.8	4.3	114	*242	2.1	9.3	138
ROLLING STONE	3302	373	3.7	11.3	185	*220	2.9	6.7	148	**116	1.8	3.5	94	520	4.6	15.7	232
RUNNER'S WORLD	1229	**101	1.0	8.2	135	**67	0.9	5.5	121	*70	1.1	5.7	152	**114	1.0	9.3	137
SATURDAY EVENING POST	2110	*204	2.0	9.7	159	**94	1.2	4.5	99	**82	1.3	3.9	104	**118	1.0	5.6	82
SCIENCE 84	1543	**59	0.6	3.8	63	**106	1.4	6.9	153	*34	0.5	2.2	59	**124	1.1	8.0	118
SCIENCE DIGEST	1747	**94	0.9	5.4	88	*178	2.4	10.2	226	*26	0.4	1.5	40	**148	1.3	8.5	125
SCIENTIFIC AMERICAN	1994	*56	0.5	2.8	46	*207	2.7	10.4	231	*79	1.3	4.0	106	*149	1.3	7.5	110
SELF	3119	295	2.9	9.5	155	*155	2.1	5.0	110	*108	1.7	3.5	92	470	4.1	15.1	222
SEVENTEEN	3923	393	3.8	10.0	164	*149	2.0	3.8	84	*243	3.9	6.2	165	447	3.9	11.4	168
SKI	1501	**112	1.1	7.5	122	*207	2.7	13.8	306	*77	1.2	5.1	137	*201	1.8	13.4	197
SMITHSONIAN	5976	299	2.9	5.0	82	384	5.1	6.4	143	328	5.2	5.5	146	318	2.8	5.3	78
SOAP OPERA DIGEST	4228	378	3.7	8.9	147	*175	2.3	4.1	92	*213	3.4	5.0	134	408	3.6	9.6	142
SOUTHERN LIVING	6488	433	4.2	6.7	110	312	4.1	4.8	107	452	7.2	7.0	186	436	3.8	6.7	99
SPORT	3500	*307	3.0	8.8	144	**167	2.2	4.8	106	*60	1.0	1.7	46	*189	1.7	5.4	79
THE SPORTING NEWS	2456	**176	1.7	7.2	118	**102	1.4	4.2	92	*66	1.0	2.7	72	*136	1.2	5.5	82
SPORTS AFIELD	3648	*178	1.7	4.9	80	*229	3.0	6.3	139	*145	2.3	4.0	106	*309	2.7	8.5	125
SPORTS ILLUSTRATED	14484	966	9.5	6.7	109	766	10.1	5.3	117	483	7.7	3.3	89	1006	8.8	6.9	102
STAR	12661	1059	10.4	8.4	137	368	4.9	2.9	65	431	6.8	3.4	91	897	7.9	7.1	104
SUNDAY	52799	3285	32.1	6.2	102	2496	33.0	4.7	105	1983	31.5	3.8	100	3539	31.1	6.7	99
SUNSET	3513	*162	1.6	4.6	76	324	4.3	9.2	205	*132	2.1	3.8	100	*209	1.8	5.9	88
TV GUIDE	42766	3379	33.1	7.9	130	2128	28.2	5.0	110	1595	25.3	3.7	99	3500	30.7	8.2	120
TENNIS	1254	*60	0.6	4.8	79	*75	1.0	6.0	133	*33	0.5	2.6	70	*70	0.6	5.6	82
TIME	22054	1453	14.2	6.6	108	1334	17.7	6.0	134	884	14.0	4.0	107	1709	15.0	7.7	114
TOWN & COUNTRY	1555	*58	0.6	3.7	61	*74	1.0	4.8	106	*81	1.3	5.2	139	*70	0.6	4.9	66
TRAVEL & LEISURE	2173	**158	1.5	7.3	119	*75	1.0	3.5	77	*155	2.5	7.1	190	*100	0.9	4.6	68
TRUE STORY	4636	482	4.7	10.4	171	*235	3.1	5.1	113	*225	3.6	4.9	129	413	3.6	8.9	131
U.S. NEWS & WORLD REPORT	10353	575	5.6	5.6	91	595	7.9	5.7	128	476	7.6	4.6	123	626	5.5	6.0	89
USA TODAY	4994	332	3.2	6.6	109	260	3.4	5.2	116	*169	2.7	3.4	90	312	2.7	6.2	92
US	3528	*271	2.7	7.7	126	*180	2.4	5.1	113	*188	3.0	5.3	142	413	3.6	11.7	172
VOGUE	5424	472	4.6	8.7	143	302	4.0	5.6	124	*236	3.8	4.4	116	398	3.5	7.3	108
HALL STREET JOURNAL	6292	290	2.8	4.6	76	368	4.9	5.8	130	296	4.7	4.7	125	343	3.0	5.5	80
WEIGHT WATCHERS	2762	*237	2.3	8.6	141	*153	2.0	5.5	123	*117	1.9	4.2	113	*226	2.0	8.2	120
WOMAN'S DAY	16320	1020	10.0	6.3	103	812	10.7	5.0	110	639	10.2	3.9	104	1209	10.6	7.4	109
WORKING MOTHER	1496	**93	0.9	6.2	102	*91	1.2	6.1	135	*84	1.3	5.6	150	*147	1.3	9.8	145
WORKING WOMAN	1851	*213	2.1	11.5	189	*133	1.8	7.2	160	*84	1.3	4.5	121	*225	2.0	12.2	179
WORLD TENNIS	580	*71	0.7	12.2	201	*45	0.6	7.8	172	*44	0.7	7.6	202	*12	0.1	2.1	30
ZIFF-DAVIS MAG NETWK (GROSS)	12412	862	8.4	6.9	114	757	10.0	6.1	135	504	8.0	4.1	108	994	8.7	8.0	118
BLAIR INSERTS	91671	5471	53.5	6.0	98	4402	58.3	4.8	107	3618	57.5	3.9	105	6051	53.1	6.6	97
DAILY NEWSPAPERS																	
READ ANY	109190	6577	64.4	6.0	99	5086	67.3	4.7	103	4244	67.4	3.9	104	7410	65.0	6.8	100
READ ONE	89587	5565	54.5	6.2	102	4062	53.8	4.5	101	3535	56.2	3.9	105	6175	54.2	6.9	101
READ TWO OR MORE	19602	1012	9.9	5.2	85	1024	13.6	5.2	116	708	11.3	3.6	96	1235	10.8	6.3	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6806	66.6	6.2	102	5352	70.8	4.9	108	4269	67.8	3.9	104	7279	63.9	6.6	98
READ ONE	95074	5911	57.8	6.2	102	4630	61.3	4.9	108	3601	57.2	3.8	101	6298	55.3	6.6	97
READ TWO OR MORE	14588	895	8.8	6.1	101	722	9.6	4.9	110	668	10.6	4.6	122	981	8.6	6.7	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.28				29.69				30.06				32.12			
30 DAY REACH	149706	9240	90.4	6.2	101	6927	91.7	4.6	103	5643	89.7	3.8	100	10183	89.4	6.8	100
50 SHWG - 30 DAY AV FREQ	15.16	15.68				15.52				15.46				16.81			
30 DAY REACH	142406	8930	87.4	6.3	103	6624	87.7	4.7	103	5493	87.3	3.9	103	9735	85.4	6.8	101
25 SHWG - 30 DAY AV FREQ	8.23	8.43				8.25				8.23				9.13			
30 DAY REACH	131152	8264	80.9	6.3	103	6189	81.9	4.7	105	5167	82.1	3.9	105	8965	78.7	6.8	101
CABLE TV: HOME WIRED	66879	4371	42.8	6.5	107	3389	44.9	5.1	113	2869	45.6	4.3	114	4950	43.4	7.4	109
HOME NOT WIRED	100848	5848	57.2	5.8	95	4165	55.1	4.1	92	3423	54.4	3.4	90	6446	56.6	6.4	94
HAVE PAY CABLE	35024	2494	24.4	7.1	117	2036	27.0	5.8	129	1666	26.5	4.8	127	2943	25.8	8.4	124

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		JOHNSONS BABY OIL				SEA & SKI				SUNDOWN SUNSCREEN				TROPICAL BLEND				
		TOTAL U.S. '000	A '000	B %DOWN	C %ACROSS %INDX	D	A '000	B %DOWN	C %ACROSS %INDX	D	A '000	B %DOWN	C %ACROSS %INDX	D	A '000	B %DOWN	C %ACROSS %INDX	D
TOTAL ADULTS		167727	10219	100.0	6.1	100	7554	100.0	4.5	100	6293	100.0	3.8	100	11396	100.0	6.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	2607	25.5	5.0	82	1742	23.1	3.3	74	1639	26.0	3.1	84	2860	25.1	5.5	80
NETWORK AFFILIATES - LATE		39164	2382	23.3	6.1	100	1733	22.9	4.4	98	1460	23.2	3.7	99	2650	23.3	6.8	100
INDEPENDENTS - LATE		5133	298	2.9	5.8	95	240	3.2	4.7	104	221	3.5	4.3	115	312	2.7	6.1	89
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		M 22825	1399	13.7	6.1	101	967	12.8	4.2	94	701	11.1	3.1	82	1674	14.7	7.3	108
ABC MONDAY NIGHT MOVIE		A 11258	720	7.0	6.4	105	480	6.4	4.3	95	357	5.7	3.2	85	713	6.3	6.3	93
ABC SUNDAY NIGHT MOVIE		A 23600	1539	15.1	6.5	107	1075	14.2	4.6	101	992	15.8	4.2	112	1855	16.3	7.9	116
ABC WORLD NEWS TONIGHT		A 12801	567	5.5	4.4	73	382	5.1	3.0	66	450	7.2	3.5	94	691	6.1	5.4	79
AFTERMASH		C 10966	621	6.1	5.7	93	443	5.9	4.0	90	532	8.5	4.9	129	842	7.4	7.7	113
ALICE		C 17050	1028	10.1	6.0	99	766	10.1	4.5	100	728	11.6	4.3	114	1087	9.5	6.4	94
AMERICAN PARADE		C 11998	649	6.4	5.4	89	387	5.1	3.2	72	335	5.3	2.8	74	642	5.6	5.4	79
BENSON		A 19258	1027	10.0	5.3	88	689	9.1	3.6	79	588	9.3	3.1	81	1198	10.5	6.2	92
BLUE THUNDER		A 11478	635	6.2	5.5	91	446	5.9	3.9	86	353	5.6	3.1	82	580	5.1	5.1	74
CAGNEY & LACEY		C 18263	1051	10.3	5.8	94	909	12.0	5.0	111	801	12.7	4.4	117	1110	9.7	6.1	89
CBS EVENING NEWS-DEAN		C 7733	418	4.1	5.4	89	241	3.2	3.1	69	*203	3.2	2.6	70	462	4.1	6.0	88
CBS EVENING NEWS-RATHER		C 15653	840	8.2	5.4	88	575	7.6	3.7	82	453	7.2	2.9	77	810	7.1	5.2	76
CBS SAT. NEWS-SCHIEFFER		C 8744	419	4.1	4.8	79	294	3.9	3.4	75	307	4.9	3.5	94	538	4.7	6.2	91
CBS SATURDAY NIGHT MOVIE		C 12000	782	7.7	6.5	107	609	8.1	5.1	113	407	6.5	3.4	90	980	8.6	8.2	120
CBS WEDNESDAY NIGHT MOVIE		C 11522	617	6.0	5.4	88	493	6.5	4.3	95	436	6.9	3.8	101	733	6.4	6.4	94
CHEERS		M 16818	1066	10.4	6.3	104	868	11.5	5.2	115	594	9.4	3.5	94	1229	10.8	7.3	108
DALLAS		C 37510	2290	22.4	6.1	100	1299	17.2	3.5	77	1356	21.5	3.6	96	2535	22.2	6.8	99
DIFF'RENT STROKES		N 11258	610	6.0	5.4	89	447	5.9	4.0	88	350	5.6	3.1	83	643	5.6	5.7	84
DOUBLE TROUBLE		N 12248	1285	12.6	10.5	172	583	7.7	4.8	106	498	7.9	4.1	108	1008	8.8	8.2	121
DUCK FACTORY		N 11100	849	8.3	7.6	126	524	6.9	4.7	105	383	6.1	3.5	92	817	7.2	7.4	108
DUKES OF HAZZARD		C 12353	650	6.4	5.3	86	462	6.1	3.7	83	426	6.8	3.4	92	833	7.3	6.7	99
DYNASTY		A 33279	2070	20.3	6.2	102	1308	17.3	3.9	87	1000	15.9	3.0	80	2432	21.3	7.3	108
FACTS OF LIFE		N 13410	1206	11.8	9.0	148	660	8.7	4.9	109	554	8.8	4.1	110	1081	9.5	8.1	119
FALCON CREST		C 31093	1868	18.3	6.0	99	1061	14.0	3.4	76	1227	19.5	3.9	105	2193	19.2	7.1	104
FALL GUY		A 18649	1102	10.8	5.9	97	767	10.2	4.1	91	645	10.2	3.5	92	1271	11.2	6.8	100
FAMILY TIES		M 13101	1041	10.2	7.9	130	654	8.7	5.0	111	399	6.3	3.0	81	1015	8.9	7.7	114
FANTASY ISLAND		A 13069	772	7.6	5.9	97	555	7.3	4.2	94	412	6.5	3.2	84	901	7.9	6.9	101
FOULUPS, BEEPS & BLUNDERS		A 16588	1064	10.4	6.4	105	795	10.5	4.8	106	727	11.6	4.4	117	1096	9.6	6.6	97
FOUR SEASONS		C 9302	481	4.7	5.2	85	403	5.3	4.3	96	*481	7.6	5.2	138	569	5.0	6.1	90
GIMME A BREAK		N 13955	1017	10.0	7.3	120	562	7.4	4.0	89	449	7.1	3.2	86	970	8.5	7.0	102
HART TO HART		A 15735	1064	10.4	6.8	111	639	8.5	4.1	90	561	8.9	3.6	95	1023	9.0	6.5	96
HILL STREET BLUES		N 18257	1300	12.7	7.1	117	887	11.7	4.9	108	758	12.0	4.2	111	1471	12.9	8.1	119
HOTEL		A 24236	1480	14.5	6.1	100	988	13.1	4.1	91	626	9.9	2.6	69	1540	13.5	6.4	94
JEFFERSONS		C 17010	1013	9.9	6.0	98	767	10.2	4.5	100	764	12.1	4.5	120	1065	9.3	6.3	92
JENNIFER SLEPT HERE		M 9397	547	5.4	5.8	96	462	6.1	4.9	109	341	5.4	3.6	97	576	5.1	6.1	90
KATE & ALLIE		C 16762	870	8.5	5.2	85	867	11.5	5.2	115	713	11.3	4.3	113	1024	9.0	6.1	90
KNIGHT RIDER		M 13164	818	8.0	6.2	102	595	7.9	4.5	100	480	7.6	3.6	97	888	7.8	6.7	99
LOVE BOAT		C 20400	1046	10.2	5.1	84	917	12.1	4.5	100	758	12.0	3.7	99	1259	11.0	6.2	91
MAGNUM PI		A 22543	1447	14.2	6.4	105	1004	13.3	4.5	99	868	13.8	3.9	103	1569	13.8	7.0	102
MAMA'S FAMILY		N 9852	585	5.7	5.9	97	311	4.1	3.2	70	323	5.1	3.3	87	539	4.7	5.5	81
MASTER, THE		N 8082	482	4.7	6.0	98	279	3.7	3.5	77	322	5.1	4.0	106	546	4.8	6.8	99
MATT HOUSTON		A 12881	838	8.2	6.5	107	630	8.3	4.9	109	475	7.5	3.7	98	830	7.3	6.4	95
NBC MONDAY NIGHT MOVIE		N 23889	1681	16.4	7.0	115	1197	15.8	5.0	111	817	13.0	3.4	91	1955	17.2	8.2	120
NBC NIGHTLY NEWS		N 11156	616	6.0	5.5	91	336	4.4	3.0	67	424	6.7	3.8	101	463	4.1	4.2	61
NBC NIGHTLY NEWS-SAT		N 7363	307	3.0	4.2	68	273	3.6	3.7	82	*243	3.9	3.3	88	395	3.5	5.4	79
NBC NIGHTLY NEWS-SUN		N 6214	308	3.0	5.0	81	*203	2.7	3.3	73	*219	3.5	3.5	94	329	2.9	5.3	78
NBC SUNDAY NIGHT MOVIE		N 17590	1362	13.3	7.7	127	837	11.1	4.8	106	558	8.9	3.2	85	1337	11.7	7.6	112
NEWHART		C 16740	835	8.2	5.0	82	818	10.8	4.9	108	819	13.0	4.9	130	920	8.1	5.5	81
ONE DAY AT A TIME		C 11820	911	8.9	7.7	127	582	7.7	4.9	109	528	8.4	4.5	119	814	7.1	6.9	101
PEOPLE ARE FUNNY		N 9138	546	5.3	6.0	98	*235	3.1	2.6	57	316	5.0	3.5	92	534	4.7	5.8	86
REAL PEOPLE		N 15979	980	9.6	6.1	101	515	6.8	3.2	72	601	9.6	3.8	100	1133	9.9	7.1	104
REMINGTON STEELE		N 14395	930	9.1	6.5	106	733	9.7	5.1	113	586	9.3	4.1	109	1149	10.1	8.0	117
RIPLEY'S BELIEVE IT - NOT		A 11362	574	5.6	5.1	83	476	6.3	4.2	93	434	6.9	3.8	102	750	6.6	6.6	97
RIPTIDE		N 13920	776	7.6	5.6	91	559	7.4	4.0	89	464	7.4	3.3	89	1051	9.2	7.6	111
SCARECROW & MRS. KING		C 17571	979	9.6	5.6	91	851	11.3	4.8	108	629	10.0	3.6	95	1259	11.0	7.2	105
SIMON & SIMON		C 20208	976	9.6	4.8	79	782	10.4	3.9	86	854	13.6	4.2	113	1374	12.1	6.8	100
60 MINUTES		C 27668	1409	13.8	5.1	84	982	13.0	3.5	79	1028	16.3	3.7	99	1566	13.7	5.7	83
ST. ELSEWHERE		M 13699	1001	9.8	7.3	120	723	9.6	5.3	117	617	9.8	4.5	120	1069	9.4	7.8	115
THREE'S COMPANY		A 20632	1491	14.6	7.2	119	852	11.3	4.1	92	686	10.9	3.3	89	1285	11.3	6.2	92
T.J. HOOKER		A 17136	1060	10.4	6.2	102	620	8.2	3.6	80	553	8.8	3.2	86	1078	9.5	6.3	93
TONIGHT SHOW		N 9463	289	2.8	5.8	96	283	3.7	5.7	127	254	4.0	5.1	136	317	2.8	6.4	94
TRAPPER JOHN, M.D.																		

MEDICATED THROAT LOZENGES

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-1

	<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
6A. DO YOU YOURSELF USE THEM?			
YES	86206	51.4	9608
NO	81521	48.6	9502

IF YOU DO

6B. ABOUT HOW OFTEN DID YOU USE
MEDICATED THROAT LOZENGES
IN THE LAST 6 MONTHS?

ONCE A DAY OR MORE OFTEN	H	7068	4.2	765
2 OR 3 TIMES A WEEK	H	7974	4.8	916
ONCE A WEEK	H	3489	2.1	417
2 OR 3 TIMES A MONTH	H	11729	7.0	1316
ONCE A MONTH	H	7036	4.2	775
ONCE EVERY 2 MONTHS	H	6212	3.7	696
ONCE EVERY 3 MONTHS OR LESS OFTEN	H	26946	16.1	3041
NEVER IN LAST 6 MONTHS	L	15753	9.4	1682

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	86206	100.0	51.4	100	37296	100.0	22.2	100	33157	100.0	19.8	100	15753	100.0	9.4	100
MALES	79263	38061	44.2	48.0	93	16957	45.5	21.4	96	14416	43.5	18.2	92	6688	42.5	8.4	90
FEMALES	88464	48145	55.8	54.4	106	20339	54.5	23.0	103	18741	56.5	21.2	107	9065	57.5	10.2	109
18 - 24	28671	14579	16.9	50.8	99	6338	17.0	22.1	99	5615	16.9	19.6	99	2626	16.7	9.2	98
25 - 34	39536	22323	25.9	56.5	110	8237	22.1	20.8	94	10189	30.7	25.8	130	3897	24.7	9.9	105
35 - 44	28978	15826	18.4	54.6	106	6553	17.6	22.6	102	6302	19.0	21.7	110	2971	18.9	10.3	109
45 - 54	22345	11335	13.1	50.7	99	4901	13.1	21.9	99	4256	12.8	19.0	96	2178	13.8	9.7	104
55 - 64	22224	10762	12.5	48.4	94	4653	12.5	20.9	94	3861	11.6	17.4	88	2248	14.3	10.1	108
65 OR OLDER	25973	11383	13.2	43.8	85	6614	17.7	25.5	115	2936	8.9	11.3	57	1833	11.6	7.1	75
18 - 34	68207	36901	42.8	54.1	105	14575	39.1	21.4	96	15804	47.7	23.2	117	6522	41.4	9.6	102
18 - 49	108058	58441	67.8	54.1	105	23545	63.1	21.8	98	24324	73.4	22.5	114	10573	67.1	9.8	104
25 - 54	90859	49483	57.4	54.5	106	19691	52.8	21.7	97	20746	62.6	22.8	116	9046	57.4	10.0	106
35 - 49	39851	21540	25.0	54.1	105	8970	24.1	22.5	101	8520	25.7	21.4	108	4050	25.7	10.2	108
50 OR OLDER	59669	27765	32.2	46.5	91	13751	36.9	23.0	104	8834	26.6	14.8	75	5180	32.9	8.7	92
GRADUATED COLLEGE	28091	14164	16.4	50.4	98	4687	12.6	16.7	75	7026	21.2	25.0	127	2451	15.6	8.7	93
ATTENDED COLLEGE	28338	16264	18.9	56.2	109	6034	16.2	20.9	94	7126	21.5	24.6	125	3104	19.7	10.7	114
GRADUATED HIGH SCHOOL	65503	35109	40.7	53.6	104	14993	40.2	22.9	103	13363	40.3	20.4	103	6753	42.9	10.3	110
DID NOT GRADUATE HIGH SCHOOL	45195	20669	24.0	45.7	89	11582	31.1	25.6	115	5643	17.0	12.5	63	3444	21.9	7.6	81
EMPLOYED MALES	56429	28029	32.5	49.7	97	11095	29.7	19.7	88	11791	35.6	20.9	106	5143	32.6	9.1	97
EMPLOYED FEMALES	43971	24984	29.0	56.8	111	8941	24.0	20.3	91	11118	33.5	25.3	128	4925	31.3	11.2	119
EMPLOYED FULL-TIME	87773	46527	54.0	53.0	103	17464	46.8	19.9	89	20305	61.2	23.1	117	8758	55.6	10.0	106
EMPLOYED PART-TIME	12627	6486	7.5	51.4	100	2572	6.9	20.4	92	2604	7.9	20.6	104	1310	8.3	10.4	110
NOT EMPLOYED	67327	33193	38.5	49.3	96	17260	46.3	25.6	115	10248	30.9	15.2	77	5685	36.1	8.4	90
PROFESSIONAL/MANAGER	25845	13149	15.3	50.9	99	3947	10.6	15.3	69	6780	20.4	26.2	133	2421	15.4	9.4	100
TECH/CLERICAL/SALES	30895	17538	20.3	56.8	110	6421	17.2	20.8	93	8034	24.2	26.0	132	3082	19.6	10.0	106
PRECISION/CRAFT	12629	6553	7.6	51.9	101	2833	7.6	22.4	101	2356	7.1	18.7	94	1364	8.7	10.8	115
OTHER EMPLOYED	31031	15774	18.3	50.8	99	6834	18.3	22.0	99	5739	17.3	18.5	94	3201	20.3	10.3	110
SINGLE	35557	17087	19.8	48.1	93	7544	20.2	21.2	95	6236	18.8	17.5	89	3306	21.0	9.3	99
MARRIED	103585	55157	64.0	53.2	104	22819	61.2	22.0	99	22363	67.4	21.6	109	9976	63.3	9.6	103
DIVORCED/SEPARATED/WIDOWED	28585	13963	16.2	48.8	95	6933	18.6	24.3	109	4558	13.7	15.9	81	2471	15.7	8.6	92
PARENTS	59295	33376	38.7	56.3	110	13679	36.7	23.1	104	13898	41.9	23.4	119	5798	36.8	9.8	104
WHITE	146081	75686	87.8	51.8	101	31294	83.9	21.4	96	30353	91.5	20.8	105	14038	89.1	9.6	102
BLACK	17974	8837	10.3	49.2	96	5211	14.0	29.0	130	2158	6.5	12.0	61	1468	9.3	8.2	87
OTHER	3672	1684	2.0	45.9	89	790	2.1	21.5	97	*646	1.9	17.6	89	**247	1.6	6.7	72
NORTHEAST-CENSUS	37005	18290	21.2	49.4	96	8124	21.8	22.0	99	6726	20.3	18.2	92	3441	21.8	9.3	99
NORTH CENTRAL	42642	21980	25.5	51.5	100	8609	23.1	20.2	91	9385	28.3	22.0	111	3986	25.3	9.3	100
SOUTH	56777	29302	34.0	51.6	100	14091	37.8	24.8	112	10098	30.5	17.8	90	5114	32.5	9.0	96
WEST	31303	16634	19.3	53.1	103	6472	17.4	20.7	93	6949	21.0	22.2	112	3213	20.4	10.3	109
NORTHEAST-MKTG.	38125	18412	21.4	48.3	94	8467	22.7	22.2	100	6518	19.7	17.1	86	3428	21.8	9.0	96
EAST CENTRAL	24794	12666	14.7	51.1	99	5211	14.0	21.0	95	5043	15.2	20.3	103	2412	15.3	9.7	104
WEST CENTRAL	28511	14927	17.3	52.4	102	5702	15.3	20.0	90	6636	20.0	23.3	118	2588	16.4	9.1	97
SOUTH	48953	25743	29.9	52.6	102	12182	32.7	24.9	112	9019	27.2	18.4	93	4542	28.8	9.3	99
PACIFIC	27344	14459	16.8	52.9	103	5734	15.4	21.0	94	5942	17.9	21.7	110	2783	17.7	10.2	108
COUNTY SIZE A	69301	34141	39.6	49.3	96	14219	38.1	20.5	92	13370	40.3	19.3	98	6552	41.6	9.5	101
COUNTY SIZE B	50633	27370	31.7	54.1	105	11404	30.6	22.5	101	10686	32.2	21.1	107	5281	33.5	10.4	111
COUNTY SIZE C	26259	13559	15.7	51.6	100	6080	16.3	23.2	104	5149	15.5	19.6	99	2330	14.8	8.9	94
COUNTY SIZE D	21534	11136	12.9	51.7	101	5593	15.0	26.0	117	3952	11.9	18.4	93	1591	10.1	7.4	79
METRO CENTRAL CITY	50014	25460	29.5	50.9	99	11612	31.1	23.2	104	9153	27.6	18.3	93	4695	29.8	9.4	100
METRO SUBURBAN	76832	39943	46.3	52.0	101	15850	42.5	20.6	93	16520	49.8	21.5	109	7573	48.1	9.9	105
NON METRO	40881	20804	24.1	50.9	99	9834	26.4	24.1	108	7484	22.6	18.3	93	3485	22.1	8.5	91
TOP 5 ADI'S	39550	19823	23.0	50.1	98	8411	22.6	21.3	96	7855	23.7	19.9	100	3557	22.6	9.0	96
TOP 10 ADI'S	54877	26100	30.3	47.6	93	11234	30.1	20.5	92	10064	30.4	18.3	93	4802	30.5	8.8	93
TOP 20 ADI'S	77516	37915	44.0	48.9	95	15637	41.9	20.2	91	15156	45.7	19.6	99	7122	45.2	9.2	98
HSOLD INC. \$50,000 OR MORE	17257	8680	10.1	50.3	98	3128	8.4	18.1	82	3990	12.0	23.1	117	1562	9.9	9.1	96
\$40,000 OR MORE	33235	16779	19.5	50.5	98	6316	16.9	19.0	85	7567	22.8	22.8	115	2896	18.4	8.7	93
\$30,000 OR MORE	59693	31288	36.3	52.4	102	11612	31.1	19.5	87	14005	42.2	23.5	119	5671	36.0	9.5	101
\$25,000 OR MORE	76275	40439	46.9	53.0	103	15081	40.4	19.8	89	17963	54.2	23.6	119	7395	46.9	9.7	103
\$20,000 - \$24,999	18607	9670	11.2	52.0	101	3939	10.6	21.2	95	4005	12.1	21.5	109	1726	11.0	9.3	99
\$15,000 - \$19,999	17175	9150	10.6	53.3	104	4005	10.7	23.3	105	3470	10.5	20.2	102	1675	10.6	9.8	104
\$10,000 - \$14,999	24569	12940	15.0	52.7	102	6294	16.9	25.6	115	4147	12.5	16.9	85	2499	15.9	10.2	108
UNDER \$10,000	31101	14007	16.2	45.0	88	7977	21.4	25.6	115	3572	10.8	11.5	58	2458	15.6	7.9	84
HOUSEHOLD OF 1 PERSON	19441	8659	10.0	44.5													

MEDICATED THROAT LOZENGES - USAGE IN LAST 6 MONTHS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	86206	100.0	51.4	100	37296	100.0	22.2	100	33157	100.0	19.8	100	15753	100.0	9.4	100
MAGAZINES	QUINTILE 1	34022	19654	22.8	57.8	112	8614	23.1	25.3	114	7742	23.3	22.8	115	3298	20.9	9.7	103
	QUINTILE 2	34800	18757	21.8	53.9	105	7567	20.3	21.7	98	7859	23.7	22.6	114	3332	21.2	9.6	102
	QUINTILE 3	30514	15660	18.2	51.3	100	6583	17.7	21.6	97	6201	18.7	20.3	103	2876	18.3	9.4	100
	QUINTILE 4	33324	16446	19.1	49.4	96	6773	18.2	20.3	91	6255	18.9	18.8	95	3417	21.7	10.3	109
	QUINTILE 5	35066	15689	18.2	44.7	87	7758	20.8	22.1	99	5101	15.4	14.5	74	2830	18.0	8.1	86
NEWSPAPERS	QUINTILE 1	29107	14800	17.2	50.8	99	5990	16.1	20.6	93	6156	18.6	21.1	107	2654	16.8	9.1	97
	QUINTILE 2	49095	25143	29.2	51.2	100	10471	28.1	21.3	96	9791	29.5	19.9	101	4881	31.0	9.9	106
	QUINTILE 3	23107	13070	15.2	56.6	110	5877	15.8	25.4	114	4985	15.0	21.6	109	2209	14.0	9.6	102
	QUINTILE 4	33556	16965	19.7	50.6	98	7381	19.8	22.0	99	6501	19.6	19.4	98	3084	19.6	9.2	98
	QUINTILE 5	32863	16227	18.8	49.4	96	7577	20.3	23.1	104	5725	17.3	17.4	88	2926	18.6	8.9	95
OUTDOOR	QUINTILE 1	33431	17899	20.8	53.5	104	7390	19.8	22.1	99	6997	21.1	20.9	106	3511	22.3	10.5	112
	QUINTILE 2	33478	17513	20.3	52.3	102	7441	20.0	22.2	100	6941	20.9	20.7	105	3131	19.9	9.4	100
	QUINTILE 3	33574	17344	20.1	51.7	101	6995	18.8	20.8	94	7089	21.4	21.1	107	3260	20.7	9.7	103
	QUINTILE 4	33935	17099	19.8	50.4	98	7602	20.4	22.4	101	6263	18.9	18.5	93	3235	20.5	9.5	102
	QUINTILE 5	33310	16352	19.0	49.1	96	7869	21.1	23.6	106	5868	17.7	17.6	89	2616	16.6	7.9	84
RADIO-DRIVE TIME	QUINTILE 1	33136	18005	20.9	54.3	106	7976	21.4	24.1	108	6677	20.1	20.2	102	3352	21.3	10.1	108
	QUINTILE 2	31658	16487	19.1	52.1	101	6568	17.6	20.7	93	6779	20.4	21.4	108	3140	19.9	9.9	106
	QUINTILE 3	32541	16400	19.0	50.4	98	7033	18.9	21.6	97	6542	19.7	20.1	102	2824	17.9	8.7	92
	QUINTILE 4	34247	17940	20.8	52.4	102	7675	20.6	22.4	101	6850	20.7	20.0	101	3415	21.7	10.0	106
	QUINTILE 5	36144	17375	20.2	48.1	94	8044	21.6	22.3	100	6310	19.0	17.5	88	3022	19.2	8.4	89
RADIO-MID- DAY	TERCILE 1	45037	23769	27.6	52.8	103	10177	27.3	22.6	102	9003	27.2	20.0	101	4589	29.1	10.2	108
	TERCILE 2	44819	23404	27.1	52.2	102	10684	28.6	23.8	107	8611	26.0	19.2	97	4108	26.1	9.2	98
	TERCILE 3	77872	39034	45.3	50.1	98	16435	44.1	21.1	95	15544	46.9	20.0	101	7056	44.8	9.1	96
RADIO-TOTAL	QUINTILE 1	33763	18230	21.1	54.0	105	7876	21.1	23.3	105	6709	20.2	19.9	101	3645	23.1	10.8	115
	QUINTILE 2	33240	17548	20.4	52.8	103	7580	20.3	22.8	103	6793	20.5	20.4	103	3175	20.2	9.6	102
	QUINTILE 3	33408	17226	20.0	51.6	100	7229	19.4	21.6	97	7076	21.3	21.2	107	2921	18.5	8.7	93
	QUINTILE 4	34792	17623	20.4	50.7	99	7678	20.6	22.1	99	6733	20.3	19.4	98	3212	20.4	9.2	98
	QUINTILE 5	32524	15580	18.1	47.9	93	6932	18.6	21.3	96	5847	17.6	18.0	91	2800	17.8	8.6	92
TV-PRIME TIME	QUINTILE 1	33090	16320	18.9	49.3	96	8000	21.5	24.2	109	5616	16.9	17.0	86	2704	17.2	8.2	87
	QUINTILE 2	33357	17481	20.3	52.4	102	7499	20.1	22.5	101	6529	19.7	19.6	99	3454	21.9	10.4	110
	QUINTILE 3	33980	18479	21.4	54.4	106	7901	21.2	23.3	105	7199	21.7	21.2	107	3380	21.5	9.9	106
	QUINTILE 4	33854	17445	20.2	51.5	100	6881	18.4	20.3	91	7207	21.7	21.3	108	3357	21.3	9.9	106
	QUINTILE 5	33444	16481	19.1	49.3	96	7016	18.8	21.0	94	6607	19.9	19.8	100	2859	18.1	8.5	91
TV-DAYTIME	TERCILE 1	49121	24908	28.9	50.7	99	12383	33.2	25.2	113	7991	24.1	16.3	82	4533	28.8	9.2	98
	TERCILE 2	48823	25657	29.8	52.6	102	11088	29.7	22.7	102	9838	29.7	20.2	102	4731	30.0	9.7	103
	TERCILE 3	69782	35642	41.3	51.1	99	13825	37.1	19.8	89	15328	46.2	22.0	111	6489	41.2	9.3	99
TV-TOTAL	QUINTILE 1	33584	16707	19.4	49.7	97	8694	23.3	25.9	116	5098	15.4	15.2	77	2915	18.5	8.7	92
	QUINTILE 2	33441	17282	20.0	51.7	101	7756	20.8	23.2	104	6416	19.4	19.2	97	3111	19.7	9.3	99
	QUINTILE 3	33505	17041	19.8	50.9	99	7047	18.9	21.0	95	6788	20.5	20.3	102	3206	20.4	9.6	102
	QUINTILE 4	33466	17765	20.6	53.1	103	6803	18.2	20.3	91	7407	22.3	22.1	112	3554	22.6	10.6	113
	QUINTILE 5	33731	17412	20.2	51.6	100	6996	18.8	20.7	93	7449	22.5	22.1	112	2966	18.8	8.8	94
MAGAZINES-NEWSPAPERS: DUAL		44503	24093	27.9	54.1	105	9725	26.1	21.9	98	9983	30.1	22.4	113	4385	27.8	9.9	105
MAGAZINE IMPERATIVE		39363	22289	25.9	56.6	110	9736	26.1	24.7	111	8742	26.4	22.2	112	3811	24.2	9.7	103
NEWSPAPER IMPERATIVE		46441	22816	26.5	49.1	96	9790	26.2	21.1	95	8566	25.8	18.4	93	4460	28.3	9.6	102
MAGAZINES-OUTDOOR: DUAL		33726	18957	22.0	56.2	109	7470	20.0	22.1	100	7998	24.1	23.7	120	3489	22.1	10.3	110
MAGAZINE IMPERATIVE		52846	28479	33.0	53.9	105	12560	33.7	23.8	107	11227	33.9	21.2	107	4692	29.8	8.9	95
OUTDOOR IMPERATIVE		52140	25596	29.7	49.1	96	11282	30.2	21.6	97	9428	28.4	18.1	91	4887	31.0	9.4	100
MAGAZINES-RADIO: DUAL		37081	20900	24.2	56.4	110	9080	24.3	24.5	110	8035	24.2	21.7	110	3786	24.0	10.2	109
MAGAZINE IMPERATIVE		49747	26657	30.9	53.6	104	10944	29.3	22.0	99	11326	34.2	22.8	115	4386	27.8	8.8	94
RADIO IMPERATIVE		49208	24599	28.5	50.0	97	10495	28.1	21.3	96	9267	27.9	18.8	95	4837	30.7	9.8	105
MAGAZINES-TELEVISION: DUAL		33103	18099	21.0	54.7	106	8327	22.3	25.2	113	6683	20.2	20.2	102	3089	19.6	9.3	99
MAGAZINE IMPERATIVE		54575	29982	34.8	54.9	107	11669	31.3	21.4	96	12927	39.0	23.7	120	5386	34.2	9.9	105
TELEVISION IMPERATIVE		53249	25290	29.3	47.5	92	11973	32.1	22.5	101	8584	25.9	16.1	82	4733	30.0	8.9	95
NEWSPAPERS-OUTDOOR: DUAL		36255	19382	22.5	53.5	104	7750	20.8	21.4	96	7940	23.9	21.9	111	3693	23.4	10.2	108
NEWSPAPER IMPERATIVE		55591	28352	32.9	51.0	99	12295	33.0	22.1	99	10995	33.2	19.8	100	5061	32.1	9.1	97
OUTDOOR IMPERATIVE		48319	25054	29.1	51.9	101	10830	29.0	22.4	101	9597	28.9	19.9	100	4627	29.4	9.6	102
NEWSPAPERS-RADIO: DUAL		37242	19686	22.8	52.9	103	8439	22.6	22.7	102	7704	23.2	20.7	105	3544	22.5	9.5	101
NEWSPAPER IMPERATIVE		54423	27733	32.2	51.0	99	11505	30.8	21.1	95	11054	33.3	20.3	103	5174	32.8	9.5	101
RADIO IMPERATIVE		46650	24855	28.8	53.3	104	11162	29.9	23.9	108	9210	27.8	19.7	100	4484	28.5	9.6	102
NEWSPAPERS-TELEVISION: DUAL		35974	18462	21.4	51.3	100	8337	22.4	23.2	104	6783	20.5	18.9	95	3342	21.2	9.3	99
NEWSPAPER IMPERATIVE		56095	29516	34.2	52.6	102	11495	30.8	20.5	92	12397	37.4	22.1	112	5623	35.7	10.0	107
TELEVISION IMPERATIVE		47170	23899	27.7	50.7	99	11566	31.0	24.5	110	8159	24.6	17.3	87	4174	26.5	8.8	94
OUTDOOR-RADIO: DUAL		33748	18250	21.2	54.1	105	7787	20.9	23.1	104	6974	21.0	20.7	105	3488	22.1	10.3	

MEDICATED THROAT LOZENGES - USAGE IN LAST 6 MONTHS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	86206	100.0	51.4	100	37296	100.0	22.2	100	33157	100.0	19.8	100	15753	100.0	9.4	100
ATLANTIC MONTHLY	867	342	0.4	39.4	77	**67	0.2	7.7	35	*244	0.7	28.1	142	**31	0.2	3.6	38
BARRON'S	1580	656	0.8	41.5	81	*201	0.5	12.7	57	342	1.0	21.6	109	**113	0.7	7.2	76
BETTER HOMES & GARDENS	22203	12955	15.0	58.3	114	5621	15.1	25.3	114	4978	15.0	22.4	113	2357	15.0	10.6	113
BON APPETIT	3810	2031	2.4	53.3	104	760	2.0	19.9	90	1042	3.1	27.3	138	230	1.5	6.0	64
BUSINESS WEEK	4663	2363	2.7	50.7	99	1052	2.8	22.6	101	928	2.8	19.9	101	383	2.4	8.2	87
CAR AND DRIVER	3102	1640	1.9	52.9	103	690	1.9	22.2	100	673	2.0	21.7	110	278	1.8	9.0	95
CBS MAGAZINE NETWORK (GROSS)	7311	4068	4.7	55.6	108	1781	4.8	24.4	110	1666	5.0	22.8	115	621	3.9	8.5	90
CHANGING TIMES	3400	1822	2.1	53.6	104	805	2.2	23.7	106	758	2.3	22.3	113	260	1.7	7.6	81
COLONIAL HOMES	1796	1097	1.3	61.1	119	465	1.2	25.9	116	421	1.3	23.4	119	*211	1.3	11.7	125
CONDE NAST MAG. PKG. (GROSS)	19924	11061	12.8	55.5	108	4337	11.6	21.8	98	4890	14.7	24.5	124	1834	11.6	9.2	98
CONSUMERS DIGEST	3125	1736	2.0	55.6	108	696	1.9	22.3	100	784	2.4	25.1	127	*256	1.6	8.2	87
COSMOPOLITAN	10577	6212	7.2	58.7	114	2308	6.2	21.8	98	2950	8.9	27.9	141	955	6.1	9.0	96
COUNTRY LIVING	3746	2238	2.6	59.7	116	961	2.6	25.7	115	960	2.9	25.6	130	317	2.0	8.5	90
CUISINE	2214	1315	1.5	59.4	116	481	1.3	21.7	98	711	2.1	32.1	162	*123	0.8	5.6	59
CYCLE WORLD	2394	1315	1.5	54.9	107	603	1.6	25.2	113	557	1.7	23.3	118	**155	1.0	6.5	69
DCI:CREATIVE IDEAS FOR LIV	3068	1964	2.3	64.0	125	856	2.3	27.9	125	817	2.5	26.6	135	*291	1.8	9.5	101
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	5670	6.6	59.3	115	2162	5.8	22.6	102	2374	7.2	24.8	126	1134	7.2	11.9	126
DISCOVER	2277	1218	1.4	53.5	104	513	1.4	22.5	101	532	1.6	23.4	118	*174	1.1	7.6	81
EBONY	7187	3674	4.3	51.1	99	2104	5.6	29.3	132	1003	3.0	14.0	71	566	3.6	7.9	84
ESQUIRE	2560	1371	1.6	53.6	104	572	1.5	22.3	100	567	1.7	22.1	112	233	1.5	9.1	97
ESSENCE	3242	1845	2.1	56.9	111	1039	2.8	32.0	144	559	1.7	17.2	87	247	1.6	7.6	81
FAMILY CIRCLE	19639	11269	13.1	57.4	112	4802	12.9	24.5	110	4513	13.6	23.0	116	1955	12.4	10.0	106
THE FAMILY HANDYMAN	3540	2039	2.4	57.6	112	896	2.4	25.3	114	831	2.5	23.5	119	312	2.0	8.8	94
FAMILY WEEKLY	23924	12765	14.8	53.4	104	5419	14.5	22.7	102	5009	15.1	20.9	106	2336	14.8	9.8	104
FIELD & STREAM	9883	5470	6.3	55.3	108	2459	6.6	24.9	112	2001	6.0	20.2	102	1010	6.4	10.2	109
FOOD & WINE	1030	574	0.7	55.7	108	312	0.8	30.3	136	245	0.7	23.8	120	**17	0.1	1.7	18
FORBES	2679	1347	1.6	50.3	98	442	1.2	16.5	74	619	1.9	23.1	117	286	1.8	10.7	114
FORTUNE	2931	1533	1.8	52.3	102	597	1.6	20.4	92	675	2.0	23.0	116	261	1.7	8.9	95
GENTLEMEN'S QUARTERLY	3481	1850	2.1	53.1	103	729	2.0	20.9	94	735	2.2	21.1	107	386	2.5	11.1	118
GLAMOUR	7163	3980	4.6	55.6	108	1470	3.9	20.5	92	1872	5.6	26.1	132	639	4.1	8.9	95
GOLF DIGEST	2355	1267	1.5	53.8	105	399	1.1	16.9	76	610	1.8	25.9	131	258	1.6	11.0	117
GOLF DIGEST/TENNIS (GROSS)	3610	1934	2.2	53.6	104	686	1.8	19.0	85	842	2.5	23.3	118	406	2.6	11.2	120
GOLF MAGAZINE	2046	1107	1.3	54.1	105	477	1.3	23.3	105	429	1.3	21.0	106	*201	1.3	9.8	105
GOLF MAGAZINE/SKI (GROSS)	3547	1908	2.2	53.8	105	737	2.0	20.8	93	851	2.6	24.0	121	321	2.0	9.0	96
GOOD HOUSEKEEPING	20353	12070	14.0	59.3	115	5070	13.6	24.9	112	4648	14.0	22.8	116	2352	14.9	11.6	123
HARPER'S BAZAAR	3362	1916	2.2	57.0	111	753	2.0	22.4	101	735	2.2	21.9	111	428	2.7	12.7	136
HEALTH	2987	1815	2.1	60.8	118	708	1.9	23.7	107	721	2.2	24.1	122	386	2.5	12.9	138
HEARST MAG CORP. BUY (GROSS)	67928	39408	45.7	58.0	113	16072	43.1	23.7	106	16291	49.1	24.0	121	7044	44.7	10.4	110
HEARST MAN POWER (GROSS)	11282	6137	7.1	54.4	106	2755	7.4	24.4	110	2403	7.2	21.3	108	979	6.2	8.7	92
HEARST WOMAN POWER (GROSS)	40514	23854	27.7	58.9	115	9765	26.2	24.1	108	9826	29.6	24.3	123	4264	27.1	10.5	112
HOUSE BEAUTIFUL	4885	2882	3.3	59.0	115	1058	2.8	21.7	97	1303	3.9	26.7	135	521	3.3	10.7	114
INC.	1308	741	0.9	56.7	110	*262	0.7	20.0	90	403	1.2	30.8	156	**77	0.5	5.9	63
JET	6498	3460	4.0	53.2	104	1870	5.0	28.8	129	964	2.9	14.8	75	626	4.0	9.6	103
LADIES' HOME JOURNAL	14797	8532	9.9	57.7	112	3829	10.3	25.9	116	3370	10.2	22.8	115	1333	8.5	9.0	96
LHJ FAMILY GRP COMBO(GROSS)	21743	12864	14.9	59.2	115	5538	14.8	25.5	115	5202	15.7	23.9	121	2124	13.5	9.8	104
LIFE	9881	5558	6.4	56.2	109	2488	6.7	25.2	113	2215	6.7	22.4	113	854	5.4	8.6	92
L.A. TIMES HOME MAGAZINE	2775	1369	1.6	49.3	96	332	0.9	12.0	54	749	2.3	27.0	137	289	1.8	10.4	111
MADemoiselle	4219	2204	2.6	52.2	102	849	2.3	20.1	90	1042	3.1	24.7	125	313	2.0	7.4	79
MC CALL'S	16422	9807	11.4	59.7	116	4244	11.4	25.8	116	3955	11.9	24.1	122	1607	10.2	9.8	104
MC CALL'S/MRK MOTHER (GROSS)	17919	10860	12.6	60.6	118	4668	12.5	26.1	117	4392	13.2	24.5	124	1801	11.4	10.1	107
MECHANIX ILLUSTRATED	4433	2305	2.7	52.0	101	1084	2.9	24.5	110	879	2.7	19.8	100	342	2.2	7.7	82
METROPOLITAN HOME	1504	827	1.0	55.0	107	339	0.9	22.5	101	373	1.1	24.8	125	*116	0.7	7.7	82
MONEY	4723	2544	3.0	53.9	105	1021	2.7	21.6	97	1021	3.1	21.6	109	501	3.2	10.6	113
MOTHER EARTH NEWS	2325	1352	1.6	58.2	113	578	1.5	24.9	112	585	1.8	25.2	127	*190	1.2	8.2	87
MS.	1189	749	0.9	63.0	123	322	0.9	27.1	122	330	1.0	27.8	140	**97	0.6	8.2	87
NATIONAL ENQUIRER	18892	10605	12.3	56.1	109	5165	13.8	27.3	123	3771	11.4	20.0	101	1670	10.6	8.8	94
NATIONAL GEOGRAPHIC	22129	11599	13.5	52.4	102	4547	12.2	20.5	92	5017	15.1	22.7	115	2035	12.9	9.2	98
NATIONAL SUNDAY MAGAZINE PKG	103750	54285	63.0	52.3	102	22932	61.5	22.1	99	21277	64.2	20.5	104	10076	64.0	9.7	103
NATURAL HISTORY	1379	628	0.7	45.5	89	*275	0.7	19.9	90	246	0.7	17.8	90	**108	0.7	7.8	83
NEW WOMAN	2289	1378	1.6	60.2	117	534	1.4	23.3	105	672	2.0	29.4	149	*172	1.1	7.5	80
NEW YORK INCLUDING CUE	1088	663	0.8	60.9	119	245	0.7	22.5	101	328	1.0	30.1	153	*91	0.6	8.4	89
THE NEW YORKER	2459	1227	1.4	49.9	97	420	1.1	17.1	77	578	1.7	23.5	119	*229	1.5	9.3	99
NEWSWEEK	16527	9226	10.7	55.8	109	3887	10.4	23.5	106	3828	11.5	23.2	117	1512	9.6	9.1	97
THE N.Y. TIMES DAILY EDITION	2739	1278	1.5	46.7	91	535	1.4	19.5	88	549	1.7	20.0	101	194	1.2	7.1	75
THE N.Y. TIMES MAGAZINE	4443	2227	2.6	50.1	98	853	2.3	19.2	86	1019	3.1	22.9	116	356	2.3	8.0	85
OMNI	2799	1549	1.8	55.3	108	758	2.0	27.1	122	564	1.7	20.2	102	*227	1.4	8.1	86
ON CABLE	2209	1354	1.6	61.3	119	619	1.7	28.0	126	494	1.5	22.4	113	*241	1.5	10.9	116
1001 HOME IDEAS	3959	2517	2.9	63.6	124	1001	2.7	25.3	114	1112	3.4	28.1	142	404	2.6	10.2	109
ORGANIC GARDENING	3111	1721	2.0	55.3	108	777	2.1	25.0	112	655	2.0	21.1	107	289	1.8	9.3	99
OUTDOOR LIFE	5024	2810	3.3	55.9	109	1371	3.7	27.3	123	956	2.9	19.0	96	483	3.1	9.6	102
PARADE MAGAZINE	51292	27078	31.4	52.8	103	11892	31.9	23.2	104	10372	31.3	20.2	102	4814	30.6	9.4	100

MEDICATED THROAT LOZENGES - USAGE IN LAST 6 MONTHS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL ADULTS	167727	86206	100.0	51.4	100	37296	100.0	22.2	100	33157	100.0	19.8	100	15753	100.0	9.4	100
PARENTS	5298	3220	3.7	60.8	118	1443	3.9	27.2	122	1221	3.7	23.0	117	557	3.5	10.5	112
PENTHOUSE	5129	3073	3.6	59.9	117	1309	3.5	25.5	115	1105	3.3	21.5	109	660	4.2	12.9	137
PEOPLE	21070	12070	14.0	57.3	111	5065	13.6	24.0	108	5032	15.2	23.9	121	1973	12.5	9.4	100
PLAYBOY	10562	5954	6.9	56.4	110	2521	6.8	23.9	107	2285	6.9	21.6	109	1148	7.3	10.9	116
POPULAR HOT RODDING	2498	1469	1.7	58.8	114	714	1.9	28.6	129	483	1.5	19.3	98	*271	1.7	10.8	116
POPULAR MECHANICS	5887	3125	3.6	53.1	103	1346	3.6	22.9	103	1340	4.0	22.8	115	439	2.8	7.5	79
POPULAR SCIENCE	4317	2270	2.6	52.6	102	879	2.4	20.4	92	1032	3.1	23.9	121	359	2.3	8.3	89
PREVENTION	5792	3294	3.8	56.9	111	1428	3.8	24.7	111	1290	3.9	22.3	113	577	3.7	10.0	106
PSYCHOLOGY TODAY	3284	1781	2.1	54.2	106	669	1.8	20.4	92	851	2.6	25.9	131	261	1.7	7.9	85
READER'S DIGEST	40046	22428	26.0	56.0	109	9604	25.8	24.0	108	8815	26.6	22.0	111	4009	25.4	10.0	107
REDBOOK	9584	5573	6.5	58.1	113	2387	6.4	24.9	112	2229	6.7	23.3	118	*958	6.1	10.0	106
ROAD & TRACK	2590	1401	1.6	54.1	105	672	1.8	25.9	117	520	1.6	20.1	102	*209	1.3	8.1	86
ROLLING STONE	3302	1880	2.2	56.9	111	826	2.2	25.0	112	824	2.5	25.0	126	230	1.5	7.0	74
RUNNER'S WORLD	1229	620	0.7	50.4	98	*136	0.4	11.1	50	391	1.2	31.8	161	**93	0.6	7.6	81
SATURDAY EVENING POST	2110	1339	1.6	63.5	123	634	1.7	30.0	135	472	1.4	22.4	113	*233	1.5	11.0	118
SCIENCE 84	1543	754	0.9	48.9	95	271	0.7	17.6	79	396	1.2	25.7	130	**87	0.6	5.6	60
SCIENCE DIGEST	1747	967	1.1	55.4	108	394	1.1	22.6	101	376	1.1	21.5	109	*197	1.3	11.3	120
SCIENTIFIC AMERICAN	1994	1020	1.2	51.2	100	338	0.9	17.0	76	457	1.4	22.9	116	*225	1.4	11.3	120
SELF	3119	1856	2.2	59.5	116	776	2.1	24.9	112	787	2.4	25.2	128	293	1.9	9.4	100
SEVENTEEN	3923	2247	2.6	57.3	111	961	2.6	24.5	110	920	2.8	23.5	119	*365	2.3	9.3	99
SKI	1501	801	0.9	53.4	104	261	0.7	17.4	78	421	1.3	28.0	142	**119	0.8	7.9	84
SMITHSONIAN	5976	3203	3.7	53.6	104	1055	2.8	17.7	79	1562	4.7	26.1	132	586	3.7	9.8	104
SOAP OPERA DIGEST	4228	2465	2.9	58.3	113	1281	3.4	30.3	136	825	2.5	19.5	99	359	2.3	8.5	90
SOUTHERN LIVING	6488	3705	4.3	57.1	111	1306	3.5	20.1	91	1557	4.7	24.0	121	843	5.4	13.0	138
SPORT	3500	1923	2.2	54.9	107	998	2.7	28.5	128	604	1.8	17.3	87	321	2.0	9.2	98
THE SPORTING NEWS	2456	1473	1.7	60.0	117	801	2.1	32.6	147	472	1.4	19.2	97	*201	1.3	8.2	87
SPORTS AFIELD	3648	2045	2.4	56.1	109	1014	2.7	27.8	125	687	2.1	18.8	95	343	2.2	9.4	100
SPORTS ILLUSTRATED	14484	7621	8.8	52.6	102	3315	8.9	22.9	103	2919	8.8	20.2	102	1386	8.8	9.6	102
STAR	12661	7137	8.3	56.4	110	3732	10.0	29.5	133	2279	6.9	18.0	91	1126	7.1	8.9	95
SUNDAY	52799	26809	31.1	50.8	99	11353	30.4	21.5	97	10511	31.7	19.9	101	4946	31.4	9.4	100
SUNSET	3513	1898	2.2	54.0	105	683	1.8	19.4	87	890	2.7	25.3	128	325	2.1	9.3	99
TV GUIDE	42766	23641	27.4	55.3	108	10687	28.7	25.0	112	8671	26.2	20.3	103	4283	27.2	10.0	107
TENNIS	1254	667	0.8	53.2	103	*287	0.8	22.9	103	*232	0.7	18.5	94	**148	0.9	11.8	126
TIME	22054	11478	13.3	52.0	101	4611	12.4	20.9	94	4745	14.3	21.5	109	*2121	13.5	9.6	102
TOWN & COUNTRY	1555	863	1.0	55.5	108	*208	0.6	13.4	60	.449	1.4	28.9	146	*206	1.3	13.2	141
TRAVEL & LEISURE	2173	1282	1.5	59.0	115	487	1.3	22.4	101	569	1.7	26.2	132	*226	1.4	10.4	111
TRUE STORY	4636	2818	3.3	60.8	118	1529	4.1	33.0	148	871	2.6	18.8	95	417	2.6	9.0	96
U.S. NEWS & WORLD REPORT	10353	5601	6.5	54.1	105	2228	6.0	21.5	97	2299	6.9	22.2	112	1075	6.8	10.4	111
USA TODAY	4994	2668	3.1	53.4	104	960	2.6	19.2	86	1263	3.8	25.3	128	445	2.8	8.9	95
US	3528	2325	2.7	65.9	128	1007	2.7	28.5	128	919	2.8	26.0	132	399	2.5	11.3	120
VOGUE	5424	3020	3.5	55.7	108	1242	3.3	22.9	103	1190	3.6	21.9	111	589	3.7	10.9	116
WALL STREET JOURNAL	6292	3359	3.9	53.4	104	1046	2.8	16.6	75	1636	4.9	26.0	132	677	4.3	10.8	115
WEIGHT WATCHERS	2762	1537	1.8	55.6	108	640	1.7	23.2	104	784	2.4	28.4	144	*113	0.7	4.1	44
WOMAN'S DAY	16320	9305	10.8	57.0	111	3987	10.7	24.4	110	3905	11.8	23.9	121	1414	9.0	8.7	92
WORKING MOTHER	1496	1054	1.2	70.5	137	424	1.1	28.3	127	436	1.3	29.1	147	*193	1.2	12.9	137
WORKING WOMAN	1851	1187	1.4	64.1	125	456	1.2	24.6	111	529	1.6	28.6	145	*203	1.3	11.0	117
WORLD TENNIS	580	347	0.4	59.8	116	**104	0.3	17.9	81	**135	0.4	23.3	118	**108	0.7	18.6	198
ZIFF-DAVIS MAG MATHK (GROSS)	12412	6666	7.7	53.7	104	2593	7.0	20.9	94	2922	8.8	23.5	119	1151	7.3	9.3	99
BLAIR INSERTS	91671	47789	55.4	52.1	101	19767	53.0	21.6	97	19082	57.6	20.8	105	8940	56.8	9.8	104
DAILY NEWSPAPERS																	
READ ANY	109190	56140	65.1	51.4	100	23815	63.9	21.8	98	21973	66.3	20.1	102	10352	65.7	9.5	101
READ ONE	89587	46188	53.6	51.6	100	19897	53.3	22.2	100	17764	53.6	19.8	100	8525	54.1	9.5	101
READ TWO OR MORE	19602	9951	11.5	50.8	99	3918	10.5	20.0	90	4207	12.7	21.5	109	1826	11.6	9.3	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	57196	66.3	52.2	101	24157	64.8	22.0	99	22468	67.8	20.5	104	10571	67.1	9.6	103
READ ONE	95074	49603	57.5	52.2	102	21009	56.3	22.1	99	19330	58.3	20.3	103	9264	58.8	9.7	104
READ TWO OR MORE	14588	7593	8.8	52.0	101	3147	8.4	21.6	97	3139	9.5	21.5	109	1307	8.3	9.0	95
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.48				28.75				29.57				30.96			
30 DAY REACH	149706	77303	89.7	51.6	100	33150	88.9	22.1	100	29892	90.2	20.0	101	14262	90.5	9.5	101
50 SHWG - 30 DAY AV FREQ	15.16	15.45			15.12					15.47				16.15			
30 DAY REACH	142406	73883	85.7	51.9	101	31591	84.7	22.2	100	28590	86.2	20.1	102	13702	87.0	9.6	102
25 SHWG - 30 DAY AV FREQ	8.23	8.40			8.38					8.30				8.61			
30 DAY REACH	131152	68027	78.9	51.9	101	28542	76.5	21.8	98	26629	80.3	20.3	103	12855	81.6	9.8	104
CABLE TV: HOME WIRED	66879	35535	41.2	53.1	103	14131	37.9	21.1	95	14502	43.7	21.7	110	6902	43.8	10.3	110
HOME NOT WIRED	100848	50671	58.8	50.2	98	23164	62.1	23.0	103	18656	56.3	18.5	94	8851	56.2	8.8	93
HAVE PAY CABLE	35024	19644	22.8	56.1	109	7586	20.3	21.7	97	8305	25.0	23.7	120	3754	23.8	10.7	114

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	86206	100.0	51.4	100	37296	100.0	22.2	100	33157	100.0	19.8	100	15753	100.0	9.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	50374	58.4	52.7	102	20999	56.3	22.0	99	20168	60.8	21.1	107	9207	58.4	9.6	103
10:00 AM - 3:00 PM	63599	33500	38.9	52.7	102	14627	39.2	23.0	103	12594	38.0	19.8	100	6279	39.9	9.9	105
3:00 PM - 7:00 PM	72097	38087	44.2	52.8	103	15879	42.6	22.0	99	14982	45.2	20.8	105	7226	45.9	10.0	107
7:00 PM - MIDNIGHT	36670	19452	22.6	53.0	103	8585	23.0	23.4	105	7065	21.3	19.3	97	3801	24.1	10.4	110
MIDNIGHT - 6:00 AM	21908	11928	13.8	54.4	106	4852	13.0	22.1	100	4689	14.1	21.4	108	2387	15.2	10.9	116
6:00 AM - MIDNIGHT	127571	66945	77.7	52.5	102	28242	75.7	22.1	100	26327	79.4	20.6	104	12375	78.6	9.7	103
ENTIRE DAY	129239	67770	78.6	52.4	102	28643	76.8	22.2	100	26596	80.2	20.6	104	12531	79.5	9.7	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	18445	21.4	54.2	106	7192	19.3	21.1	95	7653	23.1	22.5	114	3601	22.9	10.6	113
ALL NEWS	6062	2811	3.3	46.4	90	1146	3.1	18.9	85	1174	3.5	19.4	98	490	3.1	8.1	86
AOR/PROGRESSIVE	11884	6164	7.2	51.9	101	2477	6.6	20.8	94	2557	7.7	21.5	109	1130	7.2	9.5	101
BEAUTIFUL MUSIC	11180	5916	6.9	52.9	103	2434	6.5	21.8	98	2239	6.8	20.0	101	1243	7.9	11.1	118
BLACK	4538	2391	2.8	52.7	103	1301	3.5	28.7	129	730	2.2	16.1	81	361	2.3	8.0	85
CLASSICAL	3857	1973	2.3	51.2	100	679	1.8	17.6	79	925	2.8	24.0	121	369	2.3	9.6	102
CHR/ROCK	21946	11619	13.5	52.9	103	4769	12.8	21.7	98	4728	14.3	21.5	109	2122	13.5	9.7	103
COUNTRY	27262	14724	17.1	54.0	105	6555	17.6	24.0	108	5622	17.0	20.6	104	2547	16.2	9.3	99
GOLDEN OLDIES	3339	1859	2.2	55.7	108	721	1.9	21.6	97	770	2.3	23.1	117	368	2.3	11.0	117
MOR/NOSTALGIA	10346	5329	6.2	51.5	100	2316	6.2	22.4	101	2107	6.4	20.4	103	906	5.8	8.8	93
NEWS/TALK	8929	4495	5.2	50.3	98	1831	4.9	20.5	92	1872	5.6	21.0	106	792	5.0	8.9	94
RELIGIOUS	5488	2812	3.3	51.2	100	1214	3.3	22.1	99	1060	3.2	19.3	98	538	3.4	9.8	104
SOFT ROCK	1232	620	0.7	50.3	98	*270	0.7	21.9	99	228	0.7	18.5	94	**122	0.8	9.9	105
URBAN CONTEMPORARY	3184	1779	2.1	55.9	109	1009	2.7	31.7	143	497	1.5	15.6	79	274	1.7	8.6	92
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	3382	3.9	48.9	95	1398	3.7	20.2	91	1444	4.4	20.9	106	540	3.4	7.8	83
ABC DIRECTION	5212	2628	3.0	50.4	98	1199	3.2	23.0	103	987	3.0	18.9	96	443	2.8	8.5	90
ABC ENTERTAINMENT	10385	5490	6.4	52.9	103	2455	6.6	23.6	106	2128	6.4	20.5	104	906	5.8	8.7	93
ABC FM	4762	2817	3.3	59.2	115	1214	3.3	25.5	115	1088	3.3	22.8	116	515	3.3	10.8	115
ABC INFORMATION	11339	6144	7.1	54.2	105	2664	7.1	23.5	106	2489	7.5	22.0	111	991	6.3	8.7	93
ABC ROCK	4878	2506	2.9	51.4	100	1061	2.8	21.8	98	956	2.9	19.6	99	489	3.1	10.0	107
CBS	10709	5647	6.6	52.7	103	2283	6.1	21.3	96	2393	7.2	22.3	113	971	6.2	9.1	97
MUTUAL	10251	5562	6.5	54.3	106	2403	6.4	23.4	105	2103	6.3	20.5	104	1056	6.7	10.3	110
NBC	12243	6187	7.2	50.5	98	2607	7.0	21.3	96	2579	7.8	21.1	107	1000	6.3	8.2	87
RADIORADIO	4606	2322	2.7	50.4	98	1066	2.9	23.1	104	804	2.4	17.5	88	451	2.9	9.8	104
RKO ONE	5148	2862	3.3	55.6	108	1328	3.6	25.8	116	1025	3.1	19.9	101	509	3.2	9.9	105
RKO TWO	7313	3749	4.3	51.3	100	1464	3.9	20.0	90	1516	4.6	20.7	105	770	4.9	10.5	112
THE SOURCE	5981	3109	3.6	52.0	101	1327	3.6	22.2	100	1296	3.9	21.7	110	486	3.1	8.1	87
NON-WIRED : BLAIR	19329	10466	12.1	54.1	105	4403	11.8	22.8	102	4168	12.6	21.6	109	1895	12.0	9.8	104
INTERNET	27139	14071	16.3	51.8	101	5883	15.8	21.7	97	5612	16.9	20.7	105	2576	16.4	9.5	101
KATZ RADIO GROUP	36319	19486	22.6	53.7	104	8036	21.5	22.1	100	7756	23.4	21.4	108	3694	23.4	10.2	108
SUPERNET	22361	11869	13.8	53.1	103	5275	14.1	23.6	106	4481	13.5	20.0	101	2114	13.4	9.5	101
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	7390	8.6	50.9	99	3448	9.2	23.7	107	2670	8.1	18.4	93	1272	8.1	8.8	93
WKDAY 9:00 AM - 1:00 PM	18688	9621	11.2	51.5	100	4731	12.7	25.3	114	3140	9.5	16.8	85	1750	11.1	9.4	100
WKDAY 1:00 PM - 4:30 PM	24061	12457	14.5	51.8	101	6128	16.4	25.5	115	4125	12.4	17.1	87	2204	14.0	9.2	98
WKDAY 4:30 PM - 7:30 PM	44079	22189	25.7	50.3	98	10606	28.4	24.1	108	7674	23.1	17.4	88	3909	24.8	8.9	94
WKDAY 7:30 PM - 8:00 PM	61979	31174	36.2	50.3	98	14461	38.8	23.3	105	11148	33.6	18.0	91	5565	35.3	9.0	96
WKDAY 11:00 PM - 11:30 PM	49084	25170	29.2	51.3	100	11566	31.0	23.6	106	9226	27.8	18.8	95	4379	27.8	8.9	95
WKDAY 11:30 PM - 1:00 AM	16560	8504	9.9	51.4	100	3889	10.4	23.5	106	3055	9.2	18.4	93	1560	9.9	9.4	100
M-SAT 8-11 PM-SUN 7-11 PM	66967	34490	40.0	51.5	100	15406	41.3	23.0	103	12772	38.5	19.1	96	6312	40.1	9.4	100
MKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	4993	5.8	53.9	105	2520	6.8	27.2	122	1515	4.6	16.3	83	958	6.1	10.3	110
ANOTHER WORLD	N 6138	3304	3.8	53.8	105	1529	4.1	24.9	112	1284	3.9	20.9	106	491	3.1	8.0	85
AS THE WORLD TURNS	C 7707	3734	4.3	48.4	94	1731	4.6	22.5	101	1249	3.8	16.2	82	754	4.8	9.8	104
CAPITOL	C 4686	2383	2.8	50.8	99	1065	2.9	22.7	102	801	2.4	17.1	86	516	3.3	11.0	117
CBS MORN. NEWS 1	C 2792	1420	1.6	50.9	99	739	2.0	26.5	119	458	1.4	16.4	83	223	1.4	8.0	85
CBS MORN. NEWS 2	C 2071	1025	1.2	49.5	96	563	1.5	27.2	122	280	0.8	13.5	68	182	1.2	8.8	94
DAYS OF OUR LIVES	N 8018	4289	5.0	53.5	104	2023	5.4	25.2	113	1693	5.1	21.1	107	573	3.6	7.1	76
FACTS OF LIFE - DAYTIME	N 3487	2018	2.3	57.9	113	1040	2.8	29.8	134	622	1.9	17.8	90	356	2.3	10.2	109
FAMILY FEUD	A 4817	2298	2.7	47.7	93	1164	3.1	24.2	109	736	2.2	15.3	77	398	2.5	8.3	88
GENERAL HOSPITAL	A 8333	4410	5.1	52.9	103	2322	6.2	27.9	125	1398	4.2	16.8	85	690	4.4	8.3	88
GOOD MORNING, AMERICA-730	A 5472	2576	3.0	47.1	92	1239	3.3	22.6	102	909	2.7	16.6	84	428	2.7	7.8	83
GOOD MORNING, AMERICA-830	A 3965	1964	2.3	49.5	96	983	2.6	24.8	111	609	1.8	15.4	78	371	2.4	9.4	100
GUIDING LIGHT	C 7542	3808	4.4	50.5	98	1727	4.6	22.9	103	1369	4.1	18.2	92	711	4.5	9.4	100
ONE LIFE TO LIVE	A 6018	3233	3.8	53.7	105	1770	4.7	29.4	132	925	2.8	15.4	78	539	3.4	9.0	95
PRESS YOUR LUCK	C 3589	1811	2.1	50.5	98	907	2.4	25.3	114	569	1.7	15.9	80	335	2.1	9.3</	

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MEDICATED THROAT LOZENGES - USAGE IN LAST 6 MONTHS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	38061	100.0	48.0	100	16957	100.0	21.4	100	14416	100.0	18.2	100	6688	100.0	8.4	100
HOUSEHOLD HEADS	66405	31840	83.7	47.9	100	13675	80.6	20.6	96	12752	88.5	19.2	106	5413	80.9	8.2	97
18 - 24	13945	6663	17.5	47.8	100	3360	19.8	24.1	113	2168	15.0	15.5	85	1135	17.0	8.1	96
25 - 34	19334	9915	26.1	51.3	107	3768	22.2	19.5	91	4413	30.6	22.8	125	1735	25.9	9.0	106
35 - 44	14196	7366	19.4	51.9	108	2897	17.1	20.4	95	3043	21.1	21.4	118	1425	21.3	10.0	119
45 - 54	10896	5184	13.6	47.6	99	2224	13.1	20.4	95	1994	13.8	18.3	101	966	14.4	8.9	105
55 - 64	10378	4619	12.1	44.5	93	1977	11.7	19.0	89	1680	11.7	16.2	89	962	14.4	9.3	110
65 OR OLDER	10514	4315	11.3	41.0	85	2732	16.1	26.0	121	1119	7.8	10.6	59	465	7.0	4.4	52
18 - 34	33279	16578	43.6	49.8	104	7128	42.0	21.4	100	6580	45.6	19.8	109	2870	42.9	8.6	102
18 - 49	52904	26690	70.1	50.4	105	11232	66.2	21.2	99	10616	73.6	20.1	110	4842	72.4	9.2	108
25 - 54	44426	22464	59.0	50.6	105	8888	52.4	20.0	94	9450	65.6	21.3	117	4126	61.7	9.3	110
35 - 49	19625	10112	26.6	51.5	107	4105	24.2	20.9	98	4036	28.0	20.6	113	1972	29.5	10.0	119
50 OR OLDER	26359	11371	29.9	43.1	90	5725	33.8	21.7	102	3800	26.4	14.4	79	1846	27.6	7.0	83
GRADUATED COLLEGE	15982	7479	19.7	46.8	97	2463	14.5	15.4	72	3700	25.7	23.2	127	1316	19.7	8.2	98
ATTENDED COLLEGE	13629	7290	19.2	53.5	111	2691	15.9	19.7	92	3099	21.5	22.7	125	1500	22.4	11.0	130
GRADUATED HIGH SCHOOL	28591	13918	36.6	48.7	101	6395	37.7	22.4	105	5019	34.8	17.6	97	2504	37.4	8.8	104
DID NOT GRADUATE HIGH SCHOOL	21061	9375	24.6	44.5	93	5409	31.9	25.7	120	2599	18.0	12.3	68	1368	20.5	6.5	77
EMPLOYED FULL-TIME	52316	26119	68.6	49.9	104	10204	60.2	19.5	91	11161	77.4	21.3	117	4755	71.1	9.1	108
EMPLOYED PART-TIME	4113	1910	5.0	46.4	97	891	5.3	21.7	101	630	4.4	15.3	84	389	5.8	9.5	112
NOT EMPLOYED	22834	10032	26.4	43.9	91	5862	34.6	25.7	120	2625	18.2	11.5	63	1545	23.1	6.8	80
PROFESSIONAL/MANAGER	15034	7161	18.8	47.6	99	2126	12.5	14.1	66	3639	25.2	24.2	133	1397	20.9	9.3	110
TECH/CLERICAL/SALES	11255	5850	15.4	52.0	108	2108	12.4	18.7	88	2763	19.2	24.5	135	979	14.6	8.7	103
PRECISION/CRAFT	11607	5920	15.6	51.0	106	2615	15.4	22.5	105	2134	14.8	18.4	101	1171	17.5	10.1	120
OTHER EMPLOYED	18534	9099	23.9	49.1	102	4247	25.0	22.9	107	3255	22.6	17.6	97	1597	23.9	8.6	102
SINGLE	19562	8805	23.1	45.0	94	4095	24.1	20.9	98	2905	20.2	14.9	82	1805	27.0	9.2	109
MARRIED	51896	25956	68.2	50.0	104	11131	65.6	21.4	100	10515	72.9	20.3	111	4311	64.5	8.3	98
DIVORCED/SEPARATED/WIDOWED	7804	3300	8.7	42.3	88	1732	10.2	22.2	104	997	6.9	12.8	70	572	8.6	7.3	87
PARENTS	25372	13462	35.4	53.1	110	5426	32.0	21.4	100	5771	40.0	22.7	125	2265	33.9	8.9	106
WHITE	69658	33709	88.6	48.4	101	14459	85.3	20.8	97	13211	91.6	19.0	104	6040	90.3	8.7	103
BLACK	7909	3665	9.6	46.3	97	2189	12.9	27.7	129	921	6.4	11.6	64	556	8.3	7.0	83
OTHER	1696	687	1.8	40.5	84	**310	1.8	18.3	85	**285	2.0	16.8	92	**92	1.4	5.4	64
NORTHEAST-CENSUS	17202	7820	20.5	45.5	95	3541	20.9	20.6	96	2624	18.2	15.3	84	1656	24.8	9.6	114
NORTH CENTRAL	20461	9594	25.2	46.9	98	3871	22.8	18.9	88	4021	27.9	19.7	108	1702	25.4	8.3	99
SOUTH	26695	13229	34.8	49.6	103	6616	39.0	24.8	116	4680	32.5	17.5	96	1933	28.9	7.2	86
WEST	14906	7419	19.5	49.8	104	2930	17.3	19.7	92	3091	21.4	20.7	114	1398	20.9	9.4	111
NORTHEAST-MKTG.	17962	7880	20.7	43.9	91	3612	21.3	20.1	94	2679	18.6	14.9	82	1589	23.8	8.8	105
EAST CENTRAL	11741	5726	15.0	48.8	102	2490	14.7	21.2	99	2184	15.1	18.6	102	1052	15.7	9.0	106
WEST CENTRAL	13518	6463	17.0	47.8	100	2486	14.7	18.4	86	2845	19.7	21.0	116	1133	16.9	8.4	99
SOUTH	23168	11716	30.8	50.6	105	5861	34.6	25.3	118	4107	28.5	17.7	97	1749	26.2	7.5	89
PACIFIC	12874	6276	16.5	48.7	102	2509	14.8	19.5	91	2602	18.0	20.2	111	1165	17.4	9.0	107
COUNTY SIZE A	32596	15032	39.5	46.1	96	6239	36.8	19.1	89	5844	40.5	17.9	99	2949	44.1	9.0	107
COUNTY SIZE B	23814	12012	31.6	50.4	105	5188	30.6	21.8	102	4731	32.8	19.9	109	2092	31.3	8.8	104
COUNTY SIZE C	12663	5914	15.5	46.7	97	2771	16.3	21.9	102	2176	15.1	17.2	94	967	14.5	7.6	91
COUNTY SIZE D	10190	5104	13.4	50.1	104	2759	16.3	27.1	127	1664	11.5	16.3	90	681	10.2	6.7	79
METRO CENTRAL CITY	23190	11320	29.7	48.8	102	5402	31.9	23.3	109	3959	27.5	17.1	94	1959	29.3	8.4	100
METRO SUBURBAN	36920	17561	46.1	47.6	99	7075	41.7	19.2	90	7166	49.7	19.4	107	3320	49.6	9.0	107
NON METRO	19152	9180	24.1	47.9	100	4481	26.4	23.4	109	3291	22.8	17.2	94	1408	21.1	7.4	87
TOP 5 ADI'S	18703	8864	23.3	47.4	99	3721	21.9	19.9	93	3404	23.6	18.2	100	1739	26.0	9.3	110
TOP 10 ADI'S	26158	11720	30.8	44.8	93	5014	29.6	19.2	90	4401	30.5	16.8	93	2305	34.5	8.8	104
TOP 20 ADI'S	36612	16821	44.2	45.9	96	6963	41.1	19.0	89	6659	46.2	18.2	100	3200	47.8	8.7	104
HSOLD INC. \$50,000 OR MORE	9326	4346	11.4	46.6	97	1635	9.6	17.5	82	1909	13.2	20.5	113	802	12.0	8.6	102
\$40,000 OR MORE	18002	8646	22.7	48.0	100	3423	20.2	19.0	89	3741	26.0	20.8	114	1481	22.1	8.2	98
\$30,000 OR MORE	31361	15326	40.3	48.9	102	5814	34.3	18.5	87	6595	45.7	20.1	116	2917	43.6	9.3	110
\$25,000 OR MORE	39858	19703	51.8	49.4	103	7543	44.5	18.9	88	8534	59.2	21.4	118	3626	54.2	9.1	108
\$20,000 - \$24,999	8664	4172	11.0	48.2	100	1759	10.4	20.3	95	1698	11.8	19.6	108	715	10.7	8.3	98
\$15,000 - \$19,999	7964	3840	10.1	48.2	100	1652	9.7	20.7	97	1460	10.1	18.3	101	729	10.9	9.2	108
\$10,000 - \$14,999	11093	5372	14.1	48.4	101	2839	16.7	25.6	120	1687	11.7	15.2	84	846	12.6	7.6	90
UNDER \$10,000	11683	4974	13.1	42.6	89	3164	18.7	27.1	127	1038	7.2	8.9	49	772	11.5	6.6	78
HOUSEHOLD OF 1 PERSON	7453	3027	8.0	40.6	85	1492	8.8	20.0	94	1097	7.6	14.7	81	438	6.5	5.9	70
2 PEOPLE	24757	11348	29.8	45.8	95	4956	29.2	20.0	94	4289	29.8	17.3	95	2103	31.4	8.5	101
3 OR 4 PEOPLE	32682	16269	42.7	49.8	104	6926	40.8	21.2	99	6401	44.4	19.6	108	2943	44.0	9.0	107
5 OR MORE PEOPLE	14370	7417	19.5	51.6	107	3584	21.1	24.9	117	2629	18.2	18.3	101	1204	18.0	8.4	99
NO CHILD IN HSHLD	46768	21006	55.2	44.9	94	9583	56.5	20.5	96	7586	52.6	16.2	89	3837	57.4	8.2	97
CHILD(REN) UNDER 2 YRS	4799	2585	6.8	53.9	112	1146	6.8	23.9	112	1030	7.1	21.5	118	*409	6.1	8.5	101
2 - 5 YEARS	11125	5967	15.7	53.6	112	2274	13.4	20.4	96	2755	19.1	24.8	136	*38	14.0	8.4	100
6 - 11 YEARS	14193	7576	19.9	53.4	111	3444	20.3	24.3	113	3066	21.3	21.6	119	1066	15.9	7.5	89
12 - 17 YEARS	17402	8727	22.9	50.1	104	4042	23.8	23.2	109	3084	21.4	17.7	97	1600	23.9	9.2	109
RESIDENCE OWNED	56398	27206	71.5	48.2	100	11707	69.0	20.8	97	10574	73.3	18.7	103	4925	73.6	8.7	103
VALUE: \$50,000 OR MORE	34811	17013	44.7	48.9	102	6595	38.9	18.9	89	7184	49.8	20.6	113	3234	48.4	9.3	110
VALUE: UNDER \$50,000	21587	10194	26.8	47.2	98	5112	30.1	23.7	111	3390	23.5	15.7	86	1691	25.3	7.8	93

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES		79263	38061	100.0	48.0	100	16957	100.0	21.4	100	14416	100.0	18.2	100	6688	100.0	8.4	100
MAGAZINES	QUINTILE 1	16033	8359	22.0	52.1	109	3590	21.2	22.4	105	3393	23.5	21.2	116	1377	20.6	8.6	102
	QUINTILE 2	15354	7829	20.6	51.0	106	3145	18.5	20.5	96	3292	22.8	21.4	118	1392	20.8	9.1	107
	QUINTILE 3	15888	7507	19.7	47.2	98	3428	20.2	21.6	101	2659	18.4	16.7	92	1420	21.2	8.9	106
	QUINTILE 4	17310	8140	21.4	47.0	98	3591	21.2	20.7	97	3055	21.2	17.6	97	1494	22.3	8.6	102
	QUINTILE 5	14677	6226	16.4	42.4	88	3204	18.9	21.8	102	2018	14.0	13.7	76	1005	15.0	6.8	81
NEWSPAPERS	QUINTILE 1	15277	7315	19.2	47.9	100	2920	17.2	19.1	89	3128	21.7	20.5	113	1267	18.9	8.3	99
	QUINTILE 2	22745	10895	28.6	47.9	100	4646	27.4	20.4	95	4245	29.4	18.7	103	2004	30.0	8.8	104
	QUINTILE 3	10692	5526	14.5	51.7	108	2540	15.0	23.8	111	1971	13.7	18.4	101	1015	15.2	9.5	113
	QUINTILE 4	11646	5323	14.0	45.7	95	2482	14.6	21.3	100	1856	12.9	15.9	88	986	14.7	8.5	100
	QUINTILE 5	18903	9003	23.7	47.6	99	4370	25.8	23.1	108	3217	22.3	17.0	94	1415	21.2	7.5	89
OUTDOOR	QUINTILE 1	16620	8100	21.3	48.7	101	3389	20.0	20.4	95	3141	21.8	18.9	104	1570	23.5	9.4	112
	QUINTILE 2	16377	8077	21.2	49.3	103	3456	20.4	21.1	99	3216	22.3	19.6	108	1405	21.0	8.6	102
	QUINTILE 3	15995	7696	20.2	48.1	100	3316	19.6	20.7	97	2956	20.5	18.5	102	1423	21.3	8.9	105
	QUINTILE 4	15592	7487	19.7	48.0	100	3502	20.7	22.5	105	2738	19.0	17.6	97	1247	18.6	8.0	95
	QUINTILE 5	14679	6701	17.6	45.7	95	3294	19.4	22.4	105	2365	16.4	16.1	89	1042	15.6	7.1	84
RADIO-DRIVE TIME	QUINTILE 1	15746	7989	21.0	50.7	106	3524	20.8	22.4	105	2954	20.5	18.8	103	1511	22.6	9.6	114
	QUINTILE 2	15067	7124	18.7	47.3	98	3008	17.7	20.0	93	2939	20.4	19.5	107	1176	17.6	7.8	93
	QUINTILE 3	15631	7622	20.0	48.8	102	3296	19.4	21.1	99	3009	20.9	19.3	106	1316	19.7	8.4	100
	QUINTILE 4	16245	7892	20.7	48.6	101	3543	20.9	21.8	102	2854	19.8	17.6	97	1495	22.4	9.2	109
	QUINTILE 5	16573	7435	19.5	44.9	93	3586	21.1	21.6	101	2659	18.4	16.0	88	1190	17.8	7.2	85
RADIO-MID- DAY	TERCILE 1	21788	10839	28.5	49.7	104	4784	28.2	22.0	103	3931	27.3	18.0	99	2124	31.8	9.7	116
	TERCILE 2	21151	9536	25.1	45.1	94	4587	27.1	21.7	101	3399	23.6	16.1	88	1550	23.2	7.3	87
	TERCILE 3	36323	17686	46.5	48.7	101	7586	44.7	20.9	98	7087	49.2	19.5	107	3014	45.1	8.3	98
RADIO-TOTAL	QUINTILE 1	15977	8068	21.2	50.5	105	3555	21.0	22.3	104	2845	19.7	17.8	98	1668	24.9	10.4	124
	QUINTILE 2	15923	7710	20.3	48.4	101	3534	20.8	22.2	104	2935	20.4	18.4	101	1242	18.6	7.8	92
	QUINTILE 3	14980	7313	19.2	48.8	102	3229	19.0	21.6	101	2938	20.4	19.6	108	1145	17.1	7.6	91
	QUINTILE 4	17123	8022	21.1	46.8	98	3508	20.7	20.5	96	3060	21.2	17.9	98	1454	21.7	8.5	101
	QUINTILE 5	15260	6949	18.3	45.5	95	3131	18.5	20.5	96	2638	18.3	17.3	95	1179	17.6	7.7	92
TV-PRIME TIME	QUINTILE 1	15674	7297	19.2	46.6	97	3701	21.8	23.6	110	2305	16.0	14.7	81	1290	19.3	8.2	98
	QUINTILE 2	15944	7827	20.6	49.1	102	3252	19.2	20.4	95	3038	21.1	19.1	105	1538	23.0	9.6	114
	QUINTILE 3	16037	8325	21.9	51.9	108	3616	21.3	22.5	105	3301	22.9	20.6	113	1408	21.1	8.8	104
	QUINTILE 4	15412	7207	18.9	46.8	97	3079	18.2	20.0	93	2952	20.5	19.2	105	1176	17.6	7.6	90
	QUINTILE 5	16194	7405	19.5	45.7	95	3310	19.5	20.4	96	2819	19.6	17.4	96	1276	19.1	7.9	93
TV-DAYTIME	TERCILE 1	19156	8929	23.5	46.6	97	4687	27.6	24.5	114	2662	18.5	13.9	76	1580	23.6	8.2	98
	TERCILE 2	19343	9401	24.7	48.6	101	4354	25.7	22.5	105	3393	23.5	17.5	96	1653	24.7	8.5	101
	TERCILE 3	40764	19731	51.8	48.4	101	7916	46.7	19.4	91	8361	58.0	20.5	113	3455	51.7	8.5	100
TV-TOTAL	QUINTILE 1	15844	7329	19.3	46.3	96	4023	23.7	25.4	119	2099	14.6	13.2	73	1206	18.0	7.6	90
	QUINTILE 2	15767	7518	19.8	47.7	99	3374	19.9	21.4	100	2750	19.1	17.4	96	1394	20.8	8.8	105
	QUINTILE 3	15775	7610	20.0	48.2	100	3272	19.3	20.7	97	3018	20.9	19.1	105	1319	19.7	8.4	99
	QUINTILE 4	15903	7978	21.0	50.2	104	3073	18.1	19.3	90	3378	23.4	21.2	117	1528	22.8	9.6	114
	QUINTILE 5	15974	7627	20.0	47.7	99	3215	19.0	20.1	94	3170	22.0	19.8	109	1241	18.6	7.8	92
MAGAZINES-NEWSPAPERS: DUAL		21225	10691	28.1	50.4	105	4271	25.2	20.1	94	4490	31.1	21.2	116	1930	28.9	9.1	108
MAGAZINE IMPERATIVE		17728	9091	23.9	51.3	107	4088	24.1	23.1	108	3427	23.8	19.3	106	1576	23.6	8.9	105
NEWSPAPER IMPERATIVE		22987	10587	27.8	46.1	96	4657	27.5	20.3	95	3963	27.5	17.2	95	1967	29.4	8.6	101
MAGAZINES-OUTDOOR: DUAL		16244	8359	22.0	51.5	107	3242	19.1	20.0	93	3575	24.8	22.0	121	1541	23.0	9.5	112
MAGAZINE IMPERATIVE		24016	12087	31.8	50.3	105	5414	31.9	22.5	105	4658	32.3	19.4	107	2015	30.1	8.4	99
OUTDOOR IMPERATIVE		26020	12006	31.5	46.1	96	5593	33.0	21.5	100	4285	29.7	16.5	91	2128	31.8	8.2	97
MAGAZINES-RADIO: DUAL		16918	8793	23.1	52.0	108	3748	22.1	22.2	104	3424	23.8	20.2	111	1621	24.2	9.6	114
MAGAZINE IMPERATIVE		23456	11658	30.6	49.7	104	4926	29.0	21.0	98	4915	34.1	21.0	115	1817	27.2	7.7	92
RADIO IMPERATIVE		23900	11312	29.7	47.3	99	5251	31.0	22.0	103	3987	27.7	16.7	92	2074	31.0	8.7	103
MAGAZINES-TELEVISION: DUAL		15791	7968	20.9	50.5	105	3882	22.9	24.6	115	2811	19.5	17.8	98	1276	19.1	8.1	96
MAGAZINE IMPERATIVE		25476	12913	33.9	50.7	106	4941	29.1	19.4	91	5597	38.8	22.0	121	2376	35.5	9.3	111
TELEVISION IMPERATIVE		25744	11532	30.3	44.8	93	5605	33.1	21.8	102	3832	26.6	14.9	82	2095	31.3	8.1	96
NEWSPAPERS-OUTDOOR: DUAL		17628	8701	22.9	49.4	103	3450	20.3	19.6	91	3547	24.6	20.1	111	1704	25.5	9.7	115
NEWSPAPER IMPERATIVE		26414	12602	33.1	47.7	99	5584	32.9	21.1	99	4930	34.2	18.7	103	2088	31.2	7.9	94
OUTDOOR IMPERATIVE		23059	11095	29.2	48.1	100	5051	29.8	21.9	102	4161	28.9	18.0	99	1883	28.2	8.2	97
NEWSPAPERS-RADIO: DUAL		17996	8897	23.4	49.4	103	3943	23.3	21.9	102	3366	23.3	18.7	103	1588	23.7	8.8	105
NEWSPAPER IMPERATIVE		26269	12559	33.0	47.8	100	5183	30.6	19.7	92	5153	35.7	19.6	108	2223	33.2	8.5	100
RADIO IMPERATIVE		21342	10567	27.8	49.5	103	4999	29.5	23.4	109	3736	25.9	17.5	96	1832	27.4	8.6	102
NEWSPAPERS-TELEVISION: DUAL		17359	8237	21.6	47.5	99	3735	22.0	21.5	101	3028	21.0	17.4	96	1474	22.0	8.5	101
NEWSPAPER IMPERATIVE		26889	13330	35.0	49.6	103	5320	31.4	19.8	92	5612	38.9	20.9	115	2398	35.9	8.9	106
TELEVISION IMPERATIVE		21698	10366	27.2	47.8	99	5225	30.8	24.1	113	3389	23.5	15.6	86	1752	26.2	8.1	96
OUTDOOR-RADIO: DUAL		16456	8296	21.8	50.4	105	3550	20.9	21.6	101	3098	21.5	18.8	104	1648	24.6	10.0	119
OUTDOOR IMPERATIVE		25870	12253	32.2	47.4	99	5187	30.6	20.1	94	4982							

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	38061	100.0	48.0	100	16957	100.0	21.4	100	14416	100.0	18.2	100	6688	100.0	8.4	100
ATLANTIC MONTHLY	452	*196	0.5	43.4	90	*226	0.2	5.8	27	*158	1.1	35.0	192	*112	0.2	2.7	31
BARRON'S	1058	486	1.3	45.9	96	*118	0.7	11.2	52	296	2.1	28.0	154	*73	1.1	6.9	82
BETTER HOMES & GARDENS	4773	2646	7.0	55.4	115	1129	6.7	23.7	111	993	6.9	20.8	114	524	7.8	11.0	130
BON APPETIT	1037	*552	1.5	53.2	111	*182	1.1	17.6	82	314	2.2	30.3	166	*56	0.8	5.4	64
BUSINESS WEEK	3193	1596	4.2	50.0	104	723	4.3	22.6	106	639	4.4	20.0	110	235	3.5	7.4	87
CAR AND DRIVER	2705	1395	3.7	51.6	107	587	3.5	21.7	101	583	4.0	21.6	119	*226	3.4	8.4	99
CBS MAGAZINE NETWORK (GROSS)	5678	3057	8.0	53.8	112	1341	7.9	23.6	110	1252	8.7	22.1	121	464	6.9	8.2	97
CHANGING TIMES	1847	1048	2.8	56.7	118	415	2.4	22.5	105	455	3.2	24.6	135	*178	2.7	9.6	114
COLONIAL HOMES	492	*259	0.7	52.6	110	*92	0.5	18.7	87	*150	1.0	30.5	168	*18	0.3	3.7	43
CONDE NAST MAG. PKG. (GROSS)	2066	1088	2.9	52.7	110	489	2.9	23.7	111	457	3.2	22.1	122	*142	2.1	6.9	81
CONSUMERS DIGEST	1719	895	2.4	52.1	108	376	2.2	21.9	102	412	2.9	24.0	132	*107	1.6	6.2	74
COSMOPOLITAN	1762	999	2.6	56.7	118	328	1.9	18.6	87	508	3.5	28.8	159	*163	2.4	9.3	110
COUNTRY LIVING	1110	601	1.6	54.1	113	*260	1.5	23.4	109	270	1.9	24.3	134	*71	1.1	6.4	76
CUISINE	660	391	1.0	59.2	123	*108	0.6	16.4	76	263	1.8	39.8	219	*20	0.3	3.0	36
CYCLE WORLD	1924	1066	2.8	55.4	115	453	2.7	23.5	110	494	3.4	25.7	141	*119	1.8	6.2	73
DCI:CREATIVE IDEAS FOR LIV	437	*235	0.6	53.8	112	*103	0.6	23.6	110	*102	0.7	23.3	128	*30	0.4	6.9	81
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1326	3.5	53.2	111	498	2.9	20.0	93	511	3.5	20.5	113	317	4.7	12.7	151
DISCOVER	1279	685	1.8	53.6	112	305	1.8	23.8	111	*304	2.1	23.8	131	*75	1.1	5.9	69
EBONY	2898	1286	3.4	44.4	92	758	4.5	26.2	122	360	2.5	12.4	68	*168	2.5	5.8	69
ESQUIRE	1384	713	1.9	51.5	107	*272	1.6	19.7	92	339	2.4	24.5	135	*102	1.5	7.4	87
ESSENCE	850	454	1.2	53.4	111	*245	1.4	28.8	135	*140	1.0	16.5	91	*68	1.0	8.0	95
FAMILY CIRCLE	2430	1364	3.6	56.1	117	588	3.5	24.2	113	513	3.6	21.1	116	*262	3.9	10.8	128
THE FAMILY HANDYMAN	2356	1318	3.5	55.9	117	527	3.1	22.4	105	596	4.1	25.3	139	*194	2.9	8.2	98
FAMILY WEEKLY	11533	5606	14.7	48.6	101	2407	14.2	20.9	98	2123	14.7	18.4	101	1075	16.1	9.3	110
FIELD & STREAM	7444	4049	10.6	54.4	113	1845	10.9	24.8	116	1416	9.8	19.0	105	788	11.8	10.6	125
FOOD & WINE	416	200	0.5	48.1	100	*68	0.4	16.3	76	*127	0.9	30.5	168	*5	0.1	1.2	14
FORBES	1865	931	2.4	49.9	104	292	1.7	15.7	73	502	3.5	26.9	148	*137	2.0	7.3	87
FORTUNE	1849	967	2.5	52.3	109	347	2.0	18.8	88	493	3.4	26.7	147	*126	1.9	6.8	81
GENTLEMEN'S QUARTERLY	2284	1221	3.2	53.5	111	541	3.2	23.7	111	403	2.8	17.6	97	*276	4.1	12.1	143
GLAMOUR	538	*233	0.6	43.3	90	*98	0.6	18.2	85	*108	0.7	20.1	110	*27	0.4	5.0	59
GOLF DIGEST	1649	874	2.3	53.0	110	310	1.8	18.8	88	418	2.9	25.3	139	*146	2.2	8.9	105
GOLF DIGEST/TENNIS (GROSS)	2294	1222	3.2	53.3	111	465	2.7	20.3	95	555	3.8	24.2	133	*201	3.0	8.8	104
GOLF MAGAZINE	1577	862	2.3	54.7	114	391	2.3	24.8	116	327	2.3	20.7	114	*144	2.2	9.1	108
GOLF MAGAZINE/SKI (GROSS)	2487	1281	3.4	51.5	107	505	3.0	20.3	95	605	4.2	24.3	134	*172	2.6	6.9	82
GOOD HOUSEKEEPING	2569	1396	3.7	54.3	113	567	3.3	22.1	103	579	4.0	22.5	124	*249	3.7	9.7	115
HARPER'S BAZAAR	431	*225	0.6	52.2	109	*82	0.5	19.0	89	*112	0.8	26.0	143	*31	0.5	7.2	85
HEALTH	788	512	1.3	65.0	135	*138	0.8	17.5	82	*284	2.0	36.0	198	*90	1.3	11.4	135
HEARST MAG CORP. BUY (GROSS)	18781	9975	26.2	53.1	111	4056	23.9	21.6	101	4233	29.4	22.5	124	1686	25.2	9.0	106
HEARST MAN POWER (GROSS)	9169	4847	12.7	52.9	110	2215	13.1	24.2	113	1864	12.9	20.3	112	768	11.5	8.4	99
HEARST WOMAN POWER (GROSS)	5452	2970	7.8	54.5	113	1144	6.7	21.0	98	1271	8.8	23.3	128	556	8.3	10.2	121
HOUSE BEAUTIFUL	1020	483	1.3	47.4	99	*144	0.8	14.1	66	*251	1.7	24.6	135	*89	1.3	8.7	103
INC.	993	563	1.5	56.7	118	*146	0.9	14.7	69	358	2.5	36.1	198	*59	0.9	5.9	70
JET	2808	1369	3.6	48.8	102	730	4.3	26.0	122	378	2.6	13.5	74	*261	3.9	9.3	110
LADIES' HOME JOURNAL	1868	973	2.6	52.1	108	491	2.9	26.3	123	363	2.5	19.4	107	*119	1.8	6.4	75
LHJ FAMILY GRP COMBO(GROSS)	3582	2007	5.3	56.0	117	772	4.6	21.6	101	954	6.6	26.6	146	281	4.2	7.8	93
LIFE	4817	2419	6.4	50.2	105	1159	6.8	24.1	112	946	6.6	19.6	108	314	4.7	6.5	77
L.A. TIMES HOME MAGAZINE	1465	635	1.7	43.3	90	*166	1.0	11.3	53	325	2.3	22.2	122	*145	2.2	9.9	117
MADEMOISELLE	460	*213	0.6	46.3	96	*109	0.6	23.7	111	*97	0.7	21.1	116	*7	0.1	1.5	18
MC CALL'S	1764	1033	2.7	58.6	122	508	3.0	28.8	135	376	2.6	21.3	117	*149	2.2	8.4	100
MC CALL'S/WRK MOTHER (GROSS)	2062	1222	3.2	59.3	123	563	3.3	27.3	128	494	3.4	24.0	132	*165	2.5	8.0	95
MECHANIX ILLUSTRATED	3625	1840	4.8	50.8	106	871	5.1	24.0	112	711	4.9	19.6	108	258	3.9	7.1	84
METROPOLITAN HOME	495	230	0.6	46.5	97	*81	0.5	16.4	76	*116	0.8	23.4	129	*32	0.5	6.5	77
MONEY	3017	1607	4.2	53.3	111	603	3.6	20.0	93	681	4.7	22.6	124	322	4.8	10.7	126
MOTHER EARTH NEWS	1203	639	1.7	53.1	111	*253	1.5	21.0	98	283	2.0	23.5	129	*103	1.5	8.6	101
MS.	*257	*181	0.5	70.4	147	*58	0.3	22.6	105	*116	0.8	45.1	248	*6	0.1	2.3	28
NATIONAL ENQUIRER	6921	3579	9.4	51.7	108	1887	11.1	27.3	127	1138	7.9	16.4	90	555	8.3	8.0	95
NATIONAL GEOGRAPHIC	11626	5802	15.2	49.9	104	2270	13.4	19.5	91	2507	17.4	21.6	119	1025	15.3	8.8	104
NATIONAL SUNDAY MAGAZINE PKG	49424	23979	63.0	48.5	101	10261	60.5	20.8	97	9339	64.8	18.9	104	4380	65.5	8.9	105
NATURAL HISTORY	753	376	1.0	49.9	104	*165	1.0	21.9	102	*158	1.1	21.0	115	*52	0.8	6.9	82
NEW WOMAN	*296	*233	0.6	78.7	164	*129	0.8	43.6	204	*86	0.6	29.1	160	*19	0.3	6.4	76
NEW YORK INCLUDING CUE	541	308	0.8	56.9	119	*116	0.7	21.4	100	*143	1.0	26.4	145	*48	0.7	8.9	105
THE NEW YORKER	1078	516	1.4	47.9	100	*143	0.8	13.3	62	274	1.9	25.4	140	*100	1.5	9.3	110
NEWSWEEK	9602	4958	13.0	51.6	108	2121	12.5	22.1	103	2060	14.3	21.5	118	778	11.6	8.1	96
THE N.Y. TIMES DAILY EDITION	1376	621	1.6	45.1	94	287	1.7	20.9	97	237	1.6	17.2	95	*98	1.5	7.1	84
THE N.Y. TIMES MAGAZINE	2110	1033	2.7	49.0	102	418	2.5	19.8	93	456	3.2	21.6	119	*159	2.4	7.5	89
OMNI	1927	1028	2.7	53.3	111	489	2.9	25.4	119	380	2.6	19.7	108	*159	2.4	8.3	98
ON CABLE	911	551	1.4	60.5	126	*174	1.0	19.1	89	*280	1.9	30.7	169	*97	1.5	10.6	126
1001 HOME IDEAS	927	522	1.4	56.3	117	*144	0.8	15.5	73	*306	2.1	33.0	181	*72	1.1	7.8	92
ORGANIC GARDENING	1430	725	1.9	50.7	106	316	1.9	22.1	103	*234	1.6	16.4	90	*175	2.6	12.2	145
OUTDOOR LIFE	4064	2212	5.8	54.4	113	1048	6.2	25.8	121	767	5.3	18.9	104	397	5.9	9.8	116
PARADE MAGAZINE	24538	12213	32.1	49.8	104	5464	32.2	22.3	104	4632	32.1	18.9	104	2118	31.7	8.6	102

MEDICATED THROAT LOZENGES - USAGE IN LAST 6 MONTHS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	38061	100.0	48.0	100	16957	100.0	21.4	100	14416	100.0	18.2	100	6688	100.0	8.4	100
PARENTS	1126	645	1.7	57.3	119	282	1.7	25.0	117	281	1.9	25.0	137	**81	1.2	7.2	85
PENTHOUSE	4157	2499	6.6	60.1	125	1084	6.4	26.1	122	890	6.2	21.4	118	525	7.8	12.6	150
PEOPLE	7591	4119	10.8	54.3	113	1793	10.6	23.6	110	1755	12.2	23.1	127	571	8.5	7.5	89
PLAYBOY	8379	4642	12.2	55.4	115	2017	11.9	24.1	113	1788	12.4	21.3	117	837	12.5	10.0	118
POPULAR HOT RODDING	2110	1278	3.4	60.6	126	637	3.8	30.2	141	431	3.0	20.4	112	*210	3.1	10.0	118
POPULAR MECHANICS	4850	2503	6.6	51.6	107	1102	6.5	22.7	106	1066	7.4	22.0	121	334	5.0	6.9	82
POPULAR SCIENCE	3397	1720	4.5	50.6	105	668	3.9	19.7	92	768	5.3	22.6	124	*284	4.2	8.4	99
PREVENTION	1720	921	2.4	53.5	112	365	2.2	21.2	99	386	2.7	22.4	123	**170	2.5	9.9	117
PSYCHOLOGY TODAY	1344	691	1.8	51.4	107	*259	1.5	19.3	90	346	2.4	25.7	142	**87	1.3	6.5	77
READER'S DIGEST	16016	8289	21.8	51.8	108	3628	21.4	22.7	106	3201	22.2	20.0	110	1459	21.8	9.1	108
REDBOOK	1121	575	1.5	51.3	107	*248	1.5	22.1	103	*184	1.3	16.4	90	**143	2.1	12.8	151
ROAD & TRACK	2161	1147	3.0	53.1	111	568	3.3	26.3	123	394	2.7	18.2	100	*185	2.8	8.6	101
ROLLING STONE	1948	989	2.6	50.8	106	459	2.7	23.6	110	417	2.9	21.4	118	**114	1.7	5.9	69
RUNNER'S WORLD	899	459	1.2	51.1	106	*103	0.6	11.5	54	*277	1.9	30.8	169	*79	1.2	8.8	104
SATURDAY EVENING POST	841	475	1.2	56.5	118	*212	1.3	25.2	118	*176	1.2	20.9	115	*87	1.3	10.3	123
SCIENCE 84	841	319	0.8	37.9	79	*138	0.8	16.4	77	*146	1.0	17.4	95	**35	0.5	4.2	49
SCIENCE DIGEST	1194	622	1.6	52.1	108	*266	1.6	22.3	104	*244	1.7	20.4	112	**112	1.7	9.4	111
SCIENTIFIC AMERICAN	1379	747	2.0	54.2	113	*219	1.3	15.9	74	364	2.5	26.4	145	**164	2.5	11.9	141
SELF	436	*304	0.8	69.7	145	*143	0.8	32.8	153	*122	0.8	28.0	154	*39	0.6	8.9	106
SEVENTEEN	614	*368	1.0	59.9	125	*139	0.8	22.6	106	*88	0.6	14.3	79	*140	2.1	22.8	270
SKI	910	419	1.1	46.0	96	*114	0.7	12.5	59	278	1.9	30.5	168	**28	0.4	3.1	36
SMITHSONIAN	2937	1486	3.9	50.6	105	462	2.7	15.7	74	785	5.4	26.7	147	238	3.6	8.1	96
SOAP OPERA DIGEST	545	316	0.8	58.0	121	*151	0.9	27.7	130	*114	0.8	20.9	115	*50	0.7	9.2	109
SOUTHERN LIVING	2054	1090	2.9	53.1	111	395	2.3	19.2	90	409	2.8	19.9	109	*287	4.3	14.0	166
SPORT	2799	1446	3.8	51.7	108	733	4.3	26.2	122	465	3.2	16.6	91	*248	3.7	8.9	105
THE SPORTING NEWS	1938	1158	3.0	59.8	124	597	3.5	30.8	144	392	2.7	20.2	111	*169	2.5	8.7	103
SPORTS AFIELD	3125	1722	4.5	55.1	115	847	5.0	27.1	127	553	3.8	17.7	97	*322	4.8	10.3	122
SPORTS ILLUSTRATED	11159	5644	14.8	50.6	105	2532	14.9	22.7	106	2071	14.4	18.6	102	1041	15.6	9.3	111
STAR	4095	2184	5.7	53.3	111	1221	7.2	29.8	139	707	4.9	17.3	95	257	3.8	6.3	74
SUNDAY	25169	11814	31.0	46.9	98	5080	30.0	20.2	94	4671	32.4	18.6	102	2063	30.8	8.2	97
SUNSET	1294	712	1.9	55.0	115	*205	1.2	15.8	74	378	2.6	29.2	161	**130	1.9	10.0	119
TV GUIDE	18508	9520	25.0	51.4	107	4496	26.5	24.3	114	3336	23.1	18.0	99	1688	25.2	9.1	108
TENNIS	645	348	0.9	54.0	112	*155	0.9	24.0	112	*137	1.0	21.2	117	*56	0.8	8.7	103
TIME	12124	5855	15.4	48.3	101	2425	14.3	20.0	93	2443	16.9	20.2	111	987	14.8	8.1	96
TOWN & COUNTRY	493	*273	0.7	55.4	115	*48	0.3	9.7	46	*153	1.1	31.0	171	*72	1.1	14.6	173
TRAVEL & LEISURE	1122	690	1.8	61.5	128	*276	1.6	24.6	115	289	2.0	25.8	142	**125	1.9	11.1	132
TRUE STORY	690	451	1.2	65.4	136	*252	1.5	36.5	171	**128	0.9	18.6	102	*71	1.1	10.3	122
U.S. NEWS & WORLD REPORT	6571	3434	9.0	52.3	109	1442	8.5	21.9	103	1405	9.7	21.4	118	587	8.8	8.9	106
USA TODAY	3120	1575	4.1	50.5	105	570	3.4	18.3	85	759	5.3	24.3	134	246	3.7	7.9	93
US	1315	865	2.3	65.8	137	309	1.8	23.5	110	404	2.8	30.7	169	*152	2.3	11.6	137
VOGUE	632	338	0.9	53.5	111	*139	0.8	22.0	103	*130	0.9	20.6	113	**69	1.0	10.9	129
WALL STREET JOURNAL	4247	2193	5.8	51.6	108	641	3.8	15.1	71	1099	7.6	25.9	142	453	6.8	10.7	126
WEIGHT WATCHERS	398	269	0.7	67.6	141	*108	0.6	27.1	127	*145	1.0	36.4	200	*15	0.2	3.8	45
WOMAN'S DAY	1139	616	1.6	54.1	113	274	1.6	24.1	112	*269	1.9	23.6	130	**73	1.1	6.4	76
WORKING MOTHER	*298	*189	0.5	63.4	132	*55	0.3	18.5	86	*118	0.8	39.6	218	*16	0.2	5.4	64
WORKING WOMAN	327	*216	0.6	66.1	138	*41	0.2	12.5	59	*147	1.0	45.0	247	*28	0.4	8.6	101
WORLD TENNIS	397	*229	0.6	57.7	120	*59	0.3	14.9	69	*91	0.6	22.9	126	*79	1.2	19.9	236
ZIFF-DAVIS MAG NETWK (GROSS)	9635	5023	13.2	52.1	109	1974	11.6	20.5	96	2158	15.0	22.4	123	891	13.3	9.2	110
BLAIR INSERTS	43762	21348	56.1	48.8	102	9058	53.4	20.7	97	8418	58.4	19.2	106	3872	57.9	8.8	105
DAILY NEWSPAPERS																	
READ ANY	52459	25228	66.3	48.1	100	10935	64.5	20.8	97	9683	67.2	18.5	101	4609	68.9	8.8	104
READ ONE	41891	20176	53.0	48.2	100	9002	53.1	21.5	100	7428	51.5	17.7	97	3746	56.0	8.9	106
READ TWO OR MORE	10568	5052	13.3	47.8	100	1934	11.4	18.3	86	2255	15.6	21.3	117	864	12.9	8.2	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	25177	66.1	48.5	101	10799	63.7	20.8	97	9792	67.9	18.9	104	4586	68.6	8.8	105
READ ONE	44561	21515	56.5	48.3	101	9237	54.5	20.7	97	8259	57.3	18.5	102	4019	60.1	9.0	107
READ TWO OR MORE	7368	3662	9.6	49.7	104	1562	9.2	21.2	99	1533	10.6	20.8	114	567	8.5	7.7	91
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	29.63	30.07				29.36				30.08				31.77			
30 DAY REACH	71522	34514	90.7	48.3	100	15236	89.9	21.3	100	13055	90.6	18.3	100	6223	93.0	8.7	103
50 SHMG - 30 DAY AV FREQ	15.55	15.72				15.39				15.67				16.64			
30 DAY REACH	68168	33040	86.8	48.5	101	14566	85.9	21.4	100	12540	87.0	18.4	101	5934	88.7	8.7	103
25 SHMG - 30 DAY AV FREQ	8.43	8.54				8.50				8.37				9.01			
30 DAY REACH	62898	30431	80.0	48.4	101	13229	78.0	21.0	98	11724	81.3	18.6	102	5478	81.9	8.7	103
CABLE TV: HOME WIRED	31664	15910	41.8	50.2	105	6676	39.4	21.1	99	6397	44.4	20.2	111	2837	42.4	9.0	106
HOME NOT WIRED	47599	22152	58.2	46.5	97	10282	60.6	21.6	101	8019	55.6	16.8	93	3851	57.6	8.1	96
HAVE PAY CABLE	17139	9125	24.0	53.2	111	3860	22.8	22.5	105	3616	25.1	21.1	116	1649	24.7	9.6	114

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL MALES	79263	38061	100.0	48.0	100	16957	100.0	21.4	100	14416	100.0	18.2	100	6688	100.0	8.4	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47626	23371	61.4	49.1	102	9982	58.9	21.0	98	9361	64.9	19.7	108	4028	60.2	8.5	100	
10:00 AM - 3:00 PM	29926	14403	37.8	48.1	100	6529	38.5	21.8	102	5230	36.3	17.5	96	2644	39.5	8.8	105	
3:00 PM - 7:00 PM	37666	18450	48.5	49.0	102	7929	46.8	21.1	98	7079	49.1	18.8	103	3443	51.5	9.1	108	
7:00 PM - MIDNIGHT	18909	9446	24.8	50.0	104	4259	25.1	22.5	105	3375	23.4	17.8	98	1813	27.1	9.6	114	
MIDNIGHT - 6:00 AM	11822	6015	15.8	50.9	106	2563	15.1	21.7	101	2344	16.3	19.8	109	1107	16.6	9.4	111	
6:00 AM - MIDNIGHT	63254	30864	81.1	48.8	102	13437	79.2	21.2	99	11950	82.9	18.9	104	5476	81.9	8.7	103	
ENTIRE DAY	64057	31236	82.1	48.8	102	13627	80.4	21.3	99	12063	83.7	18.8	104	5546	82.9	8.7	103	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16598	8149	21.4	49.1	102	3159	18.6	19.0	89	3463	24.0	20.9	115	1527	22.8	9.2	109	
ALL NEWS	3542	1590	4.2	44.9	93	636	3.8	18.0	84	661	4.6	18.7	103	294	4.4	8.3	98	
AOR/PROGRESSIVE	7465	3584	9.4	48.0	100	1640	9.7	22.0	103	1282	8.9	17.2	94	663	9.9	8.9	105	
BEAUTIFUL MUSIC	5061	2533	6.7	50.0	104	1038	6.1	20.5	96	927	6.4	18.3	101	568	8.5	11.2	133	
BLACK	1914	1036	2.7	54.1	113	505	3.0	26.4	123	341	2.4	17.8	98	*189	2.8	9.9	117	
CLASSICAL	2304	1052	2.8	45.7	95	402	2.4	17.4	82	478	3.3	20.7	114	*173	2.6	7.5	89	
CHR/ROCK	10663	5299	13.9	49.7	103	2391	14.1	22.4	105	1946	13.5	18.3	100	962	14.4	9.0	107	
COUNTRY	13919	7126	18.7	51.2	107	3221	19.0	23.1	108	2724	18.9	19.6	108	1181	17.7	8.5	101	
GOLDEN OLDIES	2040	1136	3.0	55.7	116	470	2.8	23.0	108	491	3.4	24.1	132	*175	2.6	8.6	102	
MOR/NOSTALGIA	5105	2441	6.4	47.8	100	1074	6.3	21.0	98	990	6.9	19.4	107	377	5.6	7.4	88	
NEWS/TALK	4764	2178	5.7	45.7	95	886	5.2	18.6	87	895	6.2	18.8	103	397	5.9	8.3	99	
RELIGIOUS	2164	981	2.6	45.3	94	404	2.4	18.7	87	402	2.8	18.6	102	*175	2.6	8.1	96	
SOFT ROCK	623	283	0.7	45.4	95	**117	0.7	18.8	88	*87	0.6	14.0	77	**79	1.2	12.7	150	
URBAN CONTEMPORARY	1331	729	1.9	54.8	114	350	2.1	26.3	123	*237	1.6	17.8	98	**142	2.1	10.7	126	
HIRED NETWORKS:																		
ABC CONTEMPORARY	3186	1468	3.9	46.1	96	652	3.8	20.5	96	556	3.9	17.5	96	*260	3.9	8.2	97	
ABC DIRECTION	2724	1310	3.4	48.1	100	568	3.3	20.9	97	537	3.7	19.7	108	*205	3.1	7.5	89	
ABC ENTERTAINMENT	5256	2549	6.7	48.5	101	1190	7.0	22.6	106	1010	7.0	19.2	106	350	5.2	6.7	79	
ABC FM	2263	1283	3.4	56.7	118	561	3.3	24.8	116	523	3.6	23.1	127	*199	3.0	8.8	104	
ABC INFORMATION	5618	2757	7.2	49.1	102	1233	7.3	21.9	103	1107	7.7	19.7	108	417	6.2	7.4	88	
ABC ROCK	2857	1351	3.5	47.3	98	629	3.7	22.0	103	455	3.2	15.9	88	*267	4.0	9.3	111	
CBS	5953	2944	7.7	49.5	103	1146	6.8	19.3	90	1282	8.9	21.5	118	516	7.7	8.7	103	
MUTUAL	4979	2510	6.6	50.4	105	1006	5.9	20.2	94	1014	7.0	20.4	112	490	7.3	9.8	117	
NBC	7279	3410	9.0	46.8	98	1515	8.9	20.8	97	1355	9.4	18.6	102	539	8.1	7.4	88	
RADIORADIO	2389	1162	3.1	48.6	101	512	3.0	21.4	100	422	2.9	17.7	97	*228	3.4	9.5	113	
RKO ONE	2583	1447	3.8	56.0	117	738	4.4	28.6	134	441	3.1	17.1	94	*267	4.0	10.3	123	
RKO TWO	3674	1668	4.4	45.4	95	651	3.8	17.7	83	737	5.1	20.1	110	280	4.2	7.6	90	
THE SOURCE	3514	1792	4.7	51.0	106	931	5.5	26.5	124	624	4.3	17.8	98	*237	3.5	6.7	80	
NON-HIRED : BLAIR	9864	5048	13.3	51.2	107	2137	12.6	21.7	101	2096	14.5	21.2	117	815	12.2	8.3	98	
INTERNET	13522	6412	16.8	47.4	99	2860	16.9	21.2	99	2284	15.8	16.9	93	1268	19.0	9.4	111	
KATZ RADIO GROUP	19321	9574	25.2	49.6	103	4088	24.1	21.2	99	3721	25.8	19.3	106	1765	26.4	9.1	108	
SUPERNET	10739	5386	14.2	50.2	104	2411	14.2	22.5	105	1953	13.5	18.2	100	1021	15.3	9.5	113	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	5106	2407	6.3	47.1	98	1126	6.6	22.1	103	902	6.3	17.7	97	379	5.7	7.4	88	
MKDAY 9:00 AM - 1:00 PM	5383	2504	6.6	46.5	97	1328	7.8	24.7	115	725	5.0	13.5	74	451	6.7	8.4	99	
MKDAY 1:00 PM - 4:30 PM	6469	2948	7.7	45.6	95	1633	9.6	25.2	118	847	5.9	13.1	72	468	7.0	7.2	86	
MKDAY 4:30 PM - 7:30 PM	19661	9219	24.2	46.9	98	4635	27.3	23.6	110	3021	21.0	15.4	84	1563	23.4	7.9	94	
MKDAY 7:30 PM - 8:00 PM	27579	12838	33.7	46.5	97	6275	37.0	22.8	106	4439	30.8	16.1	88	2124	31.8	7.7	91	
MKDAY 11:00 PM - 11:30 PM	22964	11079	29.1	48.2	100	5321	31.4	23.2	108	3937	27.3	17.1	94	1822	27.2	7.9	94	
MKDAY 11:30 PM - 1:00 AM	8158	3862	10.1	47.3	99	1841	10.9	22.6	105	1348	9.4	16.5	91	673	10.1	8.2	98	
M-SAT 8-11 PM-SUN 7-11 PM	30140	14492	38.1	48.1	100	6649	39.2	22.1	103	5245	36.4	17.4	96	2599	38.9	8.6	102	
MKDY DAYTIME NTKW 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	1043	2.7	50.9	106	570	3.4	27.8	130	258	1.8	12.6	69	215	3.2	10.5	124
ANOTHER WORLD	N	1214	609	1.6	50.2	104	350	2.1	28.8	135	226	1.6	18.6	102	*233	0.5	2.7	32
AS THE WORLD TURNS	C	1740	650	1.7	37.4	78	379	2.2	21.8	102	186	1.3	10.7	59	*84	1.3	4.8	57
CAPITOL	C	1016	402	1.1	39.6	82	228	1.3	22.4	105	*103	0.7	10.1	56	*71	1.1	7.0	83
CBS MORN. NEWS 1	C	1203	583	1.5	48.5	101	316	1.9	26.3	123	206	1.4	17.1	94	*60	0.9	5.0	59
CBS MORN. NEWS 2	C	773	351	0.9	45.4	95	188	1.1	24.3	114	96	0.7	12.4	68	*67	1.0	8.7	103
DAYS OF OUR LIVES	N	1629	777	2.0	47.7	99	404	2.4	24.8	116	312	2.2	19.2	105	*62	0.9	3.8	45
FACTS OF LIFE - DAYTIME	N	961	482	1.3	50.2	104	280	1.7	29.1	136	*107	0.7	11.1	61	*96	1.4	10.0	118
FAMILY FEUD	A	1390	634	1.7	45.6	95	356	2.1	25.6	120	213	1.5	15.3	84	*65	1.0	4.7	55
GENERAL HOSPITAL	A	1463	660	1.7	45.1	94	376	2.2	25.7	120	174	1.2	11.9	65	*111	1.7	7.6	90
GOOD MORNING, AMERICA-730	A	1705	678	1.8	39.8	83	348	2.1	20.4	95	229	1.6	13.4	74	101	1.5	5.9	70
GOOD MORNING, AMERICA-830	A	889	345	0.9	38.8	81	215	1.3	24.2	113	81	0.6	9.1	50	*49	0.7	5.5	65
GUIDING LIGHT	C	1754	714	1.9	40.7	85	409	2.4	23.3	109	196	1.4	11.2	61	*109	1.6	6.2	74
ONE LIFE TO LIVE	A	1100	526	1.4	47.8	100	327	1.9	29.7	139	108	0.7	9.8	54	*91	1.4	8.3	98
PRESS YOUR LUCK	C	1222	606	1.6	49.6	103	342	2.0	28.0	131	164	1.1	13.4	74	*100	1.5	8.2	97
PRICE IS RIGHT 1	C																	

MEDICATED THROAT LOZENGES - USAGE IN LAST 6 MONTHS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	38061	100.0	48.0	100	16957	100.0	21.4	100	14416	100.0	18.2	100	6688	100.0	8.4	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	11346	29.8	46.7	97	5604	33.0	23.0	108	3886	27.0	16.0	88	1855	27.7	7.6	90
NETWORK AFFILIATES - LATE	17197	8269	21.7	48.1	100	3986	23.5	23.2	108	2946	20.4	17.1	94	1338	20.0	7.8	92
INDEPENDENTS - LATE	2887	1357	3.6	47.0	98	623	3.7	21.6	101	488	3.4	16.9	93	246	3.7	8.5	101
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11301	5522	14.5	48.9	102	2586	15.3	22.9	107	2017	14.0	17.8	98	919	13.7	8.1	96
ABC MONDAY NIGHT MOVIE	A 4379	2110	5.5	48.2	100	1011	6.0	23.1	108	671	4.7	15.3	84	427	6.4	9.8	116
ABC SUNDAY NIGHT MOVIE	A 9910	4813	12.6	48.6	101	2259	13.3	22.8	107	1799	12.5	18.2	100	756	11.3	7.6	90
ABC WORLD NEWS TONIGHT	A 6212	2863	7.5	46.1	96	1395	8.2	22.5	105	1017	7.1	16.4	90	451	6.7	7.3	86
AFTERMASH	C 4575	2272	6.0	49.7	103	1040	6.1	22.7	106	833	5.8	18.2	100	399	6.0	8.7	103
ALICE	C 6777	3254	8.5	48.0	100	1684	9.9	24.8	116	1054	7.3	15.6	86	516	7.7	7.6	90
AMERICAN PARADE	C 4868	2122	5.6	43.6	91	1146	6.8	23.5	110	738	5.1	15.2	83	239	3.6	4.9	58
BENSON	A 7593	3690	9.7	48.6	101	1711	10.1	22.5	105	1354	9.4	17.8	98	625	9.3	8.2	98
BLUE THUNDER	A 6036	2805	7.4	46.5	97	1304	7.7	21.6	101	1020	7.1	16.9	93	481	7.2	8.0	94
CAGNEY & LACEY	C 7698	3748	9.8	48.7	101	1651	9.7	21.4	100	1467	10.2	19.1	105	629	9.4	8.2	97
CBS EVENING NEWS-DEAN	C 4066	1747	4.6	43.0	89	824	4.9	20.3	95	604	4.2	14.9	82	319	4.8	7.8	93
CBS EVENING NEWS-RATHER	C 8092	3660	9.6	45.2	94	1799	10.6	22.2	104	1190	8.3	14.7	81	672	10.0	8.3	98
CBS SAT. NEWS-SCHIEFFER	C 4795	2160	5.7	45.0	94	1130	6.7	23.6	110	727	5.0	15.2	83	303	4.5	6.3	75
CBS SATURDAY NIGHT MOVIE	C 6034	2883	7.6	47.8	100	1360	8.0	22.5	105	967	6.7	16.0	88	557	8.3	9.2	109
CBS WEDNESDAY NIGHT MOVIE	C 4993	2247	5.9	45.0	94	1099	6.5	22.0	103	733	5.1	14.7	81	415	6.2	8.3	99
CHEERS	M 6976	3377	8.9	48.4	101	1511	8.9	21.7	101	1312	9.1	18.8	103	554	8.3	7.9	94
DALLAS	C 13575	6473	17.0	47.7	99	3186	18.8	23.5	110	2228	15.5	16.4	90	1060	15.8	7.8	93
DIFF'RENT STROKES	M 3684	1810	4.8	49.1	102	915	5.4	24.8	116	615	4.3	16.7	92	280	4.2	7.6	90
DOUBLE TROUBLE	M 4462	2100	5.5	47.1	98	1145	6.8	25.7	120	669	4.6	15.0	82	287	4.3	6.4	76
DUCK FACTORY	M 4810	2381	6.3	49.5	103	1091	6.4	22.7	106	852	5.9	17.7	97	439	6.6	9.1	108
DUKES OF HAZZARD	C 5951	2831	7.4	47.6	99	1539	9.1	25.9	121	900	6.2	15.1	83	393	5.9	6.6	78
DYNASTY	A 11325	5745	15.1	50.7	106	2919	17.2	25.8	120	1875	13.0	16.6	91	951	14.2	8.4	100
FACTS OF LIFE	M 4512	2206	5.8	48.9	102	1139	6.7	25.2	118	766	5.3	17.0	93	301	4.5	6.7	79
FALCON CREST	C 9215	4731	12.4	51.3	107	2417	14.3	26.2	123	1578	10.9	17.1	94	736	11.0	8.0	95
FALL GUY	A 8604	4172	11.0	48.5	101	2057	12.1	23.9	112	1431	9.9	16.6	91	683	10.2	7.9	94
FAMILY TIES	M 4179	1823	4.8	43.6	91	1061	6.3	25.4	119	546	3.8	13.1	72	216	3.2	5.2	61
FANTASY ISLAND	A 4781	2239	5.9	46.8	98	1024	6.0	21.4	100	826	5.7	17.3	95	389	5.8	8.1	96
FOULUPS,BLEEPS & BLUNDERS	A 6697	3299	8.7	49.3	103	1489	8.8	22.2	104	1281	8.9	19.1	105	529	7.9	7.9	94
FOUR SEASONS	C 3873	1775	4.7	45.8	95	842	5.0	21.7	102	640	4.4	16.5	91	*293	4.4	7.6	90
GIMME A BREAK	M 4310	1873	4.9	43.5	91	1069	6.3	24.8	116	542	3.8	12.6	69	262	3.9	6.1	72
HART TO HART	A 5751	2594	6.8	45.1	94	1218	7.2	21.2	99	890	6.2	15.5	85	486	7.3	8.5	100
HILL STREET BLUES	M 8568	3916	10.3	45.7	95	1673	9.9	19.5	91	1575	10.9	18.4	101	667	10.0	7.8	92
HOTEL	A 8801	4248	11.2	48.3	101	1890	11.1	21.5	100	1621	11.2	18.4	101	737	11.0	8.4	99
JEFFERSONS	C 6978	3216	8.4	46.1	96	1588	9.4	22.8	106	1063	7.4	15.2	84	565	8.4	8.1	96
JENNIFER SLEPT HERE	M 3021	1500	3.9	49.7	103	762	4.5	25.2	118	451	3.1	14.9	82	287	4.3	9.5	113
KATE & ALLIE	C 6811	3340	8.8	49.0	102	1415	8.3	20.8	97	1303	9.0	19.1	105	622	9.3	9.1	108
KNIGHT RIDER	M 5256	2420	6.4	46.0	96	1109	6.5	21.1	99	920	6.4	17.5	96	391	5.8	7.4	88
LOVE BOAT	A 7174	3486	9.2	48.6	101	1781	10.5	24.8	116	1187	8.2	16.5	91	518	7.7	7.2	86
MAGNUM PI	C 10438	5196	13.7	49.8	104	2397	14.1	23.0	107	1886	13.1	18.1	99	913	13.7	8.7	104
MAMA'S FAMILY	M 3488	1671	4.4	47.9	100	797	4.7	22.8	107	575	4.0	16.5	91	298	4.5	8.5	101
MASTER, THE	M 4127	1920	5.0	46.5	97	874	5.2	21.2	99	715	5.0	17.3	95	331	4.9	8.0	95
MATT HOUSTON	A 5978	2860	7.5	47.8	100	1320	7.8	22.1	103	1063	7.4	17.8	98	477	7.1	8.0	95
NBC MONDAY NIGHT MOVIE	M 10446	5078	13.3	48.6	101	2152	12.7	20.6	96	1944	13.5	18.6	102	982	14.7	9.4	111
NBC NIGHTLY NEWS	M 5571	2718	7.1	48.8	102	1294	7.6	23.2	109	1013	7.0	18.2	100	411	6.1	7.4	87
NBC NIGHTLY NEWS-SAT	M 3675	1624	4.3	44.2	92	754	4.4	20.5	96	578	4.0	15.7	86	292	4.4	7.9	94
NBC NIGHTLY NEWS-SUN	M 2905	1164	3.1	40.1	83	524	3.1	18.0	84	419	2.9	14.4	79	*221	3.3	7.6	90
NBC SUNDAY NIGHT MOVIE	M 8352	4263	11.2	51.0	106	1802	10.6	21.6	101	1540	10.7	18.4	101	920	13.8	11.0	131
NEWMART	C 6864	3291	8.6	47.9	100	1464	8.6	21.3	100	1288	8.9	18.8	103	540	8.1	7.9	93
ONE DAY AT A TIME	C 3866	1748	4.6	45.2	94	858	5.1	22.2	104	606	4.2	15.7	86	284	4.2	7.3	87
PEOPLE ARE FUNNY	M 3956	1922	5.0	48.6	101	918	5.4	23.2	108	678	4.7	17.1	94	325	4.9	8.2	97
REAL PEOPLE	M 6305	3216	8.4	51.0	106	1639	9.7	26.0	122	1100	7.6	17.4	96	477	7.1	7.6	90
REMINGTON STEELE	M 5884	2557	6.7	43.5	90	1227	7.2	20.9	97	972	6.7	16.5	91	358	5.4	6.1	72
RIPLEY'S BELIEVE IT - NOT	A 5706	2688	7.1	47.1	98	1172	6.9	20.5	96	1064	7.4	18.6	103	452	6.8	7.9	94
RIPTIDE	M 6202	2919	7.7	47.1	98	1444	8.5	23.3	109	1087	7.5	17.5	96	389	5.8	6.3	74
SCARECROW & MRS. KING	C 6513	3179	8.4	48.8	102	1361	8.0	20.9	98	1172	8.1	18.0	99	646	9.7	9.9	118
SIMON & SIMON	C 8593	4226	11.1	49.2	102	1914	11.3	22.3	104	1591	11.0	18.5	102	721	10.8	8.4	99
60 MINUTES	C 13342	6261	16.4	46.9	98	2868	16.9	21.5	100	2388	16.6	17.9	98	1005	15.0	7.5	89
ST. ELSEWHERE	M 6029	2988	7.9	49.6	103	1337	7.9	22.2	104	1205	8.4	20.0	110	447	6.7	7.4	88
THREE'S COMPANY	A 8565	4073	10.7	47.6	99	1783	10.5	20.8	97	1640	11.4	19.1	105	649	9.7	7.6	90
T.J. HOOKER	A 7400	3612	9.5	48.8	102	1690	10.0	22.8	107	1287	8.9						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % ACROSS DOWN	C % INDX	D	A '000	B % ACROSS DOWN	C % INDX	D	A '000	B % ACROSS DOWN	C % INDX	D	A '000	B % ACROSS DOWN	C % INDX	D
TOTAL FEMALES	88464	88145	100.0	54.4	100	20339	100.0	23.0	100	18741	100.0	21.2	100	9065	100.0	10.2	100
FEMALE HOMEOWNERS	80986	43772	90.9	54.0	99	18456	90.7	22.8	99	16765	89.5	20.7	98	8551	94.3	10.6	103
EMPLOYED MOTHERS	18702	11063	23.0	59.2	109	4253	20.9	22.7	99	4802	25.6	25.7	121	2009	22.2	10.7	105
18 - 24	14726	7916	16.4	53.8	99	2978	14.6	20.2	88	3448	18.4	23.4	111	1491	16.4	10.1	99
25 - 34	20202	12407	25.8	61.4	113	4470	22.0	22.1	96	5776	30.8	28.6	135	2162	23.8	10.7	104
35 - 44	14781	8460	17.6	57.2	105	3656	18.0	24.7	108	3258	17.4	22.0	104	1546	17.1	10.5	102
45 - 54	11449	6151	12.8	53.7	99	2678	13.2	23.4	102	2261	12.1	19.7	93	1212	13.4	10.6	103
55 - 64	11846	6143	12.8	51.9	95	2676	13.2	22.6	98	2181	11.6	18.4	87	1286	14.2	10.9	106
65 OR OLDER	15459	7067	14.7	45.7	84	3882	19.1	25.1	109	1817	9.7	11.8	55	1368	15.1	8.8	86
18 - 34	34928	20323	42.2	58.2	107	7447	36.6	21.3	93	9224	49.2	26.4	125	3652	40.3	10.5	102
18 - 49	55154	31751	65.9	57.6	106	12313	60.5	22.3	97	13708	73.1	24.9	117	5731	63.2	10.4	101
25 - 54	46433	27019	56.1	58.2	107	10803	53.1	23.3	101	11296	60.3	24.3	115	4920	54.3	10.6	103
35 - 49	20226	11428	23.7	56.5	104	4865	23.9	24.1	105	4484	23.9	22.2	105	2079	22.9	10.3	100
50 OR OLDER	33310	16394	34.1	49.2	90	8026	39.5	24.1	105	5034	26.9	15.1	71	3334	36.8	10.0	98
GRADUATED COLLEGE	12110	6685	13.9	55.2	101	2224	10.9	18.4	80	3326	17.7	27.5	130	1135	12.5	9.4	91
ATTENDED COLLEGE	15309	8974	18.6	58.6	108	3343	16.4	21.8	95	4027	21.5	26.3	124	1604	17.7	10.5	102
GRADUATED HIGH SCHOOL	36912	21192	44.0	57.4	105	8597	42.3	23.3	101	8344	44.5	22.6	107	4250	46.9	11.5	112
DID NOT GRADUATE HIGH SCHOOL	24134	11294	23.5	46.8	86	6174	30.4	25.6	111	3044	16.2	12.6	60	2077	22.9	8.6	84
EMPLOYED FULL-TIME	35457	20407	42.4	57.6	106	7260	35.7	20.5	89	9144	48.8	25.8	122	4003	44.2	11.3	110
EMPLOYED PART-TIME	8514	4576	9.5	53.7	99	1681	8.3	19.7	86	1974	10.5	23.2	109	921	10.2	10.8	106
NOT EMPLOYED	44494	23162	48.1	52.1	96	11398	56.0	25.6	111	7623	40.7	17.1	81	4141	45.7	9.3	91
PROFESSIONAL/MANAGER	10811	5988	12.4	55.4	102	1822	9.0	16.9	73	3142	16.8	29.1	137	1024	11.3	9.5	92
TECH/CLERICAL/SALES	19640	11688	24.3	59.5	109	4313	21.2	22.0	96	5271	28.1	26.8	127	2104	23.2	10.7	105
PRECISION/CRAFT	1023	633	1.3	61.9	114	**218	1.1	21.3	93	**221	1.2	21.6	102	**193	2.1	18.9	184
OTHER EMPLOYED	12498	6675	13.9	53.4	98	2588	12.7	20.7	90	2484	13.3	19.9	94	1604	17.7	12.8	125
SINGLE	15995	8282	17.2	51.8	95	3449	17.0	21.6	94	3332	17.8	20.8	98	1501	16.6	9.4	92
MARRIED	51689	29201	60.7	55.8	104	11688	57.5	22.6	98	11848	63.2	22.9	108	5665	62.5	11.0	107
DIVORCED/SEPARATED/WIDOWED	20780	10643	22.1	51.3	94	5201	25.6	25.0	109	3562	19.0	17.1	81	1899	20.9	9.1	89
PARENTS	33922	19914	41.4	58.7	108	8253	40.6	24.3	106	8128	43.4	24.0	113	3533	39.0	10.4	102
WHITE	76422	41977	87.2	54.9	101	16836	82.8	22.0	96	17143	91.5	22.4	106	7999	88.2	10.5	102
BLACK	10066	5172	10.7	51.4	94	3023	14.9	30.0	131	1237	6.6	12.3	58	912	10.1	9.1	88
OTHER	1976	997	2.1	50.5	93	*481	2.4	24.3	106	**362	1.9	18.3	86	**155	1.7	7.8	77
NORTHEAST-CENSUS	19803	10470	21.7	52.9	97	4583	22.5	23.1	101	4102	21.9	20.7	98	1785	19.7	9.0	88
NORTH CENTRAL	22181	12386	25.7	55.8	103	4738	23.3	21.4	93	5364	28.6	24.2	114	2284	25.2	10.3	100
SOUTH	30082	16074	33.4	53.4	98	7475	36.8	24.8	108	5418	28.9	18.0	85	3181	35.1	10.6	103
WEST	16398	9215	19.1	56.2	103	3542	17.4	21.6	94	3858	20.6	23.5	111	1815	20.0	11.1	108
NORTHEAST-MKTG.	20163	10532	21.9	52.2	96	4854	23.9	24.1	105	3839	20.5	19.0	90	1839	20.3	9.1	89
EAST CENTRAL	13054	6940	14.4	53.2	98	2721	13.4	20.8	91	2859	15.3	21.9	103	1360	15.0	10.4	102
WEST CENTRAL	14993	8463	17.6	56.4	104	3216	15.8	21.4	93	3792	20.2	25.3	119	1456	16.1	9.7	95
SOUTH	25785	14027	29.1	54.4	100	6321	31.1	24.5	107	4912	26.2	19.0	90	2793	30.8	10.8	106
PACIFIC	14470	8183	17.0	56.6	104	3225	15.9	22.3	97	3340	17.8	23.1	109	1618	17.8	11.2	109
COUNTY SIZE A	36705	19109	39.7	52.1	96	7980	39.2	21.7	95	7526	40.2	20.5	97	3603	39.7	9.8	96
COUNTY SIZE B	26819	15359	31.9	57.3	105	6215	30.6	23.2	101	5955	31.8	22.2	105	3189	35.2	11.9	116
COUNTY SIZE C	13597	7645	15.9	56.2	103	3309	16.3	24.3	106	2973	15.9	21.9	103	1364	15.0	10.0	98
COUNTY SIZE D	11344	6032	12.5	53.2	98	2835	13.9	25.0	109	2288	12.2	20.2	95	910	10.0	8.0	78
METRO CENTRAL CITY	26825	14140	29.4	52.7	97	6210	30.5	23.2	101	5195	27.7	19.4	91	2735	30.2	10.2	99
METRO SUBURBAN	39912	22382	46.5	56.1	103	8775	43.1	22.0	96	9354	49.9	23.4	111	4253	46.9	10.7	104
NON METRO	21728	11624	24.1	53.5	98	5354	26.3	24.6	107	4193	22.4	19.3	91	2077	22.9	9.6	93
TOP 5 ADI'S	20847	10959	22.8	52.6	97	4690	23.1	22.5	98	4451	23.8	21.4	101	1818	20.1	8.7	85
TOP 10 ADI'S	28719	14380	29.9	50.1	92	6220	30.6	21.7	94	5663	30.2	19.7	93	2497	27.5	8.7	85
TOP 20 ADI'S	40904	21095	43.8	51.6	95	8675	42.7	21.2	92	8497	45.3	20.8	98	3923	43.3	9.6	94
MSHLD INC. \$50,000 OR MORE	7931	4334	9.0	54.6	100	1493	7.3	18.8	82	2081	11.1	26.2	124	760	8.4	9.6	94
\$40,000 OR MORE	15233	8134	16.9	53.4	98	2893	14.2	19.0	83	3826	20.4	25.1	119	1415	15.6	9.3	91
\$30,000 OR MORE	28333	15961	33.2	56.3	104	5798	28.5	20.5	89	7409	30.5	26.1	123	2754	30.4	9.7	95
\$25,000 OR MORE	36417	20737	43.1	56.9	105	7538	37.1	20.7	90	9430	50.3	25.9	122	3769	41.6	10.3	101
\$20,000 - \$24,999	9943	5498	11.4	55.3	102	2181	10.7	21.9	95	2307	12.3	23.2	110	1011	11.2	10.2	99
\$15,000 - \$19,999	9211	5310	11.0	57.6	106	2353	11.6	25.5	111	2010	10.7	21.8	103	947	10.4	10.3	100
\$10,000 - \$14,999	13477	7568	15.7	56.2	103	3454	17.0	25.6	111	2461	13.1	18.3	86	1653	18.2	12.3	120
UNDER \$10,000	19418	9033	18.8	46.5	85	4813	23.7	24.8	108	2534	13.5	13.0	62	1685	18.6	8.7	85
HOUSEHOLD OF 1 PERSON	11987	5632	11.7	47.0	86	2549	12.5	21.3	92	2037	10.9	17.0	80	1046	11.5	8.7	85
2 PEOPLE	27046	13932	28.9	51.5	95	5889	29.0	21.8	95	5308	28.3	19.6	93	2734	30.2	10.1	99
3 OR 4 PEOPLE	34251	19491	40.5	56.9	105	7653	37.6	22.3	97	8102	43.2	23.7	112	3736	41.2	10.9	106
5 OR MORE PEOPLE	15180	9092	18.9	59.9	110	4248	20.9	28.0	122	3295	17.6	21.7	102	1549	17.1	10.2	100
NO CHILD IN HSHLD	49819	25542	53.1	51.3	94	10903	53.6	21.9	95	9641	51.4	19.4	91	4999	55.1	10.0	98
CHILD(REN) UNDER 2 YRS	6045	3539	7.4	58.5	108	1328	6.5	22.0	96	1407	7.5	23.3	110	805	8.9	13.3	130
2 - 5 YEARS	15233	9020	18.7	59.2	109	3479	17.1	22.8	99	3888	20.7	25.5	120	1653	18.2	10.9	106
6 - 11 YEARS	16260	9691	20.1	59.6	110	4483	22.0	27.6	120	3572	19.1	22.0	104	1636	18.0	10.1	98
12 - 17 YEARS	19173	10853	22.5	56.6	104	4904	24.1	25.6	111	4143	22.1	21.6	102	1806	19.9	9.4	92
RESIDENCE OWNED	61371	33978	70.6	55.4	102	14454	71.1	23.6	102	13153	70.2	21.4	101	6372	70.3	10.4	101
VALUE: \$50,000 OR MORE	35395	19774	41.1	55.9	103	8230	40.5	23.3	101	7888	42.1	22.3	105	3657	40.3	10.3	101
VALUE: UNDER \$50,000	26016	14203	29.5	54.6	100	6224	30.6	23.9	104	5265	28.1	20.2	96	2715	30.0	10.4	102

**MEDICATED THROAT LOZENGES - USAGE IN LAST 6 MONTHS
(FEMALES)**

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES		88464	48145	100.0	54.4	100	20339	100.0	23.0	100	18741	100.0	21.2	100	9065	100.0	10.2	100
MAGAZINES	QUINTILE 1	17988	11295	23.5	62.8	115	5025	24.7	27.9	122	4349	23.2	24.2	114	1921	21.2	10.7	104
	QUINTILE 2	19446	10928	22.7	56.2	103	4422	21.7	22.7	99	4567	24.4	23.5	111	1939	21.4	10.0	97
	QUINTILE 3	14626	8153	16.9	55.7	102	3155	15.5	21.6	94	3542	18.9	24.2	114	1457	16.1	10.0	97
	QUINTILE 4	16014	8306	17.3	51.9	95	3183	15.6	19.9	86	3200	17.1	20.0	94	1923	21.2	12.0	117
	QUINTILE 5	20339	9463	19.7	46.4	85	4555	22.4	22.3	97	3083	16.5	15.1	71	1825	20.1	9.0	87
NEWSPAPERS	QUINTILE 1	13830	7486	15.5	54.1	99	3071	15.1	22.2	97	3028	16.2	21.9	103	1387	15.3	10.0	99
	QUINTILE 2	26350	14248	29.6	54.1	99	5825	28.6	22.1	96	5547	29.6	21.1	99	2877	31.7	10.9	107
	QUINTILE 3	12415	7544	15.7	60.8	112	3337	16.4	26.9	117	3014	16.1	24.3	115	1193	13.2	9.6	94
	QUINTILE 4	21911	11642	24.2	53.1	98	4899	24.1	22.4	97	4645	24.8	21.2	100	2098	23.1	9.6	93
	QUINTILE 5	13960	7225	15.0	51.8	95	3206	15.8	23.0	100	2508	13.4	18.0	85	1510	16.7	10.8	106
OUTDOOR	QUINTILE 1	16810	9798	20.4	58.3	107	4001	19.7	23.8	104	3856	20.6	22.9	108	1941	21.4	11.5	113
	QUINTILE 2	17101	9436	19.6	55.2	101	3985	19.6	23.3	101	3725	19.9	21.8	103	1726	19.0	10.1	98
	QUINTILE 3	17579	9648	20.0	54.9	101	3679	18.1	20.9	91	4132	22.0	23.5	111	1837	20.3	10.4	102
	QUINTILE 4	18343	9612	20.0	52.4	96	4100	20.2	22.4	97	3525	18.8	19.2	91	1988	21.9	10.8	106
	QUINTILE 5	18631	9651	20.0	51.8	95	4574	22.5	24.6	107	3503	18.7	18.8	89	1574	17.4	8.4	82
RADIO-DRIVE TIME	QUINTILE 1	17390	10016	20.8	57.6	106	4453	21.9	25.6	111	3722	19.9	21.4	101	1842	20.3	10.6	103
	QUINTILE 2	16591	9363	19.4	56.4	104	3560	17.5	21.5	93	3840	20.5	23.1	109	1964	21.7	11.8	116
	QUINTILE 3	16910	8778	18.2	51.9	95	3737	18.4	22.1	96	3533	18.9	20.9	99	1508	16.6	8.9	87
	QUINTILE 4	18002	10048	20.9	55.8	103	4132	20.3	23.0	100	3996	21.3	22.2	105	1920	21.2	10.7	104
	QUINTILE 5	19572	9940	20.6	50.8	93	4458	21.9	22.8	99	3651	19.5	18.7	88	1832	20.2	9.4	91
RADIO-MID- DAY	TERCILE 1	23248	12930	26.9	55.6	102	5393	26.5	23.2	101	5072	27.1	21.8	103	2465	27.2	10.6	103
	TERCILE 2	23667	13868	28.8	58.6	108	6097	30.0	25.8	112	5212	27.8	22.0	104	2558	28.2	10.8	105
	TERCILE 3	41549	21348	44.3	51.4	94	8849	43.5	21.3	93	8457	45.1	20.4	96	4042	44.6	9.7	95
RADIO-TOTAL	QUINTILE 1	17786	10162	21.1	57.1	105	4321	21.2	24.3	106	3864	20.6	21.7	103	1978	21.8	11.1	109
	QUINTILE 2	17316	9838	20.4	56.8	104	4046	19.9	23.4	102	3859	20.6	22.3	105	1933	21.3	11.2	109
	QUINTILE 3	18428	9913	20.6	53.8	99	4000	19.7	21.7	94	4137	22.1	22.4	106	1776	19.6	9.6	94
	QUINTILE 4	17669	9601	19.9	54.3	100	4171	20.5	23.6	103	3672	19.6	20.8	98	1758	19.4	9.9	97
	QUINTILE 5	17265	8631	17.9	50.0	92	3801	18.7	22.0	96	3209	17.1	18.6	88	1621	17.9	9.4	92
TV-PRIME TIME	QUINTILE 1	17416	9023	18.7	51.8	95	4299	21.1	24.7	107	3311	17.7	19.0	90	1413	15.6	8.1	79
	QUINTILE 2	17413	9654	20.1	55.4	102	4247	20.9	24.4	106	3491	18.6	20.0	95	1917	21.1	11.0	107
	QUINTILE 3	17943	10155	21.1	56.6	104	4285	21.1	23.9	104	3898	20.8	21.7	103	1972	21.8	11.0	107
	QUINTILE 4	18442	10237	21.3	55.5	102	3802	18.7	20.6	90	4255	22.7	23.1	109	2181	24.1	11.8	115
	QUINTILE 5	17250	9076	18.9	52.6	97	3706	18.2	21.5	93	3788	20.2	22.0	104	1583	17.5	9.2	90
TV-DAYTIME	TERCILE 1	29966	15979	33.2	53.3	98	7697	37.8	25.7	112	5329	24.8	17.8	84	2953	32.6	9.9	96
	TERCILE 2	29480	16256	33.8	55.1	101	6733	33.1	22.8	99	6445	34.4	21.9	103	3078	34.0	10.4	102
	TERCILE 3	29018	15910	33.0	54.8	101	5909	29.1	20.4	89	6968	37.2	24.0	113	3034	33.5	10.5	102
TV-TOTAL	QUINTILE 1	17740	9378	19.5	52.9	97	4671	23.0	26.3	115	2999	16.0	16.9	80	1709	18.9	9.6	94
	QUINTILE 2	17674	9765	20.3	55.3	102	4382	21.5	24.8	108	3665	19.6	20.7	98	1717	18.9	9.7	95
	QUINTILE 3	17730	9431	19.6	53.2	98	3774	18.6	21.3	93	3770	20.1	21.3	100	1887	20.8	10.6	104
	QUINTILE 4	17563	9786	20.3	55.7	102	3731	18.3	21.2	92	4029	21.5	22.9	108	2027	22.4	11.5	113
	QUINTILE 5	17757	9785	20.3	55.1	101	3781	18.6	21.3	93	4279	22.8	24.1	114	1725	19.0	9.7	95
MAGAZINES-NEWSPAPERS: DUAL		23278	13402	27.8	57.6	106	5454	26.8	23.4	102	5494	29.3	23.6	111	2454	27.1	10.5	103
MAGAZINE IMPERATIVE		21634	13198	27.4	61.0	112	5648	27.8	26.1	114	5315	28.4	24.6	116	2235	24.7	10.3	101
NEWSPAPER IMPERATIVE		23455	12229	25.4	52.1	96	5132	25.2	21.9	95	4603	24.6	19.6	93	2493	27.5	10.6	104
MAGAZINES-OUTDOOR: DUAL		17482	10598	22.0	60.6	111	4228	20.8	24.2	105	4423	23.6	25.3	119	1948	21.5	11.1	109
MAGAZINE IMPERATIVE		28830	16392	34.0	56.9	104	7145	35.1	24.8	108	5659	35.1	22.8	108	2677	29.5	9.3	91
OUTDOOR IMPERATIVE		26119	13591	28.2	52.0	96	5689	28.0	21.8	95	5143	27.4	19.7	93	2758	30.4	10.6	103
MAGAZINES-RADIO: DUAL		20162	12107	25.1	60.0	110	5332	26.2	26.4	115	4611	24.6	22.9	108	2165	23.9	10.7	105
MAGAZINE IMPERATIVE		26292	14999	31.2	57.0	105	6018	29.6	22.9	100	6412	34.2	24.4	115	2569	28.3	9.8	95
RADIO IMPERATIVE		25308	13287	27.6	52.5	96	5244	25.8	20.7	90	5280	28.2	20.9	98	2763	30.5	10.9	107
MAGAZINES-TELEVISION: DUAL		17312	10131	21.0	58.5	108	4446	21.9	25.7	112	3872	20.7	22.4	106	1813	20.0	10.5	102
MAGAZINE IMPERATIVE		29099	17069	35.5	58.7	108	6728	33.1	23.1	101	7330	39.1	25.2	119	3011	33.2	10.3	101
TELEVISION IMPERATIVE		27505	13758	28.6	50.0	92	6368	31.3	23.2	101	4752	25.4	17.3	82	2638	29.1	9.6	94
NEWSPAPERS-OUTDOOR: DUAL		18628	10682	22.2	57.3	105	4301	21.1	23.1	100	4393	23.4	23.6	111	1988	21.9	10.7	104
NEWSPAPER IMPERATIVE		29178	15750	32.7	54.0	99	6712	33.0	23.0	100	6065	32.4	20.8	98	2973	32.8	10.2	99
OUTDOOR IMPERATIVE		25260	13959	29.0	55.3	102	5779	28.4	22.9	100	5436	29.0	21.5	102	2744	30.3	10.9	106
NEWSPAPERS-RADIO: DUAL		19246	10789	22.4	56.1	103	4496	22.1	23.4	102	4338	23.1	22.5	106	1956	21.6	10.2	99
NEWSPAPER IMPERATIVE		28155	15174	31.5	53.9	99	6322	31.1	22.5	98	5901	31.5	21.0	99	2951	32.6	10.5	102
RADIO IMPERATIVE		25308	14288	29.7	56.5	104	6162	30.3	24.3	106	5474	29.2	21.6	102	2652	29.3	10.5	102
NEWSPAPERS-TELEVISION: DUAL		18615	10225	21.2	54.9	101	4602	22.6	24.7	108	3755	20.0	20.2	95	1867	20.6	10.0	98
NEWSPAPER IMPERATIVE		29207	16186	33.6	55.4	102	6175	30.4	21.1	92	6786	36.2	23.2	110	3226	35.6	11.0	108
TELEVISION IMPERATIVE		25472	13533	28.1	53.1	98	6341	31.2	24.9	108	4770	25.5	18.7	88	2422	26.7	9.5	93
OUTDOOR-RADIO: DUAL		17292	9954	20.7	57.6	106	4237	20.8	24.5	107	3877	20.7	22.4	106	1840	20.3	10.6	104
OUTDOOR IMPERATIVE		26915	14766	30.7	54.9	101	5993	29.5	22.3	97	5892	31.4	21.9	103	2881	31.8	10.7	104
RADIO IMPERATIVE		28938	15822	32.9	54.7	100	6678	32.8										

**MEDICATED THROAT LOZENGES - USAGE IN LAST 6 MONTHS
(FEMALES)**

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	48145	100.0	54.4	100	20339	100.0	23.0	100	18741	100.0	21.2	100	9065	100.0	10.2	100
ATLANTIC MONTHLY	415	*146	0.3	35.2	65	**40	0.2	9.6	42	**86	0.5	20.7	98	**20	0.2	4.8	47
BARRON'S	522	*171	0.4	32.8	60	**83	0.4	15.9	69	**47	0.3	9.0	43	**41	0.5	7.9	77
BETTER HOMES & GARDENS	17429	10310	21.4	59.2	109	4492	22.1	25.8	112	3984	21.3	22.9	108	1834	20.2	10.5	103
BON APPETIT	2772	1479	3.1	53.4	98	579	2.8	20.9	91	727	3.9	26.2	124	*174	1.9	6.3	61
BUSINESS WEEK	1469	767	1.6	52.2	96	330	1.6	20.9	98	289	1.5	19.7	93	*148	1.6	10.1	98
CAR AND DRIVER	397	*245	0.5	61.7	113	**103	0.5	25.9	113	**90	0.5	22.7	107	**52	0.6	13.1	128
CBS MAGAZINE NETWORK (GROSS)	1633	1011	2.1	61.9	114	440	2.2	26.9	117	414	2.2	25.4	120	*156	1.7	9.6	93
CHANGING TIMES	1554	775	1.6	49.9	92	390	1.9	25.1	109	303	1.6	19.5	92	*83	0.9	5.3	52
COLONIAL HOMES	1304	838	1.7	64.3	118	373	1.8	28.6	124	272	1.5	20.9	98	*193	2.1	14.8	144
CONDE NAST MAG. PKG. (GROSS)	17858	9973	20.7	55.8	103	3847	18.9	21.5	94	4434	23.7	24.8	117	1692	18.7	9.5	92
CONSUMERS DIGEST	1406	841	1.7	59.8	110	320	1.6	22.8	99	372	2.0	26.5	125	*149	1.6	10.6	103
COSMOPOLITAN	8815	5213	10.8	59.1	109	1980	9.7	22.5	98	2441	13.0	27.7	131	791	8.7	9.0	88
COUNTRY LIVING	2636	1637	3.4	62.1	114	701	3.4	26.6	116	690	3.7	26.2	124	*246	2.7	9.3	91
CUISINE	1554	925	1.9	59.5	109	373	1.8	24.0	104	449	2.4	28.9	136	**103	1.1	6.6	65
CYCLE WORLD	469	*250	0.5	53.3	98	**150	0.7	32.0	139	**63	0.3	13.4	63	**37	0.4	7.9	77
DCI:CREATIVE IDEAS FOR LIV	2631	1729	3.6	65.7	121	753	3.7	28.6	124	715	3.8	27.2	128	*261	2.9	9.9	97
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	4344	9.0	61.5	113	1664	8.2	23.6	102	1863	9.9	26.4	124	818	9.0	11.6	113
DISCOVER	998	534	1.1	53.5	98	*207	1.0	20.7	90	*228	1.2	22.8	108	*99	1.1	9.9	97
EBONY	4289	2389	5.0	55.7	102	1346	6.6	31.4	136	644	3.4	15.0	71	399	4.4	9.3	91
ESQUIRE	1176	658	1.4	56.0	103	300	1.5	25.5	111	*228	1.2	19.4	92	*130	1.4	11.1	108
ESSENCE	2392	1391	2.9	58.2	107	793	3.9	33.2	144	419	2.2	17.5	83	*179	2.0	7.5	73
FAMILY CIRCLE	17209	9906	20.6	57.6	106	4214	20.7	24.5	107	3999	21.3	23.2	110	1693	18.7	9.8	96
THE FAMILY HANDYMAN	1184	721	1.5	60.9	112	369	1.8	31.2	136	*235	1.3	19.8	94	**118	1.3	10.0	97
FAMILY WEEKLY	12391	7159	14.9	57.8	106	3012	14.8	24.3	106	2886	15.4	23.3	110	1261	13.9	10.2	99
FIELD & STREAM	2438	1421	3.0	58.3	107	614	3.0	25.2	110	585	3.1	24.0	113	*222	2.4	9.1	89
FOOD & WINE	614	374	0.8	60.9	112	*244	1.2	39.7	173	*118	0.6	19.2	91	**12	0.1	2.0	19
FORBES	813	415	0.9	51.0	94	*150	0.7	18.5	80	*117	0.6	14.4	68	**149	1.6	18.3	179
FORTUNE	1083	567	1.2	52.4	96	*250	1.2	23.1	100	*181	1.0	16.7	79	**135	1.5	12.5	122
GENTLEMEN'S QUARTERLY	1197	629	1.3	52.5	97	*188	0.9	15.7	68	332	1.8	27.7	131	**110	1.2	9.2	90
GLAMOUR	6625	3748	7.8	56.6	104	1372	6.7	20.7	90	1764	9.4	26.6	126	612	6.8	9.2	90
GOLF DIGEST	707	393	0.8	55.6	102	**89	0.4	12.6	55	*192	1.0	27.2	128	**112	1.2	15.8	155
GOLF DIGEST/TENNIS (GROSS)	1316	712	1.5	54.1	99	*220	1.1	16.7	73	*287	1.5	21.8	103	*205	2.3	15.6	152
GOLF MAGAZINE	469	*245	0.5	52.2	96	**86	0.4	18.3	80	*102	0.5	21.7	103	*57	0.6	12.2	119
GOLF MAGAZINE/SKI (GROSS)	1060	627	1.3	59.2	109	*233	1.1	22.0	96	*246	1.3	23.2	110	*149	1.6	14.1	137
GOOD HOUSEKEEPING	17784	10674	22.2	60.0	110	4503	22.1	25.3	110	4069	21.7	22.9	108	2102	23.2	11.8	115
HARPER'S BAZAAR	2931	1691	3.5	57.7	106	671	3.3	22.9	100	623	3.3	21.3	100	397	4.4	13.5	132
HEALTH	2199	1303	2.7	59.3	109	570	2.8	25.9	113	436	2.3	19.8	94	*296	3.3	13.5	131
HEARST MAG CORP. BUY (GROSS)	49148	29433	61.1	59.9	110	12016	59.1	24.4	106	12058	64.3	24.5	116	5358	59.1	10.9	106
HEARST MAN POWER (GROSS)	2113	1290	2.7	61.1	112	540	2.7	25.6	111	539	2.9	25.5	120	*211	2.3	10.0	97
HEARST WOMAN POWER (GROSS)	35062	20884	43.4	59.6	109	8621	42.4	24.6	107	8555	45.6	24.4	115	3708	40.9	10.6	103
HOUSE BEAUTIFUL	3865	2399	5.0	62.1	114	915	4.5	23.7	103	1052	5.6	27.2	128	432	4.8	11.2	109
INC.	315	*179	0.4	56.8	104	**116	0.6	36.8	160	**45	0.2	14.3	67	*118	0.2	5.7	56
JET	3690	2091	4.3	56.7	104	1140	5.6	30.9	134	586	3.1	15.9	75	365	4.0	9.9	97
LADIES' HOME JOURNAL	12930	7559	15.7	58.5	107	3339	16.4	25.8	112	3006	16.0	23.2	110	1214	13.4	9.4	92
LHJ FAMILY GRP COMBO(GROSS)	18161	10857	22.6	59.8	110	4766	23.4	26.2	114	4249	22.7	23.4	110	1842	20.3	10.1	99
LIFE	5065	3139	6.5	62.0	114	1329	6.5	26.2	114	1270	6.8	25.1	118	540	6.0	10.7	104
L.A. TIMES HOME MAGAZINE	1310	734	1.5	56.0	103	*166	0.8	12.7	55	424	2.3	32.4	153	*144	1.6	11.0	107
MADEMOISELLE	3759	1991	4.1	53.0	97	741	3.6	19.7	86	944	5.0	25.1	119	306	3.4	8.1	79
MC CALL'S	14658	8774	18.2	59.9	110	3736	18.4	25.5	111	3579	19.1	24.4	115	1458	16.1	9.9	97
MC CALL'S/HRK MOTHER (GROSS)	15857	9678	20.0	60.8	112	4105	20.2	25.9	113	3898	20.8	24.6	116	1636	18.0	10.3	101
MECHANIX ILLUSTRATED	809	465	1.0	57.5	106	*213	1.0	26.3	115	*168	0.9	20.8	98	**84	0.9	10.4	101
METROPOLITAN HOME	1009	598	1.2	59.3	109	258	1.3	25.6	111	*256	1.4	25.4	120	**83	0.9	8.2	80
MONEY	1707	937	1.9	54.9	101	418	2.1	24.5	107	340	1.8	19.9	94	*178	2.0	10.4	102
MOTHER EARTH NEWS	1123	713	1.5	63.5	117	*325	1.6	28.9	126	301	1.6	26.8	127	**87	1.0	7.7	76
MS.	932	568	1.2	60.9	112	264	1.3	28.3	123	*213	1.1	22.9	108	**91	1.0	9.8	95
NATIONAL ENQUIRER	11971	7026	14.6	58.7	108	3278	16.1	27.4	119	2633	14.0	22.0	104	1115	12.3	9.3	91
NATIONAL GEOGRAPHIC	10503	5796	12.0	55.2	101	2277	11.2	21.7	94	2509	13.4	23.9	113	1010	11.1	9.6	94
NATIONAL SUNDAY MAGAZINE PKG	54325	30306	62.9	55.8	103	12671	62.3	23.3	101	11938	63.7	22.0	104	5697	62.8	10.5	102
NATURAL HISTORY	626	253	0.5	40.4	74	**109	0.5	17.4	76	**88	0.5	14.1	66	**55	0.6	8.8	86
NEW WOMAN	1992	1145	2.4	57.5	106	406	2.0	20.4	89	586	3.1	29.4	139	*154	1.7	7.7	75
NEW YORK INCLUDING CUE	547	356	0.7	65.1	120	*128	0.6	23.4	102	*185	1.0	33.8	160	**43	0.5	7.9	77
THE NEW YORKER	1380	710	1.5	51.4	95	277	1.4	20.1	87	304	1.6	22.0	104	**129	1.4	9.3	91
NEWSWEEK	6925	4268	8.9	61.6	113	1765	8.7	25.5	111	1768	9.4	25.5	121	735	8.1	10.6	104
THE N.Y. TIMES DAILY EDITION	1363	657	1.4	48.2	89	248	1.2	18.2	79	312	1.7	22.9	108	**97	1.1	7.1	69
THE N.Y. TIMES MAGAZINE	2333	1194	2.5	51.2	94	435	2.1	18.6	81	563	3.0	24.1	114	*197	2.2	8.4	82
OMNI	872	522	1.1	59.9	110	*270	1.3	31.0	135	*185	1.0	21.2	100	**67	0.7	7.7	75
ON CABLE	1298	804	1.7	61.9	114	446	2.2	34.4	149	*214	1.1	16.5	78	**144	1.6	11.1	108
1001 HOME IDEAS	3032	1995	4.1	65.8	121	857	4.2	28.3	123	806	4.3	26.6	125	332	3.7	10.9	107
ORGANIC GARDENING	1680	996	2.1	59.3	109	461	2.3	27.4	119	421	2.2	25.1	118	*113	1.2	6.7	66
OUTDOOR LIFE	960	598	1.2	62.3	114	323	1.6	33.6	146	*189	1.0	19.7	93	**87	1.0	9.1	88
PARADE MAGAZINE	26755	14865	30.9	55.6	102	6428	31.6	24.0	104	5740	30.6	21.5	101	2697	29.8	10.1	98

MEDICATED THROAT LOZENGES - USAGE IN LAST 6 MONTHS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	48145	100.0	54.4	100	20339	100.0	23.0	100	18741	100.0	21.2	100	9065	100.0	10.2	100
PARENTS	4173	2575	5.3	61.7	113	1160	5.7	27.8	121	940	5.0	22.5	106	476	5.3	11.4	111
PENTHOUSE	973	575	1.2	59.1	109	*225	1.1	23.1	101	*215	1.1	22.1	104	**135	1.5	13.9	135
PEOPLE	13479	7950	16.5	59.0	108	3273	16.1	24.3	106	3277	17.5	24.3	115	1401	15.5	10.4	101
PLAYBOY	2183	1311	2.7	60.1	110	504	2.5	23.1	100	497	2.7	22.8	107	311	3.4	14.2	139
POPULAR HOT RODDING	388	*191	0.4	49.2	90	**77	0.4	19.8	86	**53	0.3	13.7	64	**62	0.7	16.0	156
POPULAR MECHANICS	1037	622	1.3	60.0	110	*244	1.2	23.5	102	*273	1.5	26.3	124	**105	1.2	10.1	99
POPULAR SCIENCE	920	550	1.1	59.8	110	*211	1.0	22.9	100	*263	1.4	28.6	135	**75	0.8	8.2	80
PREVENTION	4071	2373	4.9	58.3	107	1063	5.2	26.1	114	903	4.8	22.2	105	406	4.5	10.0	97
PSYCHOLOGY TODAY	1940	1089	2.3	56.1	103	410	2.0	21.1	92	506	2.7	26.1	123	*174	1.9	9.0	88
READER'S DIGEST	24031	14139	29.4	58.8	108	5976	29.4	24.9	108	5613	30.0	23.4	110	2550	28.1	10.6	104
REDBOOK	8464	4998	10.4	59.1	109	2138	10.5	25.3	110	2045	10.9	24.2	114	815	9.0	9.6	94
ROAD & TRACK	429	*254	0.5	59.2	109	**104	0.5	24.2	105	**126	0.7	29.4	139	**24	0.3	5.6	55
ROLLING STONE	1355	891	1.9	65.8	121	368	1.8	27.2	118	407	2.2	30.0	142	*117	1.3	8.6	84
RUNNER'S WORLD	329	*161	0.3	48.9	90	*333	0.2	10.0	44	**114	0.6	34.7	164	*144	0.2	4.3	42
SATURDAY EVENING POST	1268	864	1.8	68.1	125	421	2.1	33.2	144	296	1.6	23.3	110	**117	1.6	11.6	113
SCIENCE 84	702	434	0.9	61.8	114	*133	0.7	18.9	82	*250	1.3	35.6	168	**52	0.6	7.4	72
SCIENCE DIGEST	553	345	0.7	62.4	115	*129	0.6	23.3	101	**132	0.7	23.9	113	**85	0.9	15.4	150
SCIENTIFIC AMERICAN	615	273	0.6	44.4	82	**119	0.6	19.3	84	**93	0.5	15.1	71	**62	0.7	10.1	98
SELF	2683	1553	3.2	57.9	106	632	3.1	23.6	102	666	3.6	24.8	117	*255	2.8	9.5	93
SEVENTEEN	3309	1879	3.9	56.8	104	822	4.0	24.8	108	832	4.4	25.1	119	*225	2.5	6.8	66
SKI	591	382	0.8	64.6	119	*147	0.7	24.9	108	*143	0.8	24.2	114	**92	1.0	15.6	152
SMITHSONIAN	3039	1718	3.6	56.5	104	593	2.9	19.5	85	777	4.1	25.6	121	348	3.8	11.5	112
SOAP OPERA DIGEST	3683	2149	4.5	58.3	107	1129	5.6	30.7	133	711	3.8	19.3	91	*309	3.4	8.4	82
SOUTHERN LIVING	4434	2615	5.4	59.0	108	911	4.5	20.5	89	1147	6.1	25.9	122	557	6.1	12.6	123
SPORT	701	477	1.0	68.0	125	*265	1.3	37.8	164	**139	0.7	19.8	94	**73	0.8	10.4	102
THE SPORTING NEWS	518	*316	0.7	61.0	112	**204	1.0	39.4	171	**80	0.4	15.4	73	**32	0.4	6.2	60
SPORTS AFIELD	523	323	0.7	61.8	113	*168	0.8	32.1	140	**134	0.7	25.6	121	**21	0.2	4.0	39
SPORTS ILLUSTRATED	3325	1977	4.1	59.5	109	783	3.8	23.5	102	848	4.5	25.5	120	345	3.8	10.4	101
STAR	8567	4953	10.3	57.8	106	2511	12.3	29.3	127	1572	8.4	18.3	87	869	9.6	10.1	99
SUNDAY	27630	14996	31.1	54.3	100	6273	30.8	22.7	99	5840	31.2	21.1	100	2883	31.8	10.4	102
SUNSET	2219	1186	2.5	53.4	98	478	2.4	21.5	94	512	2.7	23.1	109	*195	2.2	8.8	86
TV GUIDE	24258	14121	29.3	58.2	107	6191	30.4	25.5	111	5336	28.5	22.0	104	2595	28.6	10.7	104
TENNIS	609	319	0.7	52.4	96	*132	0.6	21.7	94	*95	0.5	15.6	74	*93	1.0	15.3	149
TIME	9929	5622	11.7	56.6	104	2187	10.8	22.0	96	2302	12.3	23.2	109	1134	12.5	11.4	111
TOWN & COUNTRY	1062	590	1.2	55.6	102	*160	0.8	15.1	66	296	1.6	27.9	132	*134	1.5	12.6	123
TRAVEL & LEISURE	1051	592	1.2	56.3	103	211	1.0	20.1	87	280	1.5	26.6	126	*101	1.1	9.6	94
TRUE STORY	3946	2366	4.9	60.0	110	1277	6.3	32.4	141	743	4.0	18.8	89	346	3.8	8.8	86
U.S. NEWS & WORLD REPORT	3782	2167	4.5	57.3	105	786	3.9	20.8	90	894	4.8	23.6	112	487	5.4	12.9	126
USA TODAY	1874	1093	2.3	58.3	107	390	1.9	20.8	91	504	2.7	26.9	127	*199	2.2	10.6	104
US	2213	1459	3.0	65.9	121	698	3.4	31.5	137	514	2.7	23.2	110	247	2.7	11.2	109
VOGUE	4792	2682	5.6	56.0	103	1102	5.4	23.0	100	1059	5.7	22.1	104	520	5.7	10.9	106
WALL STREET JOURNAL	2045	1166	2.4	57.0	105	405	2.0	19.8	86	537	2.9	26.3	124	*224	2.5	11.0	107
WEIGHT WATCHERS	2364	1268	2.6	53.6	99	532	2.6	22.5	98	639	3.4	27.0	128	**97	1.1	4.1	40
WOMAN'S DAY	15182	8690	18.0	57.2	105	3713	18.3	24.5	106	3636	19.4	23.9	113	1341	14.8	8.8	86
WORKING MOTHER	1198	865	1.8	72.2	133	369	1.8	30.8	134	319	1.7	26.6	126	*177	2.0	14.8	144
WORKING WOMAN	1523	972	2.0	63.8	117	416	2.0	27.3	119	381	2.0	25.0	118	*175	1.9	11.5	112
WORLD TENNIS	*183	**118	0.2	64.5	118	**45	0.2	24.6	107	**44	0.2	24.0	113	**29	0.3	15.8	155
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1643	3.4	59.2	109	618	3.0	22.3	97	765	4.1	27.6	130	260	2.9	9.4	91
BLAIR INSERTS	47909	26441	54.9	55.2	101	10709	52.7	22.4	97	10664	56.9	22.3	105	5068	55.9	10.6	103
DAILY NEWSPAPERS																	
READ ANY	56731	30912	64.2	54.5	100	12880	63.3	22.7	99	12290	65.6	21.7	102	5742	63.3	10.1	99
READ ONE	47696	26013	54.0	54.5	100	10896	53.6	22.8	99	10338	55.2	21.7	102	4779	52.7	10.0	98
READ TWO OR MORE	9034	4899	10.2	54.2	100	1984	9.8	22.0	96	1953	10.4	21.6	102	963	10.6	10.7	104
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	32019	66.5	55.5	102	13358	65.7	23.1	101	12676	67.6	22.0	104	5985	66.0	10.4	101
READ ONE	50513	28088	58.3	55.6	102	11772	57.9	23.3	101	11071	59.1	21.9	103	5245	57.9	10.4	101
READ TWO OR MORE	7219	3931	8.2	54.5	100	1585	7.8	22.0	95	1605	8.6	22.2	105	740	8.2	10.3	100
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	28.04	29.00				28.23				29.17				30.34			
30 DAY REACH	78184	42790	88.9	54.7	101	17914	88.1	22.9	100	16837	89.8	21.5	102	8039	88.7	10.3	100
50 SHHG - 30 DAY AV FREQ	14.80	15.22				14.89				15.31				15.78			
30 DAY REACH	74239	40843	84.8	55.0	101	17025	83.7	22.9	100	16049	85.6	21.6	102	7768	85.7	10.5	102
25 SHHG - 30 DAY AV FREQ	8.05	8.28				8.28				8.25				8.32			
30 DAY REACH	68254	37596	78.1	55.1	101	15313	75.3	22.4	98	14905	79.5	21.8	103	7378	81.4	10.8	105
CABLE TV: HOME WIRED	35215	19625	40.8	55.7	102	7456	36.7	21.2	92	8105	43.2	23.0	109	4065	44.8	11.5	113
HOME NOT WIRED	53250	28520	59.2	53.6	98	12883	63.3	24.2	105	10637	56.8	20.0	94	5000	55.2	9.4	92
HAVE PAY CABLE	17885	10520	21.9	58.8	108	3726	18.3	20.8	91	4689	25.0	26.2	124	2105	23.2	11.8	115

MEDICATED THROAT LOZENGES - USAGE IN LAST 6 MONTHS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	48145	100.0	54.4	100	20339	100.0	23.0	100	18741	100.0	21.2	100	9065	100.0	10.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	27002	56.1	56.3	103	11017	54.2	23.0	100	10807	57.7	22.5	106	5179	57.1	10.8	105
10:00 AM - 3:00 PM	33674	19097	39.7	56.7	104	8098	39.8	24.0	105	7364	39.3	21.9	103	3636	40.1	10.8	105
3:00 PM - 7:00 PM	34431	19636	40.8	57.0	105	7950	39.1	23.1	100	7904	42.2	23.0	108	3783	41.7	11.0	107
7:00 PM - MIDNIGHT	17761	10006	20.8	56.3	104	4327	21.3	24.4	106	3691	19.7	20.8	98	1988	21.9	11.2	109
MIDNIGHT - 6:00 AM	10087	5913	12.3	58.6	108	2288	11.2	22.7	99	2345	12.5	23.2	110	1280	14.1	12.7	124
6:00 AM - MIDNIGHT	64318	36081	74.9	56.1	103	14805	72.8	23.0	100	14377	76.7	22.4	106	6899	76.1	10.7	105
ENTIRE DAY	65181	36534	75.9	56.1	103	15017	73.8	23.0	100	14532	77.5	22.3	105	6985	77.1	10.7	105
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	17411	10296	21.4	59.1	109	4033	19.8	23.2	101	4190	22.4	24.1	114	2074	22.9	11.9	116
ALL NEWS	2520	1220	2.5	48.4	89	511	2.5	20.3	88	514	2.7	20.4	96	*196	2.2	7.8	76
AOR/PROGRESSIVE	4419	2580	5.4	58.4	107	837	4.1	18.9	82	1275	6.8	28.9	136	467	5.2	10.6	103
BEAUTIFUL MUSIC	6119	3382	7.0	55.3	102	1395	6.9	22.8	99	1312	7.0	21.4	101	675	7.4	11.0	108
BLACK	2623	1356	2.8	51.7	95	796	3.9	30.3	132	388	2.1	14.8	70	*172	1.9	6.6	64
CLASSICAL	1553	920	1.9	59.2	109	278	1.4	17.9	78	447	2.4	28.8	136	*196	2.2	12.6	123
CHR/ROCK	11282	6321	13.1	56.0	103	2378	11.7	21.1	92	2782	14.8	24.7	116	1160	12.8	10.3	100
COUNTRY	13343	7598	15.8	56.9	105	3334	16.4	25.0	109	2898	15.5	21.7	103	1366	15.1	10.2	100
GOLDEN OLDIES	1299	723	1.5	55.7	102	252	1.2	19.4	84	*279	1.5	21.5	101	*193	2.1	14.9	145
MOR/NOSTALGIA	5241	2888	6.0	55.1	101	1242	6.1	23.7	103	1117	6.0	21.3	101	529	5.8	10.1	99
NEWS/TALK	4165	2317	4.8	55.6	102	945	4.6	22.7	99	977	5.2	23.5	111	395	4.4	9.5	93
RELIGIOUS	3324	1831	3.8	55.1	101	810	4.0	24.4	106	658	3.5	19.8	93	363	4.0	10.9	107
SOFT ROCK	609	337	0.7	55.3	102	**153	0.8	25.1	109	*141	0.8	23.2	109	*443	0.5	7.1	69
URBAN CONTEMPORARY	1853	1050	2.2	56.7	104	659	3.2	35.6	155	260	1.4	14.0	66	*132	1.5	7.1	70
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1914	4.0	51.4	94	746	3.7	20.0	87	888	4.7	23.8	113	280	3.1	7.5	73
ABC DIRECTION	2488	1318	2.7	53.0	97	632	3.1	25.4	110	449	2.4	18.0	85	*238	2.6	9.6	93
ABC ENTERTAINMENT	5129	2940	6.1	57.3	105	1266	6.2	24.7	107	1119	6.0	21.8	103	556	6.1	10.8	106
ABC FM	2498	1534	3.2	61.4	113	653	3.2	26.1	114	565	3.0	22.6	107	316	3.5	12.7	123
ABC INFORMATION	5721	3387	7.0	59.2	109	1430	7.0	25.0	109	1383	7.4	24.2	114	574	6.3	10.0	98
ABC ROCK	2021	1155	2.4	57.1	105	431	2.1	21.3	93	501	2.7	24.8	117	*222	2.4	11.0	107
CBS	4756	2703	5.6	56.8	104	1137	5.6	23.9	104	1111	5.9	23.4	110	455	5.0	9.6	93
MUTUAL	5272	3052	6.3	57.9	106	1396	6.9	26.5	115	1089	5.8	20.7	98	566	6.2	10.7	105
NBC	4964	2777	5.8	55.9	103	1092	5.4	22.0	96	1224	6.5	24.7	116	461	5.1	9.3	91
RADIO RADIO	2218	1160	2.4	52.3	96	554	2.7	25.0	109	382	2.0	17.2	81	*223	2.5	10.1	98
RKO ONE	2565	1415	2.9	55.2	101	590	2.9	23.0	100	584	3.1	22.8	107	*241	2.7	9.4	92
RKO TWO	3640	2082	4.3	57.2	105	813	4.0	22.3	97	779	4.2	21.4	101	490	5.4	13.5	131
THE SOURCE	2467	1317	2.7	53.4	98	397	2.0	16.1	70	672	3.6	27.2	129	*249	2.7	10.1	98
NON-WIRED : BLAIR	9466	5419	11.3	57.2	105	2267	11.1	23.9	104	2073	11.1	21.9	103	1080	11.9	11.4	111
INTERNET	13616	7659	15.9	56.3	103	3023	14.9	22.2	97	3328	17.8	24.4	115	1308	14.4	9.6	94
KATZ RADIO GROUP	16998	9913	20.6	58.3	107	3949	19.4	23.2	101	4035	21.5	23.7	112	1929	21.3	11.3	111
SUPERNET	11622	6483	13.5	55.8	102	2864	14.1	24.6	107	2527	13.5	21.7	103	1092	12.0	9.4	92
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	4983	10.3	52.9	97	2322	11.4	24.6	107	1768	9.4	18.8	89	894	9.9	9.5	93
MKDAY 9:00 AM - 1:00 PM	13304	7117	14.8	53.5	98	3403	16.7	25.6	111	2415	12.9	18.2	86	1299	14.3	9.8	95
MKDAY 1:00 PM - 4:30 PM	17591	9509	19.8	54.1	99	4495	22.1	25.6	111	3279	17.5	18.6	88	1735	19.1	9.9	96
MKDAY 4:30 PM - 7:30 PM	24418	12970	26.9	53.1	98	5971	29.4	24.5	106	4653	24.8	19.1	90	2346	25.9	9.6	94
MKDAY 7:30 PM - 8:00 PM	34400	18336	38.1	53.3	98	8185	40.2	23.8	103	6709	35.8	19.5	92	3441	38.0	10.0	98
MKDAY 11:00 PM - 11:30 PM	26120	14092	29.3	54.0	99	6245	30.7	23.9	104	5289	28.2	20.2	96	2557	28.2	9.8	96
MKDAY 11:30 PM - 1:00 AM	8402	4642	9.6	55.2	102	2048	10.1	24.4	106	1707	9.1	20.3	96	888	9.8	10.6	103
M-SAT 8-11 PM+SUN 7-11 PM	36828	19998	41.5	54.3	100	8757	43.1	23.8	103	7528	40.2	20.4	96	3713	41.0	10.1	98
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 7221	3950	8.2	54.7	101	1950	9.6	27.0	117	1257	6.7	17.4	82	743	8.2	10.3	100
ANOTHER WORLD	N 4924	2695	5.6	54.7	101	1180	5.8	24.0	104	1058	5.6	21.5	101	457	5.0	9.3	91
AS THE WORLD TURNS	C 5966	3084	6.4	51.7	95	1352	6.6	22.7	99	1063	5.7	17.8	84	669	7.4	11.2	109
CAPITOL	C 3672	1981	4.1	53.9	99	837	4.1	22.8	99	699	3.7	19.0	90	445	4.9	12.1	118
CBS MORN. NEWS 1	C 1590	837	1.7	52.6	97	423	2.1	26.6	116	252	1.3	15.8	75	162	1.8	10.2	99
CBS MORN. NEWS 2	C 1298	674	1.4	51.9	95	375	1.8	28.9	126	184	1.0	14.2	67	*115	1.3	8.9	86
DAYS OF OUR LIVES	N 6389	3512	7.3	55.0	101	1619	8.0	25.3	110	1381	7.4	21.6	102	511	5.6	8.0	78
FACTS OF LIFE - DAYTIME	N 2526	1536	3.2	60.8	112	760	3.7	30.1	131	515	2.7	20.4	96	260	2.9	10.3	100
FAMILY FEUD	A 3427	1664	3.5	48.6	89	808	4.0	23.6	103	523	2.8	15.3	72	333	3.7	9.7	95
GENERAL HOSPITAL	A 6870	3750	7.8	54.6	100	1946	9.6	28.3	123	1225	6.5	17.8	84	579	6.4	8.4	82
GOOD MORNING, AMERICA-730	A 3767	1899	3.9	50.4	93	891	4.4	23.7	103	680	3.6	18.1	85	327	3.6	8.7	85
GOOD MORNING, AMERICA-830	A 3076	1619	3.4	52.6	97	768	3.8	25.0	109	528	2.8	17.2	81	323	3.6	10.5	102
GUIDING LIGHT	C 5789	3094	6.4	53.4	98	1318	6.5	22.8	99	1174	6.3	20.3	96	603	6.7	10.4	102
ONE LIFE TO LIVE	A 4918	2707	5.6	55.0	101	1443	7.1	29.3	128	817	4.4	16.6	78	448	4.9	9.1	89
PRESS YOUR LUCK	C 2367	1205	2.5	50.9	94	565	2.8	23.9	104	405	2.2	17.1	81	236	2.6	10.1	

**MEDICATED THROAT LOZENGES - USAGE IN LAST 6 MONTHS
(FEMALES)**

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONCE A MONTH OR MORE				MEDIUM USERS ONCE EVERY 2 MONTHS OR LESS				LIGHT USERS NEVER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	48145	100.0	54.4	100	20339	100.0	23.0	100	18741	100.0	21.2	100	9065	100.0	10.2	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	14833	30.8	53.0	97	6874	33.8	24.6	107	5290	28.2	18.9	89	2669	29.4	9.5	93
NETWORK AFFILIATES - LATE	21966	11819	24.5	53.8	99	5228	25.7	23.8	104	4492	24.0	20.4	97	2099	23.2	9.6	93
INDEPENDENTS - LATE	2247	1311	2.7	58.3	107	608	3.0	27.1	118	455	2.4	20.2	96	248	2.7	11.0	108
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11524	6251	13.0	54.2	100	2740	13.5	23.8	103	2407	12.8	20.9	99	1104	12.2	9.6	93
ABC MONDAY NIGHT MOVIE	A 6879	3748	7.8	54.5	100	1702	8.4	24.7	108	1472	7.9	21.4	101	574	6.3	8.3	81
ABC SUNDAY NIGHT MOVIE	A 13690	7324	15.2	53.5	98	3200	15.7	23.4	102	2695	14.4	19.7	93	1430	15.8	10.4	102
ABC WORLD NEWS TONIGHT	A 6589	3348	7.0	50.8	93	1590	7.8	24.1	105	1113	5.9	16.9	80	644	7.1	9.8	95
AFTERMASH	C 6391	3170	6.6	49.6	91	1310	6.4	20.5	89	1191	6.4	18.6	88	669	7.4	10.5	102
ALICE	C 10273	5484	11.4	53.4	98	2305	11.3	22.4	98	2105	11.2	20.5	97	1074	11.8	10.5	102
AMERICAN PARADE	C 7130	3633	7.5	51.0	94	1741	8.6	24.4	106	1234	6.6	17.3	82	659	7.3	9.2	90
BENSON	A 11665	6095	12.7	52.3	96	2748	13.5	23.6	102	2189	11.7	18.8	89	1158	12.8	9.9	97
BLUE THUNDER	A 5442	2755	5.7	50.6	93	1177	5.8	21.6	94	1084	5.8	19.9	94	494	5.4	9.1	89
CAGNEY & LACEY	C 10565	5964	12.4	56.5	104	2355	11.6	22.3	97	2462	13.1	23.3	110	1147	12.7	10.9	106
CBS EVENING NEWS-DEAN	C 3668	1896	3.9	51.7	95	967	4.8	26.4	115	551	2.9	15.0	71	378	4.2	10.3	101
CBS EVENING NEWS-RATHER	C 7561	3988	8.3	52.7	97	1854	9.1	24.5	107	1451	7.7	19.2	91	684	7.5	9.0	88
CBS SAT. NEWS-SCHIEFFER	C 3948	2095	4.4	53.1	98	1071	5.3	27.1	118	712	3.8	18.0	85	312	3.4	7.9	77
CBS SATURDAY NIGHT MOVIE	C 5966	3292	6.8	55.2	101	1459	7.2	24.5	106	1233	6.6	20.7	98	600	6.6	10.1	98
CBS WEDNESDAY NIGHT MOVIE	C 6529	3581	7.4	54.8	101	1644	8.1	25.2	110	1343	7.2	20.6	97	595	6.6	9.1	89
CHEERS	N 9842	5415	11.2	55.0	101	2244	11.0	22.8	99	2231	11.9	22.7	107	940	10.4	9.6	93
DALLAS	C 23935	12805	26.6	53.5	98	5631	27.7	23.5	102	4760	25.4	19.9	94	2414	26.6	10.1	98
DIFF'RENT STROKES	N 7574	4078	8.5	53.8	99	1877	9.2	24.8	108	1440	7.7	19.0	90	761	8.4	10.0	98
DOUBLE TROUBLE	N 7786	4257	8.8	54.7	100	1880	9.2	24.1	105	1558	8.3	20.0	94	820	9.0	10.5	103
DUCK FACTORY	N 6290	3449	7.2	55.2	101	1521	7.5	24.2	105	1348	7.2	21.4	101	600	6.6	9.5	93
DUKES OF HAZZARD	C 6402	3461	7.2	54.1	99	1498	7.4	23.4	102	1367	7.3	21.4	101	597	6.6	9.3	91
DYNASTY	A 21955	11962	24.8	54.5	100	5284	26.0	24.1	105	4545	24.3	20.7	98	2133	23.5	9.7	95
FACTS OF LIFE	N 8898	4608	9.6	51.8	95	2006	9.9	22.5	98	1676	8.9	18.8	89	926	10.2	10.4	102
FALCON CREST	C 21877	11708	24.3	53.5	98	5243	25.8	24.0	104	4328	23.1	19.8	93	2137	23.6	9.8	95
FALL GUY	A 10045	5285	11.0	52.6	97	2240	11.0	22.3	97	2084	11.1	20.7	98	961	10.6	9.6	93
FAMILY TIES	N 8922	4826	10.0	54.1	99	2126	10.5	23.8	104	1841	9.8	20.6	97	859	9.5	9.6	94
FANTASY ISLAND	A 8288	4344	9.0	52.4	96	2035	10.0	24.6	107	1549	8.3	18.7	88	761	8.4	9.2	90
FOULUPS, BLEEPs & BLUNDERS	A 9891	5178	10.8	52.4	96	2113	10.4	21.4	93	2078	11.1	21.0	99	987	10.9	10.0	97
FOUR SEASONS	C 5429	2877	6.0	53.0	97	1297	6.4	23.9	104	1065	5.7	19.6	93	515	5.7	9.5	93
GIMME A BREAK	N 9646	5057	10.5	52.4	96	2338	11.5	24.2	105	1800	9.6	18.7	88	919	10.1	9.5	93
HART TO HART	A 9983	5358	11.1	53.7	99	2273	11.2	22.8	99	2073	11.1	20.8	98	1013	11.2	10.1	99
HILL STREET BLUES	N 9688	5185	10.8	53.5	98	2210	10.9	22.8	99	2180	11.6	22.5	106	795	8.8	8.2	80
HOTEL	A 15435	8219	17.1	53.2	98	3606	17.7	23.4	102	3189	17.0	20.7	98	1424	15.7	9.2	90
JEFFERSONS	C 10031	5433	11.3	54.2	100	2309	11.4	23.0	100	2087	11.1	20.8	98	1037	11.4	10.3	101
JENNIFER SLEPT HERE	M 6376	3538	7.3	55.5	102	1590	7.8	24.9	108	1380	7.4	21.6	102	568	6.3	8.9	87
KATE & ALLIE	C 9951	5510	11.4	55.4	102	2329	11.5	23.4	102	2173	11.6	21.8	103	1009	11.1	10.1	99
KNIGHT RIDER	N 7908	4614	9.6	58.3	107	1952	9.6	24.7	107	1889	10.1	23.9	113	773	8.5	9.8	95
LOVE BOAT	A 13226	6940	14.4	52.5	96	3190	15.7	24.1	105	2506	13.4	18.9	89	1244	13.7	9.4	92
MAGNUM PI	C 12105	6569	13.6	54.3	100	2724	13.4	22.5	98	2465	13.2	20.4	96	1379	15.2	11.4	111
MAMA'S FAMILY	N 6364	3545	7.4	55.7	102	1557	7.7	24.5	106	1339	7.1	21.0	99	649	7.2	10.2	100
MASTER, THE	N 3955	2206	4.6	55.8	102	1015	5.0	25.7	112	770	4.1	19.5	92	421	4.6	10.6	104
MATT HOUSTON	A 6903	3673	7.6	53.2	98	1600	7.9	23.2	101	1319	7.0	19.1	90	754	8.3	10.9	107
NBC MONDAY NIGHT MOVIE	N 13443	7519	15.6	55.9	103	3338	16.4	24.8	108	2972	15.9	22.1	104	1209	13.3	9.0	88
NBC NIGHTLY NEWS	N 5585	3116	6.5	55.8	103	1247	6.1	22.3	97	1299	6.9	23.3	110	570	6.3	10.2	100
NBC NIGHTLY NEWS-SAT	N 3688	1898	3.9	51.5	95	891	4.4	24.2	105	662	3.5	18.0	85	345	3.8	9.4	91
NBC NIGHTLY NEWS-SUN	N 3310	1686	3.5	50.9	94	868	4.3	26.2	114	563	3.0	17.0	80	*255	2.8	7.7	75
NBC SUNDAY NIGHT MOVIE	N 9238	5194	10.8	56.2	103	2440	12.0	26.4	115	1899	10.1	20.6	97	855	9.4	9.3	90
NEWMART	C 9876	5621	11.7	56.9	105	2463	12.1	24.9	108	2210	11.8	22.4	106	949	10.5	9.6	94
ONE DAY AT A TIME	C 7954	4513	9.4	56.7	104	1768	8.7	22.2	97	1906	10.2	24.0	113	839	9.3	10.5	103
PEOPLE ARE FUNNY	N 5182	2700	5.6	52.1	96	1187	5.8	22.9	100	1081	5.8	20.9	98	432	4.8	8.3	81
REAL PEOPLE	N 9674	5086	10.6	52.6	97	2376	11.7	24.6	107	1808	9.6	18.7	88	902	10.0	9.3	91
REMINGTON STEELE	N 8511	4665	9.7	54.8	101	2166	10.6	25.4	111	1685	9.0	19.8	93	814	9.0	9.6	93
RIPLY'S BELIEVE IT - NOT	A 5656	3032	6.3	53.6	98	1190	5.9	21.0	92	1223	6.5	21.6	102	619	6.6	10.9	107
RIP TIDE	N 7718	4330	9.0	56.1	103	2056	10.1	26.6	116	1579	8.4	20.5	97	695	7.7	9.0	88
SCARECROW & MRS. KING	C 11058	6125	12.7	55.4	102	2542	12.5	23.0	100	2246	12.0	20.3	96	1337	14.7	12.1	118
SIMON & SIMON	C 11615	6428	13.4	55.3	102	2689	13.2	23.2	101	2391	12.8	20.6	97	1348	14.9	11.6	113
60 MINUTES	C 14326	7762	16.1	54.2	100	3566	17.5	24.9	108	2731	14.6	19.1	90	1465	16.2	10.2	100
ST. ELSEWHERE	N 7670	4360	9.1	56.8	104	2026	10.0	26.4	115	1679	9.0	21.9	103	655	7.2	8.5	83
THREE'S COMPANY	A 12068	6367	13.2	52.8	97	2726	13.4	22.6	98	2354	12.6	19.5	92	1287	14.2	10.7	104
T.J. HOOKER	A 9735																

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-13

	'000	%	UNWEIGHTED						
5A. DO YOU YOURSELF TAKE THEM?									
YES	80054	47.7	9303						
NO	87673	52.3	9807						
IF YOU DO									

5B. WHO DECIDES WHICH BRANDS YOU TAKE? (MARK AS MANY AS APPLY)									
YOURSELF	59567	35.5	7004						
YOUR HUSBAND/WIFE	17207	10.3	1955						
DOCTOR OR PHARMACIST	7797	4.6	885						
OTHER MALE	1996	1.2	180						
OTHER FEMALE	4630	2.8	395						
DO NOT KNOW	3331	2.0	376						
	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
5C. WHAT TYPES DO YOU TAKE?									
A	6788	4.0	551	.3	5342	3.2	895	.5	739
B-12	8613	5.1	1066	.6	6182	3.7	1366	.8	989
B COMPLEX	12741	7.6	1255	.7	10096	6.0	1390	.8	1495
B COMPLEX WITH C (STRESS FORMULA)	8830	5.3	2138	1.3	5594	3.3	1098	.7	1057
C	26494	15.8	4595	2.7	19248	11.5	2652	1.6	3009
D	3668	2.2	204	.1	3013	1.8	451	.3	439
E	15853	9.5	1148	.7	12528	7.5	2178	1.3	1859
HIGH POTENCY/SUPER VITAMIN	11793	7.0	4790	2.9	5683	3.4	1320	.8	1358
MULTIPLE FORMULA-WITH IRON	24646	14.7	10558	6.3	12235	7.3	1852	1.1	2847
WITH MINERALS	15224	9.1	4715	2.8	9307	5.5	1203	.7	1772
PLAIN	5798	3.5	2311	1.4	2635	1.6	853	.5	649
PRENATAL	3848	2.3	1431	.9	2014	1.2	403	.2	409
OTHER	10306	6.1	3544	2.1	4725	2.8	2038	1.2	1065
DO NOT KNOW	3276	2.0							366
5D. WHICH BRANDS DO YOU TAKE?									
ALBEE C-800	2199	1.3	1116	.7	800	.5	284	.2	254
CENTRUM	8986	5.4	4755	2.8	3290	2.0	942	.6	1019
FEMIRON REGULAR	1351	.8	367	.2	823	.5	162	.1	139
FEMIRON WITH VITAMINS	1114	.7	307	.2	703	.4	103	.1	127
GERITOL LIQUID	1043	.6	173	.1	770	.5	100	.1	116
GERITOL TABLETS	3819	2.3	1554	.9	1577	.9	688	.4	423
HUDSON	1318	.8	410	.2	725	.4	183	.1	153
LIFESTAGE	1096	.7	407	.2	495	.3	194	.1	108
LILLY MI-CEBRIN	624	.4	150	.1	430	.3	45	*	87
OTHER LILLY	644	.4	253	.2	350	.2	41	*	94
MILES ONE-A-DAY REGULAR	2966	1.8	1408	.8	941	.6	617	.4	314
MILES ONE-A-DAY CORE C 500	781	.5	337	.2	319	.2	124	.1	92
MILES ONE-A-DAY PLUS IRON	4745	2.8	2123	1.3	1891	1.1	731	.4	553
MILES ONE-A-DAY PLUS MINERALS	2429	1.4	781	.5	1105	.7	543	.3	282
MYADEC	3126	1.9	1234	.7	1295	.8	597	.4	343
RADIANT VALLEY	319	.2	52	*	234	.1	33	*	35
REXALL	2206	1.3	1025	.6	863	.5	318	.2	271
SEARS	517	.3	210	.1	216	.1	92	.1	59
SHAKLEE	5124	3.1	2705	1.6	1654	1.0	765	.5	603
SQUIBB THERAGRAN/M	4279	2.6	1739	1.0	1750	1.0	790	.5	498
OTHER SQUIBB	536	.3	198	.1	244	.1	94	.1	69
STRESSTABS 600	5083	3.0	2331	1.4	1941	1.2	812	.5	594
UNICAP M	2068	1.2	766	.5	1041	.6	261	.2	212
OTHER UNICAP	748	.4	355	.2	268	.2	125	.1	88
VITAPACE ONE-A-DAY	940	.6	363	.2	320	.2	257	.2	93
Z-BEC	2205	1.3	711	.4	970	.6	524	.3	233
OTHER BRANDS	41174	24.5	31171	18.6	7091	4.2	2912	1.7	4691
DO NOT KNOW	4996	3.0							601

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-13

		'000	%	UNWEIGHTED						
5E. ABOUT HOW OFTEN DID YOU TAKE VITAMIN TABLETS, CAPSULES OR LIQUIDS IN THE LAST 30 DAYS?										
MORE THAN ONCE A DAY	H	8987	5.4	1044						
ONCE A DAY	M	50004	29.8	5781						
2 OR 3 TIMES A WEEK	L	10731	6.4	1268						
ONCE A WEEK	L	2744	1.6	337						
2 OR 3 TIMES A MONTH	L	2679	1.6	303						
ONCE A MONTH	L	1084	.6	133						
NEVER IN LAST MONTH	L	3825	2.3	437						
		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
		'000	%	'000	%	'000	%	'000	%	
5F. WHERE DO YOU BUY VITAMIN TABLETS, CAPSULES OR LIQUIDS?										
DRUG STORE		45254	27.0	28024	16.7	12968	7.7	4262	2.5	5263
FROM DOOR-TO-DOOR SALES PERSON		2854	1.7	1330	.8	692	.4	862	.5	327
HEALTH FOOD STORE		13482	8.0	6114	3.6	4807	2.9	2561	1.5	1646
SUPERMARKET/GROCERY		25576	15.2	12191	7.3	7774	4.6	5612	3.3	2849
OTHER		15283	9.1	9608	5.7	3467	2.1	2208	1.3	1713
DO NOT KNOW		1803	1.1							230

	TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	80054	100.0	47.7	100	8987	100.0	5.4	100	50004	100.0	29.8	100	21062	100.0	12.6	100
MALES	79263	34565	43.2	43.6	91	4155	46.2	5.2	98	21063	42.1	26.6	89	9347	44.4	11.8	94
FEMALES	88464	45489	56.8	51.4	108	4833	53.8	5.5	102	28941	57.9	32.7	110	11715	55.6	13.2	105
18 - 24	28671	12268	15.3	42.8	90	1280	14.2	4.5	83	6771	13.5	23.6	79	4217	20.0	14.7	117
25 - 34	39536	20585	25.7	52.1	109	2063	23.0	5.2	97	12302	24.6	31.1	104	6220	29.5	15.7	125
35 - 44	28978	14463	18.1	49.9	105	1523	16.9	5.3	98	8463	16.9	29.2	98	4477	21.3	15.4	123
45 - 54	22345	10549	13.2	47.2	99	1248	13.9	5.6	104	6810	13.6	30.5	102	2492	11.8	11.2	89
55 - 64	22224	10366	12.9	46.6	98	1527	17.0	6.9	128	6963	13.9	31.3	105	1876	8.9	8.4	67
65 OR OLDER	25973	11823	14.8	45.5	95	1347	15.0	5.2	97	8695	17.4	33.5	112	1782	8.5	6.9	55
18 - 34	68207	32853	41.0	48.2	101	3344	37.2	4.9	92	19073	38.1	28.0	94	10437	49.6	15.3	122
18 - 49	108058	52563	65.7	48.6	102	5409	60.2	5.0	93	30963	61.9	28.7	96	16192	76.9	15.0	119
25 - 54	90859	45597	57.0	50.2	105	4833	53.8	5.3	99	27575	55.1	30.3	102	13188	62.6	14.5	116
35 - 49	39851	19710	24.6	49.5	104	2065	23.0	5.2	97	11890	23.8	29.8	100	5755	27.3	14.4	115
50 OR OLDER	59669	27490	34.3	46.1	97	3579	39.8	6.0	112	19041	38.1	31.9	107	4871	23.1	8.2	65
GRADUATED COLLEGE	28091	15887	19.8	56.6	118	1816	20.2	6.5	121	9658	19.3	34.4	115	4413	21.0	15.7	125
ATTENDED COLLEGE	28938	15307	19.1	52.9	111	1588	17.7	5.5	102	9265	18.5	32.0	107	4455	21.2	15.4	123
GRADUATED HIGH SCHOOL	65503	31082	38.8	47.5	99	3398	37.8	5.2	97	19467	38.9	29.7	100	8216	39.0	12.5	100
DID NOT GRADUATE HIGH SCHOOL	45195	17778	22.2	39.3	82	2186	24.3	4.8	90	11614	23.2	25.7	86	3978	18.9	8.8	70
EMPLOYED MALES	56429	25085	31.3	44.5	93	2973	33.1	5.3	98	14811	29.6	26.2	88	7301	34.7	12.9	103
EMPLOYED FEMALES	43971	24672	30.8	56.1	118	2581	28.7	5.9	110	14943	29.9	34.0	114	7148	33.9	16.3	129
EMPLOYED FULL-TIME	87773	43574	54.4	49.6	104	4734	52.7	5.4	101	26191	52.4	29.8	100	12649	60.1	14.4	115
EMPLOYED PART-TIME	12627	6182	7.7	49.0	103	820	9.1	6.5	121	3543	7.1	28.2	95	1800	8.5	14.3	114
NOT EMPLOYED	67327	30297	37.8	45.0	94	3433	38.2	5.1	95	20250	40.5	30.1	101	6614	31.4	9.8	78
PROFESSIONAL/MANAGER	25845	14088	17.6	54.5	114	1596	17.8	6.2	115	8486	17.0	32.8	110	4005	19.0	15.5	123
TECH/CLERICAL/SALES	30895	16525	20.6	53.5	112	1736	19.3	5.6	105	10069	20.1	32.6	109	4720	22.4	15.3	122
PRECISION/CRAFT	12629	5524	6.9	43.7	92	532	5.9	4.2	79	3288	6.6	26.0	87	1704	8.1	13.5	107
OTHER EMPLOYED	31031	13620	17.0	43.9	92	1690	18.8	5.4	102	7911	15.8	25.5	86	4019	19.1	13.0	103
SINGLE	35557	16041	20.0	45.1	95	1761	19.6	5.0	92	9072	18.1	25.5	86	5208	24.7	14.6	117
MARRIED	103585	49978	62.4	48.2	101	5462	60.8	5.3	98	31682	63.4	30.6	103	12835	60.9	12.4	99
DIVORCED/SEPARATED/WIDOWED	28585	14035	17.5	49.1	103	1765	19.6	6.2	115	9251	18.5	32.4	109	3020	14.3	10.6	84
PARENTS	59295	28841	36.0	48.6	102	2817	31.3	4.8	89	17202	34.4	29.0	97	8823	41.9	14.9	118
WHITE	146081	71500	89.3	48.9	103	8120	90.4	5.6	104	44930	89.9	30.8	103	18450	87.6	12.6	101
BLACK	17974	8518	8.5	37.9	79	754	8.4	4.2	78	4013	8.0	22.3	75	2051	9.7	11.4	91
OTHER	3672	1735	2.2	47.2	99	**113	1.3	3.1	57	1061	2.1	28.9	97	*562	2.7	15.3	122
NORTHEAST-CENSUS	37005	17277	21.6	46.7	98	1792	19.9	4.8	90	11401	22.8	30.8	103	4084	19.4	11.0	88
NORTH CENTRAL	42642	19208	24.0	45.0	94	1938	21.6	4.5	85	11833	23.7	27.7	93	5436	25.8	12.7	102
SOUTH	56777	24664	30.8	43.4	91	3122	34.7	5.5	103	14856	29.7	26.2	88	6685	31.7	11.8	94
WEST	31303	18905	23.6	60.4	127	2135	23.8	6.8	127	11913	23.8	38.1	128	4857	23.1	15.5	124
NORTHEAST-MKTG.	38125	17921	22.4	47.0	98	2001	22.3	5.2	98	11678	23.4	30.6	103	4242	20.1	11.1	89
EAST CENTRAL	24794	10973	13.7	44.3	93	1061	11.8	4.3	80	6908	13.8	27.9	93	3004	14.3	12.1	96
WEST CENTRAL	28511	13443	16.8	47.2	99	1394	15.5	4.9	91	8256	16.5	29.0	97	3793	18.0	13.3	106
SOUTH	48953	21280	26.6	43.5	91	2678	29.8	5.5	102	12790	25.6	26.1	88	5812	27.6	11.9	95
PACIFIC	27344	16437	20.5	60.1	126	1853	20.6	6.8	126	10372	20.7	37.9	127	4211	20.0	15.4	123
COUNTY SIZE A	69301	35335	44.1	51.0	107	4023	44.8	5.8	108	21593	43.2	31.2	105	9719	46.1	14.0	112
COUNTY SIZE B	50633	23543	29.4	46.5	97	2507	27.9	5.0	92	15223	30.4	30.1	101	5813	27.6	11.5	91
COUNTY SIZE C	26259	12476	15.6	47.5	100	1409	15.7	5.4	100	7897	15.8	30.1	101	3169	15.0	12.1	96
COUNTY SIZE D	21534	8700	10.9	40.4	85	1049	11.7	4.9	91	5290	10.6	24.6	82	2362	11.2	11.0	87
METRO CENTRAL CITY	50014	24476	30.6	48.9	103	2903	32.3	5.8	108	15178	30.4	30.3	102	6396	30.4	12.8	102
METRO SUBURBAN	76832	38234	47.8	49.8	104	4207	46.8	5.5	102	23843	47.7	31.0	104	10184	48.4	13.3	106
NON METRO	40881	17343	21.7	42.4	89	1878	20.9	4.6	86	10983	22.0	26.9	90	4483	21.3	11.0	87
TOP 5 ADI'S	39550	20985	26.2	53.1	111	2376	26.4	6.0	112	13283	26.6	33.6	113	5326	25.3	13.5	107
TOP 10 ADI'S	54877	27522	34.4	50.2	105	3046	33.9	5.6	104	17129	34.3	31.2	105	7347	34.9	13.4	107
TOP 20 ADI'S	77516	39009	48.7	50.3	105	4416	49.1	5.7	106	24037	48.1	31.0	104	10556	50.1	13.6	108
HS HLD INC. \$50,000 OR MORE	17257	9163	11.4	53.1	111	1089	12.1	6.3	118	5999	12.0	34.8	117	2075	9.9	12.0	96
\$40,000 OR MORE	33235	17095	21.4	51.4	108	2045	22.8	6.2	115	11035	22.1	33.2	111	4015	19.1	12.1	96
\$30,000 OR MORE	59693	30739	38.4	51.5	108	3420	38.1	5.7	107	19418	38.8	32.5	109	7901	37.5	13.2	105
\$25,000 OR MORE	76275	39064	48.8	51.2	107	4240	47.2	5.6	104	24438	48.9	32.0	107	10386	49.3	13.6	108
\$20,000 - \$24,999	18607	9313	11.6	50.1	105	912	10.1	4.9	91	5860	11.7	31.5	106	2541	12.1	13.7	109
\$15,000 - \$19,999	17175	7964	9.9	46.4	97	892	9.9	5.2	97	4994	10.0	29.1	98	2078	9.9	12.1	96
\$10,000 - \$14,999	24569	11077	13.8	45.1	94	1472	16.4	6.0	112	6394	12.8	26.0	87	3212	15.3	13.1	104
UNDER \$10,000	31101	12636	15.8	40.6	85	1473	16.4	4.7	88	8318	16.6	26.7	90	2845	13.5	9.1	73
HOUSEHOLD																	

		TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	80054	100.0	47.7	100	8987	100.0	5.4	100	50004	100.0	29.8	100	21062	100.0	12.6	100
MAGAZINES	QUINTILE 1	34022	18281	22.8	53.7	113	2158	24.0	6.3	118	11343	22.7	33.3	112	4780	22.7	14.0	112
	QUINTILE 2	34800	17923	22.4	51.5	108	1791	19.9	5.1	96	11198	22.4	32.2	108	4935	23.4	14.2	113
	QUINTILE 3	30514	14555	18.2	47.7	100	1616	18.0	5.3	99	9079	18.2	29.8	100	3860	18.3	12.6	101
	QUINTILE 4	33324	15160	18.9	45.5	95	1766	19.7	5.3	99	9404	18.8	28.2	95	3990	18.9	12.0	95
	QUINTILE 5	35066	14135	17.7	40.3	84	1656	18.4	4.7	88	8981	18.0	25.6	86	3497	16.6	10.0	79
NEWSPAPERS	QUINTILE 1	29107	13991	17.5	48.1	101	1514	16.8	5.2	97	9169	18.3	31.5	106	3308	15.7	11.4	91
	QUINTILE 2	49095	24395	30.5	49.7	104	2651	29.5	5.4	101	15299	30.6	31.2	105	6445	30.6	13.1	105
	QUINTILE 3	23107	12164	15.2	52.6	110	1450	16.1	6.3	117	7721	15.4	33.4	112	2993	14.2	13.0	103
	QUINTILE 4	33556	15900	19.9	47.4	99	1663	18.5	5.0	92	9650	19.3	28.8	96	4587	21.8	13.7	109
	QUINTILE 5	32863	13603	17.0	41.4	87	1710	19.0	5.2	97	8164	16.3	24.8	83	3729	17.7	11.3	90
OUTDOOR	QUINTILE 1	33431	16772	21.0	50.2	105	1551	17.3	4.6	87	10412	20.8	31.1	104	4809	22.8	14.4	115
	QUINTILE 2	33478	16459	20.6	49.2	103	2090	23.3	6.2	117	10004	20.0	29.9	100	4365	20.7	13.0	104
	QUINTILE 3	33574	15710	19.6	46.8	98	1665	18.5	5.0	93	10244	20.5	30.5	102	3801	18.0	11.3	90
	QUINTILE 4	33935	15800	19.7	46.6	98	1924	21.4	5.7	106	9878	19.8	29.1	98	3999	19.0	11.8	94
	QUINTILE 5	33310	15313	19.1	46.0	96	1758	19.6	5.3	98	9467	18.9	28.4	95	4089	19.4	12.3	98
RADIO-DRIVE TIME	QUINTILE 1	33136	16451	20.5	49.6	104	1737	19.3	5.2	98	10412	20.8	31.4	105	4301	20.4	13.0	103
	QUINTILE 2	31658	15119	18.9	47.8	100	1628	18.1	5.1	96	9251	18.5	29.2	98	4240	20.1	13.4	107
	QUINTILE 3	32541	15805	19.7	48.6	102	1909	21.2	5.9	109	9658	19.3	29.7	100	4238	20.1	13.0	104
	QUINTILE 4	34247	16309	20.4	47.6	100	1862	20.7	5.4	101	10335	20.7	30.2	101	4111	19.5	12.0	96
	QUINTILE 5	36144	16371	20.4	45.3	95	1850	20.6	5.1	96	10348	20.7	28.6	96	4172	19.8	11.5	92
RADIO-MID- DAY	TERCILE 1	45037	22060	27.6	49.0	103	2449	27.3	5.4	101	13582	27.2	30.2	101	6030	28.6	13.4	107
	TERCILE 2	44819	21041	26.3	46.9	98	2361	26.3	5.3	98	13480	27.0	30.1	101	5199	24.7	11.6	92
	TERCILE 3	77872	36953	46.2	47.5	99	4177	46.5	5.4	100	22942	45.9	29.5	99	9834	46.7	12.6	101
RADIO-TOTAL	QUINTILE 1	33763	16765	20.9	49.7	104	1801	20.0	5.3	100	10502	21.0	31.1	104	4462	21.2	13.2	105
	QUINTILE 2	33240	15792	19.7	47.5	100	1593	17.7	4.8	89	9819	19.6	29.5	99	4380	20.8	13.2	105
	QUINTILE 3	33408	16262	20.3	48.7	102	1875	20.9	5.6	105	10038	20.1	30.0	101	4350	20.7	13.0	104
	QUINTILE 4	34792	16200	20.2	46.6	98	1908	21.2	5.5	102	10041	20.1	28.9	97	4251	20.2	12.2	97
	QUINTILE 5	32524	15034	18.8	46.2	97	1810	20.1	5.6	104	9605	19.2	29.5	99	3619	17.2	11.1	89
TV-PRIME TIME	QUINTILE 1	33090	16093	20.1	48.6	102	2020	22.5	6.1	114	10512	21.0	31.8	107	3560	16.9	10.8	86
	QUINTILE 2	33357	15949	19.9	47.8	100	1849	20.6	5.5	103	9705	19.4	29.1	98	4395	20.9	13.2	105
	QUINTILE 3	33980	16397	20.5	48.3	101	1677	18.7	4.9	92	10373	20.7	30.5	102	4347	20.6	12.8	102
	QUINTILE 4	33854	16136	20.2	47.7	100	1830	20.4	5.4	101	9862	19.7	29.1	98	4443	21.1	13.1	105
	QUINTILE 5	33444	15479	19.3	46.3	97	1611	17.9	4.8	90	9551	19.1	28.6	96	4317	20.5	12.9	103
TV-DAYTIME	TERCILE 1	49121	22161	27.7	45.1	95	2757	30.7	5.6	105	13842	27.7	28.2	95	5562	26.4	11.3	90
	TERCILE 2	48823	23634	29.5	48.4	101	2469	27.5	5.1	94	15019	30.0	30.8	103	6146	29.2	12.6	100
	TERCILE 3	69782	34259	42.8	49.1	103	3761	41.8	5.4	101	21143	42.3	30.3	102	9354	44.4	13.4	107
TV-TOTAL	QUINTILE 1	33584	15420	19.3	45.9	96	1900	21.1	5.7	106	10108	20.2	30.3	101	3412	16.2	10.2	81
	QUINTILE 2	33441	15863	19.8	47.4	99	2075	23.1	6.2	116	9863	19.7	29.5	99	3926	18.6	11.7	93
	QUINTILE 3	33505	16731	20.9	49.9	105	1769	19.7	5.3	99	10623	21.2	31.7	106	4339	20.6	13.0	103
	QUINTILE 4	33466	16077	20.1	48.0	101	1614	18.0	4.8	90	9909	19.8	29.6	99	4554	21.6	13.6	108
	QUINTILE 5	33731	15962	19.9	47.3	99	1630	18.1	4.8	90	9500	19.0	28.2	94	4832	22.9	14.3	114
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	44503	23607	29.5	53.0	111	2695	30.0	6.1	113	14853	29.7	33.4	112	6059	28.8	13.6	108
	NEWSPAPER IMPERATIVE	39363	19990	25.0	50.8	106	2146	23.9	5.5	102	12114	24.2	30.8	103	5730	27.2	14.6	116
		46441	21242	26.5	45.7	96	2292	25.5	4.9	92	13697	27.4	29.5	99	5252	24.9	11.3	90
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	33726	18051	22.5	53.5	112	2006	22.3	5.9	111	10999	22.0	32.6	109	5046	24.0	15.0	119
	OUTDOOR IMPERATIVE	52846	26608	33.2	50.4	105	2874	32.0	5.4	101	16835	33.7	31.9	107	6899	32.8	13.1	104
		52140	23344	29.2	44.8	94	2590	28.8	5.0	93	14715	29.4	28.2	95	6039	28.7	11.6	92
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	37081	19247	24.0	51.9	109	1890	21.0	5.1	95	11915	23.8	32.1	108	5442	25.8	14.7	117
	RADIO IMPERATIVE	49747	25649	32.0	51.6	108	3043	33.9	6.1	114	16060	32.1	32.3	108	6546	31.1	13.2	105
		49208	22103	27.6	44.9	94	2575	28.7	5.2	98	13796	27.6	28.0	94	5733	27.2	11.7	93
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	16637	20.8	50.3	105	2000	22.3	6.0	113	10456	20.9	31.6	106	4181	19.9	12.6	101
	TELEVISION IMPERATIVE	54575	28212	35.2	51.7	108	2832	31.5	5.2	97	17392	34.8	31.9	107	7988	37.9	14.6	117
		53249	23448	29.3	44.0	92	2915	32.4	5.5	102	14992	30.0	28.2	94	5541	26.3	10.4	83
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	36255	18252	22.8	50.3	105	1814	20.2	5.0	93	11530	23.1	31.8	107	4908	23.3	13.5	108
	OUTDOOR IMPERATIVE	55591	26970	33.7	48.5	102	3126	34.8	5.6	105	17267	34.5	31.1	104	6578	31.2	11.8	94
		48319	23035	28.8	47.7	100	2719	30.3	5.6	105	14086	28.2	29.2	98	6230	29.6	12.9	103
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	37242	18596	23.2	49.9	105	1949	21.7	5.2	98	11646	23.3	31.3	105	5001	23.7	13.4	107
	RADIO IMPERATIVE	54423	26890	33.6	49.4	104	3175	35.3	5.8	109	17166	34.3	31.5	106	6549	31.1	12.0	96
		46650	22026	27.5	47.2	99	2401	26.7	5.1	96	13462	26.9	28.9	97	6163	29.3	13.2	105
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	35974	17559	21.9	48.8	102	1896	21.1	5.3	98	11482	23.0	31.9	107	4181	19.9	11.6	93
	TELEVISION IMPERATIVE	56095	28067	35.1	50.0	105	3013	33.5	5.4	100	17563	35.1	31.3	105	7491	35.6	13.4	106
		47170	21343	26.7	45.2	95	2819	31.4	6.0	112	13297	26.6	28.2	95	5227	24.8	11.1	88
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	33748	17091	21.3	50.6	106	1629	18.1	4.8	90	10583	21.2	31.4	105	4879	23.2	14.5	115
	RADIO IMPERATIVE	52785	25179	31.5	47.7	100	3041											

	TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	80054	100.0	47.7	100	8987	100.0	5.4	100	50004	100.0	29.8	100	21062	100.0	12.6	100
ATLANTIC MONTHLY	867	439	0.5	50.6	106	**34	0.4	3.9	73	297	0.6	34.3	115	*109	0.5	12.6	100
BARRON'S	1580	720	0.9	45.6	95	**155	1.7	9.8	183	406	0.8	25.7	86	*158	0.8	10.0	80
BETTER HOMES & GARDENS	22203	11397	14.2	51.3	108	*101	12.3	5.0	93	7607	15.2	34.3	115	2689	12.8	12.1	96
BON APPETIT	3810	2340	2.9	61.4	129	*274	3.0	7.2	134	1525	3.0	40.0	134	540	2.6	14.2	113
BUSINESS WEEK	4663	2165	2.7	46.4	97	*271	3.0	5.8	108	1321	2.6	28.3	95	572	2.7	12.3	98
CAR AND DRIVER	3102	1544	1.9	49.8	104	*242	2.7	7.8	146	867	1.7	27.9	94	435	2.1	14.0	112
CBS MAGAZINE NETWORK (GROSS)	7311	3542	4.4	48.4	102	462	5.1	6.3	118	1969	3.9	26.9	90	1112	5.3	15.2	121
CHANGING TIMES	3400	1783	2.2	52.4	110	*168	1.9	4.9	92	1175	2.3	34.6	116	440	2.1	12.9	103
COLONIAL HOMES	1796	947	1.2	52.7	110	**109	1.2	6.1	113	587	1.2	32.7	110	*251	1.2	14.0	111
CONDE NAST MAG. PKG. (GROSS)	19924	10733	13.4	53.9	113	1070	11.9	5.4	100	6485	13.0	32.5	109	3179	15.1	16.0	127
CONSUMERS DIGEST	3125	1629	2.0	52.1	109	*213	2.4	6.8	127	1102	2.2	35.3	118	314	1.5	10.0	80
COSMOPOLITAN	10577	6053	7.6	57.2	120	628	7.0	5.9	111	3678	7.4	34.8	117	1746	8.3	16.5	131
COUNTRY LIVING	3746	1785	2.2	47.7	100	308	3.4	8.2	153	1008	2.0	26.9	90	469	2.2	12.5	100
CUISINE	2214	1242	1.6	56.1	118	**150	1.7	6.8	126	822	1.6	37.1	125	270	1.3	12.2	97
CYCLE WORLD	2394	1012	1.3	42.3	89	**111	1.2	4.6	87	642	1.3	26.8	90	*259	1.2	10.8	86
DCI:CREATIVE IDEAS FOR LIV	3068	1713	2.1	55.8	117	**95	1.1	3.1	58	1111	2.2	36.2	121	597	2.4	16.5	132
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	4918	6.1	51.5	108	434	4.8	4.5	85	3191	6.4	33.4	112	1203	6.1	13.5	108
DISCOVER	2277	1169	1.5	51.3	108	*121	1.3	5.3	99	604	1.2	26.5	89	445	2.1	19.5	156
EBONY	1787	3140	3.9	43.7	92	322	3.6	4.5	84	1796	3.6	25.0	84	1022	4.9	14.2	113
ESQUIRE	2560	1313	1.6	51.3	107	*184	2.0	7.2	134	753	1.5	29.4	99	376	1.8	14.7	117
ESSENCE	3242	1546	1.9	47.7	100	*136	1.5	4.2	78	940	1.9	29.0	97	470	2.2	14.5	115
FAMILY CIRCLE	19639	10282	12.8	52.4	110	1082	12.0	5.5	103	6906	13.8	35.2	118	2294	10.9	11.7	93
THE FAMILY HANDYMAN	3540	1802	2.3	50.9	107	*240	2.7	6.8	127	1101	2.2	31.1	104	461	2.2	13.0	104
FAMILY WEEKLY	23924	11696	14.6	48.9	102	1202	13.4	5.0	94	7713	15.4	32.2	108	2781	13.2	11.6	93
FIELD & STREAM	9883	4460	5.6	45.1	95	400	4.5	4.0	76	2799	5.6	28.3	95	1261	6.0	12.8	102
FOOD & WINE	1030	583	0.7	56.6	119	**93	1.0	9.0	169	347	0.7	33.7	113	*142	0.7	13.8	110
FORBES	2679	1353	1.7	50.5	106	*195	2.2	7.3	136	773	1.5	28.9	97	385	1.8	14.4	114
FORTUNE	2931	1481	1.9	50.5	106	*162	1.8	5.5	103	947	1.9	32.3	108	372	1.8	12.7	101
GENTLEMEN'S QUARTERLY	3481	1821	2.3	52.3	110	*266	3.0	7.6	143	906	1.8	26.0	87	649	3.1	18.6	148
GLAMOUR	7163	3932	4.9	54.9	115	344	3.8	4.8	90	2466	4.9	34.4	115	1123	5.3	15.7	125
GOLF DIGEST	2355	1090	1.4	46.3	97	**106	1.2	4.5	84	732	1.5	31.1	104	252	1.2	10.7	85
GOLF DIGEST/TENNIS (GROSS)	3610	1738	2.2	48.1	101	*207	2.3	5.7	107	1056	2.1	29.3	98	475	2.3	13.2	105
GOLF MAGAZINE	2046	1082	1.4	52.9	111	**119	1.3	5.8	109	680	1.4	33.2	111	*283	1.3	13.8	110
GOLF MAGAZINE/SKI (GROSS)	3547	2046	2.6	57.7	121	*224	2.5	6.3	118	1168	2.3	32.9	121	654	3.1	18.4	147
GOOD HOUSEKEEPING	20353	10949	13.7	53.8	113	952	10.6	4.7	87	7371	14.7	36.2	121	2626	12.5	12.9	103
HARPER'S BAZAAR	3362	1841	2.3	54.8	115	*219	2.4	6.5	122	1145	2.3	34.1	114	478	2.3	14.2	113
HEALTH	2987	1635	2.0	54.7	115	*231	2.6	7.7	144	976	2.0	32.7	110	428	2.0	14.3	114
HEARST MAG CORP. BUY (GROSS)	67928	35912	44.9	52.9	111	3624	40.3	5.3	100	22847	45.7	33.6	113	9441	44.8	13.9	111
HEARST MAN POWER (GROSS)	11282	5445	6.8	48.3	101	566	6.3	5.0	94	3251	6.5	28.8	97	1628	7.7	14.4	115
HEARST WOMAN POWER (GROSS)	40514	22050	27.5	54.4	114	2174	24.2	5.4	100	14415	28.8	35.6	119	5460	25.9	13.5	107
HOUSE BEAUTIFUL	4885	2589	3.2	53.0	111	*117	1.3	2.4	45	1729	3.5	35.4	119	744	3.5	15.2	121
INC.	1308	645	0.8	49.3	103	128	1.4	9.8	183	300	0.6	22.9	77	*217	1.0	16.6	132
JET	6498	2591	3.2	39.9	84	254	2.8	3.9	73	1427	2.9	22.0	74	909	4.3	14.0	111
LADIES' HOME JOURNAL	14797	8075	10.1	54.6	114	658	7.3	4.4	83	5518	11.0	37.3	125	1900	9.0	12.8	102
LHJ FAMILY GRP COMBO(GROSS)	21743	11992	15.0	55.2	116	1087	12.1	5.0	93	7947	15.9	36.5	123	2958	14.0	13.6	108
LIFE	9881	5232	6.5	53.0	111	564	6.3	5.7	107	3127	6.3	31.6	106	1541	7.3	15.6	124
L.A. TIMES HOME MAGAZINE	2775	1847	2.3	66.6	139	*150	1.7	5.4	101	1182	2.4	42.6	143	514	2.4	18.5	148
MADEMOISELLE	4219	2210	2.8	52.4	110	*245	2.7	5.8	108	1268	2.5	30.1	101	698	3.3	16.5	132
MC CALL'S	16422	9110	11.4	55.5	116	881	9.8	5.4	100	6108	12.2	37.2	125	2120	10.1	12.9	103
MC CALL'S/WRK MOTHER (GROSS)	17919	9895	12.4	55.2	116	947	10.5	5.3	99	6549	13.1	36.5	123	2400	11.4	13.4	107
MECHANIX ILLUSTRATED	4433	2130	2.7	48.0	101	*144	1.6	3.2	61	1413	2.8	31.9	107	573	2.7	12.9	103
METROPOLITAN HOME	1504	854	1.1	56.8	119	**45	0.5	3.0	56	541	1.1	36.0	121	268	1.3	17.8	142
MONEY	4723	2648	3.3	56.1	117	370	4.1	7.8	144	1439	2.9	30.5	102	839	4.0	17.8	141
MOTHER EARTH NEWS	2325	1449	1.8	62.3	131	*194	2.2	8.3	156	817	1.6	35.1	118	438	2.1	18.8	150
MS.	1189	627	0.8	52.7	110	**65	0.7	5.5	102	397	0.8	33.4	112	*165	0.8	13.9	111
NATIONAL ENQUIRER	18892	8827	11.0	46.7	98	988	11.0	5.2	98	5688	11.4	30.1	101	2151	10.2	11.4	91
NATIONAL GEOGRAPHIC	22129	11909	14.9	53.8	113	1281	14.3	5.8	108	7790	15.6	35.2	118	2838	13.5	12.8	102
NATIONAL SUNDAY MAGAZINE PKG	103750	51149	63.9	49.3	103	5526	61.5	5.3	99	32433	64.9	31.3	105	13190	62.6	12.7	101
NATURAL HISTORY	1379	727	0.9	52.7	110	**79	0.9	5.7	107	427	0.9	31.0	104	221	1.0	16.0	128
NEW WOMAN	2289	1174	1.5	51.3	107	*211	2.3	9.2	172	633	1.3	27.7	93	330	1.6	14.4	115
NEW YORK INCLUDING CUE	1088	654	0.8	60.1	126	**80	0.9	7.4	137	369	0.7	33.9	114	*206	1.0	18.9	151
THE NEW YORKER	2459	1407	1.8	57.2	120	*151	1.7	6.1	115	852	1.7	34.6	116	404	1.9	16.4	131
NEWSWEEK	16527	8436	10.5	51.0	107	1112	12.4	6.7	126	4998	10.0	30.2	101	2326	11.0	14.1	112
THE N.Y. TIMES DAILY EDITION	2739	1529	1.9	55.8	117	*228	2.5	8.3	155	928	1.9	33.9	114	373	1.8	13.6	108
THE N.Y. TIMES MAGAZINE	4443	2617	3.3	58.9	123	363	4.0	8.2	152	1639	3.3	36.9	124	614	2.9	13.8	110
OMNI	2799	1492	1.9	53.3	112	*223	2.5	8.0	149	786	1.6	28.1	94	483	2.3	17.3	137
ON CABLE	2209	958	1.2	43.4	91	**104	1.2	4.7	88	635	1.3	28.7	96	*219	1.0	9.9	79
1001 HOME IDEAS	3959	2283	2.9	57.7	121	*198	2.2	5.0	93	1454	2.9	36.7	123	631	3.0	15.9	127
ORGANIC GARDENING	3111	1699	2.1	54.6	114	*228	2.5	7.3	137	1066	2.1	34.3	115	405	1.9	13.0	104
OUTDOOR LIFE	5024	2249	2.8	44.8	94	*133	1.5	2.6	49	1408	2.8	28.0	94	707	3.4	14.1	112
PARADE MAGAZINE	51292	25590	32.0	49.9	105	2907	32.3	5.7	106	15909	31.8	31.0	104	6774	32.2	13.2	105

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - USAGE IN LAST 30 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	80054	100.0	47.7	100	8987	100.0	5.4	100	50004	100.0	29.8	100	21062	100.0	12.6	100
PARENTS	5298	2897	3.6	54.7	115	*190	2.1	3.6	67	1745	3.5	32.9	110	962	4.6	18.2	145
PENTHOUSE	5129	2360	2.9	46.0	96	*254	2.8	5.0	92	1273	2.5	24.8	83	833	4.0	16.2	129
PEOPLE	21070	11066	13.8	52.5	110	1153	12.8	5.5	102	6729	13.5	31.9	107	3184	15.1	15.1	120
PLAYBOY	10562	5143	6.4	48.7	102	763	8.5	7.2	135	2939	5.9	27.8	93	1441	6.8	13.6	109
POPULAR HOT RODDING	2498	1156	1.4	46.3	97	**128	1.4	5.1	96	657	1.3	26.3	88	372	1.8	14.9	119
POPULAR MECHANICS	5887	2959	3.7	50.3	105	327	3.6	5.6	104	1720	3.4	29.2	98	913	4.3	15.5	124
POPULAR SCIENCE	4317	2455	3.1	56.9	119	*295	3.3	6.8	128	1346	2.7	31.2	105	815	3.9	18.9	150
PREVENTION	5792	3932	4.9	67.9	142	813	9.0	14.0	262	2357	4.7	40.7	136	762	3.6	13.2	105
PSYCHOLOGY TODAY	3284	1948	2.4	59.3	124	*258	2.9	7.9	147	1101	2.2	33.5	112	588	2.8	17.9	143
READER'S DIGEST	40046	20997	26.2	52.4	120	2251	25.0	5.6	105	13465	26.9	33.6	113	5281	25.1	13.2	105
REDBOOK	9584	5048	6.3	52.7	110	594	6.6	6.2	116	3366	6.7	35.1	118	1088	5.2	11.4	90
ROAD & TRACK	2590	1378	1.7	53.2	111	*229	2.5	8.8	165	690	1.4	26.6	89	459	2.2	17.7	141
ROLLING STONE	3302	1738	2.2	52.6	110	*201	2.2	6.1	114	899	1.8	27.2	91	638	3.0	19.3	154
RUNNER'S WORLD	1229	774	1.0	63.0	132	**140	1.6	11.4	213	430	0.9	35.0	117	*204	1.0	16.6	132
SATURDAY EVENING POST	2110	1176	1.5	55.7	117	*128	1.4	6.1	113	722	1.4	34.2	115	326	1.5	15.5	123
SCIENCE 84	1543	982	1.2	63.6	133	**70	0.8	4.5	85	579	1.2	37.5	126	334	1.6	21.6	172
SCIENCE DIGEST	1747	901	1.1	51.6	108	*102	1.1	5.8	109	550	1.1	31.5	106	*249	1.2	14.3	114
SCIENTIFIC AMERICAN	1994	1054	1.3	52.9	111	*154	1.7	7.7	144	616	1.2	30.9	104	284	1.3	14.2	113
SELF	3119	1561	1.9	50.0	105	*171	1.9	5.5	102	844	1.7	27.1	91	546	2.6	17.5	139
SEVENTEEN	3923	1972	2.5	50.3	105	*231	2.6	5.9	110	1157	2.3	29.5	99	585	2.8	14.9	119
SKI	1501	964	1.2	64.2	135	**105	1.2	7.0	131	488	1.0	32.5	109	371	1.8	24.7	197
SMITHSONIAN	5976	3462	4.3	57.9	121	310	3.4	5.2	97	2266	4.5	37.9	127	887	4.2	14.8	118
SOAP OPERA DIGEST	4228	1969	2.5	46.6	98	*253	2.8	6.0	112	1108	2.2	26.2	88	608	2.9	14.4	115
SOUTHERN LIVING	6488	3205	4.0	49.4	103	339	3.8	5.2	98	2081	4.2	32.1	108	786	3.7	12.1	96
SPORT	3500	1732	2.2	49.5	104	*259	2.9	7.4	138	1077	2.2	30.8	103	396	1.9	11.3	90
THE SPORTING NEWS	2456	1009	1.3	41.1	86	**110	1.2	4.5	84	604	1.2	24.6	82	296	1.4	12.1	96
SPORTS AFIELD	3648	1585	2.0	43.4	91	*138	1.5	3.8	71	981	2.0	26.9	90	466	2.2	12.8	102
SPORTS ILLUSTRATED	14484	6813	8.5	47.0	99	715	8.0	4.9	92	4065	8.1	28.1	94	2033	9.7	14.0	112
STAR	12661	5945	7.4	47.0	98	580	6.5	4.6	85	3941	7.9	31.1	104	1424	6.8	11.2	90
SUNDAY	52799	25427	31.8	48.2	101	2726	30.3	5.2	96	15865	31.7	30.0	101	6836	32.5	12.9	103
SUNSET	3513	2281	2.8	64.9	136	*228	2.5	6.5	121	1487	3.0	42.3	142	565	2.7	16.1	128
TV GUIDE	42766	21509	26.9	50.3	105	2324	25.9	5.4	101	13615	27.2	31.8	107	5570	26.4	13.0	104
TENNIS	1254	648	0.8	51.7	108	**102	1.1	8.1	152	324	0.6	25.8	87	*223	1.1	17.8	142
TIME	22054	11337	14.2	51.4	108	1198	13.3	5.4	101	7059	14.1	32.0	107	3080	14.6	14.0	111
TOWN & COUNTRY	1555	856	1.1	55.0	115	**105	1.2	6.8	126	469	0.9	30.2	101	282	1.3	18.1	144
TRAVEL & LEISURE	2173	1219	1.5	56.1	118	*148	1.6	6.8	127	703	1.4	32.4	109	368	1.7	16.9	135
TRUE STORY	4636	2113	2.6	45.6	95	*216	2.4	4.7	87	1316	2.6	28.4	95	581	2.8	12.5	100
U.S. NEWS & WORLD REPORT	10353	5428	6.8	52.4	110	651	7.2	6.3	117	3287	6.6	31.7	106	1490	7.1	14.4	115
USA TODAY	4994	2697	3.4	54.0	113	313	3.5	6.3	117	1646	3.3	33.0	111	738	3.5	14.8	118
US	3528	1782	2.2	50.5	106	*175	1.9	5.0	93	1099	2.2	31.2	104	509	2.4	14.4	115
VOGUE	5424	3029	3.8	55.8	117	311	3.5	5.7	107	1907	3.8	35.2	118	812	3.9	15.0	119
HALL STREET JOURNAL	6292	3443	4.3	54.7	115	503	5.6	8.0	149	2059	4.1	32.7	110	880	4.2	14.0	111
WEIGHT WATCHERS	2762	1502	1.9	54.4	114	*201	2.2	7.3	136	968	1.9	35.0	118	333	1.6	12.1	96
WOMAN'S DAY	16320	8679	10.8	53.2	111	899	10.0	5.5	103	5917	11.8	36.3	122	1864	8.9	11.4	91
WORKING WOMAN	1496	786	1.0	52.5	110	**66	0.7	4.4	82	440	0.9	29.4	99	280	1.3	18.7	149
WORKING WOMAN	1851	1032	1.3	55.8	117	**76	0.8	4.1	77	632	1.3	34.1	115	324	1.5	17.5	139
WORLD TENNIS	580	319	0.4	55.0	115	**26	0.3	4.5	84	*150	0.3	25.9	87	**143	0.7	24.7	196
ZIFF-DAVIS MAG NETHK (GROSS)	12412	6267	7.8	50.5	106	662	7.4	5.3	100	3727	7.5	30.0	101	1878	8.9	15.1	120
BLAIR INSERTS	91671	45580	56.9	49.7	104	5025	55.9	5.5	102	28617	57.2	31.2	105	11939	56.7	13.0	104
DAILY NEWSPAPERS																	
READ ANY	109190	53305	66.6	48.8	102	5877	65.4	5.4	100	33680	67.4	30.8	103	13749	65.3	12.6	100
READ ONE	89587	44181	55.2	49.3	103	4883	54.3	5.5	102	27830	55.7	31.1	104	11468	54.4	12.8	102
READ TWO OR MORE	19602	9124	11.4	46.5	98	994	11.1	5.1	95	5849	11.7	29.8	100	2280	10.8	11.6	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	54412	68.0	49.6	104	5952	66.2	5.4	101	34480	69.0	31.4	105	13980	66.4	12.7	102
READ ONE	95074	46971	58.7	49.4	104	5082	56.5	5.3	100	29618	59.2	31.2	104	12271	58.3	12.9	103
READ TWO OR MORE	14588	7441	9.3	51.0	107	870	9.7	6.0	111	4862	9.7	33.3	112	1709	8.1	11.7	93
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.83				27.85				29.77				30.81			
30 DAY REACH	149706	71905	89.8	48.0	101	8006	89.1	5.3	100	44929	89.9	30.0	101	18969	90.1	12.7	101
50 SHWG - 30 DAY AV FREQ	15.16	15.68				14.55				15.66				16.21			
30 DAY REACH	142406	68472	85.5	48.1	101	7670	85.3	5.4	101	42785	85.6	30.0	101	18017	85.5	12.7	101
25 SHWG - 30 DAY AV FREQ	8.23	8.51				7.96				8.46				8.86			
30 DAY REACH	131152	63149	78.9	48.1	101	6989	77.8	5.3	99	39654	79.3	30.2	101	16506	78.4	12.6	100
CABLE TV: HOME WIRED	66879	32433	40.5	48.5	102	3299	36.7	4.9	92	21323	42.6	31.9	107	7811	37.1	11.7	93
HOME NOT WIRED	100848	47621	59.5	47.2	99	5688	63.3	5.6	105	28681	57.4	28.4	95	13252	62.9	13.1	105
HAVE PAY CABLE	35024	16991	21.2	48.5	102	1658	18.4	4.7	88	11193	22.4	32.0	107	4140	19.7	11.8	94

	TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	80054	100.0	47.7	100	8987	100.0	5.4	100	50004	100.0	29.8	100	21062	100.0	12.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	46508	58.1	48.6	102	5005	55.7	5.2	98	29076	58.1	30.4	102	12426	59.0	13.0	103
10:00 AM - 3:00 PM	63599	30720	38.4	48.3	101	3375	37.6	5.3	99	19286	38.6	30.3	102	8059	38.3	12.7	101
3:00 PM - 7:00 PM	72097	35339	44.1	49.0	103	4075	45.3	5.7	105	21569	43.1	29.9	100	9695	46.0	13.4	107
7:00 PM - MIDNIGHT	36670	17683	22.1	48.2	101	1964	21.9	5.4	100	10688	21.4	29.1	98	5030	23.9	13.7	109
MIDNIGHT - 6:00 AM	21908	10390	13.0	47.4	99	1099	12.2	5.0	94	6466	12.9	29.5	99	2824	13.4	12.9	103
6:00 AM - MIDNIGHT	127571	61352	76.6	48.1	101	6863	76.4	5.4	100	38109	76.2	29.9	100	16380	77.8	12.8	101
ENTIRE DAY	129239	62178	77.7	48.1	101	6910	76.9	5.3	100	38678	77.3	29.9	100	16590	78.8	12.8	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	16427	20.5	48.3	101	1815	20.2	5.3	100	9939	19.9	29.2	98	4673	22.2	13.7	109
ALL NEWS	6062	3113	3.9	51.4	108	244	2.7	4.0	75	2087	4.2	34.4	115	783	3.7	12.9	103
AOR/PROGRESSIVE	11884	5633	7.0	47.4	99	618	6.9	5.2	97	3245	6.5	27.3	92	1771	8.4	14.9	119
BEAUTIFUL MUSIC	11180	5587	7.0	50.0	105	623	6.9	5.6	104	3662	7.3	32.8	110	1302	6.2	11.6	93
BLACK	4538	1777	2.2	39.2	82	*185	2.1	4.1	76	1130	2.3	24.9	84	462	2.2	10.2	81
CLASSICAL	3857	1961	2.4	50.8	107	326	3.6	8.5	158	1153	2.3	29.9	100	482	2.3	12.5	100
CHR/ROCK	21946	11113	13.9	50.6	106	1184	13.2	5.4	101	6518	13.0	29.7	100	3412	16.2	15.5	124
COUNTRY	27262	12571	15.7	46.1	97	1581	17.6	5.8	108	7864	15.7	28.8	97	3126	14.8	11.5	91
GOLDEN OLDIES	3339	1554	1.9	46.5	98	*225	2.5	6.7	126	898	1.8	26.9	90	431	2.0	12.9	103
MOR/NOSTALGIA	10346	5252	6.6	50.8	106	490	5.5	4.7	88	3385	6.8	32.7	110	1377	6.5	13.3	106
NEWS/TALK	8929	4574	5.7	51.2	107	506	5.6	5.7	106	2923	5.8	32.7	110	1145	5.4	12.8	102
RELIGIOUS	5488	2712	3.4	49.4	104	361	4.0	6.6	123	1621	3.2	29.5	99	731	3.5	13.3	106
SOFT ROCK	1232	566	0.7	45.9	96	*226	0.3	2.1	39	383	0.8	31.1	104	*157	0.7	12.7	101
URBAN CONTEMPORARY	3184	1431	1.8	44.9	94	*144	1.6	4.5	84	828	1.7	26.0	87	459	2.2	14.4	115
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	3269	4.1	47.3	99	248	2.8	3.6	67	1996	4.0	28.9	97	1026	4.9	14.8	118
ABC DIRECTION	5212	2422	3.0	46.5	97	280	3.1	5.4	100	1412	2.8	27.1	91	730	3.5	14.0	112
ABC ENTERTAINMENT	10385	4743	5.9	45.7	96	513	5.7	4.9	92	2836	5.7	27.3	92	1394	6.6	13.4	107
ABC FM	4762	2159	2.7	45.3	95	*211	2.3	4.4	83	1315	2.6	27.6	93	633	3.0	13.3	106
ABC INFORMATION	11339	5800	7.2	51.2	107	675	7.5	6.0	111	3732	7.5	32.9	110	1394	6.6	12.3	98
ABC ROCK	4878	2270	2.8	46.5	97	*290	3.2	5.9	111	1297	2.6	26.6	89	682	3.2	14.0	111
CBS	10709	5238	6.5	48.9	102	653	7.3	6.1	114	3328	6.7	31.1	104	1258	6.0	11.7	94
MUTUAL	10251	4767	6.0	46.5	97	592	6.6	5.8	108	2998	6.0	29.2	98	1176	5.6	11.5	91
NBC	12243	5951	7.4	48.6	102	764	8.5	6.2	116	3714	7.4	30.3	102	1472	7.0	12.0	96
RADIO/AD	4606	2196	2.7	47.7	100	*176	2.0	3.8	71	1375	2.7	29.9	100	645	3.1	14.0	112
RKO ONE	5148	2445	3.1	47.5	100	360	4.0	7.0	131	1349	2.7	26.2	88	735	3.5	14.3	114
RKO TWO	7313	3279	4.1	44.8	94	470	5.2	6.4	120	1858	3.7	25.4	85	951	4.5	13.0	104
THE SOURCE	5981	2798	3.5	46.8	98	354	3.9	5.9	110	1591	3.2	26.6	89	854	4.1	14.3	114
NON-WIRED : BLAIR	19329	9333	11.7	48.3	101	1120	12.5	5.8	108	5661	11.3	29.3	98	2553	12.1	13.2	105
INTERNET	27139	13934	17.4	51.3	108	1361	15.1	5.0	94	8514	17.0	31.4	105	4058	19.3	15.0	119
KATZ RADIO GROUP	36319	17398	21.7	47.9	100	1887	21.0	5.2	97	10818	21.6	29.8	100	4692	22.3	12.9	103
SUPERNET	22361	10996	13.7	49.2	103	1317	14.7	5.9	110	6754	13.5	30.2	101	2925	13.9	13.1	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	6927	8.7	47.7	100	966	10.7	6.6	124	4392	8.8	30.2	101	1569	7.4	10.8	86
WKDAY 9:00 AM - 1:00 PM	18688	8587	10.7	45.9	96	1076	12.0	5.8	107	5478	11.0	29.3	98	2033	9.7	10.9	87
WKDAY 1:00 PM - 4:30 PM	24061	10862	13.6	45.1	95	1332	14.8	5.5	103	6968	13.9	29.0	97	2562	12.2	10.6	85
WKDAY 4:30 PM - 7:30 PM	44079	20923	26.1	47.5	99	2477	27.6	5.6	105	13547	27.1	30.7	103	4900	23.3	11.1	89
WKDAY 7:30 PM - 8:00 PM	61979	29384	36.7	47.4	99	3428	38.1	5.5	103	18867	37.7	30.4	102	7089	33.7	11.4	91
WKDAY 11:00 PM - 11:30 PM	49084	22909	28.6	46.7	98	2714	30.2	5.5	103	14408	28.8	29.4	98	5786	27.5	11.8	94
WKDAY 11:30 PM - 1:00 AM	16560	7625	9.5	46.0	96	899	10.0	5.4	101	4747	9.5	28.7	96	1979	9.4	12.0	95
M-SAT 8-11 PM-SUN 7-11 PM	66967	32296	40.3	48.2	101	3721	41.4	5.6	104	20445	40.9	30.5	102	8130	38.6	12.1	97
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	4269	5.3	46.1	96	372	4.1	4.0	75	2790	5.6	30.1	101	1106	5.3	11.9	95
ANOTHER WORLD	N 6138	2725	3.4	44.4	93	357	4.0	5.8	109	1685	3.4	27.5	92	683	3.2	11.1	89
AS THE WORLD TURNS	C 7707	3320	4.1	43.1	90	505	5.6	6.6	122	2119	4.2	27.5	92	697	3.3	9.0	72
CAPITOL	C 4688	1965	2.5	41.9	88	306	3.4	6.5	122	1219	2.4	26.0	87	440	2.1	9.4	75
CBS MORN. NEWS 1	C 2792	1297	1.6	46.5	97	144	1.6	5.2	96	926	1.9	33.2	111	227	1.1	8.1	65
CBS MORN. NEWS 2	C 2071	948	1.2	45.8	96	114	1.3	5.5	103	647	1.3	31.2	105	187	0.9	9.0	72
DAYS OF OUR LIVES	N 8018	3734	4.7	46.6	98	416	4.6	5.2	97	2473	4.9	30.8	103	845	4.0	10.5	84
FACTS OF LIFE - DAYTIME	N 3487	1592	2.0	45.7	96	198	2.2	5.7	106	1015	2.0	29.1	98	380	1.8	10.9	87
FAMILY FEUD	A 4817	2084	2.6	43.3	91	215	2.4	4.5	83	1387	2.8	28.8	97	482	2.3	10.0	80
GENERAL HOSPITAL	A 8333	3994	5.0	47.9	100	406	4.5	4.9	91	2576	5.2	30.9	104	1012	4.8	12.1	97
GOOD MORNING, AMERICA-730	A 5472	2593	3.2	47.4	99	277	3.1	5.1	94	1661	3.3	30.4	102	654	3.1	12.0	95
GOOD MORNING, AMERICA-830	A 3965	1947	2.4	49.1	103	243	2.7	6.1	114	1309	2.6	33.0	111	395	1.9	10.0	79
GUIDING LIGHT	C 7542	3273	4.1	43.4	91	457	5.1	6.1	113	2075	4.1	27.5	92	740	3.5	9.8	78
ONE LIFE TO LIVE	A 6018	2862	3.6	47.6	100	371	4.1	6.2	115	1902	3.8	31.6	106	589	2.8	9.8	78
PRESS YOUR LUCK	C 3589	1602	2.0	44.6	94	206	2.3	5.7	107	1032	2.1	28.8	96	364	1.7	10.1	81
PRICE IS RIGHT 1</																	

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - USAGE IN LAST 30 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	80054	100.0	47.7	100	8987	100.0	5.4	100	50004	100.0	29.8	100	21062	100.0	12.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	24383	30.5	46.6	98	2815	31.3	5.4	100	16079	32.2	30.7	103	5489	26.1	10.5	84
NETWORK AFFILIATES - LATE	39164	18341	22.9	46.8	98	2213	24.6	5.7	105	11507	23.0	29.4	99	4621	21.9	11.8	94
INDEPENDENTS - LATE	5133	2639	3.3	51.4	108	227	2.5	4.4	83	1738	3.5	33.9	114	674	3.2	13.1	105
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	10784	13.5	47.2	99	1091	12.1	4.8	89	6913	13.8	30.3	102	2780	13.2	12.2	97
ABC MONDAY NIGHT MOVIE	A 11258	5541	6.9	49.2	103	709	7.9	6.3	118	3411	6.8	30.3	102	1421	6.7	12.6	101
ABC SUNDAY NIGHT MOVIE	A 23600	11253	14.1	47.7	100	1123	12.5	4.8	89	7156	14.3	30.3	102	2974	14.1	12.6	100
ABC WORLD NEWS TONIGHT	A 12801	6037	7.5	47.2	99	859	9.6	6.7	125	3838	7.7	30.0	101	1340	6.4	10.5	83
AFTERMASH	C 10966	5562	6.9	50.7	106	611	6.8	5.6	104	3565	7.1	32.5	109	1387	6.6	12.6	101
ALICE	C 17050	8217	10.3	48.2	101	916	10.2	5.4	100	5280	10.6	31.0	104	2021	9.6	11.9	94
AMERICAN PARADE	C 11998	5681	7.1	47.3	99	703	7.8	5.9	109	3725	7.4	31.0	104	1253	5.9	10.4	83
BENSON	A 19258	9062	11.3	47.1	99	969	10.8	5.0	94	5728	11.5	29.7	100	2365	11.2	12.3	98
BLUE THUNDER	A 11478	5531	6.9	48.2	101	663	7.4	5.8	108	3659	7.3	31.9	107	1209	5.7	10.5	84
CAGNEY & LACEY	C 18263	8368	10.5	45.8	96	895	10.0	4.9	91	5187	10.4	28.4	95	2285	10.8	12.5	100
CBS EVENING NEWS-DEAN	C 7733	3643	4.6	47.1	99	413	4.6	5.3	100	2559	5.1	33.1	111	671	3.2	8.7	69
CBS EVENING NEWS-RATHER	C 15653	7327	9.2	46.8	98	896	10.0	5.7	107	4982	10.0	31.8	107	1449	6.9	9.3	74
CBS SAT. NEWS-SCHIEFFER	C 8744	4043	5.1	46.2	97	399	4.4	4.6	85	2856	5.7	32.7	110	787	3.7	9.0	72
CBS SATURDAY NIGHT MOVIE	C 12000	5635	7.0	47.0	98	766	8.5	6.4	119	3477	7.0	29.0	97	1392	6.6	11.6	92
CBS WEDNESDAY NIGHT MOVIE	C 11522	5261	6.6	45.7	96	510	5.7	4.4	83	3314	6.6	28.8	96	1437	6.8	12.5	99
CHEERS	N 16818	8682	10.8	51.6	108	795	8.8	4.7	88	5589	11.2	33.2	111	2299	10.9	13.7	109
DALLAS	C 37510	17573	22.0	46.8	98	1983	22.1	5.3	99	10980	22.0	29.3	98	4610	21.9	12.3	98
DIFF'RENT STROKES	N 11258	5685	7.1	50.5	106	632	7.0	5.6	105	3779	7.6	33.6	113	1274	6.0	11.3	90
DOUBLE TROUBLE	N 12248	5859	7.3	47.8	100	792	8.8	6.5	121	3263	6.5	26.6	89	1804	8.6	14.7	117
DUCK FACTORY	N 11100	5614	7.0	50.6	106	561	6.2	5.1	94	3585	7.2	32.3	108	1468	7.0	13.2	105
DUKES OF HAZZARD	C 12353	5746	7.2	46.5	97	566	6.3	4.6	86	3735	7.5	30.2	101	1445	6.9	11.7	93
DYNASTY	A 33279	16346	20.4	49.1	103	1585	17.6	4.8	89	10402	20.8	31.3	105	4359	20.7	13.1	104
FACTS OF LIFE	N 13410	6837	8.5	51.0	107	831	9.2	6.2	116	4221	8.4	31.5	106	1785	8.5	13.3	106
FALCON CREST	C 31093	14962	18.7	48.1	101	1896	21.1	6.1	114	9173	18.3	29.5	99	3893	18.5	12.5	100
FALL GUY	A 18649	8665	10.8	46.5	97	982	10.9	5.3	98	5257	10.5	28.2	95	2426	11.5	13.0	104
FAMILY TIES	N 13101	6464	8.1	49.3	103	556	6.2	4.2	79	4166	8.3	31.8	107	1742	8.3	13.3	106
FANTASY ISLAND	A 13069	6650	8.3	50.9	107	751	8.4	5.7	107	4159	8.3	31.8	107	1740	8.3	13.3	106
FOULUPS,BLEEPS & BLUNDERS	A 16588	8323	10.4	50.2	105	991	11.0	6.0	111	5328	10.7	32.1	108	2004	9.5	12.1	96
FOUR SEASONS	C 9302	4705	5.9	50.6	106	525	5.8	5.6	105	2966	5.9	31.9	107	1213	5.8	13.0	104
GIMME A BREAK	N 13955	6399	8.0	45.9	96	642	7.1	4.6	86	4222	8.4	30.3	101	1535	7.3	11.0	88
HART TO HART	A 15735	7728	9.7	49.1	103	823	9.2	5.2	98	5086	10.2	32.3	108	1819	8.6	11.6	92
HILL STREET BLUES	N 18257	8768	11.0	48.0	101	888	9.9	4.9	91	5315	10.6	29.1	98	2566	12.2	14.1	112
HOTEL	A 24236	11423	14.3	47.1	99	1309	14.6	5.4	101	7263	14.5	30.0	101	2851	13.5	11.8	94
JEFFERSONS	C 17010	8172	10.2	48.0	101	979	10.9	5.8	107	5154	10.3	30.3	102	2040	9.7	12.0	96
JENNIFER SLEPT HERE	N 9397	4742	5.9	50.5	106	512	5.7	5.4	102	3044	6.1	32.4	109	1186	5.6	12.6	101
KATE & ALLIE	C 16762	7984	10.0	47.6	100	856	9.5	5.1	95	5066	10.1	30.2	101	2062	9.8	12.3	98
KNIGHT RIDER	N 13164	6280	7.8	47.7	100	657	7.3	5.0	93	4102	8.2	31.2	105	1520	7.2	11.5	92
LOVE BOAT	A 20400	10113	12.6	49.6	104	1154	12.8	5.7	106	6349	12.7	31.1	104	2611	12.4	12.8	102
MAGNUM PI	C 22543	10889	13.6	48.3	101	1230	13.7	5.5	102	6763	13.5	30.0	101	2896	13.7	12.8	102
MAMA'S FAMILY	N 9852	4929	6.2	50.0	105	528	5.9	5.4	100	3211	6.4	32.6	109	1190	5.6	12.1	96
MASTER, THE	N 8082	3753	4.7	46.4	97	440	4.9	5.4	102	2338	4.7	28.9	97	975	4.6	12.1	96
MATT HOUSTON	A 12881	6121	7.6	47.5	100	654	7.3	5.1	95	3931	7.9	30.5	102	1536	7.3	11.9	95
NBC MONDAY NIGHT MOVIE	N 23889	11531	14.4	48.3	101	1437	16.0	6.0	112	7095	14.2	29.7	100	2999	14.2	12.6	100
NBC NIGHTLY NEWS	N 11156	5060	6.3	45.4	95	585	6.5	5.2	98	3259	6.5	29.2	98	1216	5.8	10.9	87
NBC NIGHTLY NEWS-SAT	N 7363	3434	4.3	46.6	98	431	4.8	5.9	109	2400	4.8	32.6	109	603	2.9	8.2	65
NBC NIGHTLY NEWS-SUN	N 6214	2904	3.6	46.7	98	263	2.9	4.2	79	2152	4.3	34.6	116	489	2.3	7.9	63
NBC SUNDAY NIGHT MOVIE	N 17590	8257	10.3	46.9	98	1100	12.2	6.3	117	4935	9.9	28.1	94	2222	10.5	12.6	101
NEWMART	C 16740	8103	10.1	48.4	101	800	8.9	4.8	89	5172	10.3	30.9	104	2131	10.1	12.7	101
ONE DAY AT A TIME	C 11820	5977	7.5	50.6	106	641	7.1	5.4	101	3712	7.4	31.4	105	1624	7.7	13.7	109
PEOPLE ARE FUNNY	N 9138	4497	5.6	49.2	103	459	5.1	5.0	94	2950	5.9	32.3	108	1088	5.2	11.9	95
REAL PEOPLE	N 15979	7590	9.5	47.5	100	880	9.8	5.5	103	4935	9.9	30.9	104	1774	8.4	11.1	88
REMINGTON STEELE	N 14395	7110	8.9	49.4	103	900	10.0	6.3	117	4305	8.6	29.9	100	1905	9.0	13.2	105
RIPLEY'S BELIEVE IT - NOT	A 11362	5586	7.0	49.2	103	659	7.3	5.8	108	3511	7.0	30.9	104	1416	6.7	12.5	99
RIPTIDE	N 13920	6642	8.3	47.7	100	736	8.2	5.3	99	4190	8.4	30.1	101	1717	8.2	12.3	98
SCARECROW & MRS. KING	C 17571	8621	10.8	49.1	103	1009	11.2	5.7	107	5463	10.9	31.1	104	2149	10.2	12.2	97
SIMON & SIMON	C 20208	9709	12.1	48.0	101	1131	12.6	5.6	104	5950	11.9	29.4	99	2629	12.5	13.0	104
60 MINUTES	C 27668	13426	16.8	48.5	102	1605	17.9	5.8	108	8812	17.6	31.8	107	3009	14.3	10.9	87
ST. ELSEWHERE	N 13699	6940	8.7	50.7	106	817	9.1	6.0	111	4168	8.3	30.4	102	1956	9.3	14.3	114
THREE'S COMPANY	A 20632	10355	12.9	50.2	105	1131	12.6	5.5	102	6530	13.1	31.6	106	2694	12.8	13.1	1

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - USAGE IN LAST 30 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	34565	100.0	43.6	100	4155	100.0	5.2	100	21063	100.0	26.6	100	9347	100.0	11.8	100
HOUSEHOLD HEADS	66405	29517	85.4	44.4	102	3575	86.0	5.4	103	18148	86.2	27.3	103	7795	83.4	11.7	100
18 - 24	13945	5249	15.2	37.6	86	*639	15.4	4.6	87	2738	13.0	19.6	74	1872	20.0	13.4	114
25 - 34	19334	9163	26.5	47.4	109	1049	25.2	5.4	104	5208	24.7	26.9	101	2906	31.1	15.0	127
35 - 44	14196	6441	18.6	45.4	104	640	15.4	4.5	86	3955	18.8	27.9	105	1847	19.8	13.0	110
45 - 54	10896	4719	13.7	43.3	99	634	15.3	5.8	111	2924	13.9	26.8	101	1161	12.4	10.7	90
55 - 64	10378	4507	13.0	43.4	100	682	16.4	6.6	125	3011	14.3	29.0	109	814	8.7	7.8	67
65 OR OLDER	10514	4486	13.0	42.7	98	511	12.3	4.9	93	3228	15.3	30.7	116	747	8.0	7.1	60
18 - 34	33279	14412	41.7	43.3	99	1688	40.6	5.1	97	7946	37.7	23.9	90	4778	51.1	14.4	122
18 - 49	52904	23193	67.1	43.8	101	2585	62.2	4.9	93	13402	63.6	25.3	95	7205	77.1	13.6	115
25 - 54	44426	20323	58.8	45.7	105	2323	55.9	5.2	100	12087	57.4	27.2	102	5914	63.3	13.3	113
35 - 49	19625	8781	25.4	44.7	103	897	21.6	4.6	87	5456	25.9	27.8	105	2427	26.0	12.4	105
50 OR OLDER	26359	11372	32.9	43.1	99	1569	37.8	6.0	114	7661	36.4	29.1	109	2142	22.9	8.1	69
GRADUATED COLLEGE	15982	8314	24.1	52.0	119	986	23.7	6.2	118	5104	24.2	31.9	120	2224	23.8	13.9	118
ATTENDED COLLEGE	13629	6374	18.4	46.8	107	736	17.7	5.4	103	3687	17.5	27.1	102	1951	20.9	14.3	121
GRADUATED HIGH SCHOOL	28591	12316	35.6	43.1	99	1390	33.5	4.9	93	7602	36.1	26.6	100	3325	35.6	11.6	99
DID NOT GRADUATE HIGH SCHOOL	21061	7560	21.9	35.9	82	1043	25.1	5.0	94	4670	22.2	22.2	83	1847	19.8	8.8	74
EMPLOYED FULL-TIME	52316	23362	67.6	44.7	102	2719	65.4	5.2	99	13839	65.7	26.5	100	6804	72.8	13.0	110
EMPLOYED PART-TIME	4113	1723	5.0	41.9	96	**255	6.1	6.2	118	972	4.6	23.6	89	*497	5.3	12.1	102
NOT EMPLOYED	22834	9480	27.4	41.5	95	1182	28.4	5.2	99	6252	29.7	27.4	103	2046	21.9	9.0	76
PROFESSIONAL/MANAGER	15034	7407	21.4	49.3	113	928	22.3	6.2	118	4444	21.1	29.6	111	2034	21.8	13.5	115
TECH/CLERICAL/SALES	11255	5097	14.7	45.3	104	624	15.0	5.5	106	3059	14.5	27.2	102	1414	15.1	12.6	107
PRECISION/CRAFT	11607	5061	14.6	43.6	100	504	12.1	4.3	83	2979	14.1	25.7	97	1578	16.9	13.6	115
OTHER EMPLOYED	18534	7521	21.8	40.6	93	917	22.1	4.9	94	4329	20.6	24.3	88	2275	24.3	12.3	104
SINGLE	19562	8307	24.0	42.5	97	994	23.9	5.1	97	4524	21.5	23.1	87	2789	29.8	14.3	121
MARRIED	51896	23081	66.8	44.5	102	2757	66.4	5.3	101	14435	68.5	27.8	105	5889	63.0	11.3	96
DIVORCED/SEPARATED/WIDOWED	7804	3177	9.2	40.7	93	404	9.7	5.2	99	2104	10.0	27.0	101	669	7.2	8.6	73
PARENTS	25372	11129	32.2	43.9	101	1032	24.8	4.1	78	6559	31.1	25.9	97	3538	37.9	13.9	118
WHITE	69658	31018	89.7	44.5	102	3742	90.1	5.4	102	19190	91.1	27.5	104	8086	86.5	11.6	98
BLACK	7909	2855	8.3	36.1	83	*352	8.5	4.5	85	1542	7.3	19.5	73	*961	10.3	12.2	103
OTHER	1696	691	2.0	40.7	93	*61	1.5	3.6	69	*331	1.6	19.5	73	*300	3.2	17.7	150
NORTHEAST-CENSUS	17202	7050	20.4	41.0	94	972	23.4	5.7	108	4391	20.8	25.5	96	1687	18.0	9.8	83
NORTH CENTRAL	20461	8238	23.8	40.3	92	834	20.1	4.1	78	4951	23.5	24.2	91	2453	26.2	12.0	102
SOUTH	26695	11101	32.1	41.6	95	1526	36.7	5.7	109	6567	31.2	24.6	93	3002	32.2	11.3	96
WEST	14906	8175	23.7	54.8	126	823	19.8	5.5	105	5154	24.5	34.6	130	2199	23.5	14.8	125
NORTHEAST-MKTG.	17962	7315	21.2	40.7	93	1040	25.0	5.8	110	4446	21.1	24.8	93	1829	19.6	10.2	86
EAST CENTRAL	11741	4757	13.8	40.5	93	468	11.3	4.0	76	2949	14.0	25.1	95	1340	14.3	11.4	97
WEST CENTRAL	13518	5733	16.6	42.4	97	614	14.8	4.5	87	3435	16.3	25.4	96	1684	18.0	12.5	106
SOUTH	23168	9739	28.2	42.0	96	1348	32.4	5.8	111	5827	27.7	25.2	95	2564	27.4	11.1	94
PACIFIC	12874	7021	20.3	54.5	125	685	16.5	5.3	102	4406	20.9	34.2	129	1930	20.6	15.0	127
COUNTY SIZE A	32596	15019	43.5	46.1	106	1819	43.8	5.6	106	8792	41.7	27.0	102	4408	47.2	13.5	115
COUNTY SIZE B	23814	10460	30.3	43.9	101	1287	31.0	5.4	103	6591	31.3	27.7	104	2583	27.6	10.8	92
COUNTY SIZE C	12663	5416	15.7	42.8	98	*674	16.2	5.3	102	3466	16.5	27.4	103	1277	13.7	10.1	86
COUNTY SIZE D	10190	3669	10.6	36.0	83	*376	9.0	3.7	70	2215	10.5	21.7	82	1079	11.5	10.6	90
METRO CENTRAL CITY	23190	10645	30.8	45.9	105	1443	34.7	6.2	119	6493	30.8	28.0	105	2708	29.0	11.7	99
METRO SUBURBAN	36920	16605	48.0	45.0	103	2019	48.6	5.5	104	9911	47.1	26.8	101	4674	50.0	12.7	107
NON METRO	19152	7315	21.2	38.2	88	693	16.7	3.6	69	4658	22.1	24.3	92	1964	21.0	10.3	87
TOP 5 ADI'S	18703	8958	25.9	47.9	110	1009	24.3	5.4	103	5582	26.5	29.8	112	2368	25.3	12.7	107
TOP 10 ADI'S	26158	11682	33.8	44.7	102	1334	32.1	5.1	97	6977	33.1	26.7	100	3371	36.1	12.9	109
TOP 20 ADI'S	36612	16720	48.4	45.7	105	1935	46.6	5.3	101	10053	47.7	27.5	103	4732	50.6	12.9	110
HSHLD INC. \$50,000 OR MORE	9326	4616	13.4	49.5	114	*570	13.7	6.1	117	2871	13.6	30.8	116	1175	12.6	12.6	107
\$40,000 OR MORE	18002	8422	24.4	46.8	107	1064	25.6	5.9	113	5287	25.1	29.4	111	2070	22.1	11.5	98
\$30,000 OR MORE	31361	14806	42.8	47.2	108	1710	41.2	5.5	104	9214	43.7	29.4	111	3883	41.5	12.4	105
\$25,000 OR MORE	39858	18500	53.5	46.4	106	2145	51.6	5.4	103	11367	54.0	28.5	107	4988	53.4	12.5	106
\$20,000 - \$24,999	8664	3834	11.1	44.3	101	*307	7.4	3.5	68	2388	11.3	27.6	104	1139	12.2	13.1	111
\$15,000 - \$19,999	7964	3325	9.6	41.8	96	*427	10.3	5.4	102	1978	9.4	24.8	93	920	9.8	11.6	98
\$10,000 - \$14,999	11093	4532	13.1	40.9	94	695	16.7	6.3	120	2471	11.7	22.3	84	1366	14.6	12.3	104
UNDER \$10,000	11683	4374	12.7	37.4	86	*580	14.0	5.0	95	2859	13.6	24.5	92	934	10.0	8.0	68
HOUSEHOLD OF 1 PERSON	7453	3283	9.5	44.0	101	447	10.8	6.0	114	1929	9.2	25.9	97	907	9.7	12.2	103
2 PEOPLE	24757	11464	33.2	46.3	106	1459	35.1	5.9	112	7499	35.6	30.3	114	2505	26.8	10.1	86
3 OR 4 PEOPLE	32682	14448	41.8	44.2	101	1797	43.2	5.5	105	8414	39.9	27.7	97	4237	45.3	13.0	110
5 OR MORE PEOPLE	14370	5370	15.5	37.4	86	*452	10.9	3.1	60	3220	15.3	22.4	84	1698	18.2	11.8	100
NO CHILD IN HSHLD	46768	21034	60.9	45.0	103	2829	68.1	6.0	115	13086	62.1	28.0	105	5119	54.8	10.9	93
CHILD(REN) UNDER 2 YRS	4799	2001	5.8	41.7	96	**178	4.3	3.7	71	1211	5.7	25.2	95	613	6.6	12.8	108
2 - 5 YEARS	11125	5032	14.6	45.2	104	*444	10.7	4.0	76	2880	13.7	25.9	97	1708	18.3	15.4	130
6 - 11 YEARS	14193	5830	16.9	41.1	94	562	13.5	4.0	76	3422	16.2	24.1	91	1847	19.8	13.0	110
12 - 17 YEARS	17402	7003	20.3	40.2	92	705	17.0	4.1	77	4255	20.2	24.5	92	2044	21.9	11.7	100
RESIDENCE OWNED	56398	24637	71.3	43.7	100	2908	70.0	5.2	98	15375	73.0	27.3	103	6353	68.0	11.3	96
VALUE: \$50,000 OR MORE	34811	16122	46.6	46.3	106	1813	43.6	5.2	99	10230	48.6	29.4	111	4079	43.6	11.7	99
VALUE: UNDER \$50,000	21587	8515	24.6	39.4	90	1096	26.4	5.1	97	5145	24.4	23.8	90	2274	24.3	10.5	89

		ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK				
		TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL MALES		79263	34565	100.0	43.6	100	4155	100.0	5.2	100	21063	100.0	26.6	100	9347	100.0	11.8	100
MAGAZINES	QUINTILE 1	16033	8016	23.2	50.0	115	1001	24.1	6.2	119	4800	22.8	29.9	113	2215	23.7	13.8	117
	QUINTILE 2	15354	7244	21.0	47.2	108	846	20.4	5.5	105	4369	20.7	28.5	107	2030	21.7	13.2	112
	QUINTILE 3	15888	6737	19.5	42.4	97	897	21.6	5.6	108	4145	19.7	26.1	98	1695	18.1	10.7	90
	QUINTILE 4	17310	7276	21.1	42.0	96	759	18.3	4.4	84	4607	21.9	26.6	100	1910	20.4	11.0	94
	QUINTILE 5	14677	5291	15.3	36.0	83	653	15.7	4.4	85	3142	14.9	21.4	81	1497	16.0	10.2	86
NEWSPAPERS	QUINTILE 1	15277	6740	19.5	44.1	101	748	18.0	4.9	93	4294	20.4	28.1	106	1698	18.2	11.1	94
	QUINTILE 2	22745	10294	29.8	45.3	104	1142	27.5	5.0	96	6469	30.7	28.4	107	2682	28.7	11.8	100
	QUINTILE 3	10692	5250	15.2	49.1	113	690	16.6	6.5	123	3109	14.8	29.1	109	1451	15.5	13.6	115
	QUINTILE 4	11646	4981	14.4	42.8	98	585	14.1	5.0	96	3021	14.3	25.9	98	1375	14.7	11.8	100
	QUINTILE 5	18903	7300	21.1	38.6	89	989	23.8	5.2	100	4169	19.8	22.1	83	2142	22.9	11.3	96
OUTDOOR	QUINTILE 1	16620	7456	21.6	44.9	103	715	17.2	4.3	82	4490	21.3	27.0	102	2252	24.1	13.5	115
	QUINTILE 2	16377	7312	21.2	44.6	102	957	23.0	5.8	111	4462	21.2	27.2	103	1893	20.3	11.6	98
	QUINTILE 3	15995	6938	20.1	43.4	99	895	21.5	5.6	107	4528	21.5	28.3	107	1515	16.2	9.5	80
	QUINTILE 4	15592	6660	19.3	42.7	98	804	19.4	5.2	98	3957	18.8	25.4	96	1898	20.3	12.2	103
	QUINTILE 5	14679	6199	17.9	42.2	97	783	18.8	5.3	102	3627	17.2	24.7	93	1789	19.1	12.2	103
RADIO-DRIVE TIME	QUINTILE 1	15746	7156	20.7	45.4	104	908	21.9	5.8	110	4257	20.2	27.0	102	1991	21.3	12.6	107
	QUINTILE 2	15067	6561	19.0	43.5	100	788	19.0	5.2	100	3924	18.6	26.0	98	1849	19.8	12.3	104
	QUINTILE 3	15631	7125	20.6	45.6	105	979	23.6	6.3	119	4218	20.0	27.0	102	1928	20.6	12.3	105
	QUINTILE 4	16245	6971	20.2	42.9	98	834	20.1	5.1	98	4435	21.1	27.3	103	1702	18.2	10.5	89
	QUINTILE 5	16573	6753	19.5	40.7	93	647	15.6	3.9	74	4229	20.1	25.5	96	1877	20.1	11.3	96
RADIO-MID- DAY	TERCILE 1	21788	9696	28.1	44.5	102	1263	30.4	5.8	111	5632	26.7	25.8	97	2801	30.0	12.9	109
	TERCILE 2	21151	8980	26.0	42.5	97	1012	24.4	4.8	91	5480	26.0	25.9	97	2488	26.6	11.8	100
	TERCILE 3	36323	15889	46.0	43.7	100	1880	45.2	5.2	99	9951	47.2	27.4	103	4058	43.4	11.2	95
RADIO-TOTAL	QUINTILE 1	15977	7229	20.9	45.2	104	831	20.0	5.2	99	4266	20.3	26.7	100	2133	22.8	13.4	113
	QUINTILE 2	15923	6848	19.8	43.0	99	871	21.0	5.5	104	4071	19.3	25.6	96	1907	20.4	12.0	102
	QUINTILE 3	14980	6700	19.4	44.7	103	678	16.3	4.5	86	4226	20.1	28.2	106	1797	19.2	12.0	102
	QUINTILE 4	17123	7323	21.2	42.8	98	1085	26.1	6.3	121	4326	20.5	25.3	95	1911	20.4	11.2	95
	QUINTILE 5	15260	6464	18.7	42.4	97	691	16.6	4.5	86	4174	19.8	27.4	103	1599	17.1	10.5	89
TV-PRIME TIME	QUINTILE 1	15674	6832	19.8	43.6	100	854	20.6	5.4	104	4357	20.7	27.8	105	1621	17.3	10.3	88
	QUINTILE 2	15944	6922	20.0	43.4	100	896	21.6	5.6	107	4007	19.0	25.1	95	2019	21.6	12.7	107
	QUINTILE 3	16037	7038	20.4	43.9	101	863	20.8	5.4	103	4365	20.7	27.2	102	1811	19.4	11.3	96
	QUINTILE 4	15412	6997	20.2	45.4	104	789	19.0	5.1	98	4159	19.7	27.0	102	2049	21.9	13.3	113
	QUINTILE 5	16194	6776	19.6	41.8	96	752	18.1	4.6	89	4176	19.8	25.8	97	1848	19.8	11.4	97
TV-DAYTIME	TERCILE 1	19156	7712	22.3	40.3	92	953	22.9	5.0	95	4629	22.0	24.2	91	2129	22.8	11.1	94
	TERCILE 2	19343	8441	24.4	43.6	100	1077	25.9	5.6	106	5260	25.0	27.2	102	2104	22.5	10.9	92
	TERCILE 3	40764	18412	53.3	45.2	104	2124	51.1	5.2	99	11174	53.1	27.4	103	5114	54.7	12.5	106
TV-TOTAL	QUINTILE 1	15844	6813	19.7	43.0	99	816	19.6	5.2	98	4421	21.0	27.9	105	1577	16.9	10.0	84
	QUINTILE 2	15767	6776	19.6	43.0	99	1047	25.2	6.6	127	4037	19.2	25.6	96	1693	18.1	10.7	91
	QUINTILE 3	15775	6920	20.0	43.9	101	813	19.6	5.2	98	3983	18.9	25.2	95	2123	22.7	13.5	114
	QUINTILE 4	15903	7253	21.0	45.6	105	826	19.9	5.2	99	4552	21.6	28.6	108	1875	20.1	11.8	100
	QUINTILE 5	15974	6803	19.7	42.6	98	654	15.7	4.1	78	4070	19.3	25.5	96	2080	22.3	13.0	110
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	21225	10335	29.9	48.7	112	1133	27.3	5.3	102	6462	30.7	30.4	115	2740	29.3	12.9	109
	NEWSPAPER IMPERATIVE	17728	8227	23.8	46.4	106	1181	28.4	6.7	127	4659	22.1	26.3	99	2388	25.5	13.5	114
		22987	9624	27.8	41.9	96	1127	27.1	4.9	94	6081	28.9	26.5	100	2416	25.8	10.5	89
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	16244	7918	22.9	48.7	112	977	23.5	6.0	115	4773	22.7	29.4	111	2169	23.2	13.4	113
	OUTDOOR IMPERATIVE	24016	11135	32.2	46.4	106	1353	32.6	5.6	107	6722	31.9	28.0	105	3060	32.7	12.7	108
		26020	10480	30.3	40.3	92	1256	30.2	4.8	92	6469	30.7	24.9	94	2755	29.5	10.6	90
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	16918	8249	23.9	48.8	112	920	22.1	5.4	104	4906	23.3	29.0	109	2424	25.9	14.3	122
	RADIO IMPERATIVE	23456	10853	31.4	46.3	106	1458	35.1	6.2	119	6640	31.5	28.3	107	2756	29.5	11.7	100
		23900	9650	27.9	40.4	93	1161	27.9	4.9	93	5859	27.8	24.5	92	2630	28.1	11.0	93
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15791	7081	20.5	44.8	103	1118	26.9	7.1	135	4213	20.0	26.7	100	1751	18.7	11.1	94
	TELEVISION IMPERATIVE	25476	12114	35.0	47.6	109	1256	30.2	4.9	94	7323	34.8	28.7	108	3534	37.8	13.9	118
		25744	10430	30.2	40.5	93	1235	29.7	4.8	92	6476	30.7	25.2	95	2719	29.1	10.6	90
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	17628	8016	23.2	45.5	104	694	16.7	3.9	75	5224	24.8	29.6	112	2098	22.4	11.9	101
	OUTDOOR IMPERATIVE	26414	11850	34.3	44.9	103	1530	36.8	5.8	110	7280	34.6	27.6	104	3039	32.5	11.5	98
		23059	9874	28.6	42.8	98	1448	34.8	6.3	120	5787	27.5	25.1	94	2640	28.2	11.4	97
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17996	8135	23.5	45.2	104	940	22.6	5.2	100	4933	23.4	27.4	103	2263	24.2	12.6	107
	RADIO IMPERATIVE	26269	11983	34.7	45.6	105	1410	33.9	5.4	102	7580	36.0	28.9	109	2993	32.0	11.4	97
		21342	9196	26.6	43.1	99	1106	26.6	5.2	99	5380	25.5	25.2	95	2711	29.0	12.7	108
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17359	7635	22.1	44.0	101	913	22.0	5.3	100	4807	22.8	27.7	104	1916	20.5	11.0	94
	TELEVISION IMPERATIVE	26889	12294	35.6	45.7	105	1319	31.7	4.9	94	7650	36.3	28.5	107	3324	35.6	12.4	105
		21698	9021	26.1	41.6	95	1276	30.7	5.9	112	5412	25.7	24.9	94	2332	24.9	10.7	91
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	16456	7374	21.3	44.8	103	783	18.8	4.8	91	4639	22.0	28.2	106	1952	20.9	11.9	101
	RADIO IMPERATIVE	25870	11288	32.7	43.6	100	1383	33.3	5.3	102	6863	32.6	26.5	100	3043	32.6	11.8	100
		23943	10408	30.1	43.5	100	1296	31.2	5.4									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	34565	100.0	43.6	100	4155	100.0	5.2	100	21063	100.0	26.6	100	9347	100.0	11.8	100
ATLANTIC MONTHLY	452	*190	0.5	42.0	96	**119	0.5	4.2	80	*131	0.6	29.0	109	**440	0.4	8.8	75
BARRON'S	1058	480	1.4	45.4	104	**105	2.5	9.9	189	263	1.2	24.9	94	*112	1.2	10.6	90
BETTER HOMES & GARDENS	4773	2136	6.2	44.8	103	*221	5.3	4.6	88	1459	6.9	30.6	115	456	4.9	9.6	81
BON APPETIT	1037	494	1.4	47.6	109	**42	1.0	4.1	77	298	1.4	28.7	108	*154	1.6	14.9	106
BUSINESS WEEK	3193	1411	4.1	44.2	101	**173	4.2	5.4	103	841	4.0	26.3	99	397	4.2	12.4	105
CAR AND DRIVER	2705	1294	3.7	47.8	110	*237	5.7	8.8	167	666	3.2	24.6	93	391	4.2	14.5	123
CBS MAGAZINE NETWORK (GROSS)	5678	2615	7.6	46.1	106	*364	8.8	6.4	122	1426	6.8	25.1	95	825	8.8	14.5	123
CHANGING TIMES	1847	839	2.4	45.4	104	**124	3.0	6.7	128	554	2.6	30.0	113	*161	1.7	8.7	74
COLONIAL HOMES	492	221	0.6	44.9	103	**10	0.2	2.0	39	*174	0.8	35.4	133	*336	0.4	7.3	62
CONDE NAST MAG. PKG. (GROSS)	2066	832	2.4	40.3	92	**82	2.0	4.0	76	444	2.1	21.5	81	306	3.3	14.8	126
CONSUMERS DIGEST	1719	832	2.4	48.4	111	**157	3.8	9.1	174	555	2.6	32.3	121	*120	1.3	7.0	59
COSMOPOLITAN	1762	980	2.8	55.6	128	**78	1.9	4.4	84	601	2.9	34.1	128	302	3.2	17.1	145
COUNTRY LIVING	1110	527	1.5	47.5	109	**93	2.2	8.4	160	295	1.4	26.6	100	*139	1.5	12.5	106
CUISINE	660	312	0.9	47.3	108	**22	0.5	3.3	64	*187	0.9	28.3	107	**102	1.1	15.5	131
CYCLE WORLD	1924	741	2.1	38.5	88	**94	2.3	4.9	93	444	2.1	23.1	87	*203	2.2	10.6	89
DCI:CREATIVE IDEAS FOR LIV	437	*193	0.6	44.2	101	**15	0.4	3.4	65	**113	0.5	25.9	97	**65	0.7	14.9	126
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1036	3.0	41.6	95	**53	1.3	2.1	41	759	3.6	30.5	115	224	2.4	9.0	76
DISCOVER	1279	624	1.8	48.8	112	**90	2.2	7.0	134	250	1.2	19.5	74	*284	3.0	22.2	188
EBONY	2898	1225	3.5	42.3	97	*164	3.9	5.7	108	613	2.9	21.2	80	448	4.8	15.5	131
ESQUIRE	1384	721	2.1	52.1	119	**123	3.0	8.9	170	385	1.8	27.8	105	213	2.3	15.4	131
ESSENCE	850	377	1.1	44.4	102	**39	0.9	4.6	88	*185	0.9	21.8	82	*152	1.6	17.9	152
FAMILY CIRCLE	2430	954	2.8	39.3	90	**93	2.2	3.8	73	596	2.8	24.5	92	265	2.8	10.9	92
THE FAMILY HANDYMAN	2356	1050	3.0	44.6	102	*142	3.4	6.0	115	597	2.8	25.3	95	311	3.3	13.2	112
FAMILY WEEKLY	11533	5101	14.8	44.2	101	*572	13.8	5.0	95	3350	15.9	29.0	109	1179	12.6	10.2	87
FIELD & STREAM	7444	3111	9.0	41.8	96	*274	6.6	3.7	70	1929	9.2	25.9	98	908	9.7	12.2	103
FOOD & WINE	416	*212	0.6	51.0	117	**34	0.8	8.2	156	**133	0.6	32.0	120	**44	0.5	10.6	90
FORBES	1865	913	2.6	49.0	112	*130	3.1	7.0	133	560	2.7	30.0	113	223	2.4	12.0	101
FORTUNE	1849	829	2.4	44.8	103	**106	2.6	5.7	109	501	2.4	27.1	102	222	2.4	12.0	102
GENTLEMAN'S QUARTERLY	2284	1099	3.2	48.1	110	**136	3.3	6.0	114	565	2.7	24.7	93	398	4.3	17.4	148
GLAMOUR	538	*245	0.7	45.5	104	**30	0.7	5.6	106	**89	0.4	16.5	62	**127	1.4	23.6	200
GOLF DIGEST	1649	757	2.2	45.9	105	**82	2.0	5.0	95	479	2.3	29.0	109	195	2.1	11.8	100
GOLF DIGEST/TENNIS (GROSS)	2294	1056	3.1	46.0	106	*163	3.9	7.1	136	646	3.1	28.2	106	248	2.7	10.8	92
GOLF MAGAZINE	1577	790	2.3	50.1	115	**82	2.0	5.2	99	483	2.3	30.6	115	*225	2.4	14.3	121
GOLF MAGAZINE/SKI (GROSS)	2487	1321	3.8	53.1	122	**148	3.6	6.0	114	746	3.5	30.0	113	426	4.6	17.1	145
GOOD HOUSEKEEPING	2569	1064	3.1	41.4	95	**104	2.5	4.0	77	691	3.3	26.9	101	270	2.9	10.5	89
HARPER'S BAZAAR	431	*216	0.6	50.1	115	**19	0.5	4.4	84	**104	0.5	24.1	91	**94	1.0	21.8	185
HEALTH	788	458	1.3	58.1	133	**100	2.4	12.7	242	*276	1.3	35.0	132	**83	0.9	10.5	89
HEARST MAG CORP. BUY (GROSS)	18781	8723	25.2	46.4	107	951	22.9	5.1	97	5342	25.4	28.4	107	2430	26.0	12.9	110
HEARST MAN POWER (GROSS)	9169	4201	12.2	45.8	105	486	11.7	5.3	101	2527	12.0	27.6	104	1189	12.7	13.0	110
HEARST WOMAN POWER (GROSS)	5452	2577	7.5	47.3	108	280	6.7	5.1	98	1645	7.8	30.2	114	652	7.0	12.0	101
HOUSE BEAUTIFUL	1020	455	1.3	44.6	102	**15	0.4	1.5	28	329	1.6	32.3	121	*111	1.2	10.9	92
INC.	993	476	1.4	47.9	110	**90	2.2	9.1	173	235	1.1	23.7	89	*151	1.6	15.2	129
JET	2808	995	2.9	35.4	81	**88	2.1	3.1	60	501	2.4	17.8	67	406	4.3	14.5	123
LADIES' HOME JOURNAL	1868	844	2.4	45.2	104	**46	1.1	2.5	47	601	2.9	32.2	121	*197	2.1	10.5	89
LHJ FAMILY GRP COMBO(GROSS)	3582	1837	5.3	51.3	118	*184	4.4	5.1	98	1217	5.8	34.0	128	437	4.7	12.2	103
LIFE	4817	2416	7.0	50.2	115	284	6.8	5.9	112	1452	6.9	30.1	113	680	7.3	14.1	120
L.A. TIMES HOME MAGAZINE	1465	896	2.6	61.2	140	**92	2.2	6.3	120	602	2.9	41.1	155	*202	2.2	13.8	117
MADEMOISELLE	460	*148	0.4	32.2	74	**8	0.2	1.7	33	**63	0.3	13.7	52	**78	0.8	17.0	144
MC CALL'S	1764	763	2.2	43.3	99	*56	1.3	3.2	61	515	2.4	29.2	110	*191	2.0	10.8	92
MC CALL'S/WRK MOTHER (GROSS)	2062	885	2.6	42.9	98	**75	1.8	3.6	69	587	2.8	28.5	107	*223	2.4	10.8	92
MECHANIX ILLUSTRATED	3625	1643	4.8	45.3	104	*119	2.9	3.3	63	1096	5.2	30.2	114	428	4.6	11.8	100
METROPOLITAN HOME	495	*241	0.7	48.7	112	**19	0.5	3.8	73	*163	0.8	32.9	124	*660	0.6	12.1	103
MONEY	3017	1589	4.6	52.7	121	*206	5.0	6.8	130	827	3.9	27.4	103	556	5.9	18.4	156
MOTHER EARTH NEWS	1203	663	1.9	55.1	126	*61	1.5	5.1	97	385	1.8	32.0	120	*217	2.3	18.0	153
MS.	*257	**119	0.3	46.3	106	**5	0.1	1.9	37	**64	0.3	24.9	94	**50	0.5	19.5	165
NATIONAL ENQUIRER	6921	3080	8.9	44.5	102	378	9.1	5.5	104	1837	8.7	26.5	100	866	9.3	12.5	106
NATIONAL GEOGRAPHIC	11626	5709	16.5	49.1	113	565	13.6	4.9	93	3812	18.1	32.8	123	1332	14.3	11.5	97
NATIONAL SUNDAY MAGAZINE PKG	49424	22380	64.7	45.3	104	2631	63.3	5.3	102	13889	65.9	28.1	106	5860	62.7	11.9	101
NATURAL HISTORY	753	328	0.9	43.6	100	**23	0.6	3.1	58	*207	1.0	27.5	103	*99	1.1	13.1	111
NEW WOMAN	*296	**64	0.2	21.6	50	**10	0.2	3.4	64	**54	0.3	18.2	69	**0	0.0	0.0	0
NEW YORK INCLUDING CUE	541	251	0.7	46.4	106	**20	0.5	3.7	71	*141	0.7	26.1	98	*90	1.0	16.6	141
THE NEW YORKER	1078	535	1.5	49.6	114	*54	1.3	5.0	96	324	1.5	30.1	113	*157	1.7	14.6	124
NEWSWEEK	9602	4531	13.1	47.2	108	638	15.4	6.6	127	2685	12.7	28.0	105	1208	12.9	12.6	107
THE N.Y. TIMES DAILY EDITION	1376	637	1.8	46.3	106	**125	3.0	9.1	173	379	1.8	27.5	104	*134	1.4	9.7	83
THE N.Y. TIMES MAGAZINE	2110	1055	3.1	50.0	115	*220	5.3	10.4	199	619	2.9	29.3	110	217	2.3	10.3	87
OMNI	1927	938	2.7	48.7	112	**159	3.8	8.3	157	486	2.3	25.2	95	*294	3.1	15.3	129
ON CABLE	911	311	0.9	34.1	78	**42	1.0	4.6	88	*193	0.9	21.2	80	*775	0.8	8.2	70
1001 HOME IDEAS	927	535	1.5	57.7	132	**38	0.9	4.1	78	340	1.6	36.7	138	*157	1.7	16.9	144
ORGANIC GARDENING	1430	657	1.9	45.9	105	**98	2.4	6.9	131	371	1.8	25.9	98	*188	2.0	13.1	111
OUTDOOR LIFE	4064	1792	5.2	44.1	101	**98	2.4	2.4	46	1088	5.2	26.8	101	606	6.5	14.9	126
PARADE MAGAZINE	24538	11173	32.3	45.5	104	1419	34.2	5.8	110	6575	31.2	26.8	101	3179	34.0	13.0	110

	TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	34565	100.0	43.6	100	4155	100.0	5.2	100	21063	100.0	26.6	100	9347	100.0	11.8	100
PARENTS	1126	580	1.7	51.5	118	**28	0.7	2.5	47	324	1.5	28.8	108	*227	2.4	20.2	171
PENTHOUSE	4157	1853	5.4	44.6	102	*228	5.5	5.5	105	985	4.7	23.7	89	640	6.8	15.4	131
PEOPLE	7591	3568	10.3	47.0	108	435	10.5	5.7	109	2119	10.1	27.9	105	1014	10.8	13.4	113
PLAYBOY	8379	3892	11.3	46.4	107	629	15.1	7.5	143	2180	10.3	26.0	98	1083	11.6	12.9	110
POPULAR HOT RODDING	2110	952	2.8	45.1	103	**128	3.1	6.1	116	513	2.4	24.3	91	312	3.3	14.8	125
POPULAR MECHANICS	4850	2360	6.8	48.7	112	*295	7.1	6.1	116	1427	6.8	29.4	111	638	6.8	13.2	112
POPULAR SCIENCE	3397	1838	5.3	54.1	124	*197	4.7	5.8	111	1021	4.8	30.1	113	621	6.6	18.3	155
PREVENTION	1720	1107	3.2	64.4	148	*228	5.5	13.3	253	672	3.2	39.1	147	*207	2.2	12.0	102
PSYCHOLOGY TODAY	1344	787	2.3	58.6	134	**146	3.5	10.9	207	393	1.9	29.2	110	*248	2.7	18.5	156
READER'S DIGEST	16016	7763	22.5	48.5	111	910	21.9	5.7	108	4822	22.9	30.1	113	2031	21.7	12.7	108
REDBOOK	1121	532	1.5	47.5	109	**98	2.4	8.7	167	354	1.7	31.6	119	**80	0.9	7.1	61
ROAD & TRACK	2161	1099	3.2	50.9	117	**188	4.5	8.7	166	528	2.5	24.4	92	382	4.1	17.7	150
ROLLING STONE	1948	976	2.8	50.1	115	**103	2.5	5.3	101	474	2.3	24.3	92	399	4.3	20.5	174
RUNNER'S WORLD	899	529	1.5	58.8	135	**121	2.9	13.5	257	*301	1.4	33.5	126	**106	1.1	11.8	100
SATURDAY EVENING POST	841	468	1.4	55.6	128	**46	1.1	5.5	104	279	1.3	33.2	125	*144	1.5	17.1	145
SCIENCE 84	841	469	1.4	55.8	128	**32	0.8	3.8	73	*260	1.2	30.9	116	*178	1.9	21.2	179
SCIENCE DIGEST	1194	590	1.7	49.4	113	**68	1.6	5.7	109	349	1.7	29.2	110	*173	1.9	14.5	123
SCIENTIFIC AMERICAN	1379	671	1.9	48.7	112	**110	2.6	8.0	152	372	1.8	27.0	102	*189	2.0	13.7	116
SELF	436	*153	0.4	35.1	80	**16	0.4	3.7	70	**96	0.5	22.0	83	**41	0.4	9.4	80
SEVENTEEN	614	*259	0.7	42.2	97	**7	0.2	1.1	22	*172	0.8	28.0	105	**79	0.8	12.9	109
SKI	910	531	1.5	58.4	134	**66	1.6	7.3	138	263	1.2	28.9	109	*202	2.2	22.2	188
SMITHSONIAN	2937	1554	4.5	52.9	121	*142	3.4	4.8	92	987	4.7	33.6	126	425	4.5	14.5	123
SOAP OPERA DIGEST	545	*220	0.6	40.4	93	**32	0.8	5.9	112	*138	0.7	25.3	95	**50	0.5	9.2	78
SOUTHERN LIVING	2054	843	2.4	41.0	94	**39	0.9	1.9	36	645	3.1	31.4	118	*159	1.7	7.7	66
SPORT	2799	1306	3.8	46.7	107	*236	5.7	8.4	161	739	3.5	26.4	99	331	3.5	11.8	100
THE SPORTING NEWS	1938	776	2.2	40.0	92	**95	2.3	4.9	94	457	2.2	23.6	89	*224	2.4	11.6	98
SPORTS AFIELD	3125	1252	3.6	40.1	92	**123	3.0	3.9	75	751	3.6	24.0	90	378	4.0	12.1	103
SPORTS ILLUSTRATED	11159	4989	14.4	44.7	103	598	14.4	5.4	102	2932	13.9	26.3	99	1459	15.6	13.1	111
STAR	4095	1643	4.8	40.1	92	*178	4.3	4.3	83	1002	4.8	24.5	92	463	5.0	11.3	96
SUNDAY	25169	11259	32.6	44.7	103	1200	28.9	4.8	91	7019	33.3	27.9	105	3040	32.5	12.1	102
SUNSET	1294	781	2.3	60.4	138	**36	0.9	2.8	53	504	2.4	38.9	147	*241	2.6	18.6	158
TV GUIDE	18508	8552	24.7	46.2	106	1014	24.4	5.5	105	5244	24.9	28.3	107	2294	24.5	12.4	105
TENNIS	645	300	0.9	46.5	107	**80	1.9	12.4	237	*167	0.8	25.9	97	**52	0.6	8.1	68
TIME	12124	5664	16.4	46.7	107	674	16.2	5.6	106	3523	16.7	29.1	109	1467	15.7	12.1	103
TOWN & COUNTRY	493	*218	0.6	44.2	101	**25	0.6	5.1	97	**87	0.4	17.6	66	**106	1.1	21.5	182
TRAVEL & LEISURE	1122	564	1.6	50.3	115	**68	1.6	6.1	116	311	1.5	27.7	104	*185	2.0	16.5	140
TRUE STORY	690	*262	0.8	38.0	87	**39	0.9	5.7	108	*161	0.8	23.3	88	**62	0.7	9.0	76
U.S. NEWS & WORLD REPORT	6571	3245	9.4	49.4	113	323	7.8	4.9	94	2025	9.6	30.8	116	897	9.6	13.7	116
USA TODAY	3120	1668	4.8	53.5	123	*244	5.9	7.8	149	982	4.7	31.5	118	441	4.7	14.1	120
US	1315	572	1.7	43.5	100	**89	2.1	6.8	129	386	1.8	29.4	110	**96	1.0	7.3	62
VOGUE	632	*285	0.8	45.1	103	**29	0.7	4.6	88	*196	0.9	31.0	117	**60	0.6	9.5	81
MALL STREET JOURNAL	4247	2252	6.5	53.0	122	346	8.3	8.1	155	1305	6.2	30.7	116	602	6.4	14.2	120
WEIGHT WATCHERS	398	*171	0.5	43.0	99	**34	0.8	8.5	163	*118	0.6	29.6	112	**19	0.2	4.8	40
WOMAN'S DAY	1139	433	1.3	38.0	87	**28	0.7	2.5	47	288	1.4	25.3	95	**116	1.2	10.2	86
WORKING MOTHER	*298	**122	0.4	40.9	94	**18	0.4	6.0	115	**71	0.3	23.8	90	**32	0.3	10.7	91
WORKING WOMAN	327	**97	0.3	29.7	68	**5	0.1	1.5	29	**55	0.3	16.8	63	**37	0.4	11.3	96
WORLD TENNIS	397	*210	0.6	52.9	121	**9	0.2	2.3	43	*128	0.6	32.2	121	**72	0.8	18.1	154
ZIFF-DAVIS MAG NETWK (GROSS)	9635	4583	13.3	47.6	109	549	13.2	5.7	109	2655	12.6	27.6	104	1379	14.8	14.3	121
BLAIR INSERTS	43762	20062	58.0	45.8	105	2399	57.7	5.5	105	12297	58.4	28.1	106	5366	57.4	12.3	104
DAILY NEWSPAPERS																	
READ ANY	52459	23349	67.6	44.5	102	2589	62.3	4.9	94	14588	69.3	27.8	105	6173	66.0	11.8	100
READ ONE	41891	18874	54.6	45.1	103	2101	50.6	5.0	96	11787	56.0	28.1	106	4986	53.3	11.9	101
READ TWO OR MORE	10568	4475	12.9	42.3	97	488	11.7	4.6	88	2801	13.3	26.5	100	1186	12.7	11.2	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	23631	68.4	45.5	104	2766	66.6	5.3	102	14706	69.8	28.3	107	6160	65.9	11.9	101
READ ONE	44561	20092	58.1	45.1	103	2255	54.3	5.1	97	12521	59.4	28.1	106	5315	56.9	11.9	101
READ TWO OR MORE	7368	3539	10.2	48.0	110	511	12.3	6.9	132	2184	10.4	29.6	112	844	9.0	11.5	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.73				28.51				30.59				32.03			
30 DAY REACH	71522	31272	90.5	43.7	100	3795	91.3	5.3	101	19048	90.4	26.6	100	8429	90.2	11.8	100
50 SHWG - 30 DAY AV FREQ	15.55	16.11				14.92				16.00				16.91			
30 DAY REACH	68168	29837	86.3	43.8	100	3631	87.4	5.3	102	18221	86.5	26.7	101	7986	85.4	11.7	99
25 SHWG - 30 DAY AV FREQ	8.43	8.70				8.26				8.56				9.22			
30 DAY REACH	62898	27693	80.1	44.0	101	3256	78.4	5.2	99	17117	81.3	27.2	102	7321	78.3	11.6	99
CABLE TV: HOME WIRED	31664	14008	40.5	44.2	101	1553	37.4	4.9	94	9222	43.8	29.1	110	3233	34.6	10.2	87
HOME NOT WIRED	47599	20557	59.5	43.2	99	2602	62.6	5.5	104	11841	56.2	24.9	94	6114	65.4	12.8	109
HAVE PAY CABLE	17139	7442	21.5	43.4	100	780	18.8	4.6	87	4909	23.3	28.6	108	1754	18.8	10.2	87

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - USAGE IN LAST 30 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	34565	100.0	43.6	100	4155	100.0	5.2	100	21063	100.0	26.6	100	9347	100.0	11.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	21430	62.0	45.0	103	2694	64.8	5.7	108	13014	61.8	27.3	103	5722	61.2	12.0	102
10:00 AM - 3:00 PM	29926	13162	38.1	44.0	101	1618	38.9	5.4	103	7853	37.3	26.2	99	3691	39.5	12.3	105
3:00 PM - 7:00 PM	37666	16589	48.0	44.0	101	2085	50.2	5.5	106	9973	47.3	26.5	100	4531	48.5	12.0	102
7:00 PM - MIDNIGHT	18909	8191	23.7	43.3	99	859	20.7	4.5	87	4937	23.4	26.1	98	2395	25.6	12.7	107
MIDNIGHT - 6:00 AM	11822	5299	15.3	44.8	103	456	11.0	3.9	74	3239	15.4	27.4	103	1604	17.2	13.6	115
6:00 AM - MIDNIGHT	63254	27787	80.4	43.9	101	3443	82.9	5.4	104	16866	80.1	26.7	100	7479	80.0	11.8	100
ENTIRE DAY	64057	28143	81.4	43.9	101	3462	83.3	5.4	103	17107	81.2	26.7	100	7575	81.0	11.8	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	7046	20.4	42.5	97	868	20.9	5.2	100	4204	20.0	25.3	95	1974	21.1	11.9	101
ALL NEWS	3542	1682	4.9	47.5	109	159	3.8	4.5	86	1053	5.0	29.7	112	470	5.0	13.3	113
AOR/PROGRESSIVE	7465	3230	9.3	43.3	99	401	9.7	5.4	102	1825	8.7	24.4	92	1003	10.7	13.4	114
BEAUTIFUL MUSIC	5061	2341	6.8	46.3	106	342	8.2	6.8	129	1393	6.6	27.5	104	606	6.5	12.0	102
BLACK	1914	796	2.3	41.6	95	**66	1.6	3.4	66	508	2.4	26.5	100	222	2.4	11.6	98
CLASSICAL	2304	1074	3.1	46.6	107	*177	4.3	7.7	147	644	3.1	28.0	105	253	2.7	11.0	93
CHR/ROCK	10663	4935	14.3	46.3	106	552	13.3	5.2	99	2916	13.8	27.3	103	1467	15.7	13.8	117
COUNTRY	13919	6036	17.5	43.4	99	861	20.7	6.2	118	3657	17.4	26.3	99	1518	16.2	10.9	92
GOLDEN OLDIES	2040	902	2.6	44.2	101	*178	4.3	8.7	166	514	2.4	25.2	95	*210	2.2	10.3	87
MOR/ROMANTIC	5105	2435	7.0	47.7	109	*213	5.1	4.2	80	1567	7.4	30.7	116	656	7.0	12.9	109
NEWS/TALK	4764	2271	6.6	47.7	109	277	6.7	5.8	111	1465	7.0	30.8	116	529	5.7	11.1	94
RELIGIOUS	2164	914	2.6	42.2	97	**165	4.0	7.6	145	449	2.1	20.7	78	300	3.2	13.9	118
SOFT ROCK	623	312	0.9	50.1	115	**10	0.2	1.6	31	*199	0.9	31.9	120	**102	1.1	16.4	139
URBAN CONTEMPORARY	1331	511	1.5	38.4	88	**47	1.1	3.5	67	258	1.2	19.4	73	*205	2.2	15.4	131
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1401	4.1	44.0	101	**113	2.7	3.5	68	875	4.2	27.5	103	412	4.4	12.9	110
ABC DIRECTION	2724	1218	3.5	44.7	103	*118	2.8	4.3	83	749	3.6	27.5	103	351	3.8	12.9	109
ABC ENTERTAINMENT	5256	2238	6.5	42.6	98	*266	6.4	5.1	97	1278	6.1	24.3	92	694	7.4	13.2	112
ABC FM	2263	978	2.8	43.2	99	**57	1.4	2.5	48	590	2.8	26.1	98	331	3.5	14.6	124
ABC INFORMATION	5618	2591	7.5	46.1	106	301	7.2	5.4	102	1725	8.2	30.7	116	566	6.1	10.1	85
ABC ROCK	2857	1051	3.0	36.8	84	**140	3.4	4.9	93	630	3.0	22.1	83	281	3.0	9.8	83
CBS	5953	2698	7.8	45.3	104	392	9.4	6.6	126	1542	7.3	25.9	97	764	8.2	12.8	109
MUTUAL	4979	2088	6.0	41.9	96	256	6.2	5.1	98	1310	6.2	26.3	99	522	5.6	10.5	89
NBC	7279	3341	9.7	45.9	105	481	11.6	6.6	126	2031	9.6	27.9	105	829	8.9	11.4	97
RADIO/ROCK	2389	1108	3.2	46.4	106	*98	2.4	4.1	78	708	3.4	29.6	112	302	3.2	12.6	107
RKO ONE	2583	1086	3.1	42.0	96	**120	2.9	4.6	89	621	2.9	24.0	90	345	3.7	13.4	113
RKO TWO	3674	1546	4.5	42.1	96	*216	5.2	5.9	112	904	4.3	24.6	93	426	4.6	11.6	98
THE SOURCE	3514	1635	4.7	46.5	107	*245	5.9	7.0	133	954	4.5	27.1	102	436	4.7	12.4	105
NON-WIRED : BLAIR	9864	4364	12.6	44.2	101	601	14.5	6.1	116	2586	12.3	26.2	99	1177	12.6	11.9	101
INTERNET	13522	6297	18.2	46.6	107	683	16.4	5.1	96	3861	18.3	28.6	107	1753	18.8	13.0	110
KATZ RADIO GROUP	19321	8392	24.3	43.4	100	1028	24.7	5.3	101	5247	24.9	27.2	102	2117	22.6	11.0	93
SUPERNET	10739	4812	13.9	44.8	103	624	15.0	5.8	111	2894	13.7	26.9	101	1294	13.8	12.0	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	2169	6.3	42.5	97	316	7.6	6.2	118	1333	6.3	26.1	98	520	5.6	10.2	86
WKDAY 9:00 AM - 1:00 PM	5383	2179	6.3	40.5	93	264	6.4	4.9	94	1374	6.5	25.5	96	542	5.8	10.1	85
WKDAY 1:00 PM - 4:30 PM	6469	2530	7.3	39.1	90	336	8.1	5.2	99	1559	7.4	24.1	91	635	6.8	9.8	83
WKDAY 4:30 PM - 7:30 PM	19661	8414	24.3	42.8	98	1090	26.2	5.5	106	5237	24.9	26.6	100	2087	22.3	10.6	90
WKDAY 7:30 PM - 8:00 PM	27579	12051	34.9	43.7	100	1563	37.6	5.7	108	7399	35.1	26.8	101	3088	33.0	11.2	95
WKDAY 11:00 PM - 11:30 PM	22964	9820	28.4	42.8	98	1197	28.8	5.2	99	6109	29.0	26.6	100	2515	26.9	11.0	93
WKDAY 11:30 PM - 1:00 AM	8158	3519	10.2	43.1	99	436	10.5	5.3	102	2164	10.3	26.5	100	919	9.8	11.3	96
M-SAT 8-11 PM-SUN 7-11 PM	30140	13144	38.0	43.6	100	1633	39.3	5.4	103	8038	38.2	26.7	100	3473	37.2	11.5	98
MKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 2048	806	2.3	39.4	90	*64	1.5	3.1	60	452	2.1	22.1	83	290	3.1	14.2	120
ANOTHER WORLD	N 1214	405	1.2	33.4	77	**55	1.3	4.5	86	213	1.0	17.5	66	137	1.5	11.3	96
AS THE WORLD TURNS	C 1740	683	2.0	39.3	90	*104	2.5	6.0	114	470	2.2	27.0	102	109	1.2	6.3	53
CAPITOL	C 1016	345	1.0	34.0	78	**67	1.6	6.6	126	237	1.1	23.3	88	*42	0.4	4.1	35
CBS MORN. NEWS 1	C 1203	448	1.3	37.2	85	**58	1.4	4.8	92	300	1.4	24.9	94	*91	1.0	7.6	64
CBS MORN. NEWS 2	C 773	297	0.9	38.4	88	**43	1.0	5.6	106	186	0.9	24.1	91	*68	0.7	8.8	75
DAYS OF OUR LIVES	N 1629	581	1.7	35.7	82	*47	1.1	2.9	55	349	1.7	21.4	81	185	2.0	11.4	96
FACTS OF LIFE - DAYTIME	N 961	396	1.1	41.2	94	*39	0.9	4.1	77	275	1.3	28.6	108	*82	0.9	8.5	72
FAMILY FEUD	A 1390	573	1.7	41.2	95	*39	0.9	2.8	54	396	1.9	28.5	107	138	1.5	9.9	84
GENERAL HOSPITAL	A 1463	602	1.7	41.1	94	*54	1.3	3.7	70	410	1.9	28.0	105	138	1.5	9.4	80
GOOD MORNING, AMERICA-730 A	A 1705	722	2.1	42.3	97	*55	1.3	3.2	62	486	2.3	28.5	107	181	1.9	10.6	90
GOOD MORNING, AMERICA-830 A	A 889	397	1.1	44.7	102	**30	0.7	3.4	64	310	1.5	34.9	131	*57	0.6	6.4	54
GUIDING LIGHT	C 1754	616	1.8	35.1	81	**92	2.2	5.2	100	427	2.0	24.3	92	97	1.0	5.5	47
ONE LIFE TO LIVE	A 1100	475	1.4	43.2	99	*53	1.3	4.8	92	310	1.5	28.2	106	*111	1.2	10.1	86
PRESS YOUR LUCK	C 1222	492	1.4	40.3	92	**78	1.9	6.4	122	280	1.3	22.9	86	135	1.4	11.0	94
PRICE IS RIGHT 1	C 2692	1042	3.0	38.7	89	141	3.4	5.2	100	632	3.0	23.5	88	268	2.9	10.0	84

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - USAGE IN LAST 30 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	34565	100.0	43.6	100	4155	100.0	5.2	100	21063	100.0	26.6	100	9347	100.0	11.8	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	24321	10574	30.6	43.5	100	1313	31.6	5.4	103	6719	31.9	27.6	104	2542	27.2	10.5	89
NETWORK AFFILIATES - LATE	17197	7372	21.3	42.9	98	882	21.2	5.1	98	4579	21.7	26.6	100	1911	20.4	11.1	94
INDEPENDENTS - LATE	2887	1357	3.9	47.0	108	127	3.1	4.4	84	877	4.2	30.4	114	354	3.8	12.3	104
TV EVENING NTWK 4 PM - 2 AM																	
A TEAM	N 11301	4921	14.2	43.5	100	578	13.9	5.1	98	2986	14.2	26.4	99	1357	14.5	12.0	102
ABC MONDAY NIGHT MOVIE	A 4379	1978	5.7	45.2	104	*234	5.6	5.3	102	1163	5.5	26.6	100	582	6.2	13.3	113
ABC SUNDAY NIGHT MOVIE	A 9910	4266	12.3	43.0	99	447	10.8	4.5	86	2599	12.3	26.2	99	1220	13.1	12.3	104
ABC WORLD NEWS TONIGHT	A 6212	2846	8.2	45.8	105	442	10.6	7.1	136	1710	8.1	27.5	104	694	7.4	11.2	95
AFTERMASH	C 4575	2076	6.0	45.4	104	*189	4.5	4.1	79	1337	6.3	29.2	110	551	5.9	12.0	102
ALICE	C 6777	2927	8.5	43.2	99	331	8.0	4.9	93	1807	8.6	26.7	100	790	8.5	11.7	99
AMERICAN PARADE	C 4868	2100	6.1	43.1	99	283	6.8	5.8	111	1303	6.2	26.8	101	513	5.5	10.5	89
BENSON	A 7593	3356	9.7	44.2	101	368	8.9	4.8	92	1988	9.4	26.2	99	1000	10.7	13.2	112
BLUE THUNDER	A 6036	2625	7.6	43.5	100	339	8.2	5.6	107	1585	7.5	26.3	99	700	7.5	11.6	98
CAGNEY & LACEY	C 7698	2918	8.4	37.9	87	353	8.5	4.6	87	1774	8.4	23.0	87	791	8.5	10.3	87
CBS EVENING NEWS-DEAN	C 4066	1678	4.9	41.3	95	*184	4.4	4.5	86	1129	5.4	27.8	104	365	3.9	9.0	76
CBS EVENING NEWS-RATHER	C 8092	3418	9.9	42.2	97	409	9.8	5.1	96	2279	10.8	28.2	106	730	7.8	9.0	77
CBS SAT. NEWS-SCHIEFFER	C 4795	2014	5.8	42.0	96	170	4.1	3.5	68	1415	6.7	29.5	111	429	4.6	8.9	76
CBS SATURDAY NIGHT MOVIE	C 6034	2413	7.0	40.0	92	351	8.4	5.8	111	1396	6.6	23.1	87	666	7.1	11.0	94
CBS WEDNESDAY NIGHT MOVIE	C 4993	2065	6.0	41.4	95	206	5.0	4.1	79	1284	6.1	25.7	97	576	6.2	11.5	98
CHEERS	N 6976	3203	9.3	45.9	105	305	7.3	4.4	83	2048	9.7	29.4	110	850	9.1	12.2	103
DALLAS	C 13575	5451	15.8	40.2	92	641	15.4	4.7	90	3471	16.5	25.6	96	1339	14.3	9.9	84
DIFF'RENT STROKES	N 3684	1803	5.2	48.9	112	*131	3.2	3.6	68	1280	6.1	34.7	131	392	4.2	10.6	90
DOUBLE TROUBLE	N 4462	1850	5.4	41.5	95	*293	7.1	6.6	125	980	4.7	22.0	83	578	6.2	13.0	110
DUCK FACTORY	N 4810	2169	6.3	45.1	103	232	5.6	4.8	92	1376	6.5	28.6	108	561	6.0	11.7	99
DUKES OF HAZZARD	C 5951	2448	7.1	41.1	94	252	6.1	4.2	81	1460	6.9	24.5	92	737	7.9	12.4	105
DYNASTY	A 11325	5181	15.0	45.7	105	461	11.1	4.1	78	3213	15.3	28.4	107	1508	16.1	13.3	113
FACTS OF LIFE	N 4512	2028	5.9	44.9	103	*280	6.7	6.2	118	1166	5.5	25.8	97	581	6.2	12.9	109
FALCON CREST	C 9215	3691	10.7	40.1	92	520	12.5	5.6	108	2384	11.3	25.9	97	787	8.4	8.5	72
FALL GUY	A 8604	3693	10.7	42.9	98	434	10.4	5.0	96	2034	9.7	23.6	89	1225	13.1	14.2	121
FAMILY TIES	N 4179	1709	4.9	40.9	94	*177	4.3	4.2	81	1093	5.2	26.2	98	439	4.7	10.5	89
FANTASY ISLAND	A 4781	2170	6.3	45.4	104	244	5.9	5.1	97	1312	6.2	27.4	103	615	6.6	12.9	109
FOULUPS,BLEEPS & BLUNDERS	A 6697	3024	8.7	45.2	104	407	9.8	6.1	116	1759	8.4	26.3	99	859	9.2	12.8	109
FOUR SEASONS	C 3873	1673	4.8	43.2	99	*178	4.3	4.6	88	1003	4.8	25.9	97	492	5.3	12.7	108
GIMME A BREAK	N 4310	1790	5.2	41.5	95	*184	4.4	4.3	81	1169	5.6	27.1	102	437	4.7	10.1	86
HART TO HART	A 5751	2381	6.9	41.4	95	310	7.5	5.4	103	1460	6.9	25.4	96	612	6.5	10.6	90
HILL STREET BLUES	N 8568	3710	10.7	43.3	99	406	9.8	4.7	90	2290	10.9	26.7	101	1014	10.8	11.8	100
HOTEL	A 8801	3800	11.0	43.2	99	449	10.8	5.1	97	2370	11.3	26.9	101	980	10.5	11.1	94
JEFFERSONS	C 6978	2925	8.5	41.9	96	364	8.8	5.2	100	1752	8.3	25.1	94	809	8.7	11.6	98
JENNIFER SLEPT HERE	N 3021	1397	4.0	46.2	106	*125	3.0	4.1	79	929	4.4	30.8	116	343	3.7	11.4	96
KATE & ALLIE	C 6811	2862	8.3	42.0	96	334	8.0	4.9	94	1659	7.9	24.4	92	869	9.3	12.8	108
KNIGHT RIDER	N 5256	2158	6.2	41.1	94	*208	5.0	4.0	75	1417	6.7	27.0	101	533	5.7	10.1	86
LOVE BOAT	A 7174	3285	9.5	45.8	105	378	9.1	5.3	101	1930	9.2	26.9	101	978	10.5	13.6	116
MAGNUM PI	C 10438	4776	13.8	45.8	105	588	14.2	5.6	107	2792	13.3	26.7	101	1395	14.9	13.4	113
MAMA'S FAMILY	N 3488	1443	4.2	41.4	95	*132	3.2	3.8	72	861	4.1	24.7	93	450	4.8	12.9	109
MASTER, THE	N 4127	1691	4.9	41.0	94	*245	5.9	5.9	113	1006	4.8	24.4	92	440	4.7	10.7	90
MATT HOUSTON	A 5978	2706	7.8	45.3	104	278	6.7	4.7	89	1634	7.8	27.3	103	794	8.5	13.3	113
NBC MONDAY NIGHT MOVIE	N 10446	4580	13.3	43.8	101	640	15.4	6.1	117	2771	13.2	26.5	100	1168	12.5	11.2	95
NBC NIGHTLY NEWS	N 5571	2272	6.6	40.8	94	337	8.1	6.0	115	1375	6.5	24.7	93	560	6.0	10.1	85
NBC NIGHTLY NEWS-SAT	N 3675	1523	4.4	41.4	95	*193	4.6	5.3	100	1035	4.9	28.2	106	294	3.1	8.0	68
NBC NIGHTLY NEWS-SUN	N 2905	1231	3.6	42.4	97	*121	2.9	4.2	79	920	4.4	31.7	119	190	2.0	6.5	55
NBC SUNDAY NIGHT MOVIE	N 8352	3681	10.6	44.1	101	543	13.1	6.5	124	2052	9.7	24.6	92	1086	11.6	13.0	110
NEWMART	C 6864	2783	8.1	40.5	93	268	6.5	3.9	74	1708	8.1	24.9	94	807	8.6	11.8	100
ONE DAY AT A TIME	C 3866	1739	5.0	45.0	103	*271	6.5	7.0	134	1040	4.9	26.9	101	427	4.6	11.0	94
PEOPLE ARE FUNNY	N 3956	1711	5.0	43.3	99	*112	2.7	2.8	54	1045	5.0	26.4	99	554	5.9	14.0	119
REAL PEOPLE	N 6305	2686	7.8	42.6	98	325	7.8	5.2	98	1651	7.8	26.2	99	709	7.6	11.2	95
REMINGTON STEELE	N 5884	2654	7.7	45.1	103	381	9.2	6.5	124	1415	6.7	24.0	90	858	9.2	14.6	124
RIPLY'S BELIEVE IT - NOT	A 5706	2629	7.6	46.1	106	318	7.7	5.6	106	1594	7.6	27.9	105	717	7.7	12.6	107
RIPTIDE	N 6202	2732	7.9	44.1	101	355	8.5	5.7	109	1655	7.9	26.7	100	722	7.7	11.6	99
SCARECROW & MRS. KING	C 6513	2935	8.5	45.1	103	352	8.5	5.4	103	1818	8.6	27.9	105	765	8.2	11.7	100
SIMON & SIMON	C 8593	3907	11.3	45.5	104	459	11.0	5.3	102	2368	11.2	27.6	104	1080	11.6	12.6	107
60 MINUTES	C 13342	5865	17.0	44.0	101	730	17.6	5.5	104	3789	18.0	28.4	107	1347	14.4	10.1	86
ST. ELSEWHERE	N 6029	2758	8.0	45.7	105	250	6.0	4.1	79	1656	7.9	27.5	103	852	9.1	14.1	120
THREE'S COMPANY	A 8565	3764	10.9	43.9	101	408	9.8	4.8	91	2349	11.2	27.4	103	1007	10.8	11.8	100
T.J. HOOKER	A 7400	3288	9.5	44.4	102	415	10.0	5.6	107	1942	9.2	26.2	99	932	10.0		

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - USAGE IN LAST 30 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	45489	100.0	51.4	100	4833	100.0	5.5	100	22941	100.0	32.7	100	11715	100.0	13.2	100
FEMALE HOMEOWNERS	80986	41841	92.0	51.7	100	4551	94.2	5.6	103	26518	91.6	32.7	100	10771	91.9	13.3	100
EMPLOYED MOTHERS	18702	10354	22.8	55.4	108	1164	24.1	6.2	114	5995	20.7	32.1	98	3195	27.3	17.1	129
18 - 24	14726	7019	15.4	47.7	93	641	13.3	4.4	80	4033	13.9	27.4	84	2345	20.0	15.9	120
25 - 34	20202	11422	25.1	56.5	110	1015	21.0	5.0	92	7094	24.5	35.1	107	3314	28.3	16.4	124
35 - 44	14781	8022	17.6	54.3	106	883	18.3	6.0	109	4509	15.6	30.5	93	2630	22.4	17.8	134
45 - 54	11449	5830	12.8	50.9	99	614	12.7	5.4	98	3886	13.4	33.9	104	1330	11.4	11.6	88
55 - 64	11846	5859	12.9	49.5	96	845	17.5	7.1	131	3952	13.7	33.4	102	1062	9.1	9.0	68
65 OR OLDER	15459	7338	16.1	47.5	92	836	17.3	5.4	99	5467	18.9	35.4	108	1035	8.8	6.7	51
18 - 34	34928	18441	40.5	52.8	103	1656	34.3	4.7	87	11127	38.4	31.9	97	5659	48.3	16.2	122
18 - 49	55154	29370	64.6	53.3	104	2823	58.4	5.1	94	17561	60.7	31.8	97	8987	76.7	16.3	123
25 - 54	46433	25274	55.6	54.4	106	2511	52.0	5.4	99	15489	53.5	33.4	102	7274	62.1	15.7	118
35 - 49	20226	10930	24.0	54.0	105	1168	24.2	5.8	106	6434	22.2	31.8	97	3328	28.4	16.5	124
50 OR OLDER	33310	16119	35.4	48.4	94	2009	41.6	6.0	110	11380	39.3	34.2	104	2729	23.3	8.2	62
GRADUATED COLLEGE	12110	7573	16.6	62.5	122	830	17.2	6.9	125	4554	15.7	37.6	115	2188	18.7	18.1	136
ATTENDED COLLEGE	15309	8933	19.6	58.4	113	851	17.6	5.9	102	5578	19.3	36.4	111	2504	21.4	16.4	124
GRADUATED HIGH SCHOOL	36912	18766	41.3	50.8	99	2008	41.5	5.4	100	11866	41.0	32.1	98	4892	41.8	13.3	100
DID NOT GRADUATE HIGH SCHOOL	24134	10217	22.5	42.3	82	1143	23.6	4.7	87	6944	24.0	28.8	88	2131	18.2	8.8	67
EMPLOYED FULL-TIME	35457	20213	44.4	57.0	111	2016	41.7	5.7	104	12352	42.7	34.8	106	5845	49.9	16.5	124
EMPLOYED PART-TIME	8514	4459	9.8	52.4	102	565	11.7	6.6	121	2591	9.0	30.4	93	1303	11.1	15.3	116
NOT EMPLOYED	44494	20817	45.8	46.8	91	2252	46.6	5.1	93	13998	48.4	31.5	96	4568	39.0	10.3	78
PROFESSIONAL/MANAGER	10811	6681	14.7	61.8	120	668	13.8	6.2	113	4042	14.0	37.4	114	1971	16.8	18.2	138
TECH/CLERICAL/SALES	19640	11428	25.1	58.2	113	1112	23.0	5.7	104	7009	24.2	35.7	109	3307	28.2	16.8	127
PRECISION/CRAFT	1023	464	1.0	45.4	88	**28	0.6	2.7	50	*309	1.1	30.2	92	**126	1.1	12.3	93
OTHER EMPLOYED	12498	6099	13.4	48.8	95	773	16.0	6.2	113	3583	12.4	28.7	88	1744	14.9	14.0	105
SINGLE	15995	7734	17.0	48.4	94	767	15.9	4.8	88	4548	15.7	28.4	87	2419	20.6	15.1	114
MARRIED	51689	26897	59.1	52.0	101	2705	56.0	5.2	96	17247	59.6	33.4	102	6946	59.3	13.4	101
DIVORCED/SEPARATED/WIDOWED	20780	10858	23.9	52.3	102	1361	28.2	6.5	120	7147	24.7	34.4	105	2350	20.1	11.3	85
PARENTS	33922	17712	38.9	52.2	102	1785	36.9	5.3	96	10643	36.8	31.4	96	5284	45.1	15.6	118
WHITE	76422	40482	89.0	53.0	103	4379	90.6	5.7	105	25740	88.9	33.7	103	10363	88.5	13.6	102
BLACK	10066	3963	8.7	39.4	77	402	8.3	4.0	73	2471	8.5	24.5	75	1090	9.3	10.8	82
OTHER	1976	1044	2.3	52.8	103	**52	1.1	2.6	48	*730	2.5	36.9	113	**262	2.2	13.3	100
NORTHEAST-CENSUS	19803	10228	22.5	51.6	100	821	17.0	4.1	76	7010	24.2	35.4	108	2397	20.5	12.1	91
NORTH CENTRAL	22181	10969	24.1	49.5	96	1104	22.8	5.0	91	6882	23.8	31.0	95	2983	25.5	13.4	102
SOUTH	30082	13563	29.8	45.1	88	1596	33.0	5.3	97	8289	28.6	27.6	84	3677	31.4	12.2	92
WEST	16398	10729	23.6	65.4	127	1312	27.1	8.0	146	6759	23.4	41.2	126	2658	22.7	16.2	122
NORTHEAST-MKTG.	20163	10606	23.3	52.6	102	961	19.9	4.8	87	7232	25.0	35.9	110	2412	20.6	12.0	90
EAST CENTRAL	13054	6216	13.7	47.6	93	594	12.3	4.6	83	3959	13.7	30.3	93	1664	14.2	12.7	96
WEST CENTRAL	14993	7710	16.9	51.4	100	780	16.1	5.2	95	4821	16.7	32.2	98	2109	18.0	14.1	106
SOUTH	25785	11542	25.4	44.8	87	1330	27.5	5.2	94	6963	24.1	27.0	83	3249	27.7	12.6	95
PACIFIC	14470	9416	20.7	65.1	127	1168	24.2	8.1	148	5966	20.6	41.2	126	2281	19.5	15.8	119
COUNTY SIZE A	36705	20316	44.7	55.3	108	2204	45.6	6.0	110	12801	44.2	34.9	107	5311	45.3	14.5	109
COUNTY SIZE B	26819	13083	28.8	48.8	95	1220	25.2	4.5	83	8633	29.8	32.2	98	3230	27.6	12.0	91
COUNTY SIZE C	13597	7060	15.5	51.9	101	736	15.2	5.4	99	4432	15.3	32.6	100	1892	16.2	13.9	105
COUNTY SIZE D	11344	5031	11.1	44.3	86	673	13.9	5.9	109	3075	10.6	27.1	83	1283	11.0	11.3	85
METRO CENTRAL CITY	26825	13832	30.4	51.6	100	1460	30.2	5.4	100	8684	30.0	32.4	99	3688	31.5	13.7	104
METRO SUBURBAN	39912	21630	47.5	54.2	105	2188	45.3	5.5	100	13932	48.1	34.9	107	5510	47.0	13.8	104
NON METRO	21728	10028	22.0	46.2	90	1185	24.5	5.5	100	6324	21.9	29.1	89	2518	21.5	11.6	88
TOP 5 ADI'S	20847	12026	26.4	57.7	112	1367	28.3	6.6	120	7701	26.6	36.9	113	2958	25.2	14.2	107
TOP 10 ADI'S	28719	15840	34.8	55.2	107	1712	35.4	6.0	109	10152	35.1	35.3	108	3976	33.9	13.8	105
TOP 20 ADI'S	40904	22290	49.0	54.5	106	2481	51.3	6.1	111	13984	48.3	34.2	105	5824	49.7	14.2	108
HSGLD INC. \$50,000 OR MORE	7931	4547	10.0	57.3	111	*520	10.8	6.6	120	3127	10.8	39.4	121	900	7.7	11.3	86
\$40,000 OR MORE	15233	8673	19.1	56.9	111	981	20.3	6.4	118	5747	19.9	37.7	115	1945	16.6	12.8	96
\$30,000 OR MORE	28333	15933	35.0	56.2	109	1710	35.4	6.0	110	10204	35.3	36.0	110	4019	34.3	14.2	107
\$25,000 OR MORE	36417	20564	45.2	56.5	110	2094	43.3	5.8	105	13071	45.2	35.9	110	5398	46.1	14.8	112
\$20,000 - \$24,999	9943	5479	12.0	55.1	107	605	12.5	6.1	111	3472	12.0	34.9	107	1402	12.0	14.1	106
\$15,000 - \$19,999	9211	4639	10.2	50.4	98	464	9.6	5.0	92	3017	10.4	32.8	100	1158	9.9	12.6	95
\$10,000 - \$14,999	13477	6545	14.4	48.6	94	777	16.1	5.8	106	3922	13.6	29.1	89	1846	15.8	13.7	103
UNDER \$10,000	19418	8262	18.2	42.5	83	893	18.5	4.6	84	5459	18.9	28.1	86	1911	16.3	9.8	74
HOUSEHOLD OF 1 PERSON	11987	6492	14.3	54.2	105	750	15.5	6.3	115	4187	14.5	34.9	107	1554	13.3	13.0	98
2 PEOPLE	27046	14357	31.6	53.1	103	1685	34.9	6.2	114	9265	32.0	34.3	105	3407	29.1	12.6	95
3 OR 4 PEOPLE	34251	17249	37.9	50.4	98	1632	33.8	4.8	87	10943	37.8	31.9	98	4675	39.9	13.6	103
5 OR MORE PEOPLE	15180	7391	16.2	48.7	95	*766	15.8	5.0	92	4546	15.7	29.9	92	2080	17.8	13.7	103
NO CHILD IN HSHLD	49819	25528	56.1	51.2	100	2896	59.9	5.8	106	16810	58.1	33.7	103	5823	49.7	11.7	88
CHILD(REN) UNDER 2 YRS	6045	3044	6.7	50.4	98	**284	5.9	4.7	86	1881	6.5	31.1	95	879	7.5	14.5	110
2 - 5 YEARS	15233	7907	17.4	51.9	101	687	14.2	4.5	83	4899	16.9	32.2	98	2322	19.8	15.2	115
6 - 11 YEARS	16260	7824	17.2	48.1	94	683	14.1	4.2	77	4649	16.1	28.6	87	2492	21.3	15.3	116
12 - 17 YEARS	19173	9681	21.3	50.5	98	987	20.4	5.1	94	5741	19.8	29.9	92	2953	25.2	15.4	116
RESIDENCE OWNED	61371	31989	70.3	52.1	101	3404	70.4	5.5	102	21098	72.9	34.4	105	7487	63.9	12.2	92
VALUE: \$50,000 OR MORE	35355	19429	42.7	55.0	107	1950	40.3	5.5	101	13099	45.3	37.0	113	4379	37.4	12.4	94
VALUE: UNDER \$50,000	26016	12560	27.6	48.3	94	1454	30.1	5.6	102	7998	27.6	30.7	94	3107	26.5	11.9	90

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - USAGE IN LAST 30 DAYS
(FEMALES)

		TOTAL U.S. '000	ALL USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK							
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX				
TOTAL FEMALES		88464	45489	100.0	51.4	100	4833	100.0	5.5	100	28941	100.0	32.7	100	11715	100.0	13.2	100
MAGAZINES	QUINTILE 1	17988	10265	22.6	57.1	111	1157	23.9	6.4	118	6542	22.6	36.4	111	2566	21.9	14.3	108
	QUINTILE 2	19446	10679	23.5	54.9	107	945	19.6	4.9	89	6829	23.6	35.1	107	2905	24.8	14.9	113
	QUINTILE 3	14626	7818	17.2	53.5	104	719	14.9	4.9	90	4934	17.0	33.7	103	2165	18.5	14.8	112
	QUINTILE 4	16014	7883	17.3	49.2	96	1008	20.9	6.3	115	4797	16.6	30.0	92	2079	17.7	13.0	98
	QUINTILE 5	20389	8844	19.4	43.4	84	1004	20.8	4.9	90	5840	20.2	28.6	88	2000	17.1	9.8	74
NEWSPAPERS	QUINTILE 1	13830	7251	15.9	52.4	102	766	15.8	5.5	101	4875	16.8	35.2	108	1610	13.7	11.6	96
	QUINTILE 2	26350	14101	31.0	53.5	104	1508	31.2	5.7	105	8830	30.5	33.5	102	3763	32.1	14.3	108
	QUINTILE 3	12415	6914	15.2	55.7	108	760	15.7	6.1	112	4612	15.9	37.1	114	1542	13.2	12.4	94
	QUINTILE 4	21911	10920	24.0	49.8	97	1077	22.3	4.9	90	6629	22.9	30.3	92	3213	27.4	14.7	111
	QUINTILE 5	13960	6304	13.9	45.2	88	721	14.9	5.2	95	3995	13.8	28.6	87	1588	13.6	11.4	86
OUTDOOR	QUINTILE 1	16810	9316	20.5	55.4	108	836	17.3	5.0	91	5922	20.5	35.2	108	2557	21.8	15.2	115
	QUINTILE 2	17101	9147	20.1	53.5	104	1133	23.4	6.6	121	5542	19.1	32.4	99	2472	21.1	14.5	109
	QUINTILE 3	17579	8772	19.3	49.9	97	770	15.9	4.4	80	5716	19.8	32.5	99	2286	19.5	13.0	98
	QUINTILE 4	18343	9141	20.1	49.8	97	1119	23.2	6.1	112	5921	20.5	32.3	99	2101	17.9	11.5	86
	QUINTILE 5	18631	9114	20.0	48.9	95	975	20.2	5.2	96	5840	20.2	31.3	96	2299	19.6	12.3	93
RADIO-DRIVE TIME	QUINTILE 1	17390	9294	20.4	53.4	104	829	17.2	4.8	87	6155	21.3	35.4	108	2311	19.7	13.3	100
	QUINTILE 2	16591	8558	18.8	51.6	100	841	17.4	5.1	93	5326	18.4	32.1	98	2392	20.4	14.4	109
	QUINTILE 3	16910	8681	19.1	51.3	100	931	19.3	5.5	101	5440	18.8	32.2	98	2310	19.7	13.7	103
	QUINTILE 4	18002	9338	20.5	51.9	101	1029	21.3	5.7	105	5900	20.4	32.8	100	2409	20.6	13.4	101
	QUINTILE 5	19572	9618	21.1	49.1	96	1204	24.9	6.2	113	6120	21.1	31.3	96	2295	19.6	11.7	89
RADIO-MID- DAY	TERCILE 1	23248	12364	27.2	53.2	103	1186	24.5	5.1	93	7950	27.5	34.2	105	3229	27.6	13.9	105
	TERCILE 2	23667	12060	26.5	51.0	99	1349	27.9	5.7	104	8000	27.6	33.8	103	2711	23.1	11.5	86
	TERCILE 3	41549	21065	46.3	50.7	99	2297	47.5	5.5	101	12991	44.9	31.3	96	5776	49.3	13.9	105
RADIO-TOTAL	QUINTILE 1	17786	9536	21.0	53.6	104	971	20.1	5.5	100	6236	21.5	35.1	107	2329	19.9	13.1	99
	QUINTILE 2	17316	8943	19.7	51.6	100	723	15.0	4.2	76	5748	19.9	33.2	101	2473	21.1	14.3	108
	QUINTILE 3	18428	9562	21.0	51.9	101	1197	24.8	6.5	119	5812	20.1	31.5	96	2553	21.8	13.9	105
	QUINTILE 4	17669	8877	19.5	50.2	98	823	17.0	4.7	85	5715	19.7	32.3	99	2340	20.0	13.2	100
	QUINTILE 5	17265	8570	18.8	49.6	97	1120	23.2	6.5	119	5431	18.8	31.5	96	2020	17.2	11.7	88
TV-PRIME TIME	QUINTILE 1	17416	9261	20.4	53.2	103	1166	24.1	6.7	123	6156	21.3	35.3	108	1940	16.6	11.1	84
	QUINTILE 2	17413	9027	19.8	51.8	101	953	19.7	5.5	100	5699	19.7	32.7	100	2376	20.3	13.6	103
	QUINTILE 3	17943	9359	20.6	52.2	101	814	16.8	4.5	83	6008	20.8	33.5	102	2537	21.7	14.1	107
	QUINTILE 4	18442	9139	20.1	49.6	96	1041	21.5	5.6	103	5704	19.7	30.9	95	2394	20.4	13.0	98
	QUINTILE 5	17250	8703	19.1	50.5	98	859	17.8	5.0	91	5375	18.6	31.2	95	2469	21.1	14.3	108
TV-DAYTIME	TERCILE 1	29966	14450	31.8	48.2	94	1804	37.3	6.0	110	9213	31.8	30.7	94	3433	29.3	11.5	87
	TERCILE 2	29480	15193	33.4	51.5	100	1392	28.8	4.7	86	9759	33.7	33.1	101	4042	34.5	13.7	104
	TERCILE 3	29018	15847	34.8	54.6	106	1636	33.9	5.6	103	9970	34.4	34.4	105	4241	36.2	14.6	110
TV-TOTAL	QUINTILE 1	17740	8607	18.9	48.5	94	1085	22.4	6.1	112	5687	19.7	32.1	98	1835	15.7	10.3	78
	QUINTILE 2	17674	9087	20.0	51.4	100	1028	21.3	5.8	106	5826	20.1	33.0	101	2233	19.1	12.6	95
	QUINTILE 3	17730	9812	21.6	55.3	108	956	19.8	5.4	99	6640	22.9	37.5	114	2216	18.9	12.5	94
	QUINTILE 4	17563	8824	19.4	50.2	98	788	16.3	4.5	82	5357	18.5	30.5	93	2679	22.9	15.3	115
	QUINTILE 5	17757	9160	20.1	51.6	100	977	20.2	5.5	101	5431	18.8	30.6	93	2752	23.5	15.5	117
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	23278	13272	29.2	57.0	111	1561	32.3	6.7	123	8392	29.0	36.1	110	3319	28.3	14.3	108
	NEWSPAPER IMPERATIVE	21634	11763	25.9	54.4	106	966	20.0	4.5	82	7455	25.8	34.5	105	3343	28.5	15.5	117
		23455	11618	25.5	49.5	96	1165	24.1	5.0	91	7616	26.3	32.5	99	2837	24.2	12.1	91
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	17482	10133	22.3	58.0	113	1030	21.3	5.9	108	6227	21.5	35.6	109	2876	24.5	16.5	124
	OUTDOOR IMPERATIVE	28830	15473	34.0	53.7	104	1521	31.5	5.3	97	10113	34.9	35.1	107	3839	32.8	13.3	101
		26119	12864	28.3	49.3	96	1335	27.6	5.1	94	8245	28.5	31.6	96	3284	28.0	12.6	95
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	20162	10998	24.2	54.5	106	970	20.1	4.8	88	7009	24.2	34.8	106	3019	25.8	15.0	113
	RADIO IMPERATIVE	26292	14796	32.5	56.3	109	1585	32.8	6.0	110	9420	32.5	35.8	110	3791	32.4	14.4	109
		25308	12453	27.4	49.2	96	1414	29.3	5.6	102	7937	27.4	31.4	96	3102	26.5	12.3	93
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	17312	9556	21.0	55.2	107	883	18.3	5.1	93	6243	21.6	36.1	110	2430	20.7	14.0	106
	TELEVISION IMPERATIVE	29099	16098	35.4	55.3	108	1576	32.6	5.4	99	10069	34.8	34.6	106	4454	38.0	15.3	116
		27505	13018	28.6	47.3	92	1680	34.8	6.1	112	8516	29.4	31.0	95	2822	24.1	10.3	77
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	18628	10236	22.5	54.9	107	1120	23.2	6.0	110	6306	21.8	33.9	103	2810	24.0	15.1	114
	OUTDOOR IMPERATIVE	29178	15121	33.2	51.8	101	1595	33.0	5.5	100	9987	34.5	34.2	105	3539	30.2	12.1	92
		25260	13160	28.9	52.1	101	1271	26.3	5.0	92	8300	28.7	32.9	100	3590	30.6	14.2	107
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	19246	10461	23.0	54.4	106	1010	20.9	5.2	96	6713	23.2	34.9	107	2738	23.4	14.2	107
	RADIO IMPERATIVE	28155	14907	32.8	52.9	103	1765	36.5	6.3	115	9586	33.1	34.0	104	3556	30.4	12.6	95
		25308	12830	28.2	50.7	99	1296	26.8	5.1	94	8082	27.9	31.9	98	3452	29.5	13.6	103
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	18615	9924	21.8	53.3	104	983	20.3	5.3	97	6676	23.1	35.9	110	2265	19.3	12.2	92
	TELEVISION IMPERATIVE	29207	15773	34.7	54.0	105	1694	35.1	5.8	106	9913	34.3	33.9	104	4167	35.6	14.3	108
		25472	12323	27.1	48.4	94	1543	31.9	6.1	111	7885	27.2	31.0	95	2895	24.7	11.4	86
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	17292	9717	21.4	56.2	109	845	17.5	4.9	89	5945	20.5	34.4	105	2927	25.0	16.9	128
	RADIO IMPERATIVE	26915	13891	30.5	51.6	100	1658	34.3	6.2	113	8664	29.9	32.2	98	3568	30.5	13.3	100
		28938	14349	31.5	49.6	96	1572	32.5	5.4	99	9412	32.5	32.5	99	3366	28.7	11.6	88
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	16112	8386	18.4	52.0	101	960	19.9	6.0	109	5413	18.7	33.6	103	2013	17.2	12.5	94
	TELEVISION IMPERATIVE	28228	15458	34.0	54.8	106	1467	30.4	5.2	95	9466	32.7	33.5	103	4525	38.6	16.0	121
		30024	14946	32.9	49.8	97	1659	34.3	5.5	101	10000	34.6	33.3	102	3288	28.1	11.0	83
RADIO-TELEVISION: DUAL	RADIO IMPERATIVE	17803	9525	20.9	53.5	104	1022	21.1	5.7	105	6388	22.1	35.9	110	2115	18.1	11.9	90
	TELEVISION IMPERATIVE	28338	14609	32.1	51.6	100	1304	27.0	4.6	84	9090	31.4	32.1	98	4216	36.0	14.9	112
		28445	14212	31.2	50.0	97	1730	35.8	6.1	111	9167	31.7	32.2	99	3315	28.3	11.7	88

	TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	45489	100.0	51.4	100	4833	100.0	5.5	100	28941	100.0	32.7	100	11715	100.0	13.2	100
ATLANTIC MONTHLY	415	249	0.5	60.0	117	**15	0.3	3.6	66	*166	0.6	40.0	122	**68	0.6	16.4	124
BARRON'S	522	*239	0.5	45.8	89	**51	1.1	9.8	179	*143	0.5	27.4	84	**46	0.4	8.8	67
BETTER HOMES & GARDENS	17429	9261	20.4	53.1	103	880	18.2	5.0	92	6148	21.2	35.3	108	2233	19.1	12.8	97
BON APPETIT	2772	1846	4.1	66.6	130	*232	4.8	8.4	153	1227	4.2	44.3	135	387	3.3	14.0	105
BUSINESS WEEK	1469	754	1.7	51.3	100	**98	2.0	6.7	122	480	1.7	32.7	100	*176	1.5	12.0	90
CAR AND DRIVER	397	*250	0.5	63.0	122	**5	0.1	1.3	23	*201	0.7	50.6	155	**44	0.4	11.1	84
CBS MAGAZINE NETWORK (GROSS)	1633	927	2.0	56.8	110	**98	2.0	6.0	110	543	1.9	33.3	102	287	2.4	17.6	133
CHANGING TIMES	1554	945	2.1	60.8	118	**44	0.9	2.8	52	621	2.1	40.0	122	280	2.4	18.0	136
COLONIAL HOMES	1304	727	1.6	55.8	108	**99	2.0	7.6	139	412	1.4	31.6	97	*215	1.8	16.5	125
CONDE NAST MAG. PKG. (GROSS)	17858	9901	21.8	55.4	108	988	20.4	5.5	101	6041	20.9	33.8	103	2873	24.5	16.1	121
CONSUMERS DIGEST	1406	797	1.8	56.7	110	**56	1.2	4.0	73	547	1.9	38.9	119	*194	1.7	13.8	104
COSMOPOLITAN	8815	5072	11.1	57.5	112	550	11.4	6.2	114	3077	10.6	34.9	107	1445	12.3	16.4	124
COUNTRY LIVING	2636	1258	2.8	47.7	93	*215	4.4	8.2	149	713	2.5	27.0	83	330	2.8	12.5	95
CUISINE	1554	931	2.0	59.9	117	**127	2.6	8.2	150	635	2.2	40.9	125	*168	1.4	10.8	82
CYCLE WORLD	469	*271	0.6	57.8	112	**17	0.4	3.6	66	*198	0.7	42.2	129	**56	0.5	11.9	90
DCI:CREATIVE IDEAS FOR LIV	2631	1520	3.3	57.8	112	**80	1.7	3.0	56	997	3.4	37.9	116	443	3.8	16.8	127
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	3882	8.5	54.9	107	380	7.9	5.4	98	2433	8.4	34.4	105	1069	9.1	15.1	114
DISCOVER	998	544	1.2	54.5	106	**31	0.6	3.1	57	353	1.2	35.4	108	*160	1.4	16.0	121
EBONY	4289	1915	4.2	44.6	87	*158	3.3	3.7	67	1184	4.1	27.6	84	574	4.9	13.4	101
ESQUIRE	1176	592	1.3	50.3	98	**61	1.3	5.2	95	367	1.3	31.2	95	*164	1.4	13.9	105
ESSENCE	2392	1169	2.6	48.9	95	*97	2.0	4.1	74	755	2.6	31.6	96	318	2.7	13.3	100
FAMILY CIRCLE	17209	9328	20.5	54.2	105	988	20.4	5.7	105	6310	21.8	36.7	112	2029	17.3	11.8	89
THE FAMILY HANDYMAN	1184	752	1.7	63.5	124	**98	2.0	8.3	152	504	1.7	42.6	130	*150	1.3	12.7	96
FAMILY WEEKLY	12391	6595	14.5	53.2	104	629	13.0	5.1	93	4363	15.1	35.2	108	1603	13.7	12.9	98
FIELD & STREAM	2438	1349	3.0	55.3	108	**126	2.6	5.2	95	869	3.0	35.6	109	*353	3.0	14.5	109
FOOD & WINE	614	371	0.8	60.4	118	**59	1.2	9.6	176	214	0.7	34.9	107	*98	0.8	16.0	121
FORBES	813	440	1.0	54.1	105	**65	1.3	8.0	146	213	0.7	26.2	80	*162	1.4	19.9	150
FORTUNE	1083	653	1.4	60.3	117	*57	1.2	5.3	96	446	1.5	41.2	126	*150	1.3	13.9	105
GENTLEMEN'S QUARTERLY	1197	722	1.6	60.3	117	**130	2.7	10.9	199	341	1.2	28.5	87	*251	2.1	21.0	158
GLAMOUR	6625	3687	8.1	55.7	108	314	6.5	4.7	87	2377	8.2	35.9	110	997	8.5	15.0	114
GOLF DIGEST	707	333	0.7	47.1	92	**24	0.5	3.4	62	*253	0.9	35.8	109	**57	0.5	8.1	61
GOLF DIGEST/TENNIS (GROSS)	1316	682	1.5	51.8	101	**45	0.9	3.4	63	409	1.4	31.1	95	*227	1.9	17.2	130
GOLF MAGAZINE	469	*292	0.6	62.3	121	*37	0.8	7.9	144	*197	0.7	42.0	128	**58	0.5	12.4	93
GOLF MAGAZINE/SKI (GROSS)	1060	725	1.6	68.4	133	*76	1.6	7.2	131	422	1.5	39.8	122	*228	1.9	21.5	162
GOOD HOUSEKEEPING	17784	9885	21.7	55.6	108	848	17.5	4.8	87	6681	23.1	37.6	115	2356	20.1	13.2	100
HARPER'S BAZAAR	2931	1625	3.6	55.4	108	*200	4.1	6.8	125	1041	3.6	35.5	109	384	3.3	13.1	99
HEALTH	2199	1176	2.6	63.5	104	*131	2.7	6.0	109	700	2.4	31.8	97	345	2.9	15.7	118
HEARST MAG CORP. BUY (GROSS)	49148	27189	59.8	55.3	108	2673	55.3	5.4	100	17505	60.5	35.6	109	7011	59.8	14.3	108
HEARST MAN POWER (GROSS)	2113	1244	2.7	58.9	114	*81	1.7	3.8	70	724	2.5	34.3	105	439	3.7	20.8	157
HEARST WOMAN POWER (GROSS)	35062	19473	42.8	55.5	108	1894	39.2	5.4	99	12770	44.1	36.4	111	4809	41.0	13.7	104
HOUSE BEAUTIFUL	3865	2134	4.7	55.2	107	*101	2.1	2.6	48	1400	4.8	36.2	111	633	5.4	16.4	124
INC.	315	*169	0.4	53.7	104	*38	0.8	12.1	221	*665	0.2	20.6	63	*666	0.6	21.0	158
JET	3690	1595	3.5	43.2	84	*166	3.4	4.5	82	926	3.2	25.1	77	503	4.3	13.6	103
LADIES' HOME JOURNAL	12930	7231	15.9	55.9	109	612	12.7	4.7	87	4916	17.0	38.0	116	1702	14.5	13.2	99
LHJ FAMILY GRP CONBO(GROSS)	18161	10155	22.3	55.9	109	903	18.7	5.0	91	6730	23.3	37.1	113	2521	21.5	13.9	105
LIFE	5065	2815	6.2	55.6	108	280	5.8	5.5	101	1675	5.8	33.1	101	860	7.3	17.0	128
L.A. TIMES HOME MAGAZINE	1310	951	2.1	72.6	141	**58	1.2	4.4	81	580	2.0	44.3	135	313	2.7	23.9	180
MADAMEELLE	3759	2062	4.5	54.9	107	*237	4.9	6.3	115	1205	4.2	32.1	98	620	5.3	16.5	125
MC CALL'S	14658	8347	18.3	56.9	111	825	17.1	5.6	103	5593	19.3	38.2	117	1929	16.5	13.2	99
MC CALL'S/WRK MOTHER (GROSS)	15857	9011	19.8	56.8	111	872	18.0	5.5	101	5962	20.6	37.6	115	2177	18.6	13.7	104
MECHANIX ILLUSTRATED	809	487	1.1	60.2	117	**24	0.5	3.0	54	*317	1.1	39.2	120	*146	1.2	18.0	136
METROPOLITAN HOME	1009	613	1.3	60.8	118	**26	0.5	2.6	47	379	1.3	37.6	115	*208	1.8	20.6	156
MONEY	1707	1058	2.3	62.0	121	*164	3.4	9.6	176	612	2.1	35.9	110	*283	2.4	16.6	125
MOTHER EARTH NEWS	1123	787	1.7	70.1	136	**134	2.8	11.9	218	432	1.5	38.5	118	*221	1.9	19.7	149
MS.	932	508	1.1	54.5	106	**61	1.3	6.5	120	333	1.2	35.7	109	*115	1.0	12.3	93
NATIONAL ENQUIRER	11971	5747	12.6	48.0	93	610	12.6	5.1	93	3851	13.3	32.2	98	1285	11.0	10.7	81
NATIONAL GEOGRAPHIC	10503	6200	13.6	59.0	115	716	14.8	6.8	125	3978	13.7	37.9	116	1506	12.9	14.3	108
NATIONAL SUNDAY MAGAZINE PKG	54325	28769	63.2	53.0	103	2895	59.9	5.3	98	18544	64.1	34.1	104	7330	62.6	13.5	102
NATURAL HISTORY	626	398	0.9	63.6	124	*56	1.2	8.9	164	*220	0.8	35.1	107	*122	1.0	19.5	147
NEW WOMAN	1992	1111	2.4	55.8	108	*202	4.2	10.1	186	579	2.0	29.1	89	330	2.8	16.6	125
NEW YORK INCLUDING CUE	547	403	0.9	73.7	143	**59	1.2	10.8	197	228	0.8	41.7	127	*115	1.0	21.0	159
THE NEW YORKER	1380	872	1.9	63.2	123	*97	2.0	7.0	129	528	1.8	38.3	117	247	2.1	17.9	135
NEWSWEEK	6925	3906	8.6	56.4	110	474	9.8	6.8	125	2314	8.0	34.4	102	1118	9.5	16.1	122
THE N.Y. TIMES DAILY EDITION	1363	891	2.0	65.4	127	**103	2.1	7.6	138	550	1.9	40.4	123	239	2.0	17.5	132
THE N.Y. TIMES MAGAZINE	2333	1562	3.4	67.0	130	*144	3.0	6.2	113	1021	3.5	43.8	134	398	3.4	17.1	129
OWN	872	554	1.2	63.5	124	**64	1.3	7.3	134	300	1.0	34.4	105	*190	1.6	21.8	165
ON CABLE	1298	648	1.4	49.9	97	**62	1.3	4.8	87	442	1.5	34.1	104	*144	1.2	11.1	84
1001 HOME IDEAS	3032	1748	3.8	57.7	112	*160	3.3	5.3	97	1114	3.8	36.7	112	474	4.0	15.6	118
ORGANIC GARDENING	1680	1043	2.3	62.1	121	*130	2.7	7.7	142	695	2.4	41.4	126	*218	1.9	13.0	98
OUTDOOR LIFE	960	457	1.0	47.6	93	*35	0.7	3.6	67	320	1.1	33.3	102	*101	0.9	10.5	79
PARADE MAGAZINE	26755	14417	31.7	53.9	105	1488	30.8	5.6	102	9334	32.3	34.9	107	3595	30.7	13.4	101

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - USAGE IN LAST 30 DAYS
(FEMALES)

	HEAVY USERS MORE THAN ONCE A DAY																MEDIUM USERS ONCE A DAY																LIGHT USERS LESS THAN 3 TIMES A WEEK																			
	ALL USERS				A				B				C				D				A				B				C				D				A				B				C				D			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX															
TOTAL FEMALES	88464	45489	100.0	51.4	100	4833	100.0	5.5	100	28941	100.0	32.7	100	11715	100.0	13.2	100																																			
PARENTS	4173	2317	5.1	55.5	108	*162	3.4	3.9	71	1420	4.9	34.0	104	735	6.3	17.6	133																																			
PENTHOUSE	973	508	1.1	52.2	102	**26	0.5	2.7	49	288	1.0	29.6	90	*194	1.7	19.9	151																																			
PEOPLE	13479	7497	16.5	55.6	108	718	14.9	5.3	98	4610	15.9	34.2	105	2170	18.5	16.1	122																																			
PLAYBOY	2183	1251	2.8	57.3	111	**134	2.8	6.1	112	759	2.6	34.8	106	358	3.1	16.4	124																																			
POPULAR HOT RODDING	388	*204	0.4	52.6	102	**0	0.0	0.0	0	**144	0.5	37.1	113	**60	0.5	15.5	117																																			
POPULAR MECHANICS	1037	600	1.3	57.9	113	*31	0.6	3.0	55	*293	1.0	28.3	86	*275	2.3	26.5	200																																			
POPULAR SCIENCE	920	617	1.4	67.1	130	**98	2.0	10.7	195	326	1.1	35.4	108	*194	1.7	21.1	159																																			
PREVENTION	4071	2825	6.2	69.4	135	585	12.1	14.4	263	1685	5.8	41.4	127	556	4.7	13.7	103																																			
PSYCHOLOGY TODAY	1940	1161	2.6	59.8	116	*112	2.3	5.8	106	708	2.4	36.5	112	341	2.9	17.6	133																																			
READER'S DIGEST	24031	13234	29.1	55.1	107	1341	27.7	5.6	102	8643	29.9	36.0	110	3249	27.7	13.5	102																																			
REDBOOK	8464	4516	9.9	53.4	104	496	10.3	5.9	107	3012	10.4	35.6	109	1008	8.6	11.9	90																																			
ROAD & TRACK	429	*279	0.6	65.0	126	**41	0.8	9.6	175	**162	0.6	37.8	115	**77	0.7	17.9	136																																			
ROLLING STONE	1355	762	1.7	56.2	109	**98	2.0	7.2	132	424	1.5	31.3	96	239	2.0	17.6	133																																			
RUNNER'S WORLD	329	*245	0.5	74.5	145	**19	0.4	5.8	106	**128	0.4	38.9	119	**98	0.8	29.8	225																																			
SATURDAY EVENING POST	1268	708	1.6	55.8	109	**82	1.7	6.5	118	444	1.5	35.0	107	*182	1.6	14.4	108																																			
SCIENCE 84	702	512	1.1	72.9	142	**38	0.8	5.4	99	318	1.1	45.3	138	**156	1.3	22.2	168																																			
SCIENCE DIGEST	553	311	0.7	56.2	109	*34	0.7	6.1	113	*201	0.7	36.3	111	**76	0.6	13.7	104																																			
SCIENTIFIC AMERICAN	615	383	0.8	62.3	121	**44	0.9	7.2	131	*244	0.8	39.7	121	**95	0.8	15.4	117																																			
SELF	2683	1408	3.1	52.5	102	*155	3.2	5.8	106	748	2.6	27.9	85	505	4.3	18.8	142																																			
SEVENTEEN	3309	1713	3.8	51.8	101	*223	4.6	6.7	123	985	3.4	29.8	91	505	4.3	15.3	115																																			
SKI	591	433	1.0	73.3	142	**39	0.8	6.6	121	*225	0.8	38.1	116	*169	1.4	28.6	216																																			
SMITHSONIAN	3039	1908	4.2	62.8	122	*168	3.5	5.5	101	1279	4.4	42.1	129	462	3.9	15.2	115																																			
SOAP OPERA DIGEST	3683	1749	3.8	47.5	92	*221	4.6	6.0	110	969	3.3	26.3	80	559	4.8	15.2	115																																			
SOUTHERN LIVING	4434	2362	5.2	53.3	104	300	6.2	6.8	124	1436	5.0	32.4	99	626	5.3	14.1	107																																			
SPORT	701	426	0.9	60.8	118	*222	0.5	3.1	57	*338	1.2	48.2	147	**66	0.6	9.4	71																																			
THE SPORTING NEWS	518	*234	0.5	45.2	88	**15	0.3	2.9	53	**147	0.5	28.4	87	**72	0.6	13.9	105																																			
SPORTS AFIELD	523	333	0.7	63.7	124	**16	0.3	3.1	56	*230	0.8	44.0	134	**88	0.8	16.8	127																																			
SPORTS ILLUSTRATED	3325	1824	4.0	54.9	107	**117	2.4	3.5	64	1133	3.9	34.1	104	574	4.9	17.3	130																																			
STAR	8567	4302	9.5	50.2	98	402	8.3	4.7	86	2939	10.2	34.3	105	961	8.2	11.2	85																																			
SUNDAY	27630	14168	31.1	51.3	100	1526	31.6	5.5	101	8846	30.6	32.0	98	3796	32.4	13.7	104																																			
SUNSET	2219	1499	3.3	67.6	131	*192	4.0	8.7	158	983	3.4	44.3	135	324	2.8	14.6	110																																			
TV GUIDE	24258	12956	28.5	53.4	104	1310	27.1	5.4	99	8371	28.9	34.5	105	3275	28.0	13.5	102																																			
TENNIS	609	348	0.8	57.1	111	**21	0.4	3.4	63	*157	0.5	25.8	79	**170	1.5	27.9	211																																			
TIME	9929	5673	12.5	57.1	111	524	10.8	5.3	97	3536	12.2	35.6	109	1612	13.8	16.2	123																																			
TOWN & COUNTRY	1062	638	1.4	60.1	117	**80	1.7	7.5	138	382	1.3	36.0	110	*176	1.5	16.6	125																																			
TRAVEL & LEISURE	1051	655	1.4	62.3	121	**80	1.7	7.6	139	392	1.4	37.3	114	*183	1.6	17.4	131																																			
TRUE STORY	3946	1851	4.1	46.9	91	*176	3.6	4.5	82	1155	4.0	29.3	89	520	4.4	13.2	100																																			
U.S. NEWS & WORLD REPORT	3782	2183	4.8	57.7	112	328	6.8	8.7	159	1262	4.4	33.4	102	593	5.1	15.7	118																																			
USA TODAY	1874	1030	2.3	55.0	107	**69	1.4	3.7	67	664	2.3	35.4	108	297	2.5	15.8	120																																			
US	2213	1211	2.7	54.7	106	**85	1.8	3.8	70	713	2.5	32.2	98	413	3.5	18.7	141																																			
VOGUE	4792	2744	6.0	57.3	111	*281	5.8	5.9	107	1711	5.9	35.7	109	751	6.4	15.7	118																																			
WALL STREET JOURNAL	2045	1191	2.6	58.2	113	*158	3.3	7.7	141	754	2.6	36.9	113	279	2.4	13.6	103																																			
WEIGHT WATCHERS	2364	1331	2.9	56.3	109	*167	3.5	7.1	129	850	2.9	36.0	110	314	2.7	13.3	100																																			
WOMAN'S DAY	15182	8247	18.1	54.3	106	871	18.0	5.7	105	5629	19.4	37.1	113	1747	14.9	11.5	87																																			
WORKING MOTHER	1198	664	1.5	55.4	108	**47	1.0	3.9	72	369	1.3	30.8	94	*248	2.1	20.7	156																																			
WORKING WOMAN	1523	935	2.1	61.4	119	*71	1.5	4.7	85	577	2.0	37.9	116	287	2.4	18.8	142																																			
WORLD TENNIS	*183	**110	0.2	60.1	117	*17	0.4	9.3	170	**22	0.1	12.0	37	*71	0.6	38.8	293																																			
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1684	3.7	60.7	118	*112	2.3	4.0	74	1072	3.7	38.6	118	499	4.3	18.0	136																																			
BLAIR INSERTS	47909	25512																																																		

	TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALES	88464	45489	100.0	51.4	100	4833	100.0	5.5	100	28941	100.0	32.7	100	11715	100.0	13.2	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	47994	25078	55.1	52.3	102	2311	47.8	4.8	88	16062	55.5	33.5	102	6705	57.2	14.0	105	
10:00 AM - 3:00 PM	33674	17558	38.6	52.1	101	1757	36.4	5.2	96	11433	39.5	34.0	104	4367	37.3	13.0	98	
3:00 PM - 7:00 PM	34431	18751	41.2	54.5	106	1991	41.2	5.8	106	11596	40.1	33.7	103	5164	44.1	15.0	113	
7:00 PM - MIDNIGHT	17761	9492	20.9	53.4	104	1105	22.9	6.2	114	5752	19.9	32.4	99	2635	22.5	14.8	112	
MIDNIGHT - 6:00 AM	10087	5090	11.2	50.5	98	643	13.3	6.4	117	3227	11.2	32.0	98	1221	10.4	12.1	91	
6:00 AM - MIDNIGHT	64318	33565	73.8	52.2	101	3420	70.8	5.3	97	21243	73.4	33.0	101	8902	76.0	13.8	105	
ENTIRE DAY	65181	34034	74.8	52.2	102	3448	71.3	5.3	97	21571	74.5	33.1	101	9015	77.0	13.8	105	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	17411	9382	20.6	53.9	105	947	19.6	5.4	100	5735	19.8	32.9	101	2699	23.0	15.5	117	
ALL NEWS	2520	1431	3.1	56.8	110	*85	1.8	3.4	62	1034	3.6	41.0	125	312	2.7	12.4	93	
AOR/PROGRESSIVE	4419	2403	5.3	54.4	106	*216	4.5	4.9	89	1419	4.9	32.1	98	768	6.6	17.4	131	
BEAUTIFUL MUSIC	6119	3245	7.1	53.0	103	281	5.8	4.6	84	2269	7.8	37.1	113	696	5.9	11.4	86	
BLACK	2623	981	2.2	37.4	73	*120	2.5	4.6	84	622	2.1	23.7	72	240	2.0	9.1	69	
CLASSICAL	1553	887	1.9	57.1	111	*149	3.1	9.6	176	509	1.8	32.8	100	*230	2.0	14.8	112	
CHR/ROCK	11282	6178	13.6	54.8	106	632	13.1	5.6	103	3602	12.4	31.9	98	1944	16.6	17.2	130	
COUNTRY	13343	6535	14.4	49.0	95	720	14.9	5.4	99	4207	14.5	31.5	96	1608	13.7	12.1	91	
GOLDEN OLDIES	1299	651	1.4	50.1	97	*47	1.0	3.6	66	383	1.3	29.5	90	*221	1.9	17.0	128	
MOR/NOSTALGIA	5241	2817	6.2	53.7	105	277	5.7	5.3	97	1819	6.3	34.7	106	722	6.2	13.8	104	
NEWS/TALK	4165	2302	5.1	55.3	107	229	4.7	5.5	101	1458	5.0	35.0	107	615	5.2	14.8	112	
RELIGIOUS	3324	1798	4.0	54.1	105	*195	4.0	5.9	107	1172	4.0	35.3	108	431	3.7	13.0	98	
SOFT ROCK	609	255	0.6	41.9	81	*116	0.3	2.6	48	*183	0.6	30.0	92	*55	0.5	9.0	68	
URBAN CONTEMPORARY	1853	921	2.0	49.7	97	*97	2.0	5.2	96	570	2.0	30.8	94	254	2.2	13.7	104	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3724	1869	4.1	50.2	98	*134	2.8	3.6	66	1120	3.9	30.1	92	614	5.2	16.5	125	
ABC DIRECTION	2488	1203	2.6	48.4	94	*161	3.3	6.5	118	663	2.3	26.6	81	379	3.2	15.2	115	
ABC ENTERTAINMENT	5129	2505	5.5	48.8	95	*247	5.1	4.8	88	1558	5.4	30.4	93	700	6.0	13.6	103	
ABC FM	2498	1181	2.6	47.3	92	*154	3.2	6.2	113	724	2.5	29.0	89	303	2.6	12.1	92	
ABC INFORMATION	5721	3209	7.1	56.1	109	374	7.7	6.5	120	2007	6.9	35.1	107	827	7.1	14.5	109	
ABC ROCK	2021	1219	2.7	60.3	117	*150	3.1	7.4	136	668	2.3	33.1	101	401	3.4	19.8	150	
CBS	4756	2540	5.6	53.4	104	261	5.4	5.5	100	1785	6.2	37.5	115	494	4.2	10.4	78	
MUTUAL	5272	2679	5.9	50.8	99	336	7.0	6.4	117	1688	5.8	32.0	98	654	5.6	12.4	94	
NBC	4964	2610	5.7	52.6	102	*284	5.9	5.7	105	1683	5.8	33.9	104	643	5.5	13.0	98	
RADIORADIO	2218	1088	2.4	49.1	95	*78	1.6	3.5	64	666	2.3	30.0	92	343	2.9	15.5	117	
RKO ONE	2565	1359	3.0	53.0	103	*240	5.0	9.4	171	729	2.5	28.4	87	390	3.3	15.2	115	
RKO TWO	3640	1732	3.8	47.6	93	254	5.3	7.0	128	954	3.3	26.2	80	525	4.5	14.4	109	
THE SOURCE	2467	1163	2.6	47.1	92	*109	2.3	4.4	81	637	2.2	25.8	79	417	3.6	16.9	128	
NON-WIRED: BLAIR	9466	4969	10.9	52.5	102	518	10.7	5.5	100	3075	10.6	32.5	99	1376	11.7	14.5	110	
INTERNET	13616	7636	16.8	56.1	109	678	14.0	5.0	91	4653	16.1	34.2	104	2305	19.7	16.9	128	
KATZ RADIO GROUP	16998	9006	19.8	53.0	103	859	17.8	5.1	93	5572	19.3	32.8	100	2575	22.0	15.1	114	
SUPERNET	11622	6184	13.6	53.2	103	693	14.3	6.0	109	3860	13.3	33.2	102	1631	13.9	14.0	106	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	9425	4758	10.5	50.5	98	650	13.4	6.9	126	3059	10.6	32.5	99	1049	9.0	11.1	84	
WKDAY 9:00 AM - 1:00 PM	13304	6407	14.1	48.2	94	813	16.8	6.1	112	4104	14.2	30.8	94	1490	12.7	11.2	85	
WKDAY 1:00 PM - 4:30 PM	17591	8331	18.3	47.4	92	996	20.6	5.7	104	5409	18.7	30.7	94	1927	16.4	11.0	83	
WKDAY 4:30 PM - 7:30 PM	24418	12509	27.5	51.2	100	1387	28.7	5.7	104	8309	28.7	34.0	104	2813	24.0	11.5	87	
WKDAY 7:30 PM - 8:00 PM	34400	17334	38.1	50.4	98	1865	38.6	5.4	99	11468	39.6	33.3	102	4001	34.2	11.6	88	
WKDAY 11:00 PM - 11:30 PM	26120	13089	28.8	50.1	97	1517	31.4	5.8	106	8300	28.7	31.8	97	3272	27.9	12.5	95	
WKDAY 11:30 PM - 1:00 AM	8402	4106	9.0	48.9	95	463	9.6	5.5	101	2584	8.9	30.8	94	1060	9.0	12.6	95	
M-SAT 8-11 PM-SUN 7-11 PM	36828	19152	42.1	52.0	101	2088	43.2	5.7	104	12407	42.9	33.7	103	4657	39.8	12.6	95	
WKDY DAYTIME NTWK 7AM-4:30PM																		
A ALL MY CHILDREN	A	7221	3462	7.6	47.9	93	308	6.4	4.3	78	2338	8.1	32.4	99	816	7.0	11.3	85
N ANOTHER WORLD	N	4924	2320	5.1	47.1	92	302	6.2	6.1	112	1472	5.1	29.9	91	546	4.7	11.1	84
C AS THE WORLD TURNS	C	5966	2637	5.8	44.2	86	401	8.3	6.7	123	1649	5.7	27.6	84	587	5.0	9.8	74
C CAPITOL	C	3672	1620	3.6	44.1	86	240	5.0	6.5	120	982	3.4	26.7	82	398	3.4	10.8	82
C CBS MORN. NEWS 1	C	1590	849	1.9	53.4	104	*86	1.8	5.4	99	626	2.2	39.4	120	137	1.2	8.6	65
C CBS MORN. NEWS 2	C	1298	650	1.4	50.1	97	*70	1.4	5.4	99	461	1.6	35.5	109	119	1.0	9.2	69
N DAYS OF OUR LIVES	N	6389	3153	6.9	49.4	96	369	7.6	5.8	106	2124	7.3	33.2	102	660	5.6	10.3	78
N FACTS OF LIFE - DAYTIME	N	2526	1197	2.6	47.4	92	159	3.3	6.3	115	740	2.6	29.3	90	298	2.5	11.8	89
A FAMILY FEUD	A	3427	1511	3.3	44.1	86	175	3.6	5.1	93	992	3.4	28.9	88	344	2.9	10.0	76
A GENERAL HOSPITAL	A	6870	3392	7.5	49.4	96	352	7.3	5.1	94	2166	7.5	31.5	96	874	7.5	12.7	96
A GOOD MORNING, AMERICA-730 A	A	3767	1871	4.1	49.7	97	222	4.6	5.9	108	1175	4.1	31.2	95	473	4.0	12.6	95
A GOOD MORNING, AMERICA-830 A	A	3076	1550	3.4	50.4	98	214	4.4	7.0	127	998	3.4	32.4	99	338	2.9	11.0	83
C GUIDING LIGHT	C	5789	2657	5.8	45.9	89	366	7.6	6.3	116	1648							

	TOTAL U.S. '000	ALL USERS				HEAVY USERS MORE THAN ONCE A DAY				MEDIUM USERS ONCE A DAY				LIGHT USERS LESS THAN 3 TIMES A WEEK			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	45489	100.0	51.4	100	4833	100.0	5.5	100	28941	100.0	32.7	100	11715	100.0	13.2	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	13809	30.4	49.4	96	1502	31.1	5.4	98	9360	32.3	33.5	102	2947	25.2	10.5	80
NETWORK AFFILIATES - LATE	21966	10969	24.1	49.9	97	1331	27.5	6.1	111	6927	23.9	31.5	96	2710	23.1	12.3	93
INDEPENDENTS - LATE	2247	1282	2.8	57.1	111	100	2.1	4.5	81	861	3.0	38.3	117	320	2.7	14.2	108
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 11524	5863	12.9	50.9	99	513	10.6	4.5	81	3927	13.6	34.1	104	1423	12.1	12.3	93
ABC MONDAY NIGHT MOVIE	A 6879	3563	7.8	51.8	101	475	9.8	6.9	126	2249	7.8	32.7	100	839	7.2	12.2	92
ABC SUNDAY NIGHT MOVIE	A 13690	6987	15.4	51.0	99	676	14.0	4.9	90	4557	15.7	33.3	102	1754	15.0	12.8	97
ABC WORLD NEWS TONIGHT	A 6589	3191	7.0	48.4	94	417	8.6	6.3	116	2128	7.4	32.3	99	646	5.5	9.8	74
AFTERMASH	C 6391	3486	7.7	54.5	106	422	8.7	6.6	121	2228	7.7	34.9	107	837	7.1	13.1	99
ALICE	C 10273	5289	11.6	51.5	100	585	12.1	5.7	104	3473	12.0	33.8	103	1232	10.5	12.0	91
AMERICAN PARADE	C 7130	3582	7.9	50.2	98	420	8.7	5.9	108	2422	8.4	34.0	104	740	6.3	10.4	78
BENSON	A 11665	5706	12.5	48.9	95	601	12.4	5.2	94	3740	12.9	32.1	98	1366	11.7	11.7	88
BLUE THUNDER	A 5442	2907	6.4	53.4	104	324	6.7	6.0	109	2074	7.2	38.1	116	508	4.3	9.3	70
CAGNEY & LACEY	C 10565	5450	12.0	51.6	100	542	11.2	5.1	94	3414	11.8	32.3	99	1494	12.8	14.1	107
CBS EVENING NEWS-DEAN	C 3668	1965	4.3	53.6	104	*229	4.7	6.2	114	1430	4.9	39.0	119	306	2.6	8.3	63
CBS EVENING NEWS-RATHER	C 7561	3910	8.6	51.7	101	487	10.1	6.4	118	2703	9.3	35.7	109	719	6.1	9.5	72
CBS SAT. NEWS-SCHIEFFER	C 3948	2029	4.5	51.4	100	229	4.7	5.8	106	1441	5.0	36.5	112	359	3.1	9.1	69
CBS SATURDAY NIGHT MOVIE	C 5966	3221	7.1	54.0	105	414	8.6	6.9	127	2081	7.2	34.9	107	726	6.2	12.2	92
CBS WEDNESDAY NIGHT MOVIE	C 6529	3195	7.0	48.9	95	304	6.3	4.7	85	2030	7.0	31.1	95	861	7.3	13.2	100
CHEERS	N 9842	5479	12.0	55.7	108	489	10.1	5.0	91	3541	12.2	36.0	110	1449	12.4	14.7	111
DALLAS	C 23935	12122	26.6	50.6	98	1342	27.8	5.6	103	7509	25.9	31.4	96	3271	27.9	13.7	103
DIFF'RENT STROKES	N 7574	3882	8.5	51.3	100	501	10.4	6.6	121	2499	8.6	33.0	101	882	7.5	11.6	88
DOUBLE TROUBLE	N 7786	4009	8.8	51.5	100	499	10.3	6.4	117	2283	7.9	29.3	90	1227	10.5	15.8	119
DUCK FACTORY	N 6290	3446	7.6	54.8	107	329	6.8	5.2	96	2209	7.6	35.1	107	908	7.8	14.4	109
DUKES OF HAZZARD	C 6402	3298	7.3	51.5	100	314	6.5	4.9	90	2275	7.9	35.5	109	708	6.0	11.1	84
DYNASTY	A 21955	11165	24.5	50.9	99	1124	23.3	5.1	94	7190	24.8	32.7	100	2851	24.3	13.0	98
FACTS OF LIFE	N 8898	4809	10.6	54.0	105	551	11.4	6.2	113	3054	10.6	34.3	105	1204	10.3	13.5	102
FALCON CREST	C 21877	11271	24.8	51.5	100	1376	28.5	6.3	115	6789	23.5	31.0	95	3106	26.5	14.2	107
FALL GUY	A 10045	4972	10.9	49.5	96	549	11.4	5.5	100	3222	11.1	32.1	98	1201	10.3	12.0	90
FAMILY TIES	N 8922	4755	10.5	53.3	104	379	7.8	4.2	78	3074	10.6	34.5	105	1303	11.1	14.6	110
FANTASY ISLAND	A 8288	4480	9.8	54.1	105	507	10.5	6.1	112	2847	9.8	34.4	105	1125	9.6	13.6	103
FOULUPS, BLEEPs & BLUNDERS	A 9891	5298	11.6	53.6	104	584	12.1	5.9	108	3569	12.3	36.1	110	1145	9.8	11.6	87
FOUR SEASONS	C 5429	3031	6.7	55.8	109	347	7.2	6.4	117	1963	6.8	36.2	111	721	6.2	13.3	100
GIMME A BREAK	N 9646	4609	10.1	47.8	93	458	9.5	4.7	87	3053	10.5	31.7	97	1098	9.4	11.4	86
HART TO HART	A 9983	5347	11.8	53.6	104	513	10.6	5.1	94	3626	12.5	36.3	111	1208	10.3	12.1	91
HILL STREET BLUES	N 9688	5059	11.1	52.2	102	482	10.0	5.0	91	3025	10.5	31.2	95	1552	13.2	16.0	121
HOTEL	A 15435	7623	16.8	49.4	96	860	17.8	5.6	102	4893	16.9	31.7	97	1870	16.0	12.1	91
JEFFERSONS	C 10031	5248	11.5	52.3	102	615	12.7	6.1	112	3402	11.8	33.9	104	1232	10.5	12.3	93
JENNIFER SLEPT HERE	N 6376	3345	7.4	52.5	102	387	8.0	6.1	111	2115	7.3	33.2	101	843	7.2	13.2	100
KATE & ALLIE	C 9951	5122	11.3	51.5	100	522	10.8	5.2	96	3406	11.8	34.2	105	1194	10.2	12.0	91
KNIGHT RIDER	N 7908	4122	9.1	52.1	101	450	9.3	5.7	104	2686	9.3	34.0	104	987	8.4	12.5	94
LOVE BOAT	A 13226	6828	15.0	51.6	100	777	16.1	5.9	108	4419	15.3	33.4	102	1633	13.9	12.3	93
MAGNUM PI	C 12105	6114	13.4	50.5	98	642	13.3	5.3	97	3972	13.7	32.8	100	1500	12.8	12.4	94
MAMA'S FAMILY	N 6364	3486	7.7	54.8	107	396	8.2	6.2	114	2351	8.1	36.9	113	739	6.3	11.6	88
MASTER, THE	N 3955	2062	4.5	52.1	101	*194	4.0	4.9	90	1332	4.6	33.7	103	536	4.6	13.6	102
MATT HOUSTON	A 6903	3415	7.5	49.5	96	376	7.8	5.4	100	2297	7.9	33.3	102	742	6.3	10.7	81
NBC MONDAY NIGHT MOVIE	N 13443	6952	15.3	51.7	101	797	16.5	5.9	109	4324	14.9	32.2	98	1831	15.6	13.6	103
NBC NIGHTLY NEWS	N 5585	2788	6.1	49.9	97	248	5.1	4.4	81	1884	6.5	33.7	103	656	5.6	11.7	89
NBC NIGHTLY NEWS-SAT	N 3688	1911	4.2	51.8	101	*238	4.9	6.5	118	1364	4.7	37.0	113	309	2.6	8.4	63
NBC NIGHTLY NEWS-SUN	N 3310	1673	3.7	50.5	98	*142	2.9	4.3	79	1232	4.3	37.2	114	299	2.6	9.0	68
NBC SUNDAY NIGHT MOVIE	N 9238	4575	10.1	49.5	96	557	11.5	6.0	110	2883	10.0	31.2	95	1135	9.7	12.3	93
NEWHART	C 9876	5320	11.7	53.9	105	532	11.0	5.4	99	3464	12.0	35.1	107	1324	11.3	13.4	101
ONE DAY AT A TIME	C 7954	4238	9.3	53.3	104	370	7.7	4.7	85	2671	9.2	33.6	103	1197	10.2	15.0	114
PEOPLE ARE FUNNY	N 5182	2786	6.1	53.8	105	347	7.2	6.7	123	1906	6.6	36.8	112	533	4.5	10.3	78
REAL PEOPLE	N 9674	4905	10.8	50.7	99	555	11.5	5.7	105	3285	11.4	34.0	104	1065	9.1	11.0	83
REMINGTON STEELE	N 8511	4456	9.8	52.4	102	519	10.7	6.1	112	2890	10.0	34.0	104	1047	8.9	12.3	93
RIPLEY'S BELIEVE IT - NOT	A 5656	2957	6.5	52.3	102	341	7.1	6.0	110	1917	6.6	33.9	104	699	6.0	12.4	93
RIPTIDE	N 7718	3910	8.6	50.7	99	381	7.9	4.9	90	2535	8.8	32.8	100	994	8.5	12.9	97
SCARECROW & MRS. KING	C 11058	5686	12.5	51.4	100	657	13.6	5.9	109	3645	12.6	33.0	101	1383	11.8	12.5	94
SIMON & SIMON	C 11615	5802	12.8	50.0	97	672	13.9	5.8	106	3582	12.4	30.8	94	1549	13.2	13.3	101
60 MINUTES	C 14326	7561	16.6	52.8	103	875	18.1	6.1	112	5024	17.4	35.1	107	1662	14.2	11.6	88
ST. ELSEWHERE	N 7670	4182	9.2	54.5	106	567	11.7	7.4	135	2512	8.7	32.8	100	1104	9.4	14.4	109
THREE'S COMPANY	A 12068	6590	14.5	54.6	106	722	14.9	6.0	110	4181	14.4	34.6	106	1687	14.4	14.0	106
T.J. HOOK																	

	TOTAL U.S. '000	A				B-12				B COMPLEX				B COMPLEX WITH C (STRESS FORMULA)			
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	6788	100.0	4.0	100	8613	100.0	5.1	100	12741	100.0	7.6	100	8830	100.0	5.3	100
MALES	79263	2930	43.2	3.7	91	3396	39.4	4.3	83	5590	43.9	7.1	93	3647	41.3	4.6	87
FEMALES	88464	3858	56.8	4.4	108	5217	60.6	5.9	115	7151	56.1	8.1	106	5183	58.7	5.9	111
18 - 24	28671	1276	18.8	4.5	110	1272	14.8	4.4	86	1594	12.5	5.6	73	1444	16.4	5.0	96
25 - 34	39536	1429	21.1	3.6	89	1865	21.7	4.7	92	3162	24.8	8.0	105	2316	26.2	5.9	111
35 - 44	28978	1101	16.2	3.8	94	1525	17.7	5.3	102	2649	20.8	9.1	120	1856	21.0	6.4	122
45 - 54	22345	1091	16.1	4.9	121	1104	12.8	4.9	96	1777	13.9	8.0	105	1088	12.3	4.9	92
55 - 64	22224	969	14.3	4.4	108	1233	14.3	5.5	108	1912	15.0	8.6	113	1117	12.7	5.0	95
65 OR OLDER	25973	921	13.6	3.5	88	1614	18.7	6.2	121	1649	12.9	6.3	84	1009	11.4	3.9	74
18 - 34	68207	2705	39.8	4.0	98	3138	36.4	4.6	90	4755	37.3	7.0	92	3760	42.6	5.5	105
18 - 49	108058	4434	65.3	4.1	101	5206	60.4	4.8	94	8352	65.6	7.7	102	6237	70.6	5.8	110
25 - 54	90859	3621	53.3	4.0	98	4494	52.2	4.9	96	7587	59.5	8.4	110	5260	59.6	5.8	110
35 - 49	39851	1729	25.5	4.3	107	2069	24.0	5.2	101	3597	28.2	9.0	119	2477	28.1	6.2	118
50 OR OLDER	59669	2354	34.7	3.9	97	3407	39.6	5.7	111	4389	34.4	7.4	97	2593	29.4	4.3	83
GRADUATED COLLEGE	28091	1391	20.5	5.0	122	1627	18.9	5.8	113	3172	24.9	11.3	149	1837	20.8	6.5	124
ATTENDED COLLEGE	28938	1393	20.5	4.8	119	1618	18.8	5.6	109	2645	20.8	9.1	120	2023	22.9	7.0	133
GRADUATED HIGH SCHOOL	65503	2309	34.0	3.5	87	3115	36.2	4.8	93	4603	36.1	7.0	93	3467	39.3	5.3	101
DID NOT GRADUATE HIGH SCHOOL	45195	1694	25.0	3.7	93	2252	26.1	5.0	97	2321	18.2	5.1	68	1503	17.0	3.3	63
EMPLOYED MALES	56429	2143	31.6	3.8	94	2508	29.1	4.4	87	4151	32.6	7.4	97	2789	31.6	4.9	94
EMPLOYED FEMALES	43971	2144	31.6	4.9	120	2712	31.5	6.2	120	4135	32.5	9.4	124	3020	34.2	6.9	130
EMPLOYED FULL-TIME	87773	3758	55.4	4.3	106	4566	53.0	5.2	101	7259	57.0	8.3	109	5099	57.7	5.8	110
EMPLOYED PART-TIME	12627	529	7.8	4.2	104	654	7.6	5.2	101	1027	8.1	8.1	107	710	8.0	5.6	107
NOT EMPLOYED	67327	2501	36.8	3.7	92	3392	39.4	5.0	98	4455	35.0	6.6	87	3021	34.2	4.5	85
PROFESSIONAL/MANAGER	25845	1452	21.4	5.6	139	1385	16.1	5.4	104	2879	22.6	11.1	147	1562	17.7	6.0	115
TECH/CLERICAL/SALES	30895	1321	19.5	4.3	106	1835	21.3	5.9	116	2694	21.1	8.7	115	2255	25.5	7.3	139
PRECISION/CRAFT	12629	*519	7.6	4.1	102	596	6.9	4.7	92	916	7.2	7.3	95	572	6.5	4.5	86
OTHER EMPLOYED	31031	996	14.7	3.2	79	1405	16.3	4.5	88	1796	14.1	5.8	76	1420	16.1	4.6	87
SINGLE	35557	1677	24.7	4.7	117	1864	21.6	5.2	102	2681	21.0	7.5	99	2041	23.1	5.7	109
MARRIED	103585	3753	55.3	3.6	90	4997	58.0	4.8	94	7721	60.6	7.5	98	5094	57.7	4.9	93
DIVORCED/SEPARATED/WIDOWED	28585	1358	20.0	4.8	117	1752	20.3	6.1	119	2339	18.4	8.2	108	1695	19.2	5.9	113
PARENTS	59295	2105	31.0	3.6	88	2689	31.2	4.5	88	3998	31.4	6.7	89	3371	38.2	5.7	108
WHITE	146081	5855	86.3	4.0	99	7673	89.1	5.3	102	11522	90.4	7.9	104	7842	88.8	5.4	102
BLACK	17974	812	12.0	4.5	112	722	8.4	4.0	78	984	7.7	5.5	72	777	8.8	4.3	82
OTHER	3672	**120	1.8	3.3	81	**218	2.5	5.9	116	**235	1.8	6.4	84	**212	2.4	5.8	110
NORTHEAST-CENSUS	37005	1370	20.2	3.7	91	1781	20.7	4.8	94	2695	21.2	7.3	96	1943	22.0	5.3	100
NORTH CENTRAL	42642	1393	20.5	3.3	81	1631	18.9	3.8	74	2742	21.5	6.4	85	2105	23.8	4.9	94
SOUTH	56777	2330	34.3	4.1	101	2954	34.3	5.2	101	3475	27.3	6.1	81	2543	28.8	4.5	85
WEST	31303	1695	25.0	5.4	134	2246	26.1	7.2	140	3830	30.1	12.2	161	2239	25.4	7.2	136
NORTHEAST-MKTG.	38125	1359	20.0	3.6	88	1767	20.5	4.6	90	2788	21.9	7.3	96	1983	22.5	5.2	99
EAST CENTRAL	24794	857	12.6	3.5	85	1221	14.2	4.9	96	1448	11.4	5.8	77	1178	13.3	4.8	90
MID CENTRAL	28511	926	13.6	3.2	80	928	10.8	3.3	63	2091	16.4	7.3	97	1344	15.2	4.7	90
SOUTH	48953	2120	31.2	4.3	107	2659	30.9	5.4	106	3062	24.0	6.3	82	2312	26.2	4.7	90
PACIFIC	27344	1526	22.5	5.6	138	2038	23.7	7.5	145	3354	26.3	12.3	161	2014	22.8	7.4	140
COUNTY SIZE A	69301	3013	44.4	4.3	107	3853	44.7	5.6	108	5702	44.8	8.2	108	4265	48.3	6.2	117
COUNTY SIZE B	50633	2102	31.0	4.2	103	2684	31.2	5.3	103	3810	29.9	7.5	99	2517	28.5	5.0	94
COUNTY SIZE C	26259	1031	15.2	3.9	97	1245	14.5	4.7	92	2145	16.8	8.2	108	1231	13.9	4.7	89
COUNTY SIZE D	21534	642	9.5	3.0	74	831	9.6	3.9	75	1084	8.5	5.0	66	817	9.3	3.8	72
METRO CENTRAL CITY	50014	2205	32.5	4.4	109	2644	30.7	5.3	103	4297	33.7	8.6	113	2927	33.1	5.9	111
METRO SUBURBAN	76832	3410	50.2	4.4	110	4213	48.9	5.5	107	6051	47.5	7.9	104	4320	48.9	5.6	107
NON METRO	40881	1173	17.3	2.9	71	1755	20.4	4.3	84	2394	18.8	5.9	77	1583	17.9	3.9	74
TOP 5 ADI'S	39550	1723	25.4	4.4	108	2335	27.1	5.9	115	3611	28.3	9.1	120	2656	30.1	6.7	128
TOP 10 ADI'S	54877	2239	33.0	4.1	101	3061	35.5	5.6	109	4540	35.6	8.3	109	3417	38.7	6.2	118
TOP 20 ADI'S	77516	3445	50.8	4.4	110	4183	48.6	5.4	105	6679	52.4	8.6	113	4684	53.0	6.0	115
HSULD INC. \$50,000 OR MORE	17257	714	10.5	4.1	102	958	11.1	5.6	108	1866	14.6	10.8	142	1046	11.8	6.1	115
\$40,000 OR MORE	33235	1460	21.5	4.4	109	1675	19.4	5.0	98	3331	26.1	10.0	132	1999	22.6	6.0	114
\$30,000 OR MORE	59693	2586	38.1	4.3	107	3096	35.9	5.2	101	5629	44.2	9.4	124	3582	40.6	6.0	114
\$25,000 OR MORE	76275	3279	48.3	4.3	106	3924	45.6	5.1	100	6997	54.9	9.2	121	4613	52.2	6.0	115
\$20,000 - \$24,999	18607	773	11.4	4.2	103	971	11.3	5.2	102	1524	12.0	8.2	108	1172	13.3	6.3	120
\$15,000 - \$19,999	17175	805	11.9	4.7	116	887	10.3	5.2	101	1102	8.6	6.4	84	911	10.3	5.3	101
\$10,000 - \$14,999	24569	722	10.6	2.9	73	1139	13.2	4.6	90	1600	12.6	6.5	86	911	10.3	3.7	70
UNDER \$10,000	31101	1208	17.8	3.9	96	1692	19.6	5.4	106	1518	11.9	4.9	64	1222	13.8	3.9	75
HOUSEHOLD OF 1 PERSON	19441	882	13.0	4.5	112	1277	14.8	6.6	128	1679	13.2	8.6	114	1189	13.5	6.1	116
2 PEOPLE	51803	2119	31.2	4.1	101	2812	32.6	5.4	106	4635	36.4	8.9	118	2533	28.7	4.9	93
3 OR 4 PEOPLE	66933	2818	41.5	4.2	104	3300	38.3	4.9	96	4482	35.2	6.7	88	3717	42.1	5.6	105
5 OR MORE PEOPLE	29550	969	14.3	3.3	81	1224	14.2	4.1	81	1945	15.3	6.6	87	1391	15.8	4.7	89
NO CHILD IN HSHLD	96587	4257	62.7	4.4	109	5444	63.2	5.6	110	7925	62.2	8.2	108	5015	56.8	5.2	99
CHILD(REN) UNDER 2 YRS	10844	**315	4.6	2.9	72	**317	3.7	2.9	57	*635	5.0	5.9	77	*430	4.9	4.0	75
2 - 5 YEARS	26358	813	12.0	3.1	76	949	11.0	3.6	70	1349	10.6	5.1	67	1333	15.1	5.1	96
6 - 11 YEARS	30453	984	14.5	3.2	80	1328	15.4	4.4	85	1993	15.6	6.5	86	1651	18.7	5.4	103
12 - 17 YEARS	36575	1420	20.9	3.9	96	1738	20.2	4.8	93	2876	22.6	7.9	104	2048	23.2	5.6	106
RESIDENCE OWNED	117770	4651	68.5	3.9	98	5988	69.5	5.1	99	9369	73.5	8.0	105	6188	70.1	5.3	100
VALUE: \$50,000 OR MORE	70166	2949	43.4	4.2	104	3702	43.0	5.3	103	6396	50.2	9.1	120	3947	44.7	5.6	107
VALUE: UNDER \$50,000	47604	1702	25.1	3.6	88	2286	26.5	4.8	94	2973	23.3	6.2	82	2241	25.4	4.7	89

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - TYPES USED
(ADULTS)

		TOTAL U.S. '000	A				B-12				B COMPLEX				B COMPLEX WITH C (STRESS FORMULA)			
			'000	% DOWN	% ACROSS	D % INDX	'000	% DOWN	% ACROSS	D % INDX	'000	% DOWN	% ACROSS	D % INDX	'000	% DOWN	% ACROSS	D % INDX
TOTAL ADULTS		167727	6788	100.0	4.0	100	8613	100.0	5.1	100	12741	100.0	7.6	100	8830	100.0	5.3	100
MAGAZINES	QUINTILE 1	34022	1815	26.7	5.3	132	2029	23.6	6.0	116	3619	28.4	10.6	140	2352	26.6	6.9	131
	QUINTILE 2	34800	1234	18.2	3.5	88	2197	25.5	6.3	123	3117	24.5	9.0	118	2174	24.6	6.2	119
	QUINTILE 3	30514	1260	18.6	4.1	102	1488	17.3	4.9	95	2186	17.2	7.2	94	1536	17.4	5.0	96
	QUINTILE 4	33324	1349	19.9	4.0	100	1356	15.7	4.1	79	2125	16.7	6.4	84	1577	17.9	4.7	90
	QUINTILE 5	35066	1129	16.6	3.2	80	1543	17.9	4.4	86	1695	13.3	4.8	64	1190	13.5	3.4	64
NEWSPAPERS	QUINTILE 1	29107	1064	15.7	3.7	90	1297	15.1	4.5	87	2177	17.1	7.5	98	1682	19.0	5.8	110
	QUINTILE 2	49095	1870	27.5	3.8	94	2786	32.3	5.7	111	3735	29.3	7.6	100	2874	32.5	5.9	111
	QUINTILE 3	23107	1283	18.9	5.6	137	1272	14.8	5.5	107	2271	17.8	9.8	129	1354	15.3	5.9	111
	QUINTILE 4	33556	1258	18.5	3.7	93	1715	19.9	5.1	100	2557	20.1	7.6	100	1601	18.1	4.8	91
	QUINTILE 5	32863	1313	19.3	4.0	99	1542	17.9	4.7	91	2001	15.7	6.1	80	1319	14.9	4.0	76
OUTDOOR	QUINTILE 1	33431	1370	20.2	4.1	101	1572	18.3	4.7	92	2590	20.3	7.7	102	1811	20.5	5.4	103
	QUINTILE 2	33478	1195	17.6	3.6	88	1450	16.8	4.3	84	2335	18.3	7.0	92	1796	20.3	5.4	102
	QUINTILE 3	33574	1317	19.4	3.9	97	1799	20.9	5.4	104	2595	20.4	7.7	102	1749	19.8	5.2	99
	QUINTILE 4	33935	1446	21.3	4.3	105	1889	21.9	5.6	108	2781	21.8	8.2	108	1785	20.2	5.3	100
	QUINTILE 5	33310	1460	21.5	4.4	108	1904	22.1	5.7	111	2441	19.2	7.3	96	1690	19.1	5.1	96
RADIO-DRIVE TIME	QUINTILE 1	33136	1435	21.1	4.3	107	1628	18.9	4.9	96	2976	23.4	9.0	118	1872	21.2	5.6	107
	QUINTILE 2	31658	1198	17.6	3.8	94	1528	17.7	4.8	94	2193	17.2	6.9	91	1647	18.7	5.2	99
	QUINTILE 3	32541	1207	17.8	3.7	92	1793	20.8	5.5	107	2358	18.5	7.2	95	1910	21.6	5.9	111
	QUINTILE 4	34247	1500	22.1	4.4	108	1734	20.1	5.1	99	2550	20.0	7.4	98	1989	22.5	5.8	110
	QUINTILE 5	36144	1447	21.3	4.0	99	1930	22.4	5.3	104	2665	20.9	7.4	97	1412	16.0	3.9	74
RADIO-MID- DAY	TERCILE 1	45037	1812	26.7	4.0	99	2374	27.6	5.3	103	3572	28.0	7.9	104	2390	27.1	5.3	101
	TERCILE 2	44819	1771	26.1	4.0	98	2255	26.2	5.0	98	3088	24.2	6.9	91	2278	25.8	5.1	97
	TERCILE 3	77872	3205	47.2	4.1	102	3984	46.3	5.1	100	6081	47.7	7.8	103	4163	47.1	5.3	102
RADIO-TOTAL	QUINTILE 1	33763	1496	22.0	4.4	109	1728	20.1	5.1	100	2952	23.2	8.7	115	1811	20.5	5.4	102
	QUINTILE 2	33240	1094	16.1	3.3	81	1465	17.0	4.4	86	2271	17.8	6.8	90	1698	19.2	5.1	97
	QUINTILE 3	33408	1519	22.4	4.5	112	1998	23.2	6.0	116	2571	20.2	7.7	101	2065	23.4	6.2	117
	QUINTILE 4	34792	1262	18.6	3.6	90	1860	21.6	5.3	104	2537	19.9	7.3	96	1770	20.0	5.1	97
	QUINTILE 5	32524	1416	20.9	4.4	108	1563	18.1	4.8	94	2412	18.9	7.4	98	1487	16.8	4.6	87
TV-PRIME TIME	QUINTILE 1	33090	1417	20.9	4.3	106	1902	22.1	5.7	112	2455	19.3	7.4	98	1781	20.2	5.4	102
	QUINTILE 2	33357	1254	18.5	3.8	93	1627	18.9	4.9	95	2508	19.7	7.5	99	2023	22.9	6.1	115
	QUINTILE 3	33980	1547	22.8	4.6	112	1590	18.5	4.7	91	2878	22.6	8.5	111	1786	20.2	5.3	100
	QUINTILE 4	33854	1257	18.5	3.7	92	1527	17.7	4.5	88	2279	17.9	6.7	89	1743	19.7	5.1	98
	QUINTILE 5	33444	1313	19.3	3.9	97	1967	22.8	5.9	115	2620	20.6	7.8	103	1497	17.0	4.5	85
TV-DAYTIME	TERCILE 1	49121	1814	26.7	3.7	91	2589	30.1	5.3	103	3238	25.4	6.6	87	2421	27.4	4.9	94
	TERCILE 2	48823	2158	31.8	4.4	109	2206	25.6	4.5	88	3732	29.3	7.6	101	2558	29.0	5.2	100
	TERCILE 3	69782	2816	41.5	4.0	100	3818	44.3	5.5	107	5771	45.3	8.3	109	3852	43.6	5.5	105
TV-TOTAL	QUINTILE 1	33584	1293	19.0	3.9	95	1616	18.8	4.8	94	2230	17.5	6.6	87	1545	17.5	4.6	87
	QUINTILE 2	33441	1584	23.3	4.7	117	1859	21.6	5.6	108	2705	21.2	8.1	106	1929	21.8	5.8	110
	QUINTILE 3	33505	1528	22.5	4.6	113	1743	20.2	5.2	101	2965	23.3	8.8	116	1937	21.9	5.8	110
	QUINTILE 4	33466	1080	15.9	3.2	80	1429	16.6	4.3	83	2423	19.0	7.2	95	1665	18.9	5.0	95
	QUINTILE 5	33731	1303	19.2	3.9	95	1967	22.8	5.8	114	2419	19.0	7.2	94	1755	19.9	5.2	99
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	44503	1964	28.9	4.4	109	2572	29.9	5.8	113	4005	31.4	9.0	118	3022	34.2	6.8	129
	NEWSPAPER IMPERATIVE	39363	1832	27.0	4.7	115	2334	27.1	5.9	115	3860	30.3	9.8	129	2336	26.5	5.9	113
	NEWSPAPER IMPERATIVE	46441	1620	23.9	3.5	86	2101	24.4	4.5	88	2918	22.9	6.3	83	2269	25.7	4.9	93
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	33726	1453	21.4	4.3	106	1858	21.6	5.5	107	3222	25.3	9.6	126	2069	23.4	6.1	117
	OUTDOOR IMPERATIVE	52846	2381	35.1	4.5	111	3352	38.9	6.3	124	4920	38.6	9.3	123	3373	38.2	6.4	121
	OUTDOOR IMPERATIVE	52140	1807	26.6	3.5	86	2064	24.0	4.0	77	2997	23.5	5.7	76	2375	26.9	4.6	87
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	37081	1647	24.3	4.4	110	2255	26.2	6.1	118	3378	26.5	9.1	120	2320	26.3	6.3	119
	RADIO IMPERATIVE	49747	2209	32.5	4.4	110	3036	35.2	6.1	119	4587	36.0	9.2	121	3054	34.6	6.1	117
	RADIO IMPERATIVE	49208	1786	26.3	3.6	90	1892	22.0	3.8	75	2985	23.4	6.1	80	2177	24.7	4.4	84
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	1625	23.9	4.9	121	2112	24.5	6.4	124	3104	24.4	9.4	123	2182	24.7	6.6	125
	TELEVISION IMPERATIVE	54575	2115	31.2	3.9	96	3024	35.1	5.5	108	4891	38.4	9.0	118	3267	37.0	6.0	114
	TELEVISION IMPERATIVE	53249	2011	29.6	3.8	93	2235	25.9	4.2	82	3179	25.0	6.0	79	2149	24.3	4.0	77
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	36255	1358	20.0	3.7	93	1640	19.0	4.5	88	2788	21.9	7.7	101	2017	22.8	5.6	106
	OUTDOOR IMPERATIVE	55591	2363	34.8	4.3	105	3281	38.1	5.9	115	4571	35.9	8.2	108	3271	37.0	5.9	112
	OUTDOOR IMPERATIVE	48319	1955	28.8	4.0	100	2322	27.0	4.8	94	3529	27.7	7.3	96	2479	28.1	5.1	97
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	37242	1530	22.5	4.1	102	1911	22.2	5.1	100	3028	23.8	8.1	107	2367	26.8	6.4	121
	RADIO IMPERATIVE	54423	2211	32.6	4.1	100	3073	35.7	5.6	110	4207	33.0	7.7	102	3134	35.5	5.8	109
	RADIO IMPERATIVE	46650	1921	28.3	4.1	102	2237	26.0	4.8	93	3453	27.1	7.4	97	2188	24.8	4.7	89
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	35974	1324	19.5	3.7	91	2053	23.8	5.7	111	2487	19.5	6.9	91	1965	22.3	5.5	104
	TELEVISION IMPERATIVE	56095	2218	32.7	4.0	98	2800	32.5	5.0	97	4603	36.1	8.2	108	3306	37.4	5.9	112
	TELEVISION IMPERATIVE	47170	2236	32.9	4.7	117	2252	26.1	4.8	93	3830	30.1	8.1	107	2408	27.3	5.1	97
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	33748	1307	19.3	3.9	96	1690	19.6	5.0	98	2589	20.3	7.7	101	1875	21.2	5.6	106
	RADIO IMPERATIVE	52785	2070	30.5	3.9	97	2453	28.5	4.6	90	3730	29.3	7.1	93	2835	32.1	5.4	102
	RADIO IMPERATIVE	52852	2285	33.7	4.3	107	2827	32.8	5.3	104	4195	32.9	7.9	104	2849	32.3	5.4	102
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	32030	1400	20.6	4.4	108												

	TOTAL U.S. '000	A				B-12				B COMPLEX				B COMPLEX WITH C (STRESS FORMULA)			
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	6788	100.0	4.0	100	8613	100.0	5.1	100	12741	100.0	7.6	100	8830	100.0	5.3	100
ATLANTIC MONTHLY	867	**80	1.2	9.2	228	**83	1.0	9.6	186	**88	0.7	10.1	134	**54	0.6	6.2	118
BARRON'S	1580	**98	1.4	6.2	153	**30	0.3	1.9	37	**127	1.0	8.0	106	**116	1.3	7.3	139
BETTER HOMES & GARDENS	22203	816	12.0	3.7	91	1312	15.2	5.9	115	1857	14.6	8.4	110	1488	16.9	6.7	127
BON APPETIT	3810	*214	3.2	5.6	139	*291	3.4	7.6	149	527	4.1	13.8	182	304	3.4	8.0	152
BUSINESS WEEK	4663	*212	3.1	4.5	112	254	2.9	4.4	106	415	3.3	8.9	117	*249	2.8	5.3	101
CAR AND DRIVER	3102	**145	2.1	4.7	116	*198	2.3	6.4	124	*316	2.5	10.2	134	*189	2.1	6.1	116
CBS MAGAZINE NETWORK (GROSS)	7311	*292	4.3	4.0	99	407	4.7	5.6	108	584	4.6	8.0	105	553	6.3	7.6	144
CHANGING TIMES	3400	*162	2.4	4.8	118	*148	1.7	4.4	85	398	3.1	11.7	154	261	3.0	7.7	146
COLONIAL HOMES	1796	**75	1.1	4.2	103	**86	1.0	4.8	93	*142	1.1	7.9	104	**115	1.3	6.4	122
CONDE NAST MAG. PKG. (GROSS)	19924	981	14.5	4.9	122	1286	14.9	6.5	126	1893	14.9	9.5	125	1461	16.5	7.3	139
CONSUMERS DIGEST	3125	*186	2.7	6.0	147	*160	1.9	5.1	100	268	2.1	8.6	113	**101	1.1	3.2	61
COSMOPOLITAN	10577	626	9.2	5.9	146	790	9.2	7.5	145	1092	8.6	10.3	136	763	8.6	7.2	137
COUNTRY LIVING	3746	**123	1.8	3.3	81	*242	2.8	6.5	126	404	3.2	10.8	142	*204	2.3	5.4	103
CUISINE	2214	**76	1.1	3.4	85	**123	1.4	5.6	108	245	1.9	11.1	146	*178	2.0	8.0	153
CYCLE WORLD	2394	**79	1.2	3.3	82	**112	1.3	4.7	91	**105	0.8	4.4	58	**136	1.5	5.7	108
DCI:CREATIVE IDEAS FOR LIV	3068	**106	1.6	3.5	85	*208	2.4	6.8	132	*221	1.7	7.2	95	*221	2.5	7.2	137
DCI:CREAT.IDEA/50.LIV(GROSS)	9556	352	5.2	3.7	91	554	6.4	5.8	113	710	5.6	7.4	98	600	6.8	6.3	119
DISCOVER	2277	**52	0.8	2.3	56	**113	1.3	5.0	97	*210	1.6	9.2	121	*197	2.2	8.7	164
EBONY	7187	458	6.7	6.4	157	398	4.6	5.5	108	529	4.2	7.4	97	459	5.2	6.4	121
ESQUIRE	2560	**90	1.3	3.5	87	**84	1.0	3.3	64	*165	1.3	6.4	85	*226	2.6	8.8	168
ESSENCE	3242	*286	4.2	8.8	218	*184	2.1	5.7	111	*315	2.5	9.7	128	*183	2.1	5.6	107
FAMILY CIRCLE	19639	772	11.4	3.9	97	1304	15.1	6.6	129	1695	13.3	8.6	114	1288	14.6	6.6	125
THE FAMILY HANDYMAN	3540	**98	1.4	2.8	68	*162	1.9	4.6	89	322	2.5	9.1	120	*217	2.5	6.1	116
FAMILY WEEKLY	23924	783	11.5	3.3	81	1329	15.4	5.6	108	1890	14.8	7.9	104	1150	13.0	4.8	91
FIELD & STREAM	9883	362	5.3	3.7	91	501	5.8	5.1	99	624	4.9	6.3	83	454	5.1	4.6	87
FOOD & WINE	1030	**107	1.6	10.4	257	**44	0.5	4.3	83	*142	1.1	13.8	181	**59	0.7	5.7	109
FORBES	2679	**140	2.1	5.2	129	*98	1.1	3.7	71	252	2.0	9.4	124	*186	2.1	6.9	132
FORTUNE	2931	**164	2.4	5.6	138	*140	1.6	4.8	93	*239	1.9	8.2	107	*223	2.5	7.6	145
GENTLEMEN'S QUARTERLY	3481	*241	3.6	6.9	171	*209	2.4	6.0	117	386	3.0	11.1	146	*271	3.1	7.8	148
GLAMOUR	7163	391	5.8	5.5	135	564	6.5	7.9	153	704	5.5	9.8	129	501	5.7	7.0	133
GOLF DIGEST	2355	**80	1.2	3.4	84	*169	2.0	7.2	140	*194	1.5	8.2	108	*131	1.5	5.6	106
GOLF DIGEST/TENNIS (GROSS)	3610	**119	1.8	3.3	81	*222	2.6	6.1	120	300	2.4	8.3	109	*186	2.1	5.2	98
GOLF MAGAZINE	2046	**104	1.5	5.1	126	**137	1.6	6.7	130	*260	2.0	12.7	167	**107	1.2	5.2	99
GOLF MAGAZINE/SKI (GROSS)	3547	**161	2.4	4.5	112	*253	2.9	7.1	139	553	4.3	15.6	205	*209	2.4	5.9	112
GOOD HOUSEKEEPING	20353	720	10.6	3.5	87	1202	14.0	5.9	115	1715	13.5	8.4	111	1268	14.4	6.2	118
HARPER'S BAZAAR	3362	**139	2.0	4.1	102	*207	2.4	6.2	120	349	2.7	10.4	137	*321	3.6	9.5	181
HEALTH	2987	*195	2.9	6.5	161	*154	1.8	5.2	100	359	2.8	12.0	158	*220	2.5	7.4	140
HEARST MAG CORP. BUY (GROSS)	67928	2960	43.6	4.4	108	4010	46.6	5.9	115	6136	48.2	9.0	119	4294	48.6	6.3	120
HEARST MAN POWER (GROSS)	11282	531	7.8	4.7	116	550	6.4	4.9	95	912	7.2	8.1	106	616	7.0	5.5	104
HEARST WOMAN POWER (GROSS)	40514	1782	26.3	4.4	109	2444	28.4	6.0	117	3606	28.3	8.9	117	2539	28.8	6.3	119
HOUSE BEAUTIFUL	4885	*167	2.5	3.4	84	285	3.3	5.8	114	406	3.2	8.3	109	327	3.7	6.7	127
INC.	1308	**55	0.8	4.2	104	**67	0.8	5.1	100	*192	1.5	14.7	193	**105	1.2	8.0	152
JET	6498	366	5.4	5.6	139	329	3.8	5.1	99	420	3.3	6.5	85	390	4.4	6.0	114
LADIES' HOME JOURNAL	14797	618	9.1	4.2	103	867	10.1	5.9	114	1416	11.1	9.6	126	944	10.7	6.4	121
LHJ FAMILY GRP COMBO(GROSS)	21743	947	14.0	4.4	108	1281	14.9	5.9	115	2162	17.0	9.9	131	1392	15.8	6.4	122
LIFE	9881	440	6.5	4.5	110	545	6.3	5.5	107	938	7.4	9.5	125	676	7.7	6.8	130
L.A. TIMES HOME MAGAZINE	2775	*184	2.7	6.6	164	304	3.5	11.0	213	328	2.6	11.8	156	268	3.0	9.7	183
MADEMOISELLE	4219	*179	2.6	4.2	105	*268	3.1	6.4	124	323	2.5	7.7	101	*278	3.1	6.6	125
MC CALL'S	16422	701	10.3	4.3	105	1022	11.9	6.2	121	1449	11.4	8.8	116	1066	12.1	6.5	123
MC CALL'S/MRK MOTHER (GROSS)	17919	751	11.1	4.2	104	1092	12.7	6.1	119	1563	12.3	8.7	115	1167	13.2	6.5	124
MECHANIX ILLUSTRATED	4433	*174	2.6	3.9	97	*198	2.3	4.5	87	414	3.2	9.3	123	*289	3.3	6.5	124
METROPOLITAN HOME	1504	**43	0.6	2.9	71	**54	0.6	3.6	70	*165	1.3	11.0	144	**94	1.1	6.3	119
MONEY	4723	389	5.7	8.2	204	277	3.2	5.9	114	642	5.0	13.6	179	310	3.5	6.6	125
MOTHER EARTH NEWS	2325	*247	3.6	10.6	263	*151	1.8	6.5	126	347	2.7	14.9	196	*245	2.8	10.5	200
MS.	1189	**77	1.1	6.5	160	**85	1.0	7.1	139	*111	0.9	9.3	123	**76	0.9	6.4	121
NATIONAL ENQUIRER	18892	819	12.1	4.3	107	1122	13.0	5.9	116	1476	11.6	7.8	103	881	10.0	4.7	89
NATIONAL GEOGRAPHIC	22129	1203	17.7	5.4	134	1227	14.2	5.5	108	2338	18.4	10.6	139	1349	15.3	6.1	116
NATIONAL SUNDAY MAGAZINE PKG	103750	4120	60.7	4.0	98	5384	62.5	5.2	101	8286	65.0	8.0	105	5906	66.9	5.7	108
NATURAL HISTORY	1379	**73	1.1	5.3	131	*54	0.6	3.9	76	*194	1.5	14.1	185	**61	0.7	4.4	84
NEW WOMAN	2289	*181	2.7	7.9	195	*111	1.3	4.8	94	351	2.8	15.3	202	*127	1.4	5.5	105
NEW YORK INCLUDING CUE	1088	**25	0.4	2.3	57	**93	1.1	8.5	166	*108	0.8	9.9	131	**89	1.0	8.2	155
THE NEW YORKER	2459	*117	1.7	4.8	118	*235	2.7	9.6	186	326	2.6	13.3	175	240	2.7	9.8	185
NEWSWEEK	16527	791	11.7	4.8	118	983	11.4	5.9	116	1665	13.1	10.1	133	996	11.3	6.0	114
THE N.Y. TIMES DAILY EDITION	2739	*140	2.1	5.1	126	*151	1.8	5.5	107	214	1.7	7.8	103	*212	2.4	7.7	147
THE N.Y. TIMES MAGAZINE	4443	*154	2.3	3.5	86	*189	2.2	4.3	83	457	3.6	10.3	135	384	4.3	8.6	164
OWHI	2799	**129	1.9	4.6	114	*114	1.3	4.1	79	262	2.1	9.4	123	*298	3.4	10.6	202
ON CABLE	2209	**58	0.9	2.6	65	**37	0.4	1.7	33	*197	1.5	8.9	117	**67	0.8	3.0	58
1001 HOME IDEAS	3959	**134	2.0	3.4	84	*260	3.0	6.6	128	386	3.0	9.7	128	*228	2.6	5.8	109
ORGANIC GARDENING	3111	*148	2.2	4.8	118	*162	1.9	5.2	101	383	3.0	12.3	162	*180	2.0	5.8	110
OUTDOOR LIFE	5024	*135	2.0	2.7	66	*245	2.8	4.9	95	*258	2.0	5.1	68	*231	2.6	4.6	87
PARADE MAGAZINE	51292	2029	29.9	4.0	98	2603	30.2	5.1	99	4074	32.0	7.9	105	3064	34.7	6.0	113

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A				B-12				B COMPLEX				B COMPLEX WITH C (STRESS FORMULA)			
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	6788	100.0	4.0	100	8613	100.0	5.1	100	12741	100.0	7.6	100	8830	100.0	5.3	100
PARENTS	5298	*161	2.4	3.0	75	*222	2.6	4.2	82	417	3.3	7.9	104	315	3.6	5.9	113
PENTHOUSE	5129	*171	2.5	3.3	82	278	3.2	5.4	106	380	3.0	7.4	98	308	3.5	6.0	114
PEOPLE	21070	851	12.5	4.0	100	1177	13.7	5.6	109	1850	14.5	8.8	116	1410	16.0	6.7	127
PLAYBOY	10562	645	9.5	6.1	151	512	5.9	4.8	94	927	7.3	8.8	116	721	8.2	6.8	130
POPULAR HOT RODDING	2498	**89	1.3	3.6	88	*114	1.3	4.6	89	*201	1.6	8.0	106	**105	1.2	4.2	80
POPULAR MECHANICS	5887	*309	4.6	5.2	130	348	4.0	5.9	115	508	4.0	8.6	114	296	3.4	5.0	96
POPULAR SCIENCE	4317	*176	2.6	4.1	101	*181	2.1	4.2	82	406	3.2	9.4	124	*209	2.4	4.8	92
PREVENTION	5792	702	10.3	12.1	299	637	7.4	11.0	214	1263	9.9	21.8	287	579	6.6	10.0	190
PSYCHOLOGY TODAY	3284	*226	3.3	6.9	170	*132	1.5	4.0	78	428	3.4	13.0	172	261	3.0	7.9	151
READER'S DIGEST	40046	1676	24.7	4.2	103	2428	28.2	6.1	118	3608	28.3	9.0	119	2335	26.4	5.8	111
REDBOOK	9584	436	6.4	4.5	112	452	5.2	4.7	92	800	6.3	8.3	110	508	5.8	5.3	101
ROAD & TRACK	2590	**112	1.6	4.3	107	*184	2.1	7.1	138	*290	2.3	11.2	147	*230	2.6	8.9	169
ROLLING STONE	3302	*243	3.6	7.4	182	*198	2.3	6.0	117	204	1.6	6.2	81	*221	2.5	6.7	127
RUNNER'S WORLD	1229	**85	1.3	6.9	171	*58	0.7	4.7	92	*248	1.9	20.2	266	**133	1.5	10.8	206
SATURDAY EVENING POST	2110	**87	1.3	4.1	102	*136	1.6	6.4	126	*214	1.7	10.1	134	*167	1.9	7.9	150
SCIENCE 84	1543	**132	1.9	8.6	211	*109	1.3	7.1	138	*154	1.2	10.0	131	*238	2.7	15.4	293
SCIENCE DIGEST	1747	**79	1.2	4.5	112	**47	0.5	2.7	52	*117	0.9	6.7	88	**125	1.4	7.2	136
SCIENTIFIC AMERICAN	1994	**123	1.8	6.2	152	*134	1.6	6.7	131	*259	2.0	13.0	171	*129	1.5	6.5	123
SELF	3119	**131	1.9	4.2	104	*162	1.9	5.2	101	280	2.2	9.0	118	*228	2.6	7.3	139
SEVENTEEN	3923	*174	2.6	4.4	110	*229	2.7	5.8	114	*303	2.4	7.7	102	*220	2.5	5.6	107
SKI	1501	**57	0.8	3.8	94	**116	1.3	7.7	150	*292	2.3	19.5	256	**102	1.2	6.8	129
SMITHSONIAN	5976	217	3.2	3.6	90	403	4.7	6.7	131	683	5.4	11.4	150	384	4.3	6.4	122
SOAP OPERA DIGEST	4228	*297	4.4	7.0	174	*236	2.7	5.6	109	*274	2.2	6.5	85	*176	2.0	4.2	79
SOUTHERN LIVING	6488	*246	3.6	3.8	94	345	4.0	5.3	104	489	3.8	7.5	99	379	4.3	5.8	111
SPORT	3500	**154	2.3	4.4	109	*139	1.6	4.0	77	*278	2.2	7.9	105	*261	3.0	7.5	142
THE SPORTING NEWS	2456	**104	1.5	4.2	105	**103	1.2	4.2	82	*209	1.6	8.5	112	**103	1.2	4.2	80
SPORTS AFFIELD	3648	*143	2.1	3.9	97	*155	1.8	4.2	83	286	2.2	7.8	103	*194	2.2	5.3	101
SPORTS ILLUSTRATED	14484	636	9.4	4.4	109	708	8.2	4.9	95	1204	9.4	8.3	109	859	9.7	5.9	113
STAR	12661	461	6.8	3.6	90	713	8.3	5.6	110	921	7.2	7.3	96	510	5.8	4.0	77
SUNDAY	52799	297	29.7	3.8	94	2434	28.3	4.6	90	3838	30.1	7.3	96	2899	32.8	5.5	104
SUNSET	3513	*280	4.1	8.0	197	*286	3.3	8.1	159	568	4.5	16.2	213	*227	2.6	6.5	123
TV GUIDE	42766	2048	30.2	4.8	118	2508	29.1	5.9	114	3749	29.4	8.8	115	2664	30.2	6.2	118
TENNIS	1254	**39	0.6	3.1	77	**53	0.6	4.2	82	*106	0.8	8.5	111	**55	0.6	4.4	83
TIME	22054	928	13.7	4.2	104	1257	14.6	5.7	111	2098	16.5	9.5	125	1431	16.2	6.5	123
TOWN & COUNTRY	1555	**116	1.7	7.5	184	*147	1.7	9.5	184	*240	1.9	15.4	203	**138	1.6	8.9	169
TRAVEL & LEISURE	2173	**87	1.3	4.0	99	**104	1.2	4.8	93	290	2.3	13.3	176	*157	1.8	7.2	137
TRUE STORY	4636	**133	2.0	2.9	71	335	3.9	7.2	141	*243	1.9	5.2	69	*221	2.5	4.8	91
U.S. NEWS & WORLD REPORT	10353	501	7.4	4.8	120	642	7.5	6.2	121	973	7.6	9.4	124	688	7.8	6.6	126
USA TODAY	4994	*226	3.3	4.5	112	324	3.8	6.5	126	561	4.4	11.2	148	378	4.3	7.6	144
US	3528	**69	1.0	2.0	48	*169	2.0	4.8	93	*266	2.1	7.5	99	*211	2.4	6.0	114
VOGUE	5424	280	4.1	5.2	128	292	3.4	5.4	105	586	4.6	10.8	142	454	5.1	8.4	159
MALL STREET JOURNAL	6292	298	4.4	4.7	117	394	4.6	6.3	122	605	4.7	9.6	127	407	4.6	6.5	123
WEIGHT WATCHERS	2762	**143	2.1	5.2	128	*223	2.6	8.1	157	267	2.1	9.7	127	*127	1.4	4.6	87
WOMAN'S DAY	16320	681	10.0	4.2	103	963	11.2	5.9	115	1522	11.9	9.3	123	1126	12.8	6.9	131
WORKING MOTHER	1496	**50	0.7	3.3	83	**70	0.8	4.7	91	**114	0.9	7.6	100	**101	1.1	6.8	128
WORKING WOMAN	1851	**85	1.3	4.6	113	**89	1.0	4.8	94	*173	1.4	9.3	123	*219	2.5	11.8	225
WORLD TENNIS	580	**18	0.3	3.1	77	**32	0.4	5.5	107	*67	0.5	11.6	152	**38	0.4	6.6	124
ZIFF-DAVIS MAG NETHK (GROSS)	12412	453	6.7	3.6	90	562	6.5	4.5	88	1039	8.2	8.4	110	751	8.5	6.1	115
BLAIR INSERTS	91671	3735	55.0	4.1	101	4646	53.9	5.1	99	7381	57.9	8.1	106	5470	61.9	6.0	113
DAILY NEWSPAPERS																	
READ ANY	109190	4425	65.2	4.1	100	5668	65.8	5.2	101	8569	67.3	7.8	103	5973	67.6	5.5	104
READ ONE	89587	3782	55.7	4.2	104	4808	55.8	5.4	105	7230	56.7	8.1	106	4809	54.5	5.4	102
READ TWO OR MORE	19602	643	9.5	3.3	81	860	10.0	4.4	85	1340	10.5	6.8	90	1164	13.2	5.9	113
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4367	64.3	4.0	98	5741	66.7	5.2	102	8831	69.3	8.1	106	6307	71.4	5.8	109
READ ONE	95074	3805	56.1	4.0	99	5107	59.3	5.4	105	7638	59.9	8.0	106	5385	61.0	5.7	108
READ TWO OR MORE	14588	562	8.3	3.9	95	634	7.4	4.3	85	1193	9.4	8.2	108	922	10.4	6.3	120
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	26.68				27.03				27.91				30.59			
30 DAY REACH	149706	6052	89.2	4.0	100	7684	89.2	5.1	100	11588	91.0	7.7	102	7881	89.3	5.3	100
50 SHWG - 30 DAY AV FREQ	15.16	14.21				14.10				14.77				16.14			
30 DAY REACH	142406	5674	83.6	4.0	98	7318	85.0	5.1	100	10968	86.1	7.7	101	7468	84.6	5.2	100
25 SHWG - 30 DAY AV FREQ	8.23	7.97				7.90				8.10				8.68			
30 DAY REACH	131152	5063	74.6	3.9	95	6545	76.0	5.0	97	10022	78.7	7.6	101	6962	78.8	5.3	101
CABLE TV: HOME WIRED	66879	2553	37.6	3.8	94	3703	43.0	5.5	108	5233	41.1	7.8	103	3575	40.5	5.3	102
HOME NOT WIRED	100848	4235	62.4	4.2	104	4910	57.0	4.9	95	7508	58.9	7.4	98	5255	59.5	5.2	99
HAVE PAY CABLE	35024	1242	18.3	3.5	88	1858	21.6	5.3	103	2719	21.3	7.8	102	1966	22.3	5.6	107

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - TYPES USED
(ADULTS)

	TOTAL U.S. '000	A				B-12				B COMPLEX				B COMPLEX WITH C (STRESS FORMULA)			
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	6788	100.0	4.0	100	8613	100.0	5.1	100	12741	100.0	7.6	100	8830	100.0	5.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3879	57.1	4.1	100	4769	55.4	5.0	97	7620	59.8	8.0	105	5372	60.8	5.6	107
10:00 AM - 3:00 PM	63599	2438	35.9	3.8	95	3259	37.8	5.1	100	4729	37.1	7.4	98	3309	37.5	5.2	99
3:00 PM - 7:00 PM	72097	2893	42.6	4.0	99	3490	40.5	4.8	94	5621	44.1	7.8	103	4165	47.2	5.8	110
7:00 PM - MIDNIGHT	36670	1560	23.0	4.3	105	1950	22.6	5.3	104	2852	22.4	7.8	102	1960	22.2	5.3	102
MIDNIGHT - 6:00 AM	21908	1018	15.0	4.6	115	1167	13.5	5.3	104	1736	13.6	7.9	104	1103	12.5	5.0	96
6:00 AM - MIDNIGHT	127571	5099	75.1	4.0	99	6385	74.1	5.0	97	9749	76.5	7.6	101	6860	77.7	5.4	102
ENTIRE DAY	129239	5205	76.7	4.0	100	6514	75.6	5.0	98	9873	77.5	7.6	101	6948	78.7	5.4	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1374	20.2	4.0	100	1666	19.3	4.9	95	2833	22.2	8.3	110	1854	21.0	5.5	104
ALL NEWS	6062	*214	3.2	3.5	87	373	4.3	6.2	120	466	3.7	7.7	101	445	5.0	7.3	139
AOR/PROGRESSIVE	11884	469	6.9	3.9	98	533	6.2	4.5	87	922	7.2	7.8	102	732	8.3	6.2	117
BEAUTIFUL MUSIC	11180	526	7.7	4.7	116	556	6.5	5.0	97	871	6.8	7.8	103	615	7.0	5.5	104
BLACK	4538	*212	3.1	4.7	115	*180	2.1	4.0	77	*250	2.0	5.5	73	*211	2.4	4.6	88
CLASSICAL	3857	*243	3.6	6.3	156	*291	3.4	7.5	147	371	2.9	9.6	127	327	3.7	8.5	161
CHR/ROCK	21946	916	13.5	4.2	103	1123	13.0	5.1	100	1791	14.1	8.2	107	1152	13.0	5.2	100
COUNTRY	27262	871	12.8	3.2	79	1408	16.3	5.2	101	1901	14.9	7.0	92	1413	16.0	5.2	98
GOLDEN OLDIES	3339	*108	1.6	3.2	80	*118	1.4	3.5	69	242	1.9	7.2	95	*163	1.8	4.9	93
MOR/NOSTALGIA	10346	372	5.5	3.6	89	449	5.2	4.3	85	739	5.8	7.1	94	517	5.9	5.0	95
NEWS/TALK	8929	345	5.1	3.9	95	482	5.6	5.4	105	778	6.1	8.7	115	450	5.1	5.0	96
RELIGIOUS	5488	*332	4.9	6.0	149	286	3.3	5.2	101	476	3.7	8.7	114	334	3.8	6.1	116
SOFT ROCK	1232	*117	0.3	1.4	34	*223	0.3	1.9	36	*440	0.3	3.2	43	*777	0.9	6.3	119
URBAN CONTEMPORARY	3184	*101	1.5	3.2	78	*163	1.9	5.1	100	*162	1.3	5.1	67	*168	1.9	5.3	100
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*205	3.0	3.0	73	274	3.2	4.0	77	476	3.7	6.9	91	348	3.9	5.0	96
ABC DIRECTION	5212	*143	2.1	2.7	68	266	3.1	5.1	99	485	3.8	9.3	123	287	3.3	5.5	105
ABC ENTERTAINMENT	10385	333	4.9	3.2	79	548	6.4	5.3	103	659	5.2	6.3	84	582	6.6	5.6	106
ABC FM	4762	*160	2.4	3.4	83	*239	2.8	5.0	98	270	2.1	5.7	75	*241	2.7	5.1	96
ABC INFORMATION	11339	443	6.5	3.9	97	651	7.6	5.7	112	918	7.2	8.1	107	581	6.6	5.1	97
ABC ROCK	4878	*164	2.4	3.4	83	*329	3.8	6.7	131	306	2.4	6.3	83	*245	2.8	5.0	95
CBS	10709	423	6.2	3.9	98	551	6.4	5.1	100	931	7.3	8.7	114	629	7.1	5.9	112
MUTUAL	10251	357	5.3	3.5	86	603	7.0	5.9	115	920	7.2	9.0	118	556	6.3	5.4	103
NBC	12243	442	6.5	3.6	89	536	6.2	4.4	85	902	7.1	7.4	97	690	7.8	5.6	107
RADIO/ABC	4606	*148	2.2	3.2	79	235	2.7	5.1	99	354	2.8	7.7	101	321	3.6	7.0	132
RKO ONE	5148	*190	2.8	3.7	91	237	2.8	4.6	90	382	3.0	7.4	98	306	3.5	5.9	113
RKO TWO	7313	325	4.8	4.4	110	429	5.0	5.9	114	551	4.3	7.5	99	378	4.3	5.2	98
THE SOURCE	5981	*232	3.4	3.9	96	307	3.6	5.1	100	425	3.3	7.1	94	485	5.5	8.1	154
NON-WIRED: BLAIR	19329	716	10.5	3.7	92	994	11.5	5.1	100	1315	10.3	6.8	90	782	8.9	4.0	77
INTERNET	27139	1092	16.1	4.0	99	1339	15.5	4.9	96	2313	18.2	8.5	112	1612	18.3	5.9	113
KATZ RADIO GROUP	36319	1415	20.8	3.9	96	1913	22.2	5.3	103	2794	21.9	7.7	101	1966	22.3	5.4	103
SUPERNET	22361	948	14.0	4.2	105	1111	12.9	5.0	97	1763	13.8	7.9	104	1296	14.7	5.8	110
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	676	10.0	4.7	115	843	9.8	5.8	113	1185	9.3	8.2	107	748	8.5	5.1	98
MKDAY 9:00 AM - 1:00 PM	18688	743	10.9	4.0	98	998	11.6	5.3	104	1251	9.8	6.7	88	880	10.0	4.7	89
MKDAY 1:00 PM - 4:30 PM	24061	964	14.2	4.0	99	1198	13.9	5.0	97	1579	12.4	6.6	86	1051	11.9	4.4	83
MKDAY 4:30 PM - 7:30 PM	44079	1980	29.2	4.5	111	2349	27.3	5.3	104	3416	26.8	7.7	102	2214	25.1	5.0	95
MKDAY 7:30 PM - 8:00 PM	61979	2493	36.7	4.0	99	3194	37.1	5.2	100	4549	35.7	7.3	97	3111	35.2	5.0	95
MKDAY 11:00 PM - 11:30 PM	49084	1863	27.4	3.8	94	2521	29.3	5.1	100	3499	27.5	7.1	94	2698	30.6	5.5	104
MKDAY 11:30 PM - 1:00 AM	16560	659	9.7	4.0	98	876	10.2	5.3	103	1199	9.4	7.2	95	922	10.4	5.6	106
M-SAT 8-11 PM-SUN 7-11 PM	66967	2753	40.6	4.1	102	3436	39.9	5.1	100	5071	39.8	7.6	100	3647	41.3	5.4	103
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	284	4.2	3.1	76	520	6.0	5.6	109	584	4.6	6.3	83	354	4.0	3.8	73
ANOTHER WORLD	N 6138	283	4.2	4.6	114	294	3.4	4.8	93	451	3.5	7.3	97	215	2.4	3.5	67
AS THE WORLD TURNS	C 7707	331	4.9	4.3	106	318	3.7	4.1	80	435	3.4	5.6	74	292	3.3	3.8	72
CAPITOL	C 4688	191	2.8	4.1	101	177	2.1	3.6	74	268	2.1	5.7	75	208	2.4	4.4	84
CBS MORN. NEWS 1	C 2792	*81	1.2	2.9	72	175	2.0	6.3	122	178	1.4	6.4	84	142	1.6	5.1	97
CBS MORN. NEWS 2	C 2071	*54	0.8	2.6	64	*95	1.1	4.6	89	86	0.7	4.2	55	*85	1.0	4.1	78
DAYS OF OUR LIVES	N 8018	348	5.1	4.3	107	389	4.5	4.9	94	624	4.9	7.8	102	309	3.5	3.9	73
FACTS OF LIFE - DAYTIME	N 3487	161	2.4	4.6	114	188	2.2	5.4	105	249	2.0	7.1	94	170	1.9	4.9	93
FAMILY FEUD	A 4817	147	2.2	3.1	75	226	2.6	4.7	91	288	2.3	6.0	79	177	2.0	3.7	70
GENERAL HOSPITAL	A 8333	325	4.8	3.9	96	591	6.9	7.1	138	472	3.7	5.7	75	394	4.5	4.7	90
GOOD MORNING, AMERICA-730	A 5472	243	3.6	4.4	110	356	4.1	6.5	127	473	3.7	8.6	114	246	2.8	4.5	85
GOOD MORNING, AMERICA-830	A 3965	151	2.2	3.8	94	226	2.6	5.7	111	341	2.7	8.6	113	190	2.2	4.8	91
GUIDING LIGHT	C 7542	280	4.1	3.7	92	280	3.3	3.7	72	494	3.9	6.5	86	289	3.3	3.8	73
ONE LIFE TO LIVE	A 6018	227	3.3	3.8	93	334	3.9	5.6	108	387	3.0	6.4	85	286	3.2	4.8	90
PRESS YOUR LUCK	C 3589	*109	1.6	3.0	75	143	1.7	4.0	78	207	1.6	5.8	76	134	1.5	3.7	71
PRICE IS RIGHT 1	C 7418	228	3.4	3.1	76	292	3.4	3.9	77	419	3.3	5.6	74	323	3.7	4.4	83
PRICE IS RIGHT 2	C 8276	274	4.0	3.3	82	353	4.1	4.3	83	426	3.3	5.1	68	341	3.9	4.1	78
RYAN'S HOPE	A 4358	140	2.1	3.2	79	223	2.6	5.1	100	321	2.5	7.4	97	143	1.6	3.3	62
SALE OF THE CENTURY	N 3749	*163	2.4	4.3	107	262	3.0	7.0	136	208	1.6	5.5	73	163	1.8	4.3	83
SEARCH FOR TOMORROW	N 2884	*155	2.3	5.4	133	*111	1.3	3.8	75	*158	1.2	5.5	72	*146	1.7	5.1	96
TODAY SHOW 1	N 4869	290	4.3	6.0	147	276	3.2	5.7	110	397	3.1	8.2	107	313	3.5	6.4	122
TODAY SHOW 2	N 4135	329	4.8	8.0	197	238	2.8	5.8	112	352	2.8	8.5	112	185	2.1	4.5	85
\$25,000 PYRAMID	C 4361	150	2.2	3.4	85	201	2.3	4.6	90	236	1.9	5.4	71	148	1.7	3.4	64
WHEEL OF FORTUNE	N 6187	236	3.5	3.8	94	332	3.9	5.4	104	411	3.2	6.6	87	271	3.1	4.4	83
YOUNG AND THE RESTLESS	C 8186	401	5.9	4.9	121	417	4.8	5.1	99	531	4.2	6.5	85	435	4.9	5.3	101
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	252	3.7	5.3	132	228	2.6	4.8	94	334	2.6	7.1	93	285	3.2	6.0	11

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - TYPES USED
(ADULTS)

	TOTAL U.S. '000	A '000	B DOWN	C ACROSS	D INDX	A '000	B-12 DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX	B COMPLEX WITH C (STRESS FORMULA)	A '000	B DOWN	C ACROSS	D INDX
TOTAL ADULTS	167727	6788	100.0	4.0	100	8613	100.0	5.1	100	12741	100.0	7.6	100	8830	100.0	5.3	100					
MKDAY LOCAL EVENING TV NEWS																						
NETWORK AFFILIATES - EARLY	52292	2292	33.8	4.4	108	2713	31.5	5.2	101	3867	30.4	7.4	97	2500	28.3	4.8	91					
NETWORK AFFILIATES - LATE	39164	1532	22.6	3.9	97	1991	23.1	5.1	99	2850	22.4	7.3	96	2138	24.2	5.5	104					
INDEPENDENTS - LATE	5133	198	2.9	3.9	95	260	3.0	5.1	99	424	3.3	8.3	109	261	3.0	5.1	97					
TV EVENING NTHK 6 PM - 2 AM																						
A TEAM	N 22825	999	14.7	4.4	108	1049	12.2	4.6	89	1522	11.9	6.7	88	1285	14.6	5.6	107					
ABC MONDAY NIGHT MOVIE	A 11258	491	7.2	4.4	108	497	5.8	4.4	86	918	7.2	8.2	107	427	4.8	3.8	72					
ABC SUNDAY NIGHT MOVIE	A 23600	920	13.6	3.9	96	1058	12.3	4.5	87	1843	14.5	7.8	103	1190	13.5	5.0	96					
ABC WORLD NEWS TONIGHT	A 12801	580	8.5	4.5	112	766	8.9	6.0	117	973	7.6	7.6	100	606	6.9	4.7	90					
AFTERMASH	C 10966	505	7.4	4.6	114	498	5.8	4.5	88	792	6.2	7.2	95	651	7.4	5.9	113					
ALICE	C 17050	869	12.8	5.1	126	844	9.8	5.0	96	1207	9.5	7.1	93	1040	11.8	6.1	116					
AMERICAN PARADE	C 11998	473	7.0	3.9	97	564	6.5	4.7	92	761	6.0	6.3	83	593	6.7	4.9	94					
BENSON	A 19258	676	10.0	3.5	87	962	11.2	5.0	97	1445	11.3	7.5	99	901	10.2	4.7	89					
BLUE THUNDER	A 11478	558	8.2	4.9	120	583	6.8	5.1	99	905	7.1	7.9	104	640	7.2	5.6	106					
CAGNEY & LACEY	C 18263	592	8.7	3.2	80	899	10.4	4.9	96	1395	10.9	7.6	101	1047	11.9	5.7	109					
CBS EVENING NEWS-DEAN	C 7733	270	4.0	3.5	86	434	5.0	5.6	109	576	4.5	7.4	98	343	3.9	4.4	84					
CBS EVENING NEWS-RATHER	C 15653	753	11.1	4.8	119	864	10.0	5.5	107	1153	9.0	7.4	97	652	7.4	4.2	79					
CBS SAT. NEWS-SCHIEFFER	C 8744	344	5.1	3.9	97	452	5.2	5.2	101	594	4.7	6.8	89	391	4.4	4.5	85					
CBS SATURDAY NIGHT MOVIE	C 12000	471	6.9	3.9	97	635	7.4	5.3	103	743	5.8	6.2	82	589	6.7	4.9	93					
CBS WEDNESDAY NIGHT MOVIE	C 11522	394	5.8	3.4	84	596	6.9	5.2	101	783	6.1	6.8	89	608	6.9	5.3	100					
CHEERS	N 16818	627	9.2	3.7	92	879	10.2	5.2	102	1483	11.6	8.8	116	1034	11.7	6.1	117					
DALLAS	C 37510	1649	24.3	4.4	109	2003	23.3	5.3	104	2610	20.5	7.0	92	1990	22.5	5.3	101					
DIFF'RENT STROKES	N 11258	487	7.2	4.3	107	549	6.4	4.9	95	822	6.5	7.3	96	606	6.9	5.4	102					
DOUBLE TROUBLE	N 12248	477	7.0	3.9	96	557	6.5	4.5	89	920	7.2	7.5	99	718	8.1	5.9	111					
DUCK FACTORY	N 11100	438	6.5	3.9	98	620	7.2	5.6	109	827	6.5	7.5	98	572	6.5	5.2	98					
DUKES OF HAZZARD	C 12353	554	8.2	4.5	111	542	6.3	4.4	85	699	5.5	5.7	74	631	7.1	5.1	97					
DYNASTY	A 33279	1400	20.6	4.2	104	1862	21.6	5.6	109	2556	20.1	7.7	101	1815	20.6	5.5	104					
FACTS OF LIFE	N 13410	561	8.3	4.2	103	728	8.5	5.4	106	1117	8.8	8.3	110	785	8.9	5.9	111					
FALCON CREST	C 31093	1376	20.3	4.4	109	1653	19.2	5.3	104	2069	16.2	6.7	88	1678	19.0	5.4	103					
FALL GUY	A 18649	928	13.7	5.0	123	936	10.9	5.0	98	1236	9.7	6.6	87	1150	13.0	6.2	117					
FAMILY TIES	N 13101	528	7.8	4.0	100	828	9.6	6.3	123	951	7.5	7.3	96	710	8.0	5.4	103					
FANTASY ISLAND	A 13069	680	10.0	5.2	129	751	8.7	5.7	112	1172	9.2	9.0	118	851	9.6	6.5	124					
FOULUPS, BLEEPS & BLUNDERS	A 16588	704	10.4	4.2	105	1052	12.2	6.3	124	1295	10.2	7.8	103	889	10.1	5.4	102					
FOUR SEASONS	C 9302	386	5.7	4.1	103	451	5.2	4.8	94	696	5.5	7.5	98	623	7.1	6.7	127					
GIMME A BREAK	N 13955	588	8.7	4.2	104	783	9.1	5.6	109	947	7.4	6.8	89	684	7.7	4.9	93					
HART TO HART	A 15735	581	8.6	3.7	91	843	9.8	5.4	104	1132	8.9	7.2	95	837	9.5	5.3	101					
HILL STREET BLUES	N 18257	696	10.3	3.8	94	953	11.1	5.2	102	1332	10.5	7.3	96	1037	11.7	5.7	108					
HOTEL	A 24236	999	14.7	4.1	102	1414	16.4	5.8	114	1838	14.4	7.6	100	1312	14.9	5.4	103					
JEFFERSONS	C 17010	736	10.8	4.3	107	829	9.6	4.9	95	1184	9.3	7.0	92	996	11.3	5.9	111					
JENNIFER SLEPT HERE	N 9397	433	6.4	4.6	114	548	6.4	5.8	114	722	5.7	7.7	101	533	6.0	5.7	108					
KATE & ALLIE	C 16762	610	9.0	3.6	90	838	9.7	5.0	97	1380	10.8	8.2	108	1016	11.5	6.1	115					
KNIGHT RIDER	N 13164	546	8.0	4.1	102	556	6.5	4.2	82	1000	7.8	7.6	100	751	8.5	5.7	108					
LOVE BOAT	A 20400	864	12.7	4.2	105	1284	14.9	6.3	123	1583	12.4	7.8	102	1244	14.1	6.1	116					
MAGNUM PI	C 22543	1103	16.2	4.9	121	1019	11.8	4.5	88	1662	13.0	7.4	97	1230	13.9	5.5	104					
MAMA'S FAMILY	N 9852	443	6.5	4.5	111	453	5.3	4.6	90	665	5.2	6.7	89	575	6.5	5.8	111					
MASTER, THE	N 8082	353	5.2	4.4	108	395	4.6	4.9	95	589	4.6	7.3	96	452	5.1	5.6	106					
MATT HOUSTON	A 12881	571	8.4	4.4	110	679	7.9	5.3	103	999	7.8	7.8	102	841	9.5	6.5	124					
NBC MONDAY NIGHT MOVIE	N 23889	796	11.7	3.3	82	1225	14.2	5.1	100	1762	13.8	7.4	97	1219	13.8	5.1	97					
NBC NIGHTLY NEWS	N 11156	559	8.2	5.0	124	493	5.7	4.4	86	879	6.9	7.9	104	580	6.6	5.2	99					
NBC NIGHTLY NEWS-SAT	N 7363	338	5.0	4.6	113	403	4.7	5.5	107	560	4.4	7.6	100	339	3.8	4.6	87					
NBC NIGHTLY NEWS-SUN	N 6214	306	4.5	4.9	122	308	3.6	5.0	97	417	3.3	6.7	88	237	2.7	3.8	72					
NBC SUNDAY NIGHT MOVIE	N 17590	668	9.8	3.8	94	1001	11.6	5.7	111	1277	10.0	7.3	96	838	9.5	4.8	90					
NEWHART	C 16740	493	7.3	2.9	73	815	9.5	4.9	95	1336	10.5	8.0	105	990	11.2	5.9	112					
ONE DAY AT A TIME	C 11820	409	6.0	3.5	86	665	7.7	5.6	110	638	5.0	5.4	71	667	7.6	5.6	107					
PEOPLE ARE FUNNY	N 9138	372	5.5	4.1	101	371	4.3	4.1	79	589	4.6	6.4	85	411	4.7	4.5	85					
REAL PEOPLE	N 15979	655	9.6	4.1	101	917	10.6	5.7	112	1331	10.4	8.3	110	867	9.8	5.4	103					
REMINGTON STEELE	N 14395	694	10.2	4.8	119	819	9.5	5.7	111	1195	9.4	8.3	109	821	9.3	5.7	108					
RIPLEY'S BELIEVE IT - NOT	A 11362	628	9.3	5.5	137	648	7.5	5.7	111	855	6.7	7.5	99	607	6.9	5.3	101					
RIPTIDE	N 13920	546	8.0	3.9	97	706	8.2	5.1	99	1068	8.4	7.7	101	1020	11.6	7.3	139		</			

	TOTAL U.S. '000	C				D				E				HIGH POTENCY/ SUPER VITAMIN			
		A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	26494	100.0	15.8	100	3668	100.0	2.2	100	15853	100.0	9.5	100	11793	100.0	7.0	100
MALES	79263	12216	46.1	15.4	98	1631	44.5	2.1	94	7315	46.1	9.2	98	5872	49.8	7.4	105
FEMALES	88464	14279	53.9	16.1	102	2036	55.5	2.3	105	8538	53.9	9.7	102	5920	50.2	6.7	95
18 - 24	28671	4481	16.9	15.6	99	*610	16.6	2.1	97	2009	12.7	7.0	74	1887	16.0	6.6	94
25 - 34	39536	6146	23.2	15.5	98	665	18.1	1.7	77	3228	20.4	8.2	86	3139	26.6	7.9	113
35 - 44	28978	5156	19.5	17.8	113	711	19.4	2.5	112	2762	17.4	9.5	101	2450	20.8	8.5	120
45 - 54	22345	3437	13.0	15.4	97	566	15.4	2.5	116	2667	16.8	11.9	126	1447	12.3	6.5	92
55 - 64	22224	3760	14.2	16.9	107	527	14.4	2.4	108	2519	15.9	11.3	120	1654	14.0	7.4	106
65 OR OLDER	25973	3516	13.3	13.5	86	589	16.1	2.3	104	2669	16.8	10.3	109	1214	10.3	4.7	66
18 - 34	68207	10627	40.1	15.6	99	1275	34.8	1.9	85	5238	33.0	7.7	81	5027	42.6	7.4	105
18 - 49	108058	17673	66.7	16.4	104	2307	62.9	2.1	98	9328	58.8	8.6	91	8337	70.7	7.7	110
25 - 54	90859	14738	55.6	16.2	103	1942	52.9	2.1	98	8657	54.6	9.5	101	7037	59.7	7.7	110
35 - 49	39851	7046	26.6	17.7	112	1032	28.1	2.6	118	4090	25.8	10.3	109	3310	28.1	8.3	118
50 OR OLDER	59669	8821	33.3	14.8	94	1361	37.1	2.3	104	6526	41.2	10.9	116	3456	29.3	5.8	82
GRADUATED COLLEGE	28091	5576	21.0	19.8	126	820	22.4	2.9	133	3182	20.1	11.3	120	2553	21.6	9.1	129
ATTENDED COLLEGE	28938	5450	20.6	18.8	119	819	22.3	2.8	129	3051	19.2	10.5	112	2286	19.4	7.9	112
GRADUATED HIGH SCHOOL	65503	10118	38.2	15.4	98	1256	34.2	1.9	88	6165	38.9	9.4	100	4636	39.3	7.1	101
DID NOT GRADUATE HIGH SCHOOL	45195	5350	20.2	11.8	75	773	21.1	1.7	78	3455	21.8	7.6	81	2317	19.6	5.1	73
EMPLOYED MALES	56429	8979	33.9	15.9	101	1082	29.5	1.9	88	5292	33.4	9.4	99	4469	37.9	7.9	113
EMPLOYED FEMALES	43971	7631	28.8	17.4	110	1110	30.3	2.5	115	4470	28.2	10.2	108	3603	30.6	8.2	117
EMPLOYED FULL-TIME	87773	14500	54.7	16.5	105	1768	48.2	2.0	92	8514	53.7	9.7	103	7320	62.1	8.3	119
EMPLOYED PART-TIME	12627	2111	8.0	16.7	106	*424	11.6	3.4	154	1249	7.9	9.9	105	752	6.4	6.0	85
NOT EMPLOYED	67327	9884	37.3	14.7	93	1476	40.2	2.2	100	6091	38.4	9.0	96	3721	31.6	5.5	79
PROFESSIONAL/MANAGER	25845	5139	19.4	19.9	126	720	19.6	2.8	127	2929	18.5	11.3	120	2334	19.8	9.0	128
TECH/CLERICAL/SALES	30895	5401	20.4	17.5	111	747	20.4	2.4	111	3135	19.8	10.1	107	2595	22.0	8.4	119
PRECISION/CRAFT	12629	2032	7.7	16.1	102	*241	6.6	1.9	87	1294	8.2	10.2	108	866	7.3	6.9	98
OTHER EMPLOYED	31031	4038	15.2	13.0	82	484	13.2	1.6	71	2405	15.2	7.8	82	2278	19.3	7.3	104
SINGLE	35557	6231	23.5	17.5	111	896	24.4	2.5	115	3048	19.2	8.6	91	2758	23.4	7.8	110
MARRIED	103585	16164	61.0	15.6	99	2190	59.7	2.1	97	9666	61.0	9.3	99	6898	58.5	6.7	95
DIVORCED/SEPARATED/WIDOWED	28585	4100	15.5	14.3	91	581	15.8	2.0	93	3139	19.8	11.0	116	2137	18.1	7.5	106
PARENTS	59295	8327	31.4	14.0	89	1044	28.5	1.8	81	4245	26.8	7.2	76	3869	32.8	6.5	93
WHITE	146081	24372	92.0	16.7	106	3233	88.1	2.2	101	14434	91.0	9.9	105	10282	87.2	7.0	100
BLACK	17974	1427	5.4	7.9	50	*324	8.8	1.8	82	1064	6.7	5.9	63	1137	9.6	6.3	90
OTHER	3672	*696	2.6	19.0	120	**111	3.0	3.0	138	**356	2.2	9.7	103	**374	3.2	10.2	145
NORTHEAST-CENSUS	37005	5783	21.8	15.6	99	584	15.9	1.6	72	3366	21.2	9.1	96	2596	22.0	7.0	100
NORTH CENTRAL	42642	5752	21.7	13.5	85	881	24.0	2.1	94	3375	21.3	7.9	84	2380	20.2	5.6	79
SOUTH	56777	6860	25.9	12.1	76	1152	31.4	2.0	93	4422	27.9	7.8	82	3669	31.1	6.5	92
WEST	31303	8099	30.6	25.9	164	1051	28.7	3.4	154	4691	29.6	15.0	159	3148	26.7	10.1	143
NORTHEAST-MKTG.	38125	5728	21.6	15.0	95	779	21.2	2.0	93	3226	20.3	8.5	90	2587	21.9	6.8	97
EAST CENTRAL	24794	3535	13.3	14.3	90	*461	12.6	1.9	85	1996	12.6	8.1	85	1463	12.4	5.9	84
WEST CENTRAL	28511	3964	15.0	13.9	88	588	16.0	2.1	94	2453	15.5	8.6	91	1660	14.1	5.8	83
SOUTH	48953	6077	22.9	12.4	79	900	24.5	1.8	84	4027	25.4	8.2	87	3417	29.0	7.0	99
PACIFIC	27344	7191	27.1	26.3	166	941	25.7	3.4	157	4151	26.2	15.2	161	2666	22.6	9.7	139
COUNTY SIZE A	69301	12086	45.6	17.4	110	1679	45.8	2.4	111	7324	46.2	10.6	112	5323	45.1	7.7	109
COUNTY SIZE B	50633	7652	28.9	15.1	96	1138	31.0	2.2	103	4706	29.7	9.3	98	3290	27.9	6.5	92
COUNTY SIZE C	26259	4318	16.3	16.4	104	*479	13.1	1.8	83	2468	15.6	9.4	99	2104	17.8	8.0	114
COUNTY SIZE D	21534	2438	9.2	11.3	72	*372	10.1	1.7	79	1356	8.6	6.3	67	1076	9.1	5.0	71
METRO CENTRAL CITY	50014	8568	32.3	17.1	108	1177	32.1	2.4	108	5080	32.0	10.2	107	4019	34.1	8.0	114
METRO SUBURBAN	76832	12988	49.0	16.9	107	1790	48.8	2.3	107	7902	49.8	10.3	109	5383	45.6	7.0	100
NON METRO	40881	4938	18.6	12.1	76	701	19.1	1.7	78	2872	18.1	7.0	74	2392	20.3	5.9	83
TOP 5 ADI'S	39550	7782	29.4	19.7	125	1026	28.0	2.6	119	4359	27.5	11.0	117	3359	28.5	8.5	121
TOP 10 ADI'S	54877	9747	36.8	17.8	112	1366	37.2	2.5	114	5440	34.3	9.9	105	4276	36.3	7.8	111
TOP 20 ADI'S	77516	13703	51.7	17.7	112	1936	52.8	2.5	114	7952	50.2	10.3	109	6012	51.0	7.8	110
HSGLD INC. \$50,000 OR MORE	17257	3664	13.8	21.2	134	*485	13.2	2.8	129	2161	13.6	12.5	132	1678	14.2	9.7	138
\$40,000 OR MORE	33235	6381	24.1	19.2	122	761	20.7	2.3	105	3652	23.0	11.0	116	3100	26.3	9.3	133
\$30,000 OR MORE	59693	11320	42.7	19.0	120	1571	42.8	2.6	120	6599	41.6	11.1	117	5374	45.6	9.0	128
\$25,000 OR MORE	76275	14342	54.1	18.8	119	1909	52.0	2.5	114	8298	52.3	10.9	115	6568	55.7	8.6	122
\$20,000 - \$24,999	18607	2920	11.0	15.7	99	*309	8.4	1.7	76	2010	12.7	10.8	114	1334	11.3	7.2	102
\$15,000 - \$19,999	17175	2265	8.5	13.2	83	*354	9.7	2.1	94	1249	7.9	7.3	77	1089	9.2	6.3	90
\$10,000 - \$14,999	24569	3565	13.5	14.5	92	516	14.1	2.1	96	2132	13.4	8.7	92	1482	12.6	6.0	86
UNDER \$10,000	31101	3402	12.8	10.9	69	580	15.8	1.9	85	2165	13.7	7.0	74	1320	11.2	4.2	60
HOUSEHOLD OF 1 PERSON	19441	3158	11.9	16.2	103	507	13.8	2.6	119	2094	13.2	10.8	114	1455	12.3	7.5	106
2 PEOPLE	51803	9056	34.2	17.5	111	1366	37.2	2.6	121	5936	37.4	11.5	121	3803	32.2	7.3	104

														HIGH POTENCY/ SUPER VITAMIN				
		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	26494	100.0	15.8	100	3668	100.0	2.2	100	15853	100.0	9.5	100	11793	100.0	7.0	100
MAGAZINES	QUINTILE 1	34022	6672	25.2	19.6	124	921	25.1	2.7	124	3970	25.0	11.7	123	2872	24.4	8.4	120
	QUINTILE 2	34800	6439	24.3	18.5	117	893	24.3	2.6	117	3923	24.7	11.3	119	2786	23.6	8.0	114
	QUINTILE 3	30514	4711	17.8	15.4	98	576	15.7	1.9	86	2725	17.2	8.9	94	1901	16.1	6.2	89
	QUINTILE 4	33324	4692	17.7	14.1	89	713	19.4	2.1	98	2815	17.8	8.4	89	2380	20.2	7.1	102
	QUINTILE 5	35066	3981	15.0	11.4	72	565	15.4	1.6	74	2421	15.3	6.9	73	1854	15.7	5.3	75
NEWSPAPERS	QUINTILE 1	29107	4976	18.8	17.1	108	699	19.1	2.4	110	2878	18.2	9.9	105	2064	17.5	7.1	101
	QUINTILE 2	49095	8216	31.0	16.7	106	1122	30.6	2.3	105	4892	30.9	10.0	105	3792	32.2	7.7	110
	QUINTILE 3	23107	4071	15.4	17.6	112	609	16.6	2.6	121	2407	15.2	10.4	110	2004	17.0	8.7	123
	QUINTILE 4	33556	5202	19.6	15.5	98	552	15.0	1.6	75	2897	18.3	8.6	91	2184	18.5	6.5	93
	QUINTILE 5	32863	4030	15.2	12.3	78	687	18.7	2.1	96	2779	17.5	8.5	89	1749	14.8	5.3	76
OUTDOOR	QUINTILE 1	33431	5483	20.7	16.4	104	618	16.8	1.8	85	3127	19.7	9.4	99	2903	24.6	8.7	124
	QUINTILE 2	33478	5140	19.4	15.4	97	664	18.1	2.0	91	2910	18.4	8.7	92	2177	18.5	6.5	92
	QUINTILE 3	33574	5112	19.3	15.2	96	835	22.8	2.5	114	3058	19.3	9.1	96	2320	19.7	6.9	98
	QUINTILE 4	33935	5723	21.6	16.9	107	693	18.9	2.0	93	3509	22.1	10.3	109	2391	20.3	7.0	100
	QUINTILE 5	33310	5037	19.0	15.1	96	858	23.4	2.6	118	3250	20.5	9.8	103	2002	17.0	6.0	85
RADIO-DRIVE TIME	QUINTILE 1	33136	5211	19.7	15.7	100	692	18.9	2.1	95	3242	20.5	9.8	104	2676	22.7	8.1	115
	QUINTILE 2	31658	4844	18.3	15.3	97	624	17.0	2.0	90	3089	19.5	9.8	103	2293	19.4	7.2	103
	QUINTILE 3	32541	5551	21.0	17.1	108	716	19.5	2.2	101	3035	19.1	9.3	99	2309	19.6	7.1	101
	QUINTILE 4	34247	5041	19.0	14.7	93	744	20.3	2.2	99	3197	20.2	9.3	99	2426	20.6	7.1	101
	QUINTILE 5	36144	5847	22.1	16.2	102	892	24.3	2.5	113	3291	20.8	9.1	96	2089	17.7	5.8	82
RADIO-MID- DAY	TERCILE 1	45037	6909	26.1	15.3	97	943	25.7	2.1	96	4176	26.3	9.3	98	3538	30.0	7.9	112
	TERCILE 2	44819	7140	26.9	15.9	101	993	27.1	2.2	101	4402	27.8	9.8	104	2653	22.5	5.9	84
	TERCILE 3	77872	12446	47.0	16.0	101	1732	47.2	2.2	102	7275	45.9	9.3	99	5602	47.5	7.2	102
RADIO-TOTAL	QUINTILE 1	33763	5302	20.0	15.7	99	681	18.6	2.0	92	3215	20.3	9.5	101	2697	22.9	8.0	114
	QUINTILE 2	33240	4989	18.8	15.0	95	658	17.9	2.0	91	2948	18.6	8.9	94	2354	20.0	7.1	101
	QUINTILE 3	33408	5608	21.2	16.8	106	868	23.7	2.6	119	3363	21.2	10.1	107	2471	21.0	7.4	105
	QUINTILE 4	34792	5636	21.3	16.2	103	723	19.7	2.1	95	3418	21.6	9.8	104	2305	19.5	6.6	94
	QUINTILE 5	32524	4959	18.7	15.2	97	738	20.1	2.3	104	2909	18.3	8.9	95	1966	16.7	6.0	86
TV-PRIME TIME	QUINTILE 1	33090	5069	19.1	15.3	97	871	23.7	2.6	120	3088	19.5	9.3	99	2472	21.0	7.5	106
	QUINTILE 2	33357	5265	19.9	15.8	100	783	21.3	2.3	107	3057	19.3	9.2	97	2177	18.5	6.5	93
	QUINTILE 3	33980	5678	21.4	16.7	106	759	20.7	2.2	102	3395	21.4	10.0	106	2424	20.6	7.1	101
	QUINTILE 4	33854	5512	20.8	16.3	103	736	20.1	2.2	99	3217	20.3	9.5	101	2313	19.6	6.8	97
	QUINTILE 5	33444	4971	18.8	14.9	94	519	14.1	1.6	71	3097	19.5	9.3	98	2407	20.4	7.2	102
TV-DAYTIME	TERCILE 1	49121	6736	25.4	13.7	87	963	26.3	2.0	90	4190	26.4	8.5	90	3042	25.8	6.2	88
	TERCILE 2	48823	7787	29.4	15.9	101	1115	30.4	2.3	104	4682	29.5	9.6	101	3236	27.4	6.6	94
	TERCILE 3	69782	11972	45.2	17.2	109	1590	43.3	2.3	104	6981	44.0	10.0	106	5515	46.8	7.9	112
TV-TOTAL	QUINTILE 1	33584	4471	16.9	13.3	84	691	18.8	2.1	94	2833	17.9	8.4	89	2277	19.3	6.8	96
	QUINTILE 2	33441	5615	21.2	16.8	106	922	25.1	2.8	126	3401	21.5	10.2	108	2182	18.5	6.5	93
	QUINTILE 3	33505	5712	21.6	17.0	108	936	25.5	2.8	128	3441	21.7	10.3	109	2339	19.8	7.0	99
	QUINTILE 4	33466	5727	21.6	17.1	108	595	16.2	1.8	81	3332	21.0	10.0	105	2353	20.0	7.0	100
	QUINTILE 5	33731	4969	18.8	14.7	93	*523	14.3	1.6	71	2846	18.0	8.4	89	2643	22.4	7.8	111
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		44503	8530	32.2	19.2	121	1154	31.5	2.6	119	5174	32.6	11.6	123	3687	31.3	8.3	118
		39363	6929	26.2	17.6	111	942	25.7	2.4	109	4155	26.2	10.6	112	2912	24.7	7.4	105
		46441	6699	25.3	14.4	91	934	25.5	2.0	92	3802	24.0	8.2	87	3147	26.7	6.8	96
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		33726	6499	24.5	19.3	122	784	21.4	2.3	106	3744	23.6	11.1	117	2835	24.0	8.4	120
		52846	9549	36.0	18.1	114	1397	38.1	2.6	121	5837	36.8	11.0	117	3924	33.3	7.4	106
		52140	6570	24.8	12.6	80	931	25.4	1.8	82	3673	23.2	7.0	75	3362	28.5	6.4	92
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		37081	6474	24.4	17.5	111	941	25.7	2.5	116	3929	24.8	10.6	112	2853	24.2	7.7	109
		49747	9499	35.9	19.1	121	1255	34.2	2.5	115	5794	36.5	11.6	123	3846	32.6	7.7	110
		49208	6632	25.0	13.5	85	854	23.3	1.7	79	3812	24.0	7.7	82	3405	28.9	6.9	98
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		33103	6025	22.7	18.2	115	1065	29.0	3.2	147	3708	23.4	11.2	119	2570	21.8	7.8	110
		54575	9790	37.0	17.9	114	1057	28.8	1.9	89	5742	36.2	10.5	111	4268	36.2	7.8	111
		53249	6984	26.4	13.1	83	947	25.8	1.8	81	4241	26.8	8.0	84	3018	25.6	5.7	81
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		36255	6070	22.9	16.7	106	840	22.9	2.3	106	3344	21.1	9.2	98	2902	24.6	8.0	114
		55591	9504	35.9	17.1	108	1354	36.9	2.4	111	5912	37.3	10.6	113	4141	35.1	7.4	106
		48319	6917	26.1	14.3	91	937	25.5	1.9	89	4166	26.3	8.6	91	3309	28.1	6.8	97
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		37242	6068	22.9	16.3	103	857	23.4	2.3	105	3516	22.2	9.4	100	2921	24.8	7.8	112
		54423	9499	35.9	17.5	110	1324	36.1	2.4	111	5639	35.6	10.4	110	4062	34.4	7.5	106
		46650	6825	25.8	14.6	93	948	25.8	2.0	93	4212	26.6	9.0	96	3284	27.8	7.0	100
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		35974	5945	22.4	16.5	105	912	24.9	2.5	116	3609	22.8	10.0	106	2520	21.4	7.0	100
		56095	9698	36.6	17.3	109	1219	33.2	2.2	99	5596	35.3	10.0	106	4528	38.4	8.1	115
		47170	6659	25.1	14.1	89	1101	30.0	2.3	107	4241	26.8	9.0	95	2997	25.4	6.4	90
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		33748	5229	19.7	15.5	98	680	18.5	2.0	92	3170	20.0	9.4	99	2649	22.5	7.8	112
		52785	8359	31.6	15.8	100	1101	30.0	2.1	95	4751	30.0	9.0	95	3717	31.5	7.0	100
		52882	8328	31.4	15.7	100	1202	32.8	2.3	104	5096	32.1	9.6	1				

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - TYPES USED
(ADULTS)

	TOTAL U.S. '000	C				D				E				HIGH POTENCY/ SUPER VITAMIN			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	26494	100.0	15.8	100	3668	100.0	2.2	100	15853	100.0	9.5	100	11793	100.0	7.0	100
ATLANTIC MONTHLY	867	*136	0.5	15.7	99	**36	1.0	4.2	190	**139	0.9	16.0	170	**75	0.6	8.7	123
BARRON'S	1580	318	1.2	20.1	127	**35	1.0	2.2	101	*175	1.1	11.1	117	**89	0.8	5.6	80
BETTER HOMES & GARDENS	22203	3534	13.3	15.9	101	461	12.6	2.1	95	2084	13.1	9.4	99	1595	13.5	7.2	102
BON APPETIT	3810	851	3.2	22.3	141	**103	2.8	2.7	124	656	4.1	17.2	182	308	2.6	8.1	115
BUSINESS WEEK	4663	756	2.9	16.2	103	*98	2.7	2.1	96	457	2.9	9.8	104	408	3.5	8.7	124
CAR AND DRIVER	3102	649	2.4	20.9	132	**54	1.5	1.7	80	377	2.4	12.2	129	*313	2.7	10.1	144
CBS MAGAZINE NETWORK (GROSS)	7311	1353	5.1	18.5	117	*120	3.3	1.6	75	780	4.9	10.7	113	622	5.3	8.5	121
CHANGING TIMES	3400	688	2.6	20.2	128	**90	2.5	2.6	121	491	3.1	14.4	153	290	2.5	8.5	121
COLONIAL HOMES	1796	253	1.0	14.1	89	**42	1.1	2.3	107	*176	1.1	9.8	104	*138	1.2	7.7	109
CONDE NAST MAG. PKG. (GROSS)	19924	3740	14.1	18.8	119	494	13.5	2.5	113	2105	13.3	10.6	112	1718	14.6	8.6	123
CONSUMERS DIGEST	3125	577	2.2	18.5	117	**76	2.1	2.4	111	370	2.3	11.8	125	*238	2.0	7.6	108
COSMOPOLITAN	10577	2090	7.9	19.8	125	282	7.7	2.7	122	1266	8.0	12.0	127	904	7.7	8.5	122
COUNTRY LIVING	3746	563	2.1	15.0	95	**117	3.2	3.1	143	295	1.9	7.9	83	298	2.5	8.0	113
CUISINE	2214	437	1.6	19.7	125	**59	1.6	2.7	122	213	1.3	9.6	102	*226	1.9	10.2	145
CYCLE WORLD	2394	399	1.5	16.7	106	**36	1.0	1.5	69	*209	1.3	8.7	92	**126	1.1	5.3	75
DCI:CREATIVE IDEAS FOR LIV	3068	441	1.7	14.4	91	**54	1.5	1.8	80	308	1.9	10.0	106	*241	2.0	7.9	112
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1411	5.3	14.8	93	*178	4.9	1.9	85	983	6.2	10.3	109	679	5.8	7.1	101
DISCOVER	2277	354	1.3	15.5	98	**79	2.2	3.5	159	*222	1.4	9.7	103	*256	2.2	11.2	160
EBONY	7187	819	3.1	11.4	72	*201	5.5	2.8	128	552	3.5	7.7	81	436	3.7	6.1	86
ESQUIRE	2560	257	1.0	10.0	64	**37	1.0	1.4	66	*219	1.4	8.6	91	*169	1.4	6.6	94
ESSENCE	3242	420	1.6	13.0	82	**96	2.6	3.0	135	320	2.0	9.9	104	189	1.6	5.8	83
FAMILY CIRCLE	19639	3322	12.5	16.9	107	402	11.0	2.0	94	2081	13.1	10.6	112	1275	10.8	6.5	92
THE FAMILY HANDYMAN	3540	603	2.3	17.0	108	**40	1.1	1.1	52	374	2.4	10.6	112	239	2.0	6.8	96
FAMILY WEEKLY	23924	3788	14.3	15.8	100	438	11.9	1.8	84	2312	14.6	9.7	102	1773	15.0	7.4	105
FIELD & STREAM	9883	1599	6.0	16.2	102	*210	5.7	2.1	97	855	5.4	8.7	92	751	6.4	7.6	108
FOOD & WINE	1030	*176	0.7	17.1	108	**18	0.5	1.7	80	*153	1.0	14.9	157	**42	0.4	4.1	58
FORBES	2679	583	2.2	21.8	138	**76	2.1	2.8	130	295	1.9	11.0	117	*212	1.8	7.9	113
FORTUNE	2931	470	1.8	16.0	102	**62	1.7	2.1	97	227	1.4	7.7	82	*211	1.8	7.2	102
GENTLEMEN'S QUARTERLY	3481	660	2.5	19.0	120	**93	2.5	2.7	122	333	2.1	9.6	101	347	2.9	10.0	142
GLAMOUR	7163	1523	5.7	21.3	135	*211	5.8	2.9	135	763	4.8	10.7	113	606	5.1	8.5	120
GOLF DIGEST	2355	378	1.4	16.1	102	**45	1.2	1.9	87	305	1.9	13.0	137	*179	1.5	7.6	108
GOLF DIGEST/TENNIS (GROSS)	3610	543	2.0	15.0	95	**64	1.7	1.8	81	408	2.6	11.3	120	278	2.4	7.7	110
GOLF MAGAZINE	2046	435	1.6	21.3	135	**58	1.6	2.8	130	334	2.1	16.3	173	*203	1.7	9.9	141
GOLF MAGAZINE/SKI (GROSS)	3547	906	3.4	25.5	162	**94	2.6	2.7	121	560	3.5	15.8	167	346	2.9	9.8	139
GOOD HOUSEKEEPING	20353	3277	12.4	16.1	102	430	11.7	2.1	97	1918	12.1	9.4	100	1410	12.0	6.9	99
HARPER'S BAZAAR	3362	584	2.2	17.4	110	**88	2.4	2.6	120	317	2.0	9.4	100	233	2.0	6.9	99
HEALTH	2987	431	1.6	14.4	91	**71	1.9	2.4	109	404	2.5	13.5	143	*203	1.7	6.8	97
HEARST MAG CORP. BUY (GROSS)	67928	11593	43.8	17.1	108	1675	45.7	2.5	113	6961	43.9	10.2	108	4955	42.0	7.3	104
HEARST MAN POWER (GROSS)	11282	2139	8.1	19.0	120	274	7.5	2.4	111	1202	7.6	10.7	113	712	6.0	6.3	90
HEARST WOMAN POWER (GROSS)	40514	6937	26.2	17.1	108	971	26.5	2.4	110	4204	26.5	10.4	110	3036	25.7	7.5	107
HOUSE BEAUTIFUL	4885	649	2.4	13.3	84	**105	2.9	2.1	98	457	2.9	9.4	99	386	3.3	7.9	112
INC.	1308	277	1.0	21.2	134	**32	0.9	2.4	112	*170	1.1	13.0	138	**58	0.5	4.4	63
JET	6498	725	2.7	11.2	71	*154	4.2	2.4	108	426	2.7	6.6	69	389	3.3	6.0	85
LADIES' HOME JOURNAL	14797	2618	9.9	17.7	112	365	10.0	2.5	113	1555	9.8	10.5	111	1158	9.8	7.8	111
LHJ FAMILY GRP COMBO(GROSS)	21743	3776	14.3	17.4	110	539	14.7	2.5	113	2373	15.0	10.9	115	1704	14.4	7.8	111
LIFE	9881	1887	7.1	19.1	121	259	7.1	2.6	120	1026	6.5	10.4	110	788	6.7	8.0	113
L.A. TIMES HOME MAGAZINE	2775	773	2.9	27.9	176	**54	1.5	1.9	89	459	2.9	16.5	175	329	2.8	11.9	169
MADEMOISELLE	4219	732	2.8	17.4	110	**98	2.7	2.3	106	451	2.8	10.7	113	415	3.5	9.8	140
MC CALL'S	16422	2935	11.1	17.9	113	384	10.5	2.3	107	1939	12.2	11.8	125	1272	10.8	7.7	110
MC CALL'S/WRK MOTHER (GROSS)	17919	3185	12.0	17.8	113	400	10.9	2.2	102	2021	12.7	11.3	119	1417	12.0	7.9	112
MECHANIX ILLUSTRATED	4433	858	3.2	19.4	123	**72	2.0	1.6	74	516	3.3	11.6	123	*266	2.3	6.0	85
METROPOLITAN HOME	1504	203	0.8	13.5	85	**30	0.8	2.0	91	*178	1.1	11.8	125	*122	1.0	8.1	115
MONEY	4723	980	3.7	20.7	131	*178	4.9	3.8	172	667	4.2	14.1	149	406	3.4	8.6	122
MOTHER EARTH NEWS	2325	628	2.4	27.0	171	**133	3.6	5.7	262	415	2.6	17.8	189	336	2.8	14.5	206
MS.	1189	*223	0.8	18.8	119	**31	0.8	2.6	119	*160	1.0	13.5	142	**79	0.7	6.6	94
NATIONAL ENQUIRER	18892	3059	11.5	16.2	103	391	10.7	2.1	95	1709	10.8	9.0	96	1229	10.4	6.5	93
NATIONAL GEOGRAPHIC	22129	4619	17.4	20.9	132	772	21.0	3.5	160	2707	17.1	12.2	129	1758	14.9	7.9	113
NATIONAL SUNDAY MAGAZINE PKG	103750	17297	65.3	16.7	106	2339	63.8	2.3	103	10048	63.4	9.7	102	7869	66.7	7.6	108
NATURAL HISTORY	1379	267	1.0	19.4	123	*18	0.5	1.3	60	*136	0.9	9.9	104	**83	0.7	6.0	86
NEW WOMAN	2289	467	1.8	20.4	129	**89	2.4	3.9	178	355	2.2	15.5	164	*175	1.5	7.6	109
NEW YORK INCLUDING CUE	1088	242	0.9	22.2	141	**15	0.4	1.4	63	*130	0.8	11.9	126	*105	0.9	9.7	137
THE NEW YORKER	2459	557	2.1	22.7	143	**67	1.8	2.7	125	323	2.0	13.1	139	*139	1.2	5.7	80
NEWSWEEK	16527	3140	11.9	19.0	120	*477	13.0	2.9	132	1847	11.7	11.2	118	1319	11.2	8.0	114
THE N.Y. TIMES DAILY EDITION	2739	527	2.0	19.2	122	**62	1.7	2.3	104	303	1.9	11.1	117	246	2.1	9.0	128
THE N.Y. TIMES MAGAZINE	4443	961	3.6	21.6	137	**80	2.2	1.8	82	554	3.5	12.5	132	420	3.6	9.5	134
OMNI	2799	588	2.2	21.0	133	**86	2.3	3.1	140	349	2.2	12.5	132	*261	2.2	9.3	133
ON CABLE	2209	288	1.1	13.0	83	**8	0.2	0.4	17	*163	1.0	7.4	78	*182	1.5	8.2	117
1001 HOME IDEAS	3959	727	2.7	18.4	116	**102	2.8	2.6	118	414	2.6	10.5	111	342	2.9	8.6	123
ORGANIC GARDENING	3111	809	3.1	26.0	165	**109	3.0	3.5	160	610	3.8	19.6	207	*244	2.1	7.8	112
OUTDOOR LIFE	5024	804	3.0	16.0	101	**110	3.0	2.2	100	456	2.9	9.1	96	396	3.4	7.9	112
PARADE MAGAZINE	51292	8616	32.5	16.8	106	1128	30.8	2.2	101	4869	30.7	9.5	100	3845	32.6	7.5	107

	TOTAL U.S. '000	C				D				E				HIGH POTENCY/ SUPER VITAMIN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	26494	100.0	15.8	100	3668	100.0	2.2	100	15853	100.0	9.5	100	11793	100.0	7.0	100
PARENTS	5298	705	2.7	13.3	84	**94	2.6	1.8	81	349	2.2	6.6	70	385	3.3	7.3	103
PENTHOUSE	5129	862	3.3	16.8	106	*206	5.6	4.0	184	477	3.0	9.3	98	369	3.1	7.2	102
PEOPLE	21070	3906	14.7	18.5	117	478	13.0	2.3	104	2146	13.5	10.2	108	1717	14.6	8.1	116
PLAYBOY	10562	1856	7.0	17.6	111	340	9.3	3.2	147	1077	6.8	10.2	108	911	7.7	8.6	123
POPULAR HOT RODDING	2498	463	1.7	18.5	117	**25	0.7	1.0	46	*256	1.6	10.2	108	*260	2.2	10.4	148
POPULAR MECHANICS	5887	1342	5.1	22.8	144	*139	3.8	2.4	108	820	5.2	13.9	147	329	2.8	5.6	79
POPULAR SCIENCE	4317	883	3.3	20.5	129	*135	3.7	3.1	143	541	3.4	12.5	133	248	2.1	5.7	82
PREVENTION	5792	1880	7.1	32.5	205	431	11.8	7.4	340	1509	9.5	26.1	276	573	4.9	9.9	141
PSYCHOLOGY TODAY	3284	818	3.1	24.9	158	**133	3.6	4.0	185	416	2.6	12.7	134	228	1.9	6.9	99
READER'S DIGEST	40046	7002	26.4	17.5	111	943	25.7	2.4	108	4120	26.0	10.3	109	3017	25.6	7.5	107
REDBOOK	9584	1570	5.9	16.4	104	*259	7.1	2.7	124	1020	6.4	10.6	113	723	6.1	7.5	107
ROAD & TRACK	2590	560	2.1	21.6	137	**55	1.5	2.1	97	*283	1.8	10.9	116	*287	2.4	11.1	158
ROLLING STONE	3302	756	2.9	22.9	145	**62	1.7	1.9	86	358	2.3	10.8	115	385	3.3	11.7	166
RUNNER'S WORLD	1229	*318	1.2	25.9	164	**43	1.2	3.5	160	**166	1.0	13.5	143	**138	1.2	11.2	160
SATURDAY EVENING POST	2110	424	1.6	20.1	127	**54	1.5	2.6	117	*204	1.3	9.7	102	*141	1.2	6.7	95
SCIENCE 84	1543	345	1.3	22.4	142	**68	1.9	4.4	202	*169	1.1	11.0	116	*150	1.3	9.7	138
SCIENCE DIGEST	1747	252	1.0	14.4	91	*336	1.0	2.1	94	*109	0.7	6.2	66	*164	1.4	9.4	134
SCIENTIFIC AMERICAN	1994	496	1.9	24.9	157	**92	2.5	4.6	211	*250	1.6	12.5	133	*189	1.6	9.5	135
SELF	3119	463	1.7	14.8	94	**65	1.8	2.1	95	344	2.2	11.0	117	260	2.2	8.3	119
SEVENTEEN	3923	681	2.6	17.4	110	**123	3.4	3.1	143	277	1.7	7.1	75	*245	2.1	6.2	89
SKI	1501	471	1.8	31.4	199	*336	1.0	2.4	110	*226	1.4	15.1	159	*144	1.2	9.6	136
SMITHSONIAN	5976	1278	4.8	21.4	135	*165	4.5	2.8	126	783	4.9	13.1	139	486	4.1	8.1	116
SOAP OPERA DIGEST	4228	632	2.4	14.9	95	**101	2.8	2.4	109	400	2.5	9.5	100	*240	2.0	5.7	81
SOUTHERN LIVING	6488	970	3.7	15.0	95	*125	3.4	1.9	88	675	4.3	10.4	110	438	3.7	6.8	96
SPORT	3500	588	2.2	16.8	106	**80	2.2	2.3	105	301	1.9	8.6	91	*262	2.2	7.5	106
THE SPORTING NEWS	2456	359	1.4	14.6	93	*337	1.0	1.5	69	*175	1.1	7.1	75	*130	1.1	5.3	75
SPORTS AFIELD	3648	544	2.1	14.9	94	**99	2.7	2.7	124	273	1.7	7.5	79	*219	1.9	6.0	85
SPORTS ILLUSTRATED	14484	2339	8.8	16.1	102	308	8.4	2.1	97	1163	7.3	8.0	85	977	8.3	6.7	96
STAR	12661	1898	7.2	15.0	95	269	7.3	2.1	97	1073	6.8	8.5	90	823	7.0	6.5	92
SUNDAY	52799	8669	32.7	16.4	104	1263	34.4	2.4	109	4891	30.9	9.3	98	3867	32.8	7.3	104
SUNSET	3513	984	3.7	28.0	177	*175	4.8	5.0	228	614	3.9	17.5	185	350	3.0	10.0	142
TV GUIDE	42766	7503	28.3	17.5	111	987	26.9	2.3	106	4398	27.7	10.3	109	3404	28.9	8.0	113
TENNIS	1254	*164	0.6	13.1	83	**19	0.5	1.5	69	*104	0.7	8.3	88	**99	0.8	7.9	112
TIME	22054	4175	15.8	18.9	120	479	13.1	2.2	99	2361	14.9	10.7	113	1652	14.0	7.5	107
TOWN & COUNTRY	1555	289	1.1	18.6	118	*62	1.7	4.0	182	234	1.5	15.0	159	*132	1.1	8.5	121
TRAVEL & LEISURE	2173	377	1.4	17.3	110	**69	1.9	3.2	145	338	2.1	15.6	165	*218	1.8	10.0	143
TRUE STORY	4636	572	2.2	12.3	78	**58	1.6	1.3	57	*255	1.6	5.5	58	*238	2.0	5.1	73
U.S. NEWS & WORLD REPORT	10353	2131	8.0	20.6	130	250	6.8	2.4	110	1234	7.8	11.9	126	861	7.3	8.3	118
USA TODAY	4994	971	3.7	19.4	123	*104	2.8	2.1	95	649	4.1	13.0	137	462	3.9	9.3	132
US	3528	491	1.9	13.9	88	**73	2.0	2.1	95	*324	2.0	9.2	97	297	2.5	8.4	120
VOGUE	5424	1022	3.9	18.8	119	*120	3.3	2.2	101	547	3.5	10.1	107	436	3.7	8.0	114
WALL STREET JOURNAL	6292	1279	4.8	20.3	129	*127	3.5	2.0	92	880	5.6	14.0	148	563	4.8	8.9	127
WEIGHT WATCHERS	2762	641	2.4	23.2	147	**82	2.2	3.0	136	389	2.5	14.1	149	*183	1.6	6.6	94
WOMAN'S DAY	16320	2768	10.4	17.0	107	373	10.2	2.3	105	1889	11.9	11.6	122	1192	10.1	7.3	104
WORKING MOTHER	1496	*249	0.9	16.6	105	*116	0.4	1.1	49	**82	0.5	5.5	58	**145	1.2	9.7	138
WORKING WOMAN	1851	335	1.3	18.1	115	**24	0.7	1.3	59	*155	1.0	8.4	89	*229	1.9	12.4	176
WORLD TENNIS	580	**107	0.4	18.4	117	**7	0.2	1.2	55	**76	0.5	13.1	139	*37	0.3	6.4	91
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2398	9.1	19.3	122	*206	5.6	1.7	76	1381	8.7	11.1	118	1001	8.5	8.1	115
BLAIR INSERTS	91671	15579	58.8	17.0	108	2112	57.6	2.3	105	9030	57.0	9.9	104	6938	58.8	7.6	108
DAILY NEWSPAPERS																	
READ ANY	109190	18038	68.1	16.5	105	2538	69.2	2.3	106	10721	67.6	9.8	104	8112	68.8	7.4	106
READ ONE	89587	14906	56.3	16.6	105	2091	57.0	2.3	107	8834	55.7	9.9	104	6861	58.2	7.7	109
READ TWO OR MORE	19602	3132	11.8	16.0	101	447	12.2	2.3	104	1887	11.9	9.6	102	1251	10.6	6.4	91
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	18549	70.0	16.9	107	2439	66.5	2.2	102	10777	68.0	9.8	104	8346	70.8	7.6	108
READ ONE	95074	15890	60.0	16.7	106	2166	59.1	2.3	104	9256	58.4	9.7	103	7196	61.0	7.6	108
READ TWO OR MORE	14588	2658	10.0	18.2	115	274	7.5	1.9	86	1521	9.6	10.4	110	1149	9.7	7.9	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.72				25.33				28.83				32.27			
30 DAY REACH	149706	23954	90.4	16.0	101	3263	89.0	2.2	100	14053	88.6	9.4	99	10743	91.1	7.2	102
50 SHWG - 30 DAY AV FREQ	15.16	15.13				13.58				15.22				16.76			
30 DAY REACH	142406	22749	85.9	16.0	101	3032	82.7	2.1	97	13320	84.0	9.4	99	10348	87.7	7.3	103
25 SHWG - 30 DAY AV FREQ	8.23	8.28				7.66				8.27				9.19			
30 DAY REACH	131152	20800	78.5	15.9	100	2667	72.7	2.0	93	12250	77.3	9.3	99	9502	80.6	7.2	103
CABLE TV: HOME WIRED	66879	10592	40.0	15.8	100	1279	34.9	1.9	87	6192	39.1	9.3	98	5037	42.7	7.5	107
HOME NOT WIRED	100848	15902	60.0	15.8	100	2389	65.1	2.4	108	9661	60.9	9.6	101	6756	57.3	6.7	95
HAVE PAY CABLE	35024	5383	20.3	15.4	97	538	14.7	1.5	70	3083	19.4	8.8	93	2819	23.9	8.0	114

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		TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	HIGH POTENCY/ SUPER VITAMIN	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	26494	100.0	15.8	100	3668	100.0	2.2	100	15853	100.0	9.5	100	11793	100.0	7.0	100					
WKDAY LOCAL EVENING TV NEWS																							
NETWORK AFFILIATES - EARLY		52292	8147	30.8	15.6	99	1211	33.0	2.3	106	5225	33.0	10.0	106	3422	29.0	6.5	93					
NETWORK AFFILIATES - LATE		39164	5813	21.9	14.8	94	986	26.9	2.5	115	3496	22.1	8.9	94	2715	23.0	6.9	99					
INDEPENDENTS - LATE		5133	1032	3.9	20.1	127	129	3.5	2.5	115	573	3.6	11.2	118	378	3.2	7.4	105					
TV EVENING NTWK 6 PM - 2 AM																							
A TEAM		22825	3346	12.6	14.7	93	589	16.1	2.6	118	2023	12.8	8.9	94	1563	13.3	6.8	97					
ABC MONDAY NIGHT MOVIE		11258	1746	6.6	15.5	98	250	6.8	2.2	102	991	6.3	8.8	93	812	6.9	7.2	103					
ABC SUNDAY NIGHT MOVIE		A 23600	3688	13.9	15.6	99	551	15.0	2.3	107	2241	14.1	9.5	100	1600	13.6	6.8	96					
ABC WORLD NEWS TONIGHT		A 12801	2034	7.7	15.9	101	280	7.6	2.2	100	1222	7.7	9.5	101	987	8.4	7.7	110					
AFTERMASH		C 10966	1864	7.0	17.0	108	*304	8.3	2.8	127	1130	7.1	10.3	109	835	7.1	7.6	108					
ALICE		C 17050	2608	9.8	15.3	97	506	13.8	3.0	136	1537	9.7	9.0	95	1198	10.2	7.0	100					
AMERICAN PARADE		C 11998	1816	6.9	15.1	96	305	8.3	2.5	116	1082	6.8	9.0	95	757	6.4	6.3	90					
BENSON		A 19258	3024	11.4	15.7	99	435	11.9	2.3	103	1904	12.0	9.9	105	1393	11.8	7.2	103					
BLUE THUNDER		A 11478	1830	6.9	15.9	101	292	8.0	2.5	116	1108	7.0	9.7	102	740	6.3	6.4	92					
CAGNEY & LACEY		C 18263	2643	10.0	14.5	92	357	9.7	2.0	89	1653	10.4	9.1	96	1193	10.1	6.5	93					
CBS EVENING NEWS-DEAN		C 7733	1247	4.7	16.1	102	*204	5.6	2.6	121	788	5.0	10.2	108	521	4.4	6.7	96					
CBS EVENING NEWS-RATHER		C 15653	2441	9.2	15.6	99	382	10.4	2.4	112	1775	11.2	11.3	120	1014	8.6	6.5	92					
CBS SAT. NEWS-SCHIEFFER		C 8744	1233	4.7	14.1	89	165	4.5	1.9	86	798	5.0	9.1	97	518	4.4	5.9	84					
CBS SATURDAY NIGHT MOVIE		C 12000	1834	6.9	15.3	97	229	6.2	1.9	87	1069	6.7	8.9	94	735	6.2	6.1	87					
CBS WEDNESDAY NIGHT MOVIE		C 11522	1727	6.5	15.0	95	289	7.9	2.5	115	944	6.0	8.2	87	712	6.0	6.2	88					
CHEERS		N 16818	3065	11.6	18.2	115	381	10.4	2.3	104	1767	11.1	10.5	111	1229	10.4	7.3	104					
DALLAS		C 37510	5819	22.0	15.5	98	908	24.8	2.4	111	3666	23.1	9.8	103	2402	20.4	6.4	91					
DIFF'RENT STROKES		N 11258	1751	6.6	15.6	98	*237	6.5	2.1	96	1062	6.7	9.4	100	819	6.9	7.3	103					
DOUBLE TROUBLE		N 12248	2025	7.6	16.5	105	302	8.2	2.5	113	1093	6.9	8.9	94	838	7.1	6.8	97					
DUCK FACTORY		N 11100	2006	7.6	18.1	114	*227	6.2	2.0	94	1152	7.3	10.4	110	844	7.2	7.6	108					
DUKES OF HAZZARD		C 12353	1728	6.5	14.0	89	300	8.2	2.4	111	1150	7.3	9.3	98	619	5.2	5.0	71					
DYNASTY		A 33279	5159	19.5	15.5	98	788	21.5	2.4	108	3320	20.9	10.0	106	2558	21.7	7.7	109					
FACTS OF LIFE		N 13410	2309	8.7	17.2	109	354	9.7	2.6	121	1309	8.3	9.8	103	998	8.5	7.4	106					
FALCON CREST		C 31093	4907	18.5	15.8	100	803	21.9	2.6	118	2976	18.8	9.6	101	1907	16.2	6.1	87					
FALL GUY		A 18649	2794	10.5	15.0	95	472	12.9	2.5	116	1787	11.3	9.6	101	1251	10.6	6.7	95					
FAMILY TIES		N 13101	2071	7.8	15.8	100	*280	7.6	2.1	98	1149	7.2	8.8	93	876	7.4	6.7	95					
FANTASY ISLAND		A 13069	2185	8.2	16.7	106	388	10.6	3.0	136	1330	8.4	10.2	108	953	8.1	7.3	104					
FOULUPS,BLEEPS & BLUNDERS		A 16588	2919	11.0	17.6	111	437	11.9	2.6	120	1700	10.7	10.2	108	1217	10.3	7.3	104					
FOUR SEASONS		C 9302	1625	6.1	17.5	111	*270	7.4	2.9	133	967	6.1	10.4	110	694	5.9	7.5	106					
GIMME A BREAK		N 13955	2044	7.7	14.6	93	299	8.2	2.1	98	1145	7.2	8.2	87	904	7.7	6.5	92					
HART TO HART		A 15735	2238	8.4	14.2	90	384	10.5	2.4	112	1377	8.7	8.8	93	1116	9.5	7.1	101					
HILL STREET BLUES		N 18257	2954	11.1	16.2	102	510	13.9	2.8	128	1561	9.8	8.6	90	1359	11.5	7.4	106					
HOTEL		A 24236	3537	13.4	14.6	92	602	16.4	2.5	114	2291	14.5	9.5	100	1712	14.5	7.1	100					
JEFFERSONS		C 17010	2433	9.2	14.3	91	454	12.4	2.7	122	1491	9.4	8.8	93	1129	9.6	6.6	94					
JENNIFER SLEPT HERE		N 9397	1515	5.7	16.1	102	*208	5.7	2.2	101	965	6.1	10.3	109	611	5.2	6.5	92					
KATE & ALLIE		C 16762	2653	10.0	15.8	100	406	11.1	2.4	111	1647	10.4	9.8	104	977	8.3	5.8	83					
KNIGHT RIDER		N 13164	2056	7.8	15.6	99	311	8.5	2.4	108	967	6.1	7.3	78	1037	8.8	7.9	112					
LOVE BOAT		A 20400	3313	12.5	16.2	103	560	15.3	2.7	126	2066	13.0	10.1	107	1395	11.8	6.8	97					
MAGNUM PI		C 22543	3496	13.2	15.5	98	632	17.2	2.8	128	2199	13.9	9.8	103	1341	11.4	5.9	85					
MAMA'S FAMILY		N 9852	1575	5.9	16.0	101	262	7.1	2.7	122	985	6.2	10.0	106	700	5.9	7.1	101					
MASTER, THE		N 8082	1200	4.5	14.8	94	*208	5.7	2.6	118	667	4.2	8.3	87	538	4.6	6.7	95					
MATT HOUSTON		A 12881	1889	7.1	14.7	93	329	9.0	2.6	117	1152	7.3	8.9	95	1021	8.7	7.9	113					
NBC MONDAY NIGHT MOVIE		N 23889	3775	14.2	15.8	100	426	11.6	1.8	82	2027	12.8	8.5	90	1704	14.4	7.1	101					
NBC NIGHTLY NEWS		N 11156	1742	6.6	15.6	99	311	8.5	2.8	127	1054	6.6	9.4	100	606	5.1	5.4	77					
NBC NIGHTLY NEWS-SAT		N 7363	1160	4.4	15.8	100	*135	3.7	1.8	84	772	4.9	10.5	111	390	3.3	5.3	75					
NBC NIGHTLY NEWS-SUN		N 6214	893	3.4	14.4	91	*167	4.6	2.7	123	509	3.2	8.2	87	359	3.0	5.8	82					
NBC SUNDAY NIGHT MOVIE		N 17590	2524	9.5	14.3	91	329	9.0	1.9	86	1383	8.7	7.9	83	1220	10.3	6.9	99					
NEWHART		C 16740	2706	10.2	16.2	102	356	9.7	2.1	97	1551	9.8	9.3	98	1068	9.1	6.4	91					
ONE DAY AT A TIME		C 11820	1681	6.3	14.2	90	*252	6.9	2.1	97	1009	6.4	8.5	90	713	6.0	6.0	86					
PEOPLE ARE FUNNY		N 9138	1390	5.2	15.2	96	*174	4.7	1.9	87	760	4.8	8.3	88	578	4.9	6.3	91					
REAL PEOPLE		N 15979	2525	9.5	15.8	100	408	11.1	2.6	117	1472	9.3	9.2	97	1216	10.3	7.6	108					
REMINGTON STEELE		N 14395	2402	9.1	16.7	106	437	11.9	3.0	139	1296	8.2	9.0	95	983	8.3	6.8	97					
RIPLEY'S BELIEVE IT - NOT		N 11362	1980	7.5	17.4	110	260	7.1	2.3	105	1169	7.4	10.3	109	805	6.8	7.1	101					
RIP TIDE		N 13920	2088	7.9	15.0	95	304	8.3	2.2	100	1171	7.4	8.4	89	1164	9.9	8.4	109					
SCARECROW & MRS. KING		C 17571	2870	10.8	16.3	103	458	12.5	2.6	119	1821	11.5	10.4	110	1103	9.4	6.3	89					
SIMON & SIMON		C 20208	3349	12.6	16.6	105	557	15.2	2.8	126	2005	12.6	9.9	105	1324	11.2	6.6	93					
60 MINUTES		C 27668	4572	17.3	16.5	105	742	20.2	2.7	123	2884	18.2	10.4	110	1983	16.8	7.2	102					
ST. ELSEWHERE		N 13699	2325																				

	TOTAL U.S. '000	MULTIPLE FORMULA WITH IRON				MULTIPLE FORMULA WITH MINERALS				MULTIPLE FORMULA PLAIN				OTHER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	24646	100.0	14.7	100	15224	100.0	9.1	100	5798	100.0	3.5	100	13882	100.0	8.3	100
MALES	79263	9617	39.0	12.1	83	7207	47.3	9.1	100	2926	50.5	3.7	107	4822	34.7	6.1	74
FEMALES	88464	15028	61.0	17.0	116	8017	52.7	9.1	100	2872	49.5	3.2	94	9061	65.3	10.2	124
18 - 24	28671	4566	18.5	15.9	108	2321	15.2	8.1	89	771	13.3	2.7	78	2520	18.2	8.8	106
25 - 34	39536	7144	29.0	18.1	123	4175	27.4	10.6	116	1620	27.9	4.1	119	4601	33.1	11.6	141
35 - 44	28978	4818	19.5	16.6	113	2773	18.2	9.6	105	1054	18.2	3.6	105	2188	15.8	7.6	91
45 - 54	22345	2884	11.7	12.9	88	1833	12.0	8.2	90	930	16.0	4.2	120	1539	11.1	6.9	83
55 - 64	22224	2360	9.6	10.6	72	2023	13.3	9.1	100	821	14.2	3.7	107	1466	10.6	6.6	80
65 OR OLDER	25973	2874	11.7	11.1	75	2098	13.8	8.1	89	603	10.4	2.3	67	1567	11.3	6.0	73
18 - 34	68207	11710	47.5	17.2	117	6497	42.7	9.5	105	2391	41.2	3.5	101	7121	51.3	10.4	126
18 - 49	108058	17956	72.9	16.6	113	10062	66.1	9.3	103	3917	67.6	3.6	105	10216	73.6	9.5	114
25 - 54	90859	14846	60.2	16.3	111	8782	57.7	9.7	106	3604	62.2	4.0	115	8329	60.0	9.2	111
35 - 49	39851	6246	25.3	15.7	107	3565	23.4	8.9	99	1526	26.3	3.8	111	3095	22.3	7.8	94
50 OR OLDER	59669	6689	27.1	11.2	76	5163	33.9	8.7	95	1882	32.5	3.2	91	3666	26.4	6.1	74
GRADUATED COLLEGE	28091	4955	20.1	17.6	120	3744	24.6	13.3	147	1616	27.9	5.8	166	2604	18.8	9.3	112
ATTENDED COLLEGE	28938	5276	21.4	18.2	124	3407	22.4	11.8	130	1205	20.8	4.2	120	2813	20.3	9.7	117
GRADUATED HIGH SCHOOL	65503	9692	39.3	14.8	101	5537	36.4	8.5	93	2268	39.1	3.5	100	5408	39.0	8.3	100
DID NOT GRADUATE HIGH SCHOOL	45195	4723	19.2	10.5	71	2536	16.7	5.6	62	709	12.2	1.6	45	3058	22.0	6.8	82
EMPLOYED MALES	56429	6945	28.2	12.3	84	5355	35.2	9.5	105	2362	40.7	4.2	121	3626	26.1	6.4	78
EMPLOYED FEMALES	43971	8852	35.9	20.1	137	4439	29.2	10.1	111	1777	30.6	4.0	117	5052	36.4	11.5	139
EMPLOYED FULL-TIME	87773	13812	56.0	15.7	107	8680	57.0	9.9	109	3648	62.9	4.2	120	7403	53.3	8.4	102
EMPLOYED PART-TIME	12627	1984	8.0	15.7	107	1114	7.3	8.8	97	*492	8.5	3.9	113	1275	9.2	10.1	122
NOT EMPLOYED	67327	8849	35.9	13.1	89	5430	35.7	8.1	89	1659	28.6	2.5	71	5204	37.5	7.7	93
PROFESSIONAL/MANAGER	25845	4539	18.4	17.6	120	3209	21.1	12.4	137	1341	23.1	5.2	150	2424	17.5	9.4	113
TECH/CLERICAL/SALES	30899	5461	22.2	17.7	120	3221	21.2	10.4	115	1373	23.7	4.4	129	2852	20.5	9.2	112
PRECISION/CRAFT	12629	1610	6.5	12.7	87	882	5.8	7.0	77	*373	6.4	3.0	85	832	6.0	6.6	80
OTHER EMPLOYED	31031	4187	17.0	13.5	92	2482	16.3	8.0	88	1053	18.2	3.4	98	2571	18.5	8.3	100
SINGLE	35557	5156	20.9	14.5	99	3303	21.7	9.3	102	1177	20.3	3.3	96	2483	17.9	7.0	84
MARRIED	103585	15453	62.7	14.9	102	9633	63.3	9.3	102	3839	66.2	3.7	107	9438	68.0	9.1	110
DIVORCED/SEPARATED/WIDOWED	25855	4037	16.4	14.1	96	2288	15.0	8.0	88	783	13.5	2.7	79	1961	14.1	6.9	83
PARENTS	59295	10409	42.2	17.6	119	5442	35.7	9.2	101	2338	40.3	3.9	114	6092	43.9	10.3	124
WHITE	146081	21873	88.7	15.0	102	13910	91.4	9.5	105	5395	93.0	3.7	107	12526	90.2	8.6	104
BLACK	17974	2266	9.2	12.6	86	920	6.0	5.1	56	*255	4.4	1.4	41	1012	7.3	5.6	68
OTHER	3672	*507	2.1	13.8	94	**395	2.6	10.8	119	**148	2.6	4.0	117	**344	2.5	9.4	113
NORTHEAST-CENSUS	37005	4846	19.7	13.1	89	3143	20.6	8.5	94	1773	30.6	4.8	139	2786	20.1	7.5	91
NORTH CENTRAL	42642	6301	25.6	14.8	101	3168	20.8	7.4	82	1282	22.1	3.0	87	3315	23.9	7.8	94
SOUTH	56777	7642	31.0	13.5	92	4494	29.5	7.9	87	1579	27.2	2.8	80	4302	31.0	7.6	92
WEST	31303	5857	23.8	18.7	127	4419	29.0	14.1	156	1164	20.1	3.7	108	3479	25.1	11.1	134
NORTHEAST-MKTG.	38125	5078	20.6	13.3	91	3319	21.8	8.7	96	1610	27.8	4.2	122	2764	19.9	7.2	88
EAST CENTRAL	24794	3122	12.7	12.6	86	1774	11.7	7.2	79	837	14.4	3.4	98	1602	11.5	6.5	78
WEST CENTRAL	28511	4631	18.8	16.2	111	2247	14.8	7.9	87	865	14.9	3.0	88	2674	19.3	9.4	113
SOUTH	48953	6562	26.6	13.4	91	4015	26.4	8.2	90	1478	25.5	3.0	87	3906	28.1	8.0	96
PACIFIC	27344	5253	21.3	19.2	131	3870	25.4	14.2	156	1009	17.4	3.7	107	2936	21.1	10.7	130
COUNTY SIZE A	69301	11115	45.1	16.0	109	6758	44.4	9.8	107	2926	50.5	4.2	122	6012	43.3	8.7	105
COUNTY SIZE B	50633	6909	28.0	13.6	93	4893	32.1	9.7	106	1789	30.9	3.5	102	4093	29.5	8.1	98
COUNTY SIZE C	26259	3587	14.6	13.7	93	2362	15.5	9.0	99	639	11.0	2.4	70	2425	17.5	9.2	112
COUNTY SIZE D	21534	3035	12.3	14.1	96	1212	8.0	5.6	62	*444	7.7	2.1	60	1352	9.7	6.3	76
METRO CENTRAL CITY	50014	7748	31.4	15.5	105	4963	32.6	9.9	109	1673	28.9	3.3	97	3984	28.7	8.0	96
METRO SUBURBAN	76832	11449	46.5	14.9	101	7652	50.3	10.0	110	3226	55.6	4.2	121	7065	50.9	9.2	111
NON METRO	40861	5449	22.1	13.3	91	2609	17.1	6.4	70	899	15.5	2.2	64	2633	20.4	6.9	84
TOP 5 ADI'S	39550	6490	26.3	16.4	112	4113	27.0	10.4	115	1777	30.6	4.5	130	3766	27.1	9.5	115
TOP 10 ADI'S	54877	8562	34.7	15.6	106	5340	35.1	9.7	107	2234	38.5	4.1	118	4590	33.1	8.4	101
TOP 20 ADI'S	77516	11990	48.6	15.5	105	7531	49.5	9.7	107	3131	54.0	4.0	117	6565	47.3	8.5	102
HSOLD INC. \$50,000 OR MORE	17257	2840	11.5	16.5	112	1995	13.1	11.6	127	991	17.1	5.7	166	1365	9.8	7.9	96
\$40,000 OR MORE	33235	5197	21.1	15.6	106	3676	24.1	11.1	122	1706	29.4	5.1	148	2748	19.8	8.3	100
\$30,000 OR MORE	59693	9483	38.5	15.9	108	6581	43.2	11.0	121	2723	47.0	4.6	132	5081	36.6	8.5	103
\$25,000 OR MORE	76275	11826	48.0	15.5	106	8255	54.2	10.8	119	3385	58.4	4.4	128	6774	48.8	8.9	107
\$20,000 - \$24,999	18607	2720	11.0	14.6	99	2033	13.4	10.9	120	649	11.2	3.5	101	1776	12.8	9.5	115
\$15,000 - \$19,999	17175	2507	10.2	14.6	99	1315	8.6	7.7	84	627	10.8	3.7	106	1499	10.8	8.7	105
\$10,000 - \$14,999	24569	3668	14.9	14.9	102	1783	11.7	7.3	80	*560	9.7	2.3	66	1804	13.0	7.3	89
UNDER \$10,000	31101	3926	15.9	12.6	86	1838	12.1	5.9	65	576	9.9	1.9	54	2030	14.6	6.5	79
HOUSEHOLD OF 1 PERSON	19441	2722	11.0	14.0	95	1754	11.5	9.0	99	482	8.3	2.5	72	1078	7.8	5.5	67
2 PEOPLE	51803	7201	29.2	13.9	95	5315	34.9	10.3	113	1785	30.8	3.4	100	443			

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - TYPES USED
(ADULTS)

			MULTIPLE FORMULA WITH IRON				MULTIPLE FORMULA WITH MINERALS				MULTIPLE FORMULA PLAIN				OTHER			
		TOTAL U.S. '000	A '000	B DOWN	C % ACROSS % INDX	D	A '000	B DOWN	C % ACROSS % INDX	D	A '000	B DOWN	C % ACROSS % INDX	D	A '000	B DOWN	C % ACROSS % INDX	D
TOTAL ADULTS		167727	24646	100.0	14.7	100	15224	100.0	9.1	100	5798	100.0	3.5	100	13882	100.0	8.3	100
MAGAZINES	QUINTILE 1	34022	5686	23.1	16.7	114	3653	24.0	10.7	118	1483	25.6	4.4	126	3548	25.6	10.4	126
	QUINTILE 2	34800	5035	20.4	14.5	98	3604	23.7	10.4	114	1385	23.9	4.0	115	2837	20.4	8.2	98
	QUINTILE 3	30514	4747	19.3	15.6	106	2861	18.8	9.4	103	909	15.7	3.0	86	2538	18.3	8.3	100
	QUINTILE 4	33324	4815	19.5	14.4	98	2930	19.2	8.8	97	1148	19.8	3.4	100	2609	18.8	7.8	95
	QUINTILE 5	35066	4363	17.7	12.4	85	2177	14.3	6.2	68	874	15.1	2.5	72	2351	16.9	6.7	81
NEWSPAPERS	QUINTILE 1	29107	4174	16.9	14.3	98	2818	18.5	9.7	107	1242	21.4	4.3	123	1968	14.2	6.8	82
	QUINTILE 2	49095	7147	29.0	14.6	99	4381	28.8	8.9	98	1845	31.8	3.8	109	4024	29.0	8.2	99
	QUINTILE 3	23107	3666	14.9	15.9	108	2227	14.6	9.6	106	864	14.9	3.7	108	2054	14.8	8.9	107
	QUINTILE 4	33556	5363	21.8	16.0	109	3058	20.1	9.1	100	1137	19.6	3.4	98	3169	22.8	9.4	114
	QUINTILE 5	32863	4297	17.4	13.1	89	2740	18.0	8.3	92	710	12.2	2.2	62	2667	19.2	8.1	98
OUTDOOR	QUINTILE 1	33431	5227	21.2	15.6	106	3096	20.3	9.3	102	1208	20.8	3.6	105	2855	20.6	8.5	103
	QUINTILE 2	33478	5472	22.2	16.3	111	3182	20.9	9.5	105	1190	20.5	3.6	103	2679	19.3	8.0	97
	QUINTILE 3	33574	5104	20.7	15.2	103	3039	20.0	9.1	100	1364	23.5	4.1	118	2682	19.3	8.0	97
	QUINTILE 4	33935	4549	18.5	13.4	91	3119	20.5	9.2	101	1014	17.5	3.0	86	3032	21.8	8.9	108
	QUINTILE 5	33310	4294	17.4	12.9	88	2789	18.3	8.4	92	1022	17.6	3.1	89	2634	19.0	7.9	96
RADIO-DRIVE TIME	QUINTILE 1	33136	5373	21.8	16.2	110	3273	21.5	9.9	109	1276	22.0	3.9	111	2862	20.6	8.6	104
	QUINTILE 2	31658	4870	19.8	15.4	105	2982	19.6	9.4	104	1027	17.7	3.2	94	2398	17.3	7.6	92
	QUINTILE 3	32541	4570	18.5	14.0	96	2846	18.7	8.7	96	1305	22.5	4.0	116	3027	21.8	9.3	112
	QUINTILE 4	34247	4996	20.3	14.6	99	3235	21.2	9.4	104	1094	18.9	3.2	92	2869	20.7	8.4	101
	QUINTILE 5	36144	4837	19.6	13.4	91	2889	19.0	8.0	88	1097	18.9	3.0	88	2726	19.6	7.5	91
RADIO-MID- DAY	TERCILE 1	45037	7006	28.4	15.6	106	4189	27.5	9.3	102	1600	27.6	3.6	103	3760	27.1	8.3	101
	TERCILE 2	44819	6406	26.0	14.3	97	3831	25.2	8.5	94	1644	28.4	3.7	106	3867	27.9	8.6	104
	TERCILE 3	77872	11234	45.6	14.4	98	7205	47.3	9.3	102	2554	44.0	3.3	95	6255	45.1	8.0	97
	QUINTILE 1	33763	5333	21.6	15.8	107	3213	21.1	9.5	105	1317	22.7	3.9	113	2798	20.2	8.3	100
	QUINTILE 2	33240	4995	20.3	15.0	102	3116	20.5	9.4	103	1107	19.1	3.3	96	2628	18.9	7.9	96
RADIO-TOTAL	QUINTILE 3	33408	5166	21.0	15.5	105	3215	21.1	9.6	106	1331	23.0	4.0	115	2980	21.5	8.9	108
	QUINTILE 4	34792	4739	19.2	13.6	93	2881	18.9	8.3	91	1057	18.2	3.0	88	3003	21.6	8.6	104
	QUINTILE 5	32524	4413	17.9	13.6	92	2799	18.4	8.6	95	987	17.0	3.0	88	2474	17.8	7.6	92
	QUINTILE 1	33090	5000	20.3	15.1	103	3227	21.2	9.8	107	1143	19.7	3.5	100	2714	19.6	8.2	99
	QUINTILE 2	33357	5091	20.7	15.3	104	3164	20.8	9.5	105	1015	17.5	3.0	88	2586	18.6	7.8	94
TV-PRIME TIME	QUINTILE 3	33980	4713	19.1	13.9	94	3034	19.9	8.9	98	1297	22.4	3.8	110	3241	23.3	9.5	115
	QUINTILE 4	33854	5204	21.1	15.4	105	2754	18.1	8.1	90	1345	23.2	4.0	115	2517	18.1	7.4	90
	QUINTILE 5	33444	4638	18.8	13.9	94	3045	20.0	9.1	100	998	17.2	3.0	86	2825	20.4	8.4	102
	TERCILE 1	49121	6805	27.6	13.9	94	4026	26.4	8.2	90	1343	23.2	2.7	79	4019	29.0	8.2	99
	TERCILE 2	48823	7421	30.1	15.2	103	4490	29.5	9.2	101	1735	29.9	3.6	103	3986	28.7	8.2	99
TV-DAYTIME	TERCILE 3	69782	10420	42.3	14.9	102	6709	44.1	9.6	106	2720	46.9	3.9	113	5877	42.3	8.4	102
	QUINTILE 1	33584	5220	21.2	15.5	106	3045	20.0	9.1	100	1065	18.4	3.2	92	2573	18.5	7.7	93
	QUINTILE 2	33441	4223	17.1	12.6	86	3025	19.9	9.0	100	866	14.9	2.6	75	2792	20.1	8.3	101
	QUINTILE 3	33505	5188	21.1	15.5	105	2964	19.5	8.8	97	1262	21.8	3.8	109	2848	20.5	8.5	103
	QUINTILE 4	33466	4959	20.1	14.8	101	3093	20.3	9.2	102	1619	27.9	4.8	140	2712	19.5	8.1	98
TV-TOTAL	QUINTILE 5	33731	5057	20.5	15.0	102	3098	20.3	9.2	101	986	17.0	2.9	85	2958	21.3	8.8	106
	MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE	44503 39363 46441	7188 6132 6191	29.2 24.9 25.1	16.2 15.6 13.3	110 106 91	4411 4226 3805	29.0 27.8 25.0	9.9 10.7 8.2	109 118 90	1978 1299 1625	34.1 22.4 28.0	4.4 3.3 3.5	129 95 101	3768 4080 3205	27.1 29.4 23.1	8.5 10.4 6.9	102 125 83
	MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	33726 52846 52140	5558 7808 7799	22.6 31.7 31.6	16.5 14.8 15.0	112 101 102	3394 5379 4412	22.3 35.3 29.0	10.1 10.2 8.5	111 112 93	1352 1954 1670	23.3 33.7 28.8	4.0 3.7 3.2	116 107 93	3113 4907 3803	22.4 35.3 27.4	9.2 9.3 7.3	112 112 88
	MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	37081 49747 49208	6070 7522 7210	24.6 30.5 29.3	16.4 15.1 14.7	111 103 100	4054 4968 4037	26.6 32.6 26.5	10.9 10.0 8.2	120 110 90	1400 1997 1620	24.1 34.4 27.9	3.8 4.0 3.3	109 116 95	3354 4618 3625	24.2 33.3 26.1	9.0 9.3 7.4	109 111 89
	MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	33103 54575 53249	4847 8789 7252	19.7 35.7 29.4	14.6 16.1 13.6	100 110 93	3403 5472 4118	22.4 35.9 27.0	10.3 10.0 7.7	113 110 85	1060 2415 1533	18.3 41.7 26.4	3.2 4.4 2.9	93 128 83	2934 5145 3989	21.1 37.1 28.7	8.9 9.4 7.5	107 114 91
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	36255	5439	22.1	15.0	102	3437	22.6	9.5	104	1404	24.2	3.9	112	2876	20.7	7.9	96
	QUINTILE 2	55591	7827	31.8	14.1	96	5021	33.0	9.0	100	2190	37.8	3.9	114	4320	31.1	7.8	94
	QUINTILE 3	48319	7964	32.3	16.5	112	4591	30.2	9.5	105	1597	27.5	3.3	96	4121	29.7	8.5	103
	QUINTILE 4	37242	5725	23.2	15.4	105	3423	22.5	9.2	101	1561	26.9	4.2	121	2776	20.0	7.5	90
	QUINTILE 5	54423	7724	31.3	14.2	97	5054	33.2	9.3	102	2031	35.0	3.7	108	4483	32.3	8.2	100
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	46650	7307	29.6	15.7	107	4494	29.5	9.6	106	1470	25.4	3.2	91	4301	31.0	9.2	111
	QUINTILE 2	35974	4925	20.0	13.7	93	3425	22.5	9.5	105	1008	17.4	2.8	81	2773	20.0	7.7	93
	QUINTILE 3	56095	8543	34.7	15.2	104	5069	33.3	9.0	100	2632	45.4	4.7	136	4482	32.3	8.0	97
	QUINTILE 4	47170	6924	28.1	14.7	100	4049	26.6	8.6	95	1411	24.3	3.0	87	3967	28.6	8.4	102
	QUINTILE 5	33748	5870	23.8	17.4	118	3093	20.3	9.2	101	1385	23.9	4.1	119	2841	20.5	8.4	102
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	52785	7688	31.2	14.6	99	4832	31.7	9.2	101	1791	30.9	3.4	98	4428	31.9	8.4	101
	QUINTILE 2	52882	7459	30.3	14.1	96	5068	33.3	9.6	106	1893	32.6	3.6	104	4350	31.3	8.2	99
	QUINTILE 3	32030	5123	20.8	16.0	109	3094	20.3	9.7	106	1092	18.8	3.4	99	2619	18.9	8.2	99
	QUINTILE 4	54626	8850	35.9	16.2	110	4948	32.5	9.1	100	2168	37.4	4.0	115	4545	32.7	8.3	101
	QUINTILE 5	54874	7273	29.5	13.3	90	4754	31.2	8.7	95	1646	28.4	3.0	87	4546	32.7	8.3	100

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - TYPES USED
(ADULTS)

	TOTAL U.S. '000	MULTIPLE FORMULA WITH IRON				MULTIPLE FORMULA WITH MINERALS				MULTIPLE FORMULA PLAIN				OTHER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	24646	100.0	14.7	100	15224	100.0	9.1	100	5798	100.0	3.5	100	13882	100.0	8.3	100
ATLANTIC MONTHLY	867	*105	0.4	12.1	82	**94	0.6	10.8	119	**30	0.5	3.5	100	**60	0.4	6.9	84
BARRON'S	1580	*243	1.0	15.4	105	*203	1.3	12.8	142	**74	1.3	4.7	135	**99	0.7	6.3	76
BETTER HOMES & GARDENS	22203	3588	14.6	16.2	110	2167	14.2	9.8	108	788	13.6	3.5	103	2078	15.0	9.4	113
BON APPETIT	3810	614	2.5	16.1	110	545	3.6	14.3	158	**174	3.0	4.6	132	660	4.8	17.3	209
BUSINESS WEEK	4663	670	2.7	14.4	98	496	3.3	10.6	117	*197	3.4	4.2	122	307	2.2	6.6	80
CAR AND DRIVER	3102	480	1.9	15.5	105	368	2.4	11.9	131	**122	2.1	3.9	114	*281	2.0	9.1	109
CBS MAGAZINE NETWORK (GROSS)	7311	1217	4.9	16.6	113	884	5.8	12.1	133	*178	3.1	2.4	70	544	3.9	7.4	90
CHANGING TIMES	3400	715	2.9	21.0	143	382	2.5	11.2	124	*111	1.9	3.3	94	308	2.2	9.1	109
CONDE NAST MAG. PKG. (GROSS)	1796	273	1.1	15.2	103	*180	1.2	10.0	110	**32	0.6	1.8	52	*245	1.8	13.6	165
CONSUMER DIGEST	3125	412	1.7	13.2	90	309	2.0	9.9	109	*165	2.8	5.3	153	340	2.4	10.9	131
COSMOPOLITAN	10577	2106	8.5	19.9	136	1172	7.7	11.1	122	382	6.6	3.6	104	1263	9.1	11.9	144
COUNTRY LIVING	3746	641	2.6	17.1	116	368	2.4	9.8	108	**76	1.3	2.0	59	346	2.5	9.2	112
CUISINE	2214	250	1.0	11.3	77	244	1.6	11.0	121	**128	2.2	5.8	167	*249	1.8	11.2	136
CYCLE WORLD	2394	346	1.4	14.5	98	*274	1.8	11.4	126	**95	1.6	4.0	115	*203	1.5	8.5	102
DCI:CREATIVE IDEAS FOR LIV	3068	658	2.7	21.4	146	318	2.1	10.4	114	**91	1.6	3.0	86	329	2.4	10.7	130
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1636	6.6	17.1	117	865	5.7	9.1	100	257	4.4	2.7	78	818	5.9	8.6	103
DISCOVER	2277	422	1.7	18.5	126	298	2.0	13.1	144	**98	1.7	4.3	125	*165	1.2	7.2	88
EBONY	7187	1095	4.4	15.2	104	350	2.3	4.9	54	*151	2.6	2.1	61	518	3.7	7.2	87
ESQUIRE	2560	462	1.9	18.0	123	202	1.3	7.9	87	**89	1.5	3.5	101	*194	1.4	7.6	92
ESSENCE	3242	524	2.1	16.2	110	*167	1.1	5.2	57	**78	1.3	2.4	70	332	2.4	10.2	124
FAMILY CIRCLE	19639	3146	12.8	16.0	109	2089	13.7	10.6	117	616	10.6	3.1	91	1960	14.1	10.0	121
THE FAMILY HANDYMAN	3540	594	2.4	16.8	114	340	2.2	9.6	106	*142	2.4	4.0	116	294	2.1	8.3	100
FAMILY WEEKLY	23924	3701	15.0	15.5	105	2285	15.0	9.6	105	853	14.7	3.6	103	1949	14.0	8.1	98
FIELD & STREAM	9883	1269	5.1	12.8	87	684	4.5	6.9	76	331	5.7	3.3	97	579	4.2	5.9	71
FOOD & WINE	1030	*206	0.8	20.0	136	*142	0.9	13.8	152	**30	0.5	2.9	84	**97	0.7	9.4	114
FORBES	2679	478	1.9	17.8	121	377	2.5	14.1	155	*172	3.0	6.4	186	*165	1.2	6.2	74
FORTUNE	2931	518	2.1	17.7	120	296	1.9	10.1	111	*145	2.5	4.9	143	*241	1.7	8.2	99
GENTLEMEN'S QUARTERLY	3481	703	2.9	20.2	137	409	2.7	11.7	129	*182	3.1	5.2	151	*313	2.3	9.0	109
GLAMOUR	7163	1402	5.7	19.6	133	720	4.7	10.1	111	*270	4.7	3.8	109	849	6.1	11.9	143
GOLF DIGEST	2355	332	1.3	14.1	96	222	1.5	9.4	104	*102	1.8	4.3	125	*157	1.1	6.7	81
GOLF DIGEST/TENNIS (GROSS)	3610	542	2.2	15.0	102	330	2.2	9.1	101	*119	2.1	3.3	95	*293	2.1	8.1	98
GOLF MAGAZINE	2046	307	1.2	15.0	102	*213	1.4	10.4	115	**111	1.9	5.4	157	*157	1.1	7.7	93
GOLF MAGAZINE/SKI (GROSS)	3547	565	2.3	15.9	108	335	2.2	9.4	104	*184	3.2	5.2	150	354	2.6	10.0	121
GOOD HOUSEKEEPING	20353	3444	14.0	16.9	115	2135	14.0	10.5	116	835	14.4	4.1	119	1998	14.4	9.8	119
HARPER'S BAZAAR	3362	609	2.5	18.1	123	384	2.5	11.4	126	**77	1.3	2.3	66	473	3.4	14.1	170
HEALTH	2987	477	1.9	16.0	109	340	2.2	11.4	125	**63	1.1	2.1	61	360	2.6	12.1	146
HEARST MAG CORP. BUY (GROSS)	67928	11617	47.1	17.1	116	6799	44.7	10.0	110	2389	41.2	3.5	102	6838	49.3	10.1	122
HEARST MAN POWER (GROSS)	11282	1582	6.4	14.0	95	868	5.7	7.7	85	480	8.3	4.3	123	635	4.6	5.6	68
HEARST WOMAN POWER (GROSS)	40514	7345	29.8	18.1	123	4290	28.2	10.6	117	1467	25.3	3.6	105	4323	31.1	10.7	129
HOUSE BEAUTIFUL	4885	781	3.2	16.0	109	524	3.4	10.7	118	*174	3.0	3.6	103	554	4.0	11.3	137
INC.	1308	*140	0.6	10.7	73	*142	0.9	10.9	120	**28	0.5	2.1	62	**150	1.1	11.5	139
JET	6498	853	3.5	13.1	89	316	2.1	4.9	54	*101	1.7	1.6	45	418	3.0	6.4	78
LADIES' HOME JOURNAL	14797	2541	10.3	17.2	117	1650	10.8	11.2	123	516	8.9	3.5	101	1463	10.5	9.9	119
LHJ FAMILY GRP COMBO(GROSS)	21743	3832	15.5	17.6	120	2492	16.4	11.5	126	717	12.4	3.3	95	2306	16.6	10.6	128
LIFE	9881	1529	6.2	15.5	105	1043	6.9	10.6	116	352	6.1	3.6	103	922	6.6	9.3	113
L.A. TIMES HOME MAGAZINE	2775	443	1.8	16.0	109	458	3.0	16.5	182	*130	2.2	4.7	136	343	2.5	12.4	149
MADemoiselle	4219	723	2.9	17.1	117	404	2.7	9.6	105	**127	2.2	3.0	87	422	3.0	10.0	121
MC CALL'S	16422	2677	10.9	16.3	111	1794	11.8	10.9	120	629	10.8	3.8	111	1863	13.4	11.3	137
MC CALL'S/MRK MOTHER (GROSS)	17919	2925	11.9	16.3	111	1900	12.5	10.6	117	677	11.7	3.8	109	2082	15.0	11.6	140
MECHANIX ILLUSTRATED	4433	568	2.3	12.8	87	438	2.9	9.9	109	*251	4.3	5.7	164	294	2.1	6.6	80
METROPOLITAN HOME	1504	323	1.3	21.5	146	*160	1.1	10.6	117	**35	0.6	2.3	67	*225	1.6	15.0	181
MONEY	4723	859	3.5	18.2	124	619	4.1	13.1	144	*136	2.3	2.9	83	466	3.4	9.9	119
MOTHER EARTH NEWS	2325	443	2.0	20.8	141	315	2.1	13.5	149	**105	1.8	4.5	131	*236	1.7	10.2	123
MS.	1189	286	1.2	24.1	164	*113	0.7	9.5	105	*147	0.8	4.0	114	**77	0.6	6.5	78
NATIONAL ENQUIRER	18892	2662	10.8	14.1	96	1498	9.8	7.9	87	584	10.1	3.1	89	1510	10.9	8.0	97
NATIONAL GEOGRAPHIC	22129	3639	14.8	16.4	112	2601	17.1	11.8	129	1038	17.9	4.7	136	1859	13.4	8.4	102
NATIONAL SUNDAY MAGAZINE PKG	103750	15397	62.5	14.8	101	9724	63.9	9.4	103	4060	70.0	3.9	113	8642	62.3	8.3	101
NATURAL HISTORY	1379	*232	0.9	16.8	114	**104	0.7	7.5	83	**44	0.8	3.2	92	*145	1.0	10.5	127
NEW WOMAN	2289	484	2.0	21.1	144	258	1.7	11.3	124	**48	0.8	2.1	61	*265	1.9	11.6	140
NEW YORK INCLUDING CUE	1088	221	0.9	20.3	138	*129	0.8	11.9	131	**26	0.4	2.4	69	**101	0.7	9.3	112
THE NEW YORKER	2459	385	1.6	15.7	107	313	2.1	12.7	140	**88	1.5	3.6	104	292	2.1	11.9	143
NEWSWEEK	16527	2570	10.4	15.6	106	1650	10.8	10.0	110	652	11.2	3.9	114	1509	10.9	9.1	110
THE N.Y. TIMES DAILY EDITION	2739	507	2.1	18.5	126	321	2.1	11.7	129	*172	3.0	6.3	182	*234	1.7	3.5	103
THE N.Y. TIMES MAGAZINE	4443	723	2.9	16.3	111	577	3.8	13.0	143	*217	3.7	4.9	141	407	2.9	9.2	111
OMNI	2799	543	2.2	19.4	132	332	2.2	11.9	131	**94	1.6	3.4	97	*269	1.9	9.6	116
ON CABLE	2209	278	1.1	12.6	86	**103	0.7	4.7	51	**28	0.5	1.3	37	*254	1.8	11.5	139
1001 HOME IDEAS	3959	815	3.3	20.6	140	502	3.3	12.7	140	*138	2.4	3.5	101	482	3.5	12.2	147
ORGANIC GARDENING	3111	458	1.9	14.7	100	278	1.8	8.9	98	*151	2.6	4.9	140	375	2.7	12.1	146
OUTDOOR LIFE	5024	538	2.2	10.7	73	355	2.3	7.1	78	*228	3.9	4.5	131	341	2.5	6.8	82
PARADE MAGAZINE	51292	7419	30.1	14.5	98	4924	32.3	9.6	106	1990	34.3	3.9	112	4542	32.7	8.9	107

	TOTAL U.S. '000	MULTIPLE FORMULA WITH IRON				MULTIPLE FORMULA WITH MINERALS				MULTIPLE FORMULA PLAIN				OTHER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	24646	100.0	14.7	100	15224	100.0	9.1	100	5798	100.0	3.5	100	13882	100.0	8.3	100
PARENTS	5298	1247	5.1	23.5	160	576	3.8	10.9	120	*193	3.3	3.6	105	939	6.8	17.7	214
PENTHOUSE	5129	684	2.8	13.3	91	436	2.9	8.5	94	*179	3.1	3.5	101	386	2.8	7.5	91
PEOPLE	21070	3600	14.6	17.1	116	2422	15.9	11.5	127	792	13.7	3.8	109	1955	14.1	9.3	112
PLAYBOY	10562	1422	5.8	13.5	92	960	6.3	9.1	100	329	5.7	3.1	90	901	6.5	8.5	103
POPULAR HOT RODDING	2498	346	1.4	13.9	94	*238	1.6	9.5	105	*339	0.7	1.6	45	*266	1.9	10.6	129
POPULAR MECHANICS	5887	867	3.5	14.7	100	474	3.1	8.1	89	*260	4.5	4.4	128	310	2.2	5.3	64
POPULAR SCIENCE	4317	787	3.2	18.2	124	469	3.1	10.9	120	*290	5.0	6.7	194	233	1.7	5.4	65
PREVENTION	5792	1000	4.1	17.3	117	820	5.4	14.2	156	*167	2.9	2.9	83	782	5.6	13.5	163
PSYCHOLOGY TODAY	3284	708	2.9	21.6	147	442	2.9	13.5	148	*189	3.3	5.8	166	393	2.8	12.0	145
READER'S DIGEST	40046	5996	24.3	15.0	102	4359	28.6	10.9	120	1598	27.6	4.0	115	3526	25.4	8.8	106
REDBOOK	9584	1796	7.3	18.7	128	983	6.5	10.3	113	*250	4.3	2.6	75	1063	7.7	11.1	134
ROAD & TRACK	2590	459	1.9	17.7	121	357	2.3	13.8	152	*446	0.8	1.8	51	*174	1.3	6.7	81
ROLLING STONE	3302	705	2.9	21.4	145	412	2.7	12.5	137	*777	1.3	2.3	67	*218	1.6	6.6	80
RUNNER'S WORLD	1229	*251	1.0	20.4	139	*115	0.8	9.4	103	*993	1.6	7.6	219	*162	1.2	13.2	159
SATURDAY EVENING POST	2110	375	1.5	17.8	121	254	1.7	12.0	133	*885	1.5	4.0	117	*124	0.9	5.9	71
SCIENCE 84	1543	*263	1.1	17.0	116	*229	1.5	14.8	164	*171	2.9	11.1	321	*112	0.8	7.3	88
SCIENCE DIGEST	1747	259	1.1	14.8	101	*209	1.4	12.0	132	*881	1.4	4.6	134	*122	0.9	7.0	84
SCIENTIFIC AMERICAN	1994	402	1.6	20.2	137	215	1.4	10.8	119	*131	2.9	6.6	190	*195	1.4	9.8	118
SELF	3119	658	2.7	21.1	144	245	1.6	7.9	87	*116	2.0	3.7	108	330	2.4	10.6	128
SEVENTEEN	3923	863	3.5	22.0	150	438	2.9	11.2	123	*106	1.8	2.7	78	368	2.7	9.4	113
SKI	1501	258	1.0	17.2	117	*122	0.8	8.1	90	*473	1.3	4.9	141	*197	1.4	13.1	159
SMITHSONIAN	5976	1111	4.5	18.6	127	812	5.3	13.6	150	373	6.4	6.2	181	557	4.0	9.3	113
SOAP OPERA DIGEST	4228	654	2.7	15.5	105	350	2.3	8.3	91	*157	2.7	3.7	107	404	2.9	9.6	115
SOUTHERN LIVING	6488	978	4.0	15.1	103	547	3.6	8.4	93	*166	2.9	2.6	74	489	3.5	7.5	91
SPORT	3500	574	2.3	16.4	112	*296	1.9	8.5	93	*156	2.7	4.5	129	*359	2.6	10.3	124
THE SPORTING NEWS	2456	343	1.4	14.0	95	*193	1.3	7.9	87	*776	1.3	3.1	90	*167	1.2	6.8	82
SPORTS AFIELD	3648	456	1.9	12.5	85	*185	1.2	5.1	56	*139	2.4	3.8	110	*204	1.5	5.6	68
SPORTS ILLUSTRATED	14484	2055	8.3	14.2	97	1198	7.9	8.3	91	676	11.7	4.7	135	978	7.0	6.8	82
STAR	12661	1857	7.5	14.7	100	927	6.1	7.3	81	444	7.7	3.5	101	1013	7.3	8.0	97
SUNDAY	52799	7802	31.7	14.8	101	4605	30.2	8.7	96	2155	37.2	4.1	118	3937	28.4	7.5	90
SUNSET	3513	487	2.0	13.9	94	718	4.7	20.4	225	*198	3.4	5.6	163	409	2.9	11.6	141
TV GUIDE	42766	6435	26.1	15.0	102	3859	25.3	9.0	99	1652	28.5	3.9	112	3676	26.5	8.6	104
TENNIS	1254	*210	0.9	16.7	114	*108	0.7	8.6	95	*18	0.3	1.4	42	*136	1.0	10.8	131
TIME	22054	3552	14.4	16.1	110	2276	15.0	10.3	114	1001	17.3	4.5	131	1810	13.0	8.2	99
TOWN & COUNTRY	1555	239	1.0	15.4	105	*109	0.7	7.0	77	*47	0.8	3.0	87	*212	1.5	13.6	165
TRAVEL & LEISURE	2173	323	1.3	14.9	101	240	1.6	11.0	122	*48	0.8	2.2	64	231	1.7	10.6	128
TRUE STORY	4636	618	2.5	13.3	91	396	2.6	8.5	94	*119	2.1	2.6	74	389	2.8	8.4	101
U.S. NEWS & WORLD REPORT	10353	1500	6.1	14.5	99	1219	8.0	11.8	130	403	7.0	3.9	113	812	5.8	7.8	95
USA TODAY	4994	787	3.2	15.8	107	544	3.6	10.9	120	*194	3.3	3.9	112	416	3.0	8.3	101
US	3528	597	2.4	16.9	115	271	1.8	7.7	85	*237	4.1	6.7	194	333	2.4	9.4	114
VOGUE	5424	1126	4.6	20.8	141	654	4.3	12.1	133	*242	4.2	4.5	129	703	5.1	13.0	157
WALL STREET JOURNAL	6292	1107	4.5	17.6	120	757	5.0	12.0	133	359	6.2	5.7	165	393	2.8	6.2	75
WEIGHT WATCHERS	2762	457	1.9	16.5	113	*210	1.4	7.6	84	*169	2.9	6.1	177	310	2.2	11.2	136
WOMAN'S DAY	16320	2716	11.0	16.6	113	1793	11.8	11.0	121	546	9.4	3.3	97	1789	12.9	11.0	132
WORKING MOTHER	1496	248	1.0	16.6	113	*106	0.7	7.1	78	*49	0.8	3.3	95	*219	1.6	14.6	177
WORKING WOMAN	1851	400	1.6	21.6	147	*130	0.9	7.0	77	*51	0.9	2.8	80	*204	1.5	11.0	133
WORLD TENNIS	580	*134	0.5	23.1	157	*69	0.5	11.9	131	*3	0.1	0.5	15	*24	0.2	4.1	50
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1934	7.8	15.6	106	1328	8.7	10.7	118	539	9.3	4.3	126	921	6.6	7.4	90
BLAIR INSERTS	91671	13680	55.5	14.9	102	8754	57.5	9.5	105	3624	62.5	4.0	114	7617	54.9	8.3	100
DAILY NEWSPAPERS																	
READ ANY	109190	16085	65.3	14.7	100	10110	66.4	9.3	102	4138	71.4	3.8	110	8568	61.7	7.8	95
READ ONE	89587	13375	54.3	14.9	102	8355	54.9	9.3	103	3299	56.9	3.7	107	7353	53.0	8.2	99
READ TWO OR MORE	19602	2710	11.0	13.8	94	1755	11.5	9.0	99	839	14.5	4.3	124	1214	8.7	6.2	75
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	16335	66.3	14.9	101	10143	66.6	9.2	102	4233	73.0	3.9	112	9102	65.6	8.3	100
READ ONE	95074	14097	57.2	14.8	101	8542	56.1	9.0	99	3582	61.8	3.8	109	7992	57.6	8.4	102
READ TWO OR MORE	14588	2238	9.1	15.3	104	1601	10.5	11.0	121	650	11.2	4.5	129	1110	8.0	7.6	92
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.31				29.01				31.80				29.09			
30 DAY REACH	149706	22305	90.5	14.9	101	13733	90.2	9.2	101	5264	90.8	3.5	102	12542	90.3	8.4	101
50 SHWG - 30 DAY AV FREQ	15.16	15.89				15.16				16.72				15.39			
30 DAY REACH	142406	21306	86.4	15.0	102	13139	86.3	9.2	102	5000	86.2	3.5	102	11900	85.7	8.4	101
25 SHWG - 30 DAY AV FREQ	8.23	8.49				8.23				8.81				8.32			
30 DAY REACH	131152	19952	81.0	15.2	104	12059	79.2	9.2	101	4758	82.1	3.6	105	11004	79.3	8.4	101
CABLE TV: HOME WIRED	66879	10741	43.6	16.1	109	6170	40.5	9.2	102	2686	46.3	4.0	116	5613	40.4	8.4	101
HOME NOT WIRED	100848	13905	56.4	13.8	94	9054	59.5	9.0	99	3112	53.7	3.1	89	8269	59.6	8.2	99
HAVE PAY CABLE	35024	5743	23.3	16.4	112	3112	20.4	8.9	98	1518	26.2	4.3	125	3122	22.5	8.9	108

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VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - TYPES USED
(ADULTS)

	TOTAL U.S. '000	MULTIPLE FORMULA WITH IRON				MULTIPLE FORMULA WITH MINERALS				MULTIPLE FORMULA PLAIN				OTHER			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	24646	100.0	14.7	100	15224	100.0	9.1	100	5798	100.0	3.5	100	13882	100.0	8.3	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	7120	28.9	13.6	93	4626	30.4	8.8	97	1807	31.2	3.5	100	3795	27.3	7.3	88
NETWORK AFFILIATES - LATE	39164	5883	23.9	15.0	102	3574	23.5	9.1	101	1325	22.9	3.4	98	2999	21.6	7.7	93
INDEPENDENTS - LATE	5133	756	3.1	14.7	100	562	3.7	10.9	121	224	3.9	4.4	126	420	3.0	8.2	99
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	N 22825	3317	13.5	14.5	99	1960	12.9	8.6	95	718	12.4	3.1	91	1978	14.2	8.7	105
ABC MONDAY NIGHT MOVIE	A 11258	1719	7.0	15.3	104	1066	7.0	9.5	104	326	5.6	2.9	84	1021	7.4	9.1	110
ABC SUNDAY NIGHT MOVIE	A 23600	3476	14.1	14.7	100	2235	14.7	9.5	104	875	15.1	3.7	107	2050	14.8	8.7	103
ABC WORLD NEWS TONIGHT	A 12801	1728	7.0	13.5	92	1209	7.9	9.4	104	444	7.7	3.5	101	896	6.5	7.0	85
AFTERMASH	C 10966	1786	7.2	16.3	111	1046	6.9	9.5	105	*325	5.6	3.0	86	1002	7.2	9.1	110
ALICE	C 17050	2519	10.2	14.8	101	1525	10.0	8.9	99	555	9.6	3.3	94	1373	9.9	8.1	97
AMERICAN PARADE	C 11998	1613	6.5	13.4	91	1096	7.2	9.1	101	405	7.0	3.4	98	842	6.1	7.0	85
BENSON	A 19258	2685	10.9	13.9	95	1712	11.2	8.9	98	543	9.4	2.8	82	1671	12.0	8.7	105
BLUE THUNDER	A 11478	1779	7.2	15.5	105	1097	7.2	9.6	105	376	6.5	3.3	95	979	7.1	8.5	103
CAGNEY & LACEY	C 18263	2692	10.9	14.7	100	1595	10.5	8.7	96	584	10.1	3.2	93	1582	11.4	8.7	105
CBS EVENING NEWS-DEAN	C 7733	986	4.0	12.8	87	741	4.9	9.6	106	*245	4.2	3.2	92	494	3.6	6.4	77
CBS EVENING NEWS-RATHER	C 15653	2126	8.6	13.6	92	1456	9.6	9.3	102	524	9.0	3.3	97	1126	8.1	7.2	87
CBS SAT. NEWS-SCHIEFFER	C 8744	1332	5.4	15.2	104	841	5.5	9.6	106	216	3.7	2.5	71	565	4.1	6.5	78
CBS SATURDAY NIGHT MOVIE	C 12000	1618	6.6	13.5	92	1171	7.7	9.8	108	386	6.7	3.2	93	989	7.1	8.2	100
CBS WEDNESDAY NIGHT MOVIE	C 11522	1799	7.3	15.6	106	1014	6.7	8.8	97	324	5.6	2.8	81	836	6.0	7.3	88
CHEERS	N 16818	2896	11.8	17.2	117	1510	9.9	9.0	99	611	10.5	3.6	105	1682	12.1	10.0	121
DALLAS	C 37510	5467	22.2	14.6	99	3255	21.4	8.7	96	1242	21.4	3.3	96	2815	20.3	7.5	91
DIFF'RENT STROKES	N 11258	1748	7.1	15.5	106	1126	7.4	10.0	110	247	4.3	2.2	63	1043	7.5	9.3	112
DOUBLE TROUBLE	N 12248	1870	7.6	15.3	104	1179	7.7	9.6	106	304	5.2	2.5	72	1004	7.2	8.2	99
DUCK FACTORY	N 11100	1999	8.1	18.0	123	1171	7.7	10.5	116	269	4.6	2.4	70	1109	8.0	10.0	121
DUKES OF HAZZARD	C 12353	1794	7.3	14.5	99	1018	6.7	8.2	91	433	7.5	3.5	101	989	7.1	8.0	97
DYNASTY	A 33279	5274	21.4	15.8	108	2826	18.6	8.5	94	1362	23.5	4.1	118	2770	20.0	8.3	101
FACTS OF LIFE	N 13410	2169	8.8	16.2	110	1404	9.2	10.5	115	406	7.0	3.0	88	1411	10.2	10.5	127
FALCON CREST	C 31093	4792	19.4	15.4	105	2909	19.1	9.4	103	1029	17.7	3.3	96	2302	16.6	7.4	89
FALL GUY	A 18649	2752	11.2	14.8	100	1544	10.1	8.3	91	487	8.4	2.6	76	1596	11.5	8.6	103
FAMILY TIES	N 13101	2192	8.9	16.7	114	1200	7.9	9.2	101	309	5.3	2.4	68	1188	8.6	9.1	110
FANTASY ISLAND	A 13069	2142	8.7	16.4	112	1203	7.9	9.2	101	503	8.7	3.8	111	1212	8.7	9.3	112
FOULUPS, BLEEPs & BLUNDERS	A 16588	2484	10.1	15.0	102	1513	9.9	9.1	100	632	10.9	3.8	110	1541	11.1	9.3	112
FOUR SEASONS	C 9302	1620	6.6	17.4	119	940	6.2	10.1	111	*271	4.7	2.9	84	916	6.6	9.8	119
GIMME A BREAK	N 13955	1975	8.0	14.2	96	1026	6.7	7.4	81	278	4.8	2.0	58	1186	8.5	8.5	103
HART TO HART	A 15735	2540	10.3	16.1	110	1445	9.5	9.2	101	511	8.8	3.2	94	1450	10.4	9.2	111
HILL STREET BLUES	N 18257	2974	12.1	16.3	111	1494	9.8	8.2	90	550	9.5	3.0	87	1393	10.0	7.6	92
HOTEL	A 24236	3814	15.5	15.7	107	2124	14.0	8.8	97	827	14.3	3.4	99	1789	12.9	7.4	89
JEFFERSONS	C 17010	2650	10.8	15.6	106	1471	9.7	8.6	95	456	7.9	2.7	78	1412	10.2	8.3	100
JENNIFER SLEPT HERE	N 9397	1639	6.7	17.4	119	932	6.1	9.9	109	245	4.2	2.6	75	755	5.4	8.0	97
KATE & ALLIE	C 16762	2630	10.7	15.7	107	1685	11.1	10.1	111	535	9.2	3.2	92	1213	8.7	7.2	87
KNIGHT RIDER	N 13164	2069	8.4	15.7	107	1152	7.6	8.8	96	433	7.5	3.3	95	1181	8.5	9.0	108
LOVE BOAT	A 20400	3243	13.2	15.9	108	1695	11.1	8.3	92	728	12.6	3.6	103	1733	12.5	8.5	103
MAGNUM PI	C 22543	3490	14.2	15.5	105	2037	13.4	9.0	100	805	13.9	3.6	103	1765	12.7	7.8	95
MAMA'S FAMILY	N 9852	1549	6.3	15.7	107	1004	6.6	10.2	112	286	4.9	2.9	84	685	4.9	7.0	84
MASTER, THE	N 8082	1156	4.7	14.3	97	857	5.6	10.6	117	271	4.7	3.4	97	728	5.2	9.0	109
MATT HOUSTON	A 12881	1890	7.7	14.7	100	1174	7.7	9.1	100	450	7.8	3.5	101	1043	7.5	8.1	98
NBC MONDAY NIGHT MOVIE	N 23889	3825	15.5	16.0	109	2314	15.2	9.7	107	756	13.0	3.2	92	2080	15.0	8.7	105
NBC NIGHTLY NEWS	N 11156	1591	6.5	14.3	97	925	6.1	8.3	91	347	6.0	3.1	90	738	5.3	6.6	80
NBC NIGHTLY NEWS-SAT	N 7363	1110	4.5	15.1	103	688	4.5	9.3	103	222	3.8	3.0	87	499	3.6	6.8	82
NBC NIGHTLY NEWS-SUN	N 6214	916	3.7	14.7	100	504	3.3	8.1	89	233	4.0	3.7	108	474	3.4	7.6	92
NBC SUNDAY NIGHT MOVIE	N 17590	2769	11.2	15.7	107	1541	10.1	8.8	97	587	10.1	3.3	97	1292	9.3	7.3	89
NEWMART	C 16740	2615	10.6	15.6	106	1561	10.3	9.3	103	509	8.8	3.0	88	1400	10.1	8.4	101
ONE DAY AT A TIME	C 11820	2007	8.1	17.0	116	1178	7.7	10.0	110	362	6.2	3.1	89	1106	8.0	9.4	113
PEOPLE ARE FUNNY	N 9138	1500	6.1	16.4	112	895	5.9	9.8	108	201	3.5	2.2	64	776	5.6	8.5	103
REAL PEOPLE	N 15979	2386	9.7	14.9	102	1319	8.7	8.3	91	538	9.3	3.4	97	1264	9.1	7.9	96
REMINGTON STEELE	N 14395	2319	9.4	16.1	110	1254	8.2	8.7	96	449	7.7	3.1	90	1348	9.7	9.4	113
RIPLY'S BELIEVE IT - NOT	A 11362	1666	6.8	14.7	100	1001	6.6	8.8	97	280	4.8	2.5	71	874	6.3	7.7	93
RIPTIDE	N 13920	2049	8.3	14.7	100	1169	7.7	8.4	93	499	8.6	3.6	104	1170	8.4	8.4	102
SCARECROW & MRS. KING	C 17571	2876	11.7	16.4	111	1760	11.6	10.0	110	579	10.0	3.3	95	1337	9.6	7.6	92
SIMON & SIMON	C 20208	3054	12.4	15.1	103	1826	12.0	9.0	100	746	12.9	3.7	107	1519	10.9	7.5	91
60 MINUTES	C 27668	3915	15.9	14.1	96	2786	18.3	10.1	111	957	16.5	3.5	100	2001	14.4	7.2	87
ST. ELSEWHERE	N 13699	2247	9.1	16.4	112	1452	9.5	10.6	117	481	8.3	3.5	102	1102	7.9	8.0	97
THREE'S COMPANY	A 20632	3236	13.1	15.7	107	1861	12.2	9.0	99	748	12.9	3.6	105	1987	14.3	9.6	116
T.J. HOOKER	A 17136	2544	10.3	14.8	101	1665	10.9	9.7	107	540	9.3	3.2	91	1351	9.7	7.9	95
TONIGHT SHOW	N 4963	73															

	TOTAL U.S. '000	CENTRUM				GERITOL TABLETS				MILES ONE-A-DAY PLUS				SHAKLEE			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	8986	100.0	5.4	100	3819	100.0	2.3	100	4745	100.0	2.8	100	5124	100.0	3.1	100
MALES	79263	4125	45.9	5.2	97	1123	29.4	1.4	62	1829	38.5	2.3	82	2498	48.8	3.2	103
FEMALES	88464	4861	54.1	5.5	103	2696	70.6	3.0	134	2915	61.4	3.3	116	2626	51.2	3.0	97
18 - 24	28671	1622	18.1	5.7	106	*559	14.6	1.9	86	1043	22.0	3.6	129	923	18.0	3.2	105
25 - 34	39536	2813	31.3	7.1	133	1134	29.7	2.9	126	1287	27.1	3.3	115	1419	27.7	3.6	117
35 - 44	28978	1655	18.4	5.7	107	754	19.7	2.6	114	929	19.6	3.2	113	973	19.0	3.4	110
45 - 54	22345	970	10.8	4.3	81	*520	13.6	2.3	102	595	12.5	2.7	94	692	13.5	3.1	101
55 - 64	22224	1109	12.3	5.0	93	*319	8.4	1.4	63	*398	8.4	1.8	63	667	13.0	3.0	98
65 OR OLDER	25973	818	9.1	3.1	59	533	14.0	2.1	90	493	10.4	1.9	67	450	8.8	1.7	57
18 - 34	68207	4435	49.4	6.5	121	1693	44.3	2.5	109	2330	49.1	3.4	121	2342	45.7	3.4	112
18 - 49	108058	6546	72.8	6.1	113	2688	70.4	2.5	109	3542	74.6	3.3	116	3795	74.1	3.5	115
25 - 54	90859	5437	60.5	6.0	112	2408	63.1	2.7	116	2811	59.2	3.1	109	3083	60.2	3.4	111
35 - 49	39851	2112	23.5	5.3	99	995	26.1	2.5	110	1212	25.5	3.0	108	1453	28.4	3.6	119
50 OR OLDER	59669	2440	27.2	4.1	76	1131	29.6	1.9	83	1203	25.4	2.0	71	1329	25.9	2.2	73
GRADUATED COLLEGE	28091	1851	20.6	6.6	123	*348	9.1	1.2	54	748	15.8	2.7	94	963	18.8	3.4	112
ATTENDED COLLEGE	28938	1849	20.6	6.4	119	*572	15.0	2.0	87	827	17.4	2.9	101	892	17.4	3.1	101
GRADUATED HIGH SCHOOL	65503	3547	39.5	5.4	101	1651	43.2	2.5	111	1889	39.8	2.9	102	2339	45.6	3.6	117
DID NOT GRADUATE HIGH SCHOOL	45195	1739	19.4	3.8	72	1248	32.7	2.8	121	1281	27.0	2.8	100	930	18.1	2.1	67
EMPLOYED MALES	56429	3069	34.2	5.4	102	747	19.6	1.3	58	1270	26.8	2.3	80	1987	38.8	3.5	115
EMPLOYED FEMALES	43971	2905	32.3	6.6	123	1198	31.4	2.7	120	1491	31.4	3.4	120	1437	28.0	3.3	107
EMPLOYED FULL-TIME	87773	5209	58.0	5.9	111	1714	44.9	2.0	86	2423	51.1	2.8	98	3001	58.6	3.4	112
EMPLOYED PART-TIME	12627	765	8.5	6.1	113	*232	6.1	1.8	81	*337	7.1	2.7	94	*423	8.3	3.3	110
NOT EMPLOYED	67327	3013	33.5	4.5	84	1873	49.0	2.8	122	1985	41.8	2.9	104	1699	33.2	2.5	83
PROFESSIONAL/MANAGER	25845	1392	15.5	5.4	101	*399	10.4	1.5	68	571	12.0	2.2	78	837	16.3	3.2	106
TECH/CLERICAL/SALES	30895	2295	25.5	7.4	139	*532	13.9	1.7	76	975	20.5	3.2	112	1066	20.8	3.5	113
PRECISION/CRAFT	12629	613	6.8	4.9	91	*224	5.9	1.8	78	*295	6.2	2.3	83	475	9.3	3.8	123
OTHER EMPLOYED	31031	1674	18.6	5.4	101	791	20.7	2.5	112	920	19.4	3.0	105	1048	20.5	3.4	111
SINGLE	35557	1917	21.3	5.4	101	628	16.4	1.8	78	1153	24.3	3.2	115	1107	21.6	3.1	102
MARRIED	103585	5471	60.9	5.3	99	2485	65.1	2.4	105	2808	59.2	2.7	96	3203	62.5	3.1	101
DIVORCED/SEPARATED/WIDOWED	28585	1599	17.8	5.6	104	705	18.5	2.5	108	784	16.5	2.7	97	814	15.9	2.8	93
PARENTS	59295	3594	40.0	6.1	113	1679	44.0	2.8	124	2087	44.0	3.5	124	2050	40.0	3.5	113
WHITE	146081	8220	91.5	5.6	105	2816	73.7	1.9	85	3979	83.9	2.7	96	4678	91.3	3.2	105
BLACK	17974	662	7.4	3.7	69	845	22.1	4.7	206	712	15.0	4.0	140	384	7.5	2.1	70
OTHER	3672	**104	1.2	2.8	53	**159	4.2	4.3	190	**54	1.1	1.5	52	**62	1.2	1.7	55
NORTHEAST-CENSUS	37005	2129	23.7	5.8	107	637	16.7	1.7	76	1014	21.4	2.7	97	1051	20.5	2.8	93
NORTH CENTRAL	42642	1927	21.4	4.5	84	847	22.2	2.0	87	1515	31.9	3.6	126	1214	23.7	2.8	93
SOUTH	56777	3195	35.6	5.6	105	1583	41.5	2.8	122	1563	32.9	2.8	97	1751	34.2	3.1	101
WEST	31303	1736	19.3	5.5	104	752	19.7	2.4	106	653	13.8	2.1	74	1108	21.6	3.5	116
EAST CENTRAL	38125	2034	22.6	5.3	100	694	18.2	1.8	80	1020	21.5	2.7	95	1013	19.8	2.7	87
NORTH CENTRAL	24794	1180	13.1	4.8	89	367	9.6	1.5	65	704	14.8	2.8	100	720	14.1	2.9	95
SOUTH	28511	1410	15.7	4.9	92	625	16.4	2.2	96	1031	21.7	3.6	128	883	17.2	3.1	101
PACIFIC	48953	2973	33.1	6.1	113	1444	37.8	2.9	130	1406	29.6	2.9	102	1624	31.7	3.3	109
COUNTY SIZE A	69301	3672	40.9	5.3	99	1682	44.0	2.4	107	2007	42.3	2.9	102	2267	44.2	3.3	107
COUNTY SIZE B	50633	2859	31.8	5.6	105	1113	29.1	2.2	97	1345	28.3	2.7	94	1511	29.5	3.0	98
COUNTY SIZE C	26259	1590	17.7	6.1	113	*458	12.0	1.7	77	573	12.1	2.2	77	729	14.2	2.8	91
COUNTY SIZE D	21534	865	9.6	4.0	75	565	14.8	2.6	115	819	17.3	3.8	134	617	12.0	2.9	94
METRO CENTRAL CITY	50014	2812	31.3	5.6	105	1402	36.7	2.8	123	1531	32.3	3.1	108	1517	29.6	3.0	99
METRO SUBURBAN	76832	4163	46.3	5.4	101	1426	37.3	1.9	82	1937	40.8	2.5	89	2496	48.7	3.2	106
NON METRO	40881	2012	22.4	4.9	92	992	26.0	2.4	107	1277	26.9	3.1	110	1110	21.7	2.7	89
TOP 5 ADI'S	39550	1995	22.2	5.0	94	1047	27.4	2.6	116	1322	27.9	3.3	118	1206	23.5	3.0	100
TOP 10 ADI'S	54877	2825	31.4	5.1	96	1343	35.2	2.4	107	1691	35.6	3.1	109	1648	32.2	3.0	98
TOP 20 ADI'S	77516	4247	47.3	5.5	102	1751	45.8	2.3	99	2386	50.3	3.1	109	2327	45.4	3.0	98
HSMD INC. \$50,000 OR MORE	17257	950	10.6	5.5	103	*277	7.3	1.6	70	*393	8.3	2.3	80	*656	12.8	3.8	124
\$40,000 OR MORE	33235	2019	22.5	6.1	113	*378	9.9	1.1	50	818	17.2	2.5	87	1109	21.6	3.3	109
\$30,000 OR MORE	59693	3823	42.5	6.4	120	917	24.0	1.5	67	1537	32.4	2.6	91	1925	37.6	3.2	106
\$25,000 OR MORE	76275	4756	52.9	6.2	116	1239	32.4	1.6	71	1996	42.1	2.6	93	2577	50.3	3.4	111
\$20,000 - \$24,999	18607	1138	12.7	6.1	114	*336	8.8	1.8	79	544	11.5	2.9	103	640	12.5	3.4	113
\$15,000 - \$19,999	17175	932	10.4	5.4	101	*638	16.7	3.7	163	598	12.6	3.5	123	392	7.7	2.3	75
\$10,000 - \$14,999	24569	959	10.7	3.9	73	591	15.5	2.4	106	617	13.0	2.5	89	909	17.7	3.7	121
UNDER \$10,000	31101	1201	13.4	3.9	72	1016	26.6	3.3	143	990	20.9	3.2	113	606	11.8	1.9	64
HOUSEHOLD OF 1 PERSON	19441	1022	11.4	5.3	98	457	12.0	2.4	103	528	11.1	2.7	96	527	10.3	2.7	89
2 PEOPLE	51803	2696	30.0	5.2	97	1223	32.0	2.4	104	1087	22.9	2.1	74	1630	31.8	3.1	103
3 OR 4 PEOPLE	66933	3793	42.2	5.7	106	1315	34.4	2.0	86	2101	44.3	3.1	111	2026	39.5	3.0	99
5 OR MORE PEOPLE	29550	1476	16.4	5.0	93	*824	21.6	2.8	122	1028	21.7	3.5	123	941	18.4	3.2	104
NO CHILD IN HSMD	96587	4798	53.4	5.0	93	1927	50.5	2.0	88	2331	49.1	2.4	85	2803	54.7	2.9	95
CHILD(REN) UNDER 2 YRS	10844	*586	6.5	5.4	101	*267	7.0	2.5	108	*456	9.6	4.2	149	*428	8.4	3.9	129
2 - 5 YEARS	26358	1657	18.4	6.3	117	845	22.1	3.2	141	885	18.7	3.4	119	911	17.8	3.5	113
6 - 11 YEARS	30453	1661	18.5	5.5	102	906	23.7	3.0	131	1209	25.5	4.0	140	1003	19.6	3.3	108
12 - 17 YEARS	36575	1978	22.0	5.4	101	828	21.7	2.3	99	1136	23.9	3.1	110	1126	22.0	3.1	101
RESIDENCE OWNED	117770	6063	67.5	5.1	96	2107	55.2	1.8	79	3097	65.3	2.6	93	3619	70.6	3.1	101
VALUE: \$50,000 OR MORE	70166	3822	42.5	5.4	102	897	23.5	1.3	56	1695	35.7	2.4	85	2254	44.0	3.2	105
VALUE: UNDER \$50,000	47604	2241	24.9	4.7	88	1211	31.7	2.5	112	1402	29.5	2.9	104	1365	26.6	2.9	94

VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - BRANDS USED
(ADULTS)

		TOTAL U.S. '000	CENTRUM				GERITOL TABLETS				MILES ONE-A-DAY PLUS				SHAKLEE			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	8986	100.0	5.4	100	3819	100.0	2.3	100	4745	100.0	2.8	100	5124	100.0	3.1	100
MAGAZINES	QUINTILE 1	34022	2634	29.3	7.7	145	817	21.4	2.4	105	921	19.4	2.7	96	1321	25.8	3.9	127
	QUINTILE 2	34800	2253	25.1	6.5	121	720	18.9	2.1	91	1071	22.6	3.1	109	1188	23.2	3.4	112
	QUINTILE 3	30514	1371	15.3	4.5	84	648	17.0	2.1	93	834	17.6	2.7	97	849	16.6	2.8	91
	QUINTILE 4	33324	1502	16.7	4.5	84	763	20.0	2.3	101	1074	22.6	3.2	114	894	17.4	2.7	88
	QUINTILE 5	35066	1226	13.6	3.5	65	872	22.8	2.5	101	844	17.8	2.4	85	873	17.0	2.5	81
NEWSPAPERS	QUINTILE 1	29107	1468	16.3	5.0	94	413	10.8	1.4	62	750	15.8	2.6	91	883	17.2	3.0	99
	QUINTILE 2	49095	2655	29.5	5.4	101	980	25.7	2.0	88	1345	28.3	2.7	97	1646	32.1	3.4	110
	QUINTILE 3	23107	1504	16.7	6.5	121	558	14.6	2.4	106	327	17.4	3.6	127	738	14.4	3.2	105
	QUINTILE 4	33556	1909	21.2	5.7	106	1008	26.4	3.0	132	975	20.5	2.9	103	899	17.5	2.7	88
	QUINTILE 5	32863	1450	16.1	4.4	82	860	22.5	2.6	115	848	17.9	2.6	91	957	18.7	2.9	95
OUTDOOR	QUINTILE 1	33431	1920	21.4	5.7	107	866	22.7	2.6	114	1063	22.4	3.2	112	1218	23.8	3.6	119
	QUINTILE 2	33478	1676	18.7	5.0	93	733	19.2	2.2	96	942	19.9	2.8	99	1017	19.8	3.0	99
	QUINTILE 3	33574	1987	22.1	5.9	110	774	20.3	2.3	101	885	18.7	2.6	93	817	15.9	2.4	80
	QUINTILE 4	33935	1793	20.0	5.3	99	689	18.0	2.0	89	1069	22.5	3.2	111	1206	23.5	3.6	116
	QUINTILE 5	33310	1610	17.9	4.8	90	756	19.8	2.3	100	785	16.5	2.4	83	865	16.9	2.6	85
RADIO-DRIVE TIME	QUINTILE 1	33136	2140	23.8	6.5	121	722	18.9	2.2	96	1031	21.7	3.1	110	1074	21.0	3.2	106
	QUINTILE 2	31658	1713	19.1	5.4	101	555	14.5	1.8	77	922	19.4	2.9	103	854	16.7	2.7	88
	QUINTILE 3	32541	1591	17.7	4.9	91	670	17.5	2.1	90	965	20.3	3.0	105	1084	21.2	3.3	109
	QUINTILE 4	34247	1852	20.6	5.4	101	966	25.3	2.8	124	953	20.1	2.8	98	869	17.0	2.5	83
	QUINTILE 5	36144	1691	18.8	4.7	87	907	23.7	2.5	110	873	18.4	2.4	85	1243	24.3	3.4	113
RADIO-MID- DAY	TERCILE 1	45037	2695	30.0	6.0	112	1059	27.7	2.4	103	1406	29.6	3.1	110	1276	24.9	2.8	93
	TERCILE 2	44819	2353	26.2	5.3	98	1049	27.5	2.3	103	1357	28.6	3.0	107	1408	27.5	3.1	103
	TERCILE 3	77872	3938	43.8	5.1	94	1711	44.8	2.2	96	1981	41.7	2.5	90	2439	47.6	3.1	103
RADIO-TOTAL	QUINTILE 1	33763	2273	25.3	6.7	126	750	19.6	2.2	98	1038	21.9	3.1	109	1134	22.1	3.4	110
	QUINTILE 2	33240	1755	19.5	5.3	99	831	21.8	2.5	110	992	20.9	3.0	105	800	15.6	2.4	79
	QUINTILE 3	33408	1664	18.5	5.0	93	792	20.7	2.4	104	1004	21.2	3.0	106	999	19.5	3.0	98
	QUINTILE 4	34792	1762	19.6	5.1	95	640	16.8	1.8	81	1001	21.1	2.9	102	1033	20.2	3.0	97
	QUINTILE 5	32524	1532	17.0	4.7	88	805	21.1	2.5	109	710	15.0	2.2	77	1158	22.6	3.6	117
TV-PRIME TIME	QUINTILE 1	33090	1848	20.6	5.6	104	803	21.0	2.4	107	1049	22.1	3.2	112	1079	21.1	3.3	107
	QUINTILE 2	33357	1652	18.4	5.0	92	1000	26.2	3.0	132	991	20.9	3.0	105	1208	23.6	3.6	119
	QUINTILE 3	33980	2068	23.0	6.1	114	626	16.4	1.8	81	854	18.0	2.5	89	908	17.7	2.7	87
	QUINTILE 4	33854	2014	22.4	5.9	111	721	18.9	2.1	94	950	20.0	2.8	99	1062	20.7	3.1	103
	QUINTILE 5	33444	1404	15.6	4.2	78	670	17.5	2.0	88	901	19.0	2.7	95	868	16.9	2.6	85
TV-DAYTIME	TERCILE 1	49121	2200	24.5	4.5	84	1475	38.6	3.0	132	1451	30.6	3.0	104	1412	27.6	2.9	94
	TERCILE 2	48823	2650	29.5	5.4	101	1134	29.7	2.3	102	1465	30.9	3.0	106	1523	29.7	3.1	102
	TERCILE 3	69782	4136	46.0	5.9	111	1210	31.7	1.7	76	1828	38.5	2.6	93	2189	42.7	3.1	103
TV-TOTAL	QUINTILE 1	33584	1726	19.2	5.1	96	989	25.9	2.9	129	958	20.2	2.9	101	983	19.2	2.9	96
	QUINTILE 2	33441	1697	18.9	5.1	95	793	20.8	2.4	104	953	20.1	2.8	101	1081	21.1	3.2	106
	QUINTILE 3	33505	1985	22.1	5.9	111	845	22.1	2.5	111	983	20.7	2.9	104	1056	20.6	3.2	103
	QUINTILE 4	33466	1883	21.0	5.6	105	604	15.8	1.8	79	903	19.0	2.7	95	1086	21.2	3.2	106
	QUINTILE 5	33731	1695	18.9	5.0	94	587	15.4	1.7	76	947	20.0	2.8	99	917	17.9	2.7	89
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		44503	2813	31.3	6.3	118	915	24.0	2.1	90	1339	28.2	3.0	106	1746	34.1	3.9	128
		39363	2739	30.5	7.0	130	956	25.0	2.4	107	1134	23.9	2.9	102	1253	24.5	3.2	104
		46441	1948	21.7	4.2	78	806	21.1	1.7	76	1260	26.6	2.7	96	1179	23.0	2.5	83
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		33726	2216	24.7	6.6	123	747	19.6	2.2	97	981	20.7	2.9	103	1277	24.9	3.8	124
		52846	3466	38.6	6.6	122	1141	29.9	2.2	95	1440	30.3	2.7	96	1718	33.5	3.3	106
		52140	2172	24.2	4.2	78	1267	33.2	2.4	107	1520	32.0	2.9	103	1352	26.4	2.6	85
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		37081	2499	27.8	6.7	126	745	19.5	2.0	88	1111	23.4	3.0	106	1375	26.8	3.7	121
		49747	3093	34.4	6.2	116	1175	30.8	2.4	104	1312	27.7	2.6	93	1698	33.1	3.4	112
		49208	2205	24.5	4.5	84	1310	34.3	2.7	117	1445	30.5	2.9	104	1056	20.6	2.1	70
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		33103	2424	27.0	7.3	137	745	19.5	2.3	99	1013	21.3	3.1	108	1113	21.7	3.4	110
		54575	3426	38.1	6.3	117	1121	29.4	2.1	90	1462	30.8	2.7	95	1936	37.8	3.5	116
		53249	2064	23.0	3.9	72	1468	38.4	2.8	121	1475	31.1	2.8	98	1445	28.2	2.7	89
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		36255	1868	20.8	5.2	96	639	16.7	1.8	77	1030	21.7	2.8	100	1302	25.4	3.6	118
		55591	3108	34.6	5.6	104	1067	27.9	1.9	84	1545	32.6	2.8	98	1655	32.3	3.0	97
		48319	2840	31.6	5.9	110	1471	38.5	3.0	134	1469	31.0	3.0	107	1326	25.9	2.7	90
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		37242	1987	22.1	5.3	100	727	19.0	2.0	86	1276	26.9	3.4	121	1132	22.1	3.0	99
		54423	2948	32.8	5.4	101	973	25.5	1.8	79	1371	28.9	2.5	89	1817	35.5	3.3	109
		46650	2740	30.5	5.9	110	1427	37.4	3.1	134	1323	27.9	2.8	100	1269	24.8	2.7	89
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		35974	2113	23.5	5.9	110	720	18.9	2.0	88	752	15.8	2.1	74	1151	22.5	3.2	105
		56095	3045	33.9	5.4	101	976	25.6	1.7	76	1776	37.4	3.2	112	1808	35.3	3.2	106
		47170	2362	26.3	5.0	93	1464	38.3	3.1	136	1605	33.8	3.4	120	1383	27.0	2.9	96
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		33748	2046	22.8	6.1	113	875	22.9	2.6	114	1087	22.9	3.2	114	1068	20.8	3.2	104
		52785	2572	28.6	4.9	91	1163	30.6	2.2	97	1448	30.5	2.7	97	1675	32.7	3.2	104
		52882	2961	33.0	5.6	105	1145	30.0	2.2	95	1479	31.2	2.8	99	1468	28.6	2.8	91
OUTDOOR-TELEVISION: DUAL OUTDOOR IMPERATIVE TELEVISION IMPERATIVE		32030	1809	20.1	5.6	105	947	24.8	3.0	130	1048	22.1	3.3	116	1055	20.6	3.3	108
		54626	2934	32.7	5.4	100	1092	28.6	2.0	88	1545	3						

0656 P-25	VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - BRANDS USED (ADULTS)																0656 P-25
	TOTAL U.S. '000	CENTRUM				GERITOL TABLETS				MILES ONE-A-DAY PLUS				SHAKLEE			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	8986	100.0	5.4	100	3819	100.0	2.3	100	4745	100.0	2.8	100	5124	100.0	3.1	100
ATLANTIC MONTHLY	867	**46	0.5	5.3	99	**6	0.2	0.7	30	**18	0.4	2.1	73	**16	0.3	1.8	60
BARRON'S	1580	**62	0.7	3.9	73	**11	0.3	0.7	31	**31	0.7	2.0	69	**34	0.7	2.2	70
BETTER HOMES & GARDENS	22203	1291	14.4	5.8	109	545	14.3	2.5	108	644	13.6	2.9	103	794	15.5	3.6	117
BON APPETIT	3810	**27	2.5	6.0	111	**49	1.3	1.3	56	**81	1.7	2.1	75	**227	4.4	6.0	195
BUSINESS WEEK	4653	342	3.8	7.3	137	**50	1.3	1.1	47	**135	2.8	2.9	102	**83	1.6	1.8	58
CAR AND DRIVER	3102	**363	4.0	11.7	218	**28	0.7	0.9	40	**78	1.6	2.5	89	**222	4.3	7.2	234
CBS MAGAZINE NETWORK (GROSS)	7311	572	6.4	7.8	146	**74	1.9	1.0	44	**260	5.5	3.6	126	**282	5.5	3.9	126
CHANGING TIMES	3400	**212	2.4	6.2	116	**79	2.1	2.3	102	**99	2.1	2.9	103	**177	3.5	5.2	170
COLONIAL HOMES	1796	**139	1.5	7.7	144	**37	1.0	2.1	90	**32	0.7	1.8	63	**32	0.6	1.8	58
CONDE NAST MAG. PKG. (GROSS)	19924	1479	16.5	7.4	139	674	17.6	3.4	149	661	13.9	3.3	117	879	17.2	4.4	144
CONSUMERS DIGEST	3125	**187	2.1	6.0	112	**38	1.0	1.2	53	**121	2.6	3.9	137	**115	2.2	3.7	120
COSMOPOLITAN	10577	987	11.0	9.3	174	378	9.9	3.6	157	321	6.8	3.0	107	439	8.6	4.2	136
COUNTRY LIVING	3746	**324	3.6	8.6	161	**48	1.3	1.3	56	**105	2.2	2.8	99	**134	2.6	3.6	117
CUISINE	2214	**103	1.1	4.7	87	**40	1.0	1.8	79	**61	1.3	2.8	97	**103	2.0	4.7	152
CYCLE WORLD	2394	**124	1.4	5.2	97	**35	0.9	1.5	64	**113	2.4	4.7	167	**109	2.1	4.6	149
DCI:CREATIVE IDEAS FOR LIV	3068	**194	2.2	6.3	118	**109	2.9	3.6	156	**76	1.6	2.5	88	**114	2.2	3.7	122
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	610	6.8	6.4	119	**26	5.9	2.4	104	**242	5.1	2.5	90	283	5.5	3.0	97
DISCOVER	2277	**196	2.2	8.6	161	**41	1.1	1.8	79	**99	2.1	4.3	154	**56	1.1	2.5	81
EBONY	7187	436	4.9	6.1	113	292	7.6	4.1	178	290	6.1	4.0	143	193	3.8	2.7	88
ESQUIRE	2560	300	3.3	11.7	219	**59	1.5	2.3	101	**93	2.0	3.6	128	**55	1.1	2.1	70
ESSENCE	3242	**167	1.9	5.2	96	**153	4.0	4.7	207	**167	3.5	5.2	182	**93	1.8	2.9	94
FAMILY CIRCLE	19639	1261	14.0	6.4	120	511	13.4	2.6	114	620	13.1	3.2	112	617	12.0	3.1	103
THE FAMILY HANDYMAN	3540	**238	2.6	6.7	125	**94	2.5	2.7	117	**84	1.8	2.4	84	**134	2.6	3.8	124
FAMILY WEEKLY	23924	1465	16.3	6.1	114	472	12.4	2.0	87	581	12.2	2.4	86	759	14.8	3.2	104
FIELD & STREAM	9883	488	5.4	4.9	92	**178	4.7	1.8	79	333	7.0	3.4	119	350	6.8	3.5	116
FOOD & WINE	1030	**33	0.4	3.2	60	**23	0.6	2.2	98	**36	0.8	3.5	124	**45	0.9	4.4	143
FORBES	2679	151	1.7	5.6	105	**28	0.7	1.0	46	**82	1.7	3.1	108	**58	1.1	2.2	71
FORTUNE	2931	**173	1.9	5.9	110	**53	1.4	1.8	79	**82	1.7	2.8	99	**103	2.0	3.5	115
GENTLEMEN'S QUARTERLY	3481	495	5.5	14.2	265	**89	2.3	2.6	112	**92	1.9	2.6	93	**184	3.6	5.3	173
GLAMOUR	7163	523	5.8	7.3	136	**260	6.8	3.6	159	261	5.5	3.6	129	362	7.1	5.1	165
GOLF DIGEST	2355	**186	2.1	7.9	147	**13	0.3	0.6	24	**47	1.0	2.0	71	**81	1.6	3.4	113
GOLF DIGEST/TENNIS (GROSS)	3610	304	3.4	8.4	157	**63	1.6	1.7	77	**81	1.7	2.2	79	**94	1.8	2.6	85
GOLF MAGAZINE	2046	**184	2.0	9.0	168	**5	0.1	0.2	11	**57	1.2	2.8	98	**123	2.4	6.0	197
GOLF MAGAZINE/SKI (GROSS)	3547	290	3.2	8.2	153	**17	0.4	0.5	21	**75	1.6	2.1	75	**224	4.4	6.3	207
GOOD HOUSEKEEPING	20353	1189	13.2	5.8	109	556	14.6	2.7	120	694	14.6	3.4	121	613	12.0	3.0	99
HARPER'S BAZAAR	3362	**270	3.0	8.0	150	**82	2.1	2.4	107	**73	1.5	2.2	77	**154	3.0	4.6	150
HEALTH	2987	**166	1.8	5.6	104	**123	3.2	4.1	181	**105	2.2	3.5	124	**124	2.4	4.2	136
HEARST MAG CORP. BUY (GROSS)	67928	4832	53.8	7.1	133	1744	45.7	2.6	113	2087	44.0	3.1	109	2237	43.7	3.3	108
HEARST MAN POWER (GROSS)	11282	682	7.6	6.0	113	**177	4.6	1.6	69	333	7.0	3.0	104	333	6.5	3.0	97
HEARST WOMAN POWER (GROSS)	40514	2816	31.3	7.0	130	1227	32.1	3.0	133	1347	28.4	3.3	118	1384	27.0	3.4	112
HOUSE BEAUTIFUL	4885	408	4.5	8.4	156	**112	2.9	2.3	101	**118	2.5	2.4	85	**137	2.7	2.8	92
INC.	1308	**66	0.7	5.0	94	**14	0.4	1.1	47	**10	0.2	0.8	27	**75	1.5	5.7	188
JET	6498	350	3.9	5.4	101	268	7.0	4.1	181	261	5.5	4.0	142	**186	3.6	2.9	94
LADIES' HOME JOURNAL	14797	1089	12.1	7.4	137	457	12.0	3.1	136	445	9.4	3.0	106	494	9.6	3.3	109
LHJ FAMILY GRP COMBO(GROSS)	21743	1565	17.4	7.2	134	701	18.4	3.2	142	701	14.8	3.2	114	751	14.7	3.5	113
LIFE	9881	827	9.2	8.4	156	**210	5.5	2.1	93	295	6.2	3.0	106	490	9.6	5.0	162
L.A. TIMES HOME MAGAZINE	2775	**217	2.4	7.8	146	**37	1.0	1.3	59	**62	1.3	2.2	79	**61	1.2	2.2	72
MADMOISELLE	4219	**285	3.2	6.8	126	**103	2.7	2.4	107	**111	2.3	2.6	93	**188	3.7	4.5	146
MC CALL'S	16422	1076	12.0	6.6	122	535	14.0	3.3	143	538	11.3	3.3	116	652	12.7	4.0	130
MC CALL'S/WRK MOTHER (GROSS)	17919	1187	13.2	6.6	124	603	15.8	3.4	148	570	12.0	3.2	112	696	13.6	3.9	127
MECHANIC ILLUSTRATED	4433	**223	2.5	5.0	94	**58	1.5	1.3	57	**139	2.9	3.1	111	**148	2.9	3.3	109
METROPOLITAN HOME	1504	**224	2.5	14.9	278	**62	1.6	4.1	181	**38	0.8	2.5	89	**20	0.4	1.3	44
MONEY	4723	334	3.7	7.1	132	**35	0.9	0.7	33	**104	2.2	2.2	78	**220	4.3	4.7	152
MOTHER EARTH NEWS	2325	**141	1.6	6.1	113	**34	0.9	1.5	64	**77	1.6	3.3	117	**101	2.0	4.3	142
MS.	1189	**114	1.3	9.6	179	**35	0.9	2.9	129	**53	1.1	4.5	158	**60	1.2	5.0	165
NATIONAL ENQUIRER	18892	1167	13.0	6.2	115	572	15.0	3.0	133	546	11.5	2.9	102	643	12.5	3.4	111
NATIONAL GEOGRAPHIC	22129	1301	14.5	5.9	110	429	11.2	1.9	85	483	10.2	2.2	77	737	14.4	3.3	109
NATIONAL SUNDAY MAGAZINE PKG	103750	5971	66.4	5.8	107	2093	54.8	2.0	89	2857	60.2	2.8	97	3359	65.6	3.2	106
NATURAL HISTORY	1379	**71	0.8	5.1	96	**22	0.6	1.6	70	**75	1.6	5.4	192	**39	0.8	2.8	93
NEW WOMAN	2289	**154	1.7	6.7	126	**85	2.2	3.7	163	**42	0.9	1.8	65	**108	2.1	4.7	154
NEW YORK INCLUDING CUE	1088	**98	1.1	9.0	168	**4	0.1	0.4	16	**52	1.1	4.8	169	**40	0.8	3.7	120
THE NEW YORKER	2459	**136	1.5	5.5	103	**16	0.4	0.7	29	**74	1.6	3.0	106	**39	0.8	1.6	52
NEWSWEEK	16527	1084	12.1	6.6	122	**256	6.7	1.5	68	438	9.2	2.7	94	484	9.4	2.9	96
THE N.Y. TIMES DAILY EDITION	2739	148	1.6	5.4	101	**58	1.5	2.1	93	**109	2.3	4.0	141	**111	2.2	4.1	133
THE N.Y. TIMES MAGAZINE	4443	208	2.3	4.7	87	**45	1.2	1.0	44	**123	2.6	2.8	98	**132	2.6	3.0	97
OMNI	2799	**307	3.4	11.0	205	**52	1.4	1.9	82	**57	1.2	2.0	72	**153	3.0	5.5	179
ON CABLE	2209	**232	2.6	10.5	196	**38	1.0	1.7	76	**95	2.0	4.3	152	**25	0.5	1.1	37
1001 HOME IDEAS	3959	310	3.4	7.8	146	**120	3.1	3.0	133	**151	3.2	3.8	135	**133	2.6	3.4	110
ORGANIC GARDENING	3111	**152	1.7	4.9	91	**20	0.5	0.6	28	**89	1.9	2.9	101	**118	2.3	3.8	124
OUTDOOR LIFE	5024	254	2.8	5.1	94	**67	1.8	1.3	59	**139	2.9	2.8	98	**170	3.3	3.4	111
PARADE MAGAZINE	51292	2699	30.0	5.3	98	1132	29.6	2.2	97	1386	29.2	2.7	96	1829	35.7	3.6	117

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	CENTRUM				GERITOL TABLETS				MILES ONE-A-DAY PLUS				SHAKLEE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	8986	100.0	5.4	100	3819	100.0	2.3	100	4745	100.0	2.8	100	5124	100.0	3.1	100
PARENTS	5298	529	5.9	10.0	186	*229	6.0	4.3	190	318	6.7	6.0	212	*223	4.4	4.2	138
PENTHOUSE	5129	415	4.6	8.1	151	**99	2.6	1.9	85	*164	3.5	3.2	113	*202	3.9	3.9	129
PEOPLE	21070	1430	15.9	6.8	127	472	12.4	2.2	98	*633	13.3	3.0	106	823	16.1	3.9	128
PLAYBOY	10562	820	9.1	7.8	145	*126	3.3	1.2	52	172	3.6	1.6	58	380	7.4	3.6	118
POPULAR HOT RODDING	2498	*293	3.3	11.7	219	*56	1.5	2.2	98	**53	1.1	2.1	75	**161	3.1	6.4	211
POPULAR MECHANICS	5887	366	4.1	6.2	116	**89	2.3	1.5	66	*163	3.4	2.8	98	*162	3.2	2.8	90
POPULAR SCIENCE	4317	*280	3.1	6.5	121	**58	1.5	1.3	59	**152	3.2	3.5	124	*157	3.1	3.6	119
PREVENTION	5792	256	2.8	4.4	82	**83	2.2	1.4	63	*126	2.7	2.2	77	332	6.5	5.7	188
PSYCHOLOGY TODAY	3284	*236	2.6	7.2	134	**60	1.6	1.8	80	**106	2.2	3.2	114	*181	3.5	5.5	180
READER'S DIGEST	40046	2365	26.3	5.9	110	1004	26.3	2.5	110	1217	25.6	3.0	107	1317	25.7	3.3	108
REDBOOK	9584	640	7.1	6.7	125	*294	7.7	3.1	135	332	7.0	3.5	122	332	6.5	3.5	113
ROAD & TRACK	2590	*203	2.3	7.8	146	**19	0.5	0.7	32	**66	1.4	2.5	90	**80	1.6	3.1	101
ROLLING STONE	3302	*301	3.3	9.1	170	**43	1.1	1.3	57	*136	2.9	4.1	146	**115	2.2	3.5	114
RUNNER'S WORLD	1229	*31	0.3	2.5	47	*2	0.1	0.2	7	*30	0.6	2.4	86	**99	1.9	8.1	264
SATURDAY EVENING POST	2110	*161	1.8	7.6	142	*70	1.8	3.3	146	*57	1.2	2.7	95	**63	1.2	3.0	98
SCIENCE 84	1543	*66	0.7	4.3	80	**10	0.3	0.6	28	**45	0.9	2.9	103	**59	1.2	3.8	125
SCIENCE DIGEST	1747	**100	1.1	5.7	107	**10	0.3	0.6	25	**42	0.9	2.4	85	**89	1.7	5.1	167
SCIENTIFIC AMERICAN	1994	*124	1.4	6.2	116	*3	0.1	0.2	7	*114	2.4	5.7	202	**68	1.3	3.4	112
SELF	3119	*232	2.6	7.4	139	**109	2.9	3.5	153	**109	2.3	3.5	124	*67	1.3	2.1	70
SEVENTEEN	3923	352	3.9	9.0	167	**158	4.1	4.0	177	*172	3.6	4.4	155	**119	2.3	3.0	99
SKI	1501	**107	1.2	7.1	133	**12	0.3	0.8	35	*18	0.4	1.2	42	**101	2.0	6.7	220
SMITHSONIAN	5976	404	4.5	6.8	126	**107	2.8	1.8	79	*147	3.1	2.5	87	*242	4.7	4.0	133
SOAP OPERA DIGEST	4228	*225	2.5	5.3	99	*119	3.1	2.8	124	*139	2.9	3.3	116	*155	3.0	3.7	120
SOUTHERN LIVING	6488	416	4.6	6.4	120	**117	3.1	1.8	79	*166	3.5	2.6	90	*169	3.3	2.6	85
SPORT	3500	*295	3.3	8.4	157	**68	1.8	1.9	85	*80	1.7	2.3	81	*91	1.8	2.6	85
THE SPORTING NEWS	2456	*182	2.0	7.4	138	*17	0.4	0.7	30	*53	1.1	2.2	76	*76	1.5	3.1	101
SPORTS AFIELD	3648	*216	2.4	5.9	111	*79	2.1	2.2	95	*129	2.7	3.5	125	*82	1.6	2.2	74
SPORTS ILLUSTRATED	14484	998	11.1	6.9	129	*226	5.9	1.6	69	467	9.8	3.2	114	524	10.2	3.6	118
STAR	12661	795	8.8	6.3	117	*13	10.8	3.3	143	336	7.1	2.7	94	328	6.4	2.6	85
SUNDAY	52799	2990	33.3	5.7	106	1045	27.4	2.0	87	1517	32.0	2.9	102	1650	32.2	3.1	102
SUNSET	3513	*200	2.2	5.7	106	*86	2.3	2.4	108	*75	1.6	2.1	75	**133	2.6	3.8	124
TV GUIDE	42766	2783	31.0	6.5	121	976	25.6	2.3	100	1315	27.7	3.1	109	1407	27.5	3.3	108
TENNIS	1254	*118	1.3	9.4	176	*50	1.3	4.0	175	*34	0.7	2.7	96	*13	0.3	1.0	34
TIME	22054	1605	17.9	7.3	136	592	15.5	2.7	118	579	12.2	2.6	93	794	15.5	3.6	118
TOWN & COUNTRY	1555	*140	1.6	9.0	168	*59	1.5	3.8	167	*67	1.4	4.3	152	*34	0.7	2.2	72
TRAVEL & LEISURE	2173	*160	1.8	7.4	137	*54	1.4	2.5	109	*65	1.4	3.0	106	*57	1.1	2.6	86
TRUE STORY	4636	*215	2.4	4.6	87	*196	5.1	4.2	186	*184	3.9	4.0	140	*135	2.6	2.9	95
U.S. NEWS & WORLD REPORT	10353	580	6.5	5.6	105	*223	5.8	2.2	95	*213	4.5	2.1	73	271	5.3	2.6	86
USA TODAY	4994	328	3.7	6.6	123	*60	1.6	1.2	53	*106	2.2	2.1	75	*226	4.4	4.5	148
US	3528	*222	2.5	6.3	117	**125	3.3	3.5	156	*149	3.1	4.2	149	**121	2.4	3.4	112
VOGUE	5424	438	4.9	8.1	151	*202	5.3	3.7	164	*179	3.8	3.3	117	*262	5.1	4.8	158
WALL STREET JOURNAL	6292	406	4.5	6.5	120	**44	1.2	0.7	31	*165	3.5	2.6	93	*198	3.9	3.1	103
WEIGHT WATCHERS	2762	*126	1.4	4.6	85	*65	1.7	2.4	103	*84	1.8	3.0	108	**123	2.4	4.5	146
WOMAN'S DAY	16320	1087	12.1	6.7	124	343	9.0	2.1	92	507	10.7	3.1	110	567	11.1	3.5	114
WORKING MOTHER	1496	*111	1.2	7.4	138	**68	1.8	4.5	200	*32	0.7	2.1	76	*44	0.9	2.9	96
WORKING WOMAN	1851	**91	1.0	4.9	92	*96	2.5	5.2	228	*59	1.2	3.2	113	*42	0.8	2.3	74
WORLD TENNIS	580	*71	0.8	12.2	228	*4	0.1	0.7	30	*16	0.3	2.8	98	*13	0.3	2.2	73
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1183	13.2	9.5	178	*159	4.2	1.3	56	371	7.8	3.0	106	544	10.6	4.4	143
BLAIR INSERTS	91671	5215	58.0	5.7	106	1826	47.8	2.0	87	2607	54.9	2.8	101	2921	57.0	3.2	104
DAILY NEWSPAPERS																	
READ ANY	109190	5902	65.7	5.4	101	2276	59.6	2.1	92	3129	65.9	2.9	101	3409	66.5	3.1	102
READ ONE	89587	5001	55.7	5.6	104	2017	52.8	2.3	99	2641	55.7	2.9	104	2805	54.7	3.1	102
READ TWO OR MORE	19602	901	10.0	4.6	86	259	6.8	1.3	58	487	10.3	2.5	88	604	11.8	3.1	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6211	69.1	5.7	106	2151	56.3	2.0	86	3074	64.8	2.8	99	3500	68.3	3.2	104
READ ONE	95074	5378	59.8	5.7	106	1964	51.4	2.1	91	2704	57.0	2.8	101	3038	59.3	3.2	105
READ TWO OR MORE	14588	833	9.3	5.7	107	*187	4.9	1.3	56	370	7.8	2.5	90	462	9.0	3.2	104
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	30.21				31.42				31.52				33.34			
30 DAY REACH	149706	8063	89.7	5.4	101	3435	89.9	2.3	101	4248	89.5	2.8	100	4630	90.4	3.1	101
50 SHMG - 30 DAY AV FREQ	15.16	15.88				16.44				16.46				17.32			
30 DAY REACH	142406	7685	85.5	5.4	101	3300	86.4	2.3	102	4078	85.9	2.9	101	4466	87.2	3.1	103
25 SHMG - 30 DAY AV FREQ	8.23	8.45				8.96				8.75				9.44			
30 DAY REACH	131152	7225	80.4	5.5	103	3017	79.0	2.3	101	3810	80.3	2.9	103	4117	80.3	3.1	103
CABLE TV: HOME WIRED	66879	4484	49.9	6.7	125	1250	32.7	1.9	82	1852	39.0	2.8	98	2262	44.1	3.4	111
HOME NOT WIRED	100848	4502	50.1	4.5	83	2568	67.2	2.5	112	2893	61.0	2.9	101	2862	55.9	2.8	93
HAVE PAY CABLE	35024	2518	28.0	7.2	134	704	18.4	2.0	88	1108	23.4	3.2	112	1414	27.6	4.0	132

	TOTAL U.S. '000	CENTRUM				GERITOL TABLETS				MILES ONE-A-DAY PLUS				SHAKLEE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	8986	100.0	5.4	100	3319	100.0	2.3	100	4745	100.0	2.8	100	5124	100.0	3.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	5457	60.7	5.7	107	1974	51.7	2.1	91	2687	56.6	2.8	99	2982	58.2	3.1	102
10:00 AM - 3:00 PM	63599	3587	39.9	5.6	105	1574	41.2	2.5	109	1940	40.9	3.1	108	1961	38.3	3.1	101
3:00 PM - 7:00 PM	72097	4426	49.3	6.1	115	1555	40.7	2.2	95	2149	45.3	3.0	105	2262	44.1	3.1	103
7:00 PM - MIDNIGHT	36670	2055	22.9	5.6	105	816	21.4	2.2	98	1066	22.5	2.9	103	970	18.9	2.6	87
MIDNIGHT - 6:00 AM	21908	1262	14.0	5.8	108	568	14.9	2.6	114	734	15.5	3.4	118	665	13.0	3.0	99
6:00 AM - MIDNIGHT	127571	7110	79.1	5.6	104	2840	74.4	2.2	98	3661	77.2	2.9	101	3841	75.0	3.0	99
ENTIRE DAY	129239	7202	80.1	5.6	104	2879	75.4	2.2	98	3708	78.1	2.9	101	3905	76.2	3.0	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1992	22.2	5.9	109	735	19.2	2.2	95	995	21.0	2.9	103	1072	20.9	3.2	103
ALL NEWS	6062	225	2.5	3.7	69	**110	2.9	1.8	80	*214	4.5	3.5	125	*160	3.1	2.6	86
AOR/PROGRESSIVE	11884	861	9.6	7.2	135	*247	6.5	2.1	91	346	7.3	2.9	103	413	8.1	3.5	114
BEAUTIFUL MUSIC	11180	679	7.6	6.1	113	*165	4.3	1.5	65	318	6.7	2.8	101	329	6.4	2.9	96
BLACK	4538	*192	2.1	4.2	79	*202	5.3	4.5	195	*259	5.5	5.7	202	*134	2.6	3.0	97
CLASSICAL	3857	*142	1.6	3.7	69	**40	1.0	1.0	46	**121	2.6	3.1	111	*104	2.0	2.7	88
CHR/ROCK	21946	1315	14.6	6.0	112	612	16.0	2.8	122	635	13.4	2.9	102	755	14.7	3.4	113
COUNTRY	27262	1588	17.7	5.8	109	602	15.8	2.2	97	759	16.0	2.8	98	714	13.9	2.6	86
GOLDEN OLDIES	3339	*218	2.4	6.5	122	**104	2.7	3.1	137	**84	1.8	2.5	89	*120	2.3	3.6	118
MOR/NOSTALGIA	10346	502	5.6	4.9	91	*196	5.1	1.9	83	*186	3.9	1.8	64	359	7.0	3.5	114
NEWS/TALK	8929	383	4.3	4.3	80	*195	5.1	2.2	96	324	6.8	3.6	128	235	4.6	2.6	86
RELIGIOUS	5488	319	3.5	5.8	108	*195	5.1	3.6	156	*187	3.9	3.4	120	*258	5.0	4.7	154
SOFT ROCK	1232	**103	1.1	8.4	156	**30	0.8	2.4	107	**49	1.0	4.0	141	**56	1.1	4.5	149
URBAN CONTEMPORARY	3184	*183	2.0	5.7	107	*125	3.3	3.9	172	*162	3.4	5.1	180	**33	0.6	1.0	34
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	472	5.3	6.8	127	*177	4.6	2.6	112	*224	4.7	3.2	115	*218	4.3	3.2	103
ABC DIRECTION	5212	267	3.0	5.1	96	**87	2.3	1.7	73	*94	2.0	1.8	64	*141	2.8	2.7	89
ABC ENTERTAINMENT	10385	581	6.5	5.6	104	*215	5.6	2.1	91	303	6.4	2.9	103	230	4.5	2.2	72
ABC FM	4762	381	4.2	8.0	149	*106	2.8	2.2	98	*236	5.0	5.0	175	*159	3.1	3.3	109
ABC INFORMATION	11339	582	6.5	5.1	96	*234	6.1	2.1	91	382	8.1	3.4	119	266	5.2	2.3	77
ABC ROCK	4878	*297	3.3	6.1	114	**134	3.5	2.7	121	*198	4.2	4.1	143	*137	2.7	2.8	92
CBS	10709	504	5.6	4.7	88	*184	4.8	1.7	75	389	8.2	3.6	128	363	7.1	3.4	111
MUTUAL	10251	415	4.6	4.0	76	*176	4.6	1.7	75	275	5.8	2.7	95	336	6.6	3.3	107
NBC	12243	659	7.3	5.4	100	*256	6.7	2.1	92	327	6.9	2.7	94	329	6.4	2.7	88
RADIORADIO	4606	*176	2.0	3.8	71	**141	3.7	3.1	134	**170	3.6	3.7	130	*131	2.6	2.8	93
RKO ONE	5148	298	3.3	5.8	108	**133	3.5	2.6	113	*179	3.8	3.5	123	*97	1.9	1.9	62
RKO TWO	7313	444	4.9	6.1	113	*212	5.6	2.9	127	*193	4.1	2.6	93	*193	3.8	2.6	86
THE SOURCE	5981	304	3.4	5.1	95	**131	3.4	2.2	96	**139	2.9	2.3	82	*189	3.7	3.2	103
NON-WIRED : BLAIR	19329	1200	13.4	6.2	116	417	10.9	2.2	95	616	13.0	3.2	113	604	11.8	3.1	102
INTERNET	27139	1666	18.5	6.1	115	615	16.1	2.3	100	838	17.7	3.1	109	783	15.3	2.9	94
KATZ RADIO GROUP	36319	1852	20.6	5.1	95	741	19.4	2.0	90	973	20.5	2.7	95	980	19.1	2.7	88
SUPERNET	22361	1278	14.2	5.7	107	634	16.6	2.8	125	703	14.8	3.1	111	734	14.3	3.3	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	867	9.6	6.0	111	455	11.9	3.1	138	430	9.1	3.0	105	494	9.6	3.4	111
WKDAY 9:00 AM - 1:00 PM	18688	887	9.9	4.7	89	611	16.0	3.3	144	552	11.6	3.0	104	515	10.1	2.8	90
WKDAY 1:00 PM - 4:30 PM	24061	1047	11.7	4.4	81	758	19.8	3.2	138	768	16.2	3.2	113	658	12.8	2.7	90
WKDAY 4:30 PM - 7:30 PM	44079	2275	25.3	5.2	96	1079	28.3	2.4	108	1196	25.2	2.7	96	1301	25.4	3.0	97
WKDAY 7:30 PM - 8:00 PM	61979	3352	37.3	5.4	101	1612	42.2	2.6	114	1645	34.7	2.7	94	1920	37.5	3.1	101
WKDAY 11:00 PM - 11:30 PM	49084	2737	30.5	5.6	104	1102	28.9	2.2	99	1493	31.5	3.0	108	1499	29.3	3.1	100
WKDAY 11:30 PM - 1:00 AM	16560	890	9.9	5.4	100	398	10.4	2.4	106	503	10.6	3.0	107	457	8.9	2.8	90
M-SAT 8-11 PM+SUN 7-11 PM	66967	3666	40.8	5.5	102	1637	42.9	2.4	107	1967	41.5	2.9	104	2146	41.9	3.2	105
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	471	5.2	5.1	95	378	9.9	4.1	179	326	6.9	3.5	124	273	5.3	2.9	96
ANOTHER WORLD	N 6138	249	2.8	4.1	76	233	6.1	3.8	167	140	3.0	2.3	81	184	3.6	3.0	98
AS THE WORLD TURNS	C 7707	325	3.6	4.2	79	221	5.8	2.9	126	184	3.9	2.4	84	199	3.9	2.6	85
CAPITOL	C 4688	163	1.8	3.5	65	174	4.6	3.7	163	185	3.9	3.9	139	*96	1.9	2.0	67
CBS MORN. NEWS 1	C 2792	184	2.0	6.6	123	*80	2.1	2.9	126	*104	2.2	3.7	132	*58	1.1	2.1	68
CBS MORN. NEWS 2	C 2071	116	1.3	5.6	105	*51	1.3	2.5	108	*56	1.2	2.7	96	*44	0.9	2.1	70
DAYS OF OUR LIVES	N 8018	300	3.3	3.7	70	279	7.3	3.5	153	230	4.8	2.9	101	214	4.2	2.7	87
FACTS OF LIFE - DAYTIME	N 3487	165	1.8	4.7	88	133	3.5	3.8	168	*38	0.8	1.1	39	102	2.0	2.9	96
FAMILY FEUD	A 4817	167	1.9	3.5	65	156	4.1	3.2	142	124	2.6	2.6	91	*70	1.4	1.5	48
GENERAL HOSPITAL	A 8333	373	4.2	4.5	84	258	6.8	3.1	136	302	6.4	3.6	128	238	4.6	2.9	93
GOOD MORNING, AMERICA-730A	A 5472	259	2.9	4.7	88	188	4.9	3.4	151	156	3.3	2.9	101	204	4.0	3.7	122
GOOD MORNING, AMERICA-830A	A 3965	217	2.4	5.5	102	125	3.3	3.2	138	122	2.6	3.1	109	*82	1.6	2.1	68
GUIDING LIGHT	C 7542	316	3.5	4.2	78	230	6.0	3.0	134	214	4.5	2.8	100	224	4.4	3.0	97
ONE LIFE TO LIVE	A 6018	281	3.1	4.7	87	208	5.4	3.5	152	275	5.8	4.6	162	166	3.2	2.8	90
PRESS YOUR LUCK	C 3589	153	1.7	4.3	80	*88	2.3	2.5	108	*91	1.9	2.5	90	*119	2.3	3.3	109
PRICE IS RIGHT 1	C 7418	263	2.9	3.5	66	172	4.5	2.3	102	214	4.5	2.9	102	194	3.8	2.6	86
PRICE IS RIGHT 2	C 8276	340	3.8	4.1	77	235	6.2	2.8	125	206	4.3	2.5	88	216	4.2	2.6	85
RYAN'S HOPE	A 4358	223	2.5	5.1	96	188	4.9	4.3	189	212	4.5	4.9	172	*111	2.2	2.5	83
SALE OF THE CENTURY	N 3749																

		TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	
TOTAL ADULTS			167727	8986	100.0	5.4	100	3819	100.0	2.3	100	4745	100.0	2.8	100	5124	100.0	3.1	100
MKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY		52292	2580	28.7	4.9	92	1221	32.0	2.3	103	1395	29.4	2.7	94	1528	29.8	2.9	96	
NETWORK AFFILIATES - LATE		39164	2152	23.9	5.5	103	909	23.8	2.3	102	1209	25.5	3.1	109	1137	22.2	2.9	95	
INDEPENDENTS - LATE		5133	249	2.8	4.9	91	117	3.1	2.3	100	143	3.0	2.8	98	192	3.7	3.7	122	
TV EVENING NTWK 6 PM - 2 AM																			
A TEAM	M	22825	1305	14.5	5.7	107	645	16.9	2.8	124	754	15.9	3.3	117	534	10.4	2.3	77	
ABC MONDAY NIGHT MOVIE	A	11258	621	6.9	5.5	103	241	6.3	2.1	94	325	6.8	2.9	102	373	7.3	3.3	108	
ABC SUNDAY NIGHT MOVIE	A	23600	1280	14.2	5.4	101	542	14.2	2.3	101	608	12.8	2.6	91	732	14.3	3.1	102	
ABC WORLD NEWS TONIGHT	A	12801	791	8.8	6.2	115	232	6.1	1.8	80	231	6.8	2.5	89	431	8.4	3.4	110	
AFTERMASH	C	10966	653	7.3	6.0	111	*392	10.3	3.6	157	416	8.8	3.8	134	398	7.8	3.6	119	
ALICE	C	17050	886	9.9	5.2	97	487	12.8	2.9	125	607	12.8	3.6	126	474	9.3	2.8	91	
AMERICAN PARADE	C	11998	613	6.8	5.1	95	308	8.1	2.6	113	298	6.3	2.5	88	355	6.9	3.0	97	
BENSON	A	19258	949	10.6	4.9	92	430	11.3	2.2	98	454	9.6	2.4	83	500	9.8	2.6	85	
BLUE THUNDER	A	11478	752	8.4	6.6	122	*241	6.3	2.1	92	*248	5.2	2.2	76	329	6.4	2.9	94	
CAGNEY & LACEY	C	18263	1113	12.4	6.1	114	463	12.1	2.5	111	596	12.6	3.3	115	521	10.2	2.9	93	
CBS EVENING NEWS-DEAN	C	7733	478	5.3	6.2	115	*142	3.7	1.8	81	*157	3.3	2.0	72	*235	4.6	3.0	99	
CBS EVENING NEWS-RATHER	C	15653	627	7.0	4.0	75	356	9.3	2.3	100	442	9.3	2.8	100	387	7.6	2.5	81	
CBS SAT. NEWS-SCHIEFFER	C	8744	291	3.2	3.3	62	195	5.1	2.2	98	239	5.0	2.7	97	217	4.2	2.5	81	
CBS SATURDAY NIGHT MOVIE	C	12000	655	7.3	5.5	102	205	5.4	1.7	75	371	7.8	3.1	109	386	7.5	3.2	105	
CBS WEDNESDAY NIGHT MOVIE	C	11522	515	5.7	4.5	83	279	7.3	2.4	106	372	7.8	3.2	114	269	5.2	2.3	76	
CHEERS	N	16818	1026	11.4	6.1	114	538	14.1	3.2	140	478	10.1	2.8	100	570	11.1	3.4	111	
DALLAS	C	37510	2079	23.1	5.5	103	992	26.0	2.6	116	1208	25.5	3.2	114	1014	19.8	2.7	88	
DIFF'RENT STROKES	N	11258	569	6.3	5.1	94	289	7.6	2.6	113	339	7.1	3.0	106	355	6.9	3.2	103	
DOUBLE TROUBLE	N	12248	726	8.1	5.9	111	342	9.0	2.8	123	373	7.9	3.0	108	370	7.2	3.0	99	
DUCK FACTORY	N	11100	736	8.2	6.6	124	340	8.9	3.1	135	265	5.6	2.4	84	314	6.1	2.8	93	
DUKES OF HAZZARD	C	12353	556	6.2	4.5	84	262	6.9	2.1	93	376	7.9	3.0	108	323	6.3	2.6	86	
DYNASTY	A	33279	2048	22.8	6.2	115	971	25.4	2.9	128	1078	22.7	3.2	115	981	19.1	2.9	96	
FACTS OF LIFE	N	13410	758	8.4	5.7	106	359	9.4	2.7	118	383	8.1	2.9	101	460	9.0	3.4	112	
FALCON CREST	C	31093	1943	21.6	6.2	117	763	20.0	2.5	108	948	20.0	3.0	108	920	18.0	3.0	97	
FALL GUY	A	18649	1080	12.0	5.8	108	537	14.1	2.9	126	583	12.3	3.1	111	592	11.6	3.2	104	
FAMILY TIES	N	13101	786	8.7	6.0	112	440	11.5	3.4	148	328	6.9	2.5	88	462	9.0	3.5	115	
FANTASY ISLAND	A	13069	725	8.1	5.5	104	443	11.6	3.4	149	353	7.4	2.7	95	394	7.7	3.0	99	
FOULUPS, BLEEPs & BLUNDERS	A	16588	892	9.9	5.4	100	363	9.5	2.2	96	400	8.4	2.4	85	570	11.1	3.4	112	
FOUR SEASONS	C	9302	533	5.9	5.7	107	*418	10.9	4.5	197	*322	6.8	3.5	122	*292	5.7	3.1	103	
GIMME A BREAK	N	13955	742	8.3	5.3	99	454	11.9	3.3	143	322	6.8	2.3	82	462	9.0	3.3	108	
HART TO HART	A	15735	780	8.7	5.0	93	391	10.2	2.5	109	468	9.9	3.0	105	461	9.0	2.9	96	
HILL STREET BLUES	N	18257	1067	11.9	5.8	109	402	10.5	2.2	97	596	12.6	3.3	115	546	10.7	3.0	98	
HOTEL	A	24236	1490	16.6	6.1	115	610	16.0	2.5	111	668	14.1	2.8	97	704	13.7	2.9	95	
JEFFERSONS	C	17010	767	8.5	4.5	84	518	13.6	3.0	134	573	12.1	3.4	119	456	8.9	2.7	88	
JENNIFER SLEPT HERE	N	9397	428	4.8	4.6	85	*258	6.8	2.7	121	303	6.4	3.2	114	*258	5.0	2.7	90	
KATE & ALLIE	C	16762	991	11.0	5.9	110	311	8.1	1.9	81	603	12.7	3.6	127	465	9.1	2.8	91	
KNIGHT RIDER	N	13164	674	7.5	5.1	96	266	7.0	2.0	89	523	11.0	4.0	140	327	6.4	2.5	81	
LOVE BOAT	A	20400	1071	11.9	5.3	98	639	16.7	3.1	138	493	10.4	2.4	85	537	10.5	2.6	86	
MAGNUM PI	C	22543	1060	11.8	4.7	88	599	15.7	2.7	117	689	14.5	3.1	108	599	11.7	2.7	87	
MAMA'S FAMILY	N	9852	564	6.3	5.7	107	358	9.4	3.6	160	279	5.9	2.8	100	318	6.2	3.2	106	
MASTER, THE	N	8082	497	5.5	6.1	115	*192	5.0	2.4	104	*204	4.3	2.5	89	247	4.8	3.1	100	
MATT HOUSTON	A	12881	657	7.3	5.1	95	301	7.9	2.3	103	389	8.2	3.0	107	361	7.0	2.8	92	
NBC MONDAY NIGHT MOVIE	N	23889	1323	14.7	5.5	103	589	15.4	2.5	108	724	15.3	3.0	107	806	15.7	3.4	110	
NBC NIGHTLY NEWS	N	11156	516	5.7	4.6	86	290	7.6	2.6	114	248	5.2	2.2	79	269	5.2	2.4	79	
NBC NIGHTLY NEWS-SAT	N	7363	407	4.5	5.5	103	*990	2.4	1.2	54	*129	2.7	1.8	62	*219	4.3	3.0	97	
NBC NIGHTLY NEWS-SUN	N	6214	284	3.2	4.6	85	*997	2.5	1.6	69	*133	2.8	2.1	76	*138	2.7	2.2	73	
NBC SUNDAY NIGHT MOVIE	N	17590	899	10.0	5.1	95	488	12.8	2.8	122	632	13.3	3.6	127	612	11.9	3.5	114	
NEWMART	C	16740	981	10.9	5.9	109	300	7.9	1.8	79	539	11.4	3.2	114	496	9.7	3.0	97	
ONE DAY AT A TIME	C	11820	582	6.5	4.9	92	479	12.5	4.1	178	480	10.1	4.1	144	444	8.7	3.8	123	
PEOPLE ARE FUNNY	N	9138	475	5.3	5.2	97	302	7.9	3.3	145	286	6.0	3.1	111	303	5.9	3.3	109	
REAL PEOPLE	N	15979	865	9.6	5.4	101	426	11.2	2.7	117	396	8.3	2.5	88	448	8.7	2.8	92	
REMINGTON STEELE	N	14395	816	9.1	5.7	106	305	8.0	2.1	93	522	11.0	3.6	128	388	7.6	2.7	88	
RIPLEY'S BELIEVE IT - NOT	A	11362	518	5.8	4.6	85	*196	5.1	1.7	76	270	5.7	2.4	84	369	7.2	3.2	106	
RIPTIDE	N	13920	694	7.7	5.0	93	379	9.9	2.7	120	410	8.6	2.9	104	408	8.0	2.9	96	
SCARECROW & MRS. KING	C	17571	839	9.3	4.8	89	379	9.9	2.2	95	615	13.0	3.5	124	453	8.8	2.6	84	
SIMON & SIMON	C	20208	815	9.1	4.0	75	539	14.1	2.7	117	656	13.8	3.2	115	691	13.5	3.4	112	
60 MINUTES	C	27668	1351	15.0	4.9	91	612	16.0	2.2	97	801	16.9	2.9	102	888	17.3	3.2	105	
ST. ELSEWHERE	N	13699	847	9.4	6.2	115	357	9.3	2.6	114	383	8.1	2.8	99	454	8.9	3.3	108	
THREE'S COMPANY	A	20632	1156	12.9	5.6	105	633	16.6	3.1	135	524	11.0	2.5	90	654	12.8	3.2	104	
T.J. HOOKER	A	17136	959	10.7	5.6	104	629	16.5	3.7	161	434	9.1	2.5	90	573	11.2	3.3	109	
TONIGHT SHOW	N	4963	333	3.7	6.7	125	83	2.2	1.7	73	116	2.4	2.3	83	133	2.6	2.7	88	
TRAPPER JOHN, M.D.	C																		

	TOTAL U.S. '000	SQUIBB THERAGRAN/H				STRESSTABS 600				A B C D				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	4279	100.0	2.6	100	5083	100.0	3.0	100								
MALES	79263	1686	39.4	2.1	83	1942	38.2	2.5	81								
FEMALES	88464	2593	60.6	2.9	115	3141	61.8	3.6	117								
18 - 24	28671	*621	14.5	2.2	85	681	13.4	2.4	78								
25 - 34	39536	843	19.7	2.1	84	1409	27.7	3.6	118								
35 - 44	28978	653	15.3	2.3	88	1136	22.3	3.9	129								
45 - 54	22345	595	13.9	2.7	104	610	12.0	2.7	90								
55 - 64	22224	690	16.1	3.1	122	480	9.4	2.2	71								
65 OR OLDER	25973	877	20.5	3.4	132	768	15.1	3.0	98								
18 - 34	68207	1465	34.2	2.1	84	2090	41.1	3.1	101								
18 - 49	108058	2423	56.6	2.2	88	3532	69.5	3.3	108								
25 - 54	90859	2091	48.9	2.3	90	3154	62.0	3.5	115								
35 - 49	39851	958	22.4	2.4	94	1442	28.4	3.6	119								
50 OR OLDER	59669	1857	43.4	3.1	122	1552	30.5	2.6	86								
GRADUATED COLLEGE	28091	712	16.6	2.5	99	1116	22.0	4.0	131								
ATTENDED COLLEGE	29338	933	21.8	3.2	126	1003	19.7	3.5	114								
GRADUATED HIGH SCHOOL	65503	1890	44.2	2.9	113	2060	40.5	3.1	104								
DID NOT GRADUATE HIGH SCHOOL	45195	744	17.4	1.6	65	904	17.8	2.0	66								
EMPLOYED MALES	56429	1175	27.5	2.1	82	1397	27.5	2.5	82								
EMPLOYED FEMALES	43971	1329	31.1	3.0	118	1927	37.9	4.4	145								
EMPLOYED FULL-TIME	87773	2196	51.3	2.5	98	2966	58.4	3.4	112								
EMPLOYED PART-TIME	12627	*308	7.2	2.4	96	*358	7.0	2.8	94								
NOT EMPLOYED	67327	1776	41.5	2.6	103	1760	34.6	2.6	86								
PROFESSIONAL/MANAGER	25845	625	14.6	2.4	95	1085	21.3	4.2	139								
TECH/CLERICAL/SALES	30895	1155	27.0	3.7	147	1127	22.2	3.6	120								
PRECISION/CRAFT	12629	**163	3.8	1.3	51	*381	7.5	3.0	100								
OTHER EMPLOYED	31031	559	13.1	1.8	71	730	14.4	2.4	78								
SINGLE	35557	906	21.2	2.5	100	960	18.9	2.7	89								
MARRIED	103585	2545	59.5	2.5	96	3075	60.5	3.0	98								
DIVORCED/SEPARATED/WIDOWED	28585	829	19.4	2.9	114	1048	20.6	3.7	121								
PARENTS	59295	1146	26.8	1.9	76	2046	40.3	3.5	114								
WHITE	146081	3764	88.0	2.6	101	4604	90.6	3.2	104								
BLACK	17974	*406	9.5	2.3	89	*403	7.9	2.2	74								
OTHER	3672	**109	2.5	3.0	116	*76	1.5	2.1	68								
NORTHEAST-CENSUS	37005	746	17.4	2.0	79	1046	20.6	2.8	93								
NORTH CENTRAL	42642	960	22.4	2.3	88	1324	26.0	3.1	102								
SOUTH	56777	1429	33.4	2.5	99	1860	36.6	3.3	108								
WEST	31303	1144	26.7	3.7	143	854	16.8	2.7	90								
NORTHEAST-MKTG.	38125	827	19.3	2.2	85	1093	21.5	2.9	95								
EAST CENTRAL	24794	*361	8.4	1.5	57	847	16.7	3.4	113								
WEST CENTRAL	28511	744	17.4	2.6	102	794	15.6	2.8	92								
SOUTH	48953	1311	30.6	2.7	105	1659	32.6	3.4	112								
PACIFIC	27344	1035	24.2	3.8	148	690	13.6	2.5	83								
COUNTY SIZE A	69301	2376	55.5	3.4	134	2406	47.3	3.5	115								
COUNTY SIZE B	50633	1043	24.4	2.1	81	1575	31.0	3.1	103								
COUNTY SIZE C	26259	480	11.2	1.8	72	593	11.7	2.3	75								
COUNTY SIZE D	21534	*381	8.9	1.8	69	510	10.0	2.4	78								
METRO CENTRAL CITY	50014	1671	39.1	3.3	131	1375	27.1	2.7	91								
METRO SUBURBAN	76832	1905	44.5	2.5	97	2643	52.0	3.4	114								
NON METRO	40881	703	16.4	1.7	67	1066	21.0	2.6	86								
TOP 5 ADI'S	39550	1357	31.7	3.4	134	1188	23.4	3.0	99								
TOP 10 ADI'S	54877	1844	43.1	3.4	132	1845	36.3	3.4	111								
TOP 20 ADI'S	77516	2346	54.8	3.0	119	2548	50.1	3.3	108								
HSGLD INC. \$50,000 OR MORE	17257	*391	9.1	2.3	89	753	14.8	4.4	144								
\$40,000 OR MORE	33235	848	19.8	2.6	100	1368	26.9	4.1	136								
\$30,000 OR MORE	59693	1589	37.1	2.7	104	2247	44.2	3.8	124								
\$25,000 OR MORE	76275	1976	46.2	2.6	102	2796	55.0	3.7	121								
\$20,000 - \$24,999	18607	*442	10.3	2.4	93	560	11.0	3.0	99								
\$15,000 - \$19,999	17175	*484	11.3	2.8	110	*453	8.9	2.6	87								
\$10,000 - \$14,999	24569	673	15.7	2.7	107	573	11.3	2.3	77								
UNDER \$10,000	31101	705	16.5	2.3	89	702	13.8	2.3	74								
HOUSEHOLD OF 1 PERSON	19441	606	14.2	3.1	122	616	12.1	3.2	105								
2 PEOPLE	51803	1595	37.3	3.1	121	1499	29.5	2.9	95								
3 OR 4 PEOPLE	66933	1507	35.2	2.3	88	2284	44.9	3.4	113								
5 OR MORE PEOPLE	29550	*571	13.3	1.9	76	*685	13.5	2.3	76								
NO CHILD IN HSHLD	96587	2933	68.5	3.0	119	2826	55.6	2.9	97								
CHILD(REN) UNDER 2 YRS	10844	*112	2.6	1.0	40	*355	7.0	3.3	108								
2 - 5 YEARS	26358	*471	11.0	1.8	70	857	16.9	3.3	107								
6 - 11 YEARS	30453	*410	9.6	1.3	53	748	14.7	2.5	81								
12 - 17 YEARS	36575	745	17.4	2.0	80	1124	22.1	3.1	101								
RESIDENCE OWNED	117770	3235	75.6	2.7	108	3743	73.6	3.2	105								
VALUE: \$50,000 OR MORE	70166	2077	48.5	3.0	116	2295	45.2	3.3	108								
VALUE: UNDER \$50,000	47604	1158	27.1	2.4	95	1448	28.5	3.0	100								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION.
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		TOTAL U.S. '000	SQUIBB THERAGRAN/H				STRESSTABS 600											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	4279	100.0	2.6	100	5083	100.0	3.0	100								
MAGAZINES	QUINTILE 1	34022	986	23.0	2.9	114	1341	26.4	3.9	130								
	QUINTILE 2	34800	955	22.3	2.7	108	1281	25.2	3.7	121								
	QUINTILE 3	30514	695	16.2	2.3	89	801	15.8	2.6	87								
	QUINTILE 4	33324	899	21.0	2.7	106	955	18.8	2.9	95								
	QUINTILE 5	35066	745	17.4	2.1	83	707	13.9	2.0	67								
NEWSPAPERS	QUINTILE 1	29107	856	20.0	2.9	115	1106	21.8	3.8	125								
	QUINTILE 2	49095	1458	34.1	3.0	116	1737	34.2	3.5	117								
	QUINTILE 3	23107	649	15.2	2.8	110	689	13.6	3.0	98								
	QUINTILE 4	33556	626	14.6	1.9	73	879	17.3	2.6	86								
	QUINTILE 5	32863	691	16.1	2.1	82	672	13.2	2.0	67								
OUTDOOR	QUINTILE 1	33431	1043	24.4	3.1	122	1129	22.2	3.4	111								
	QUINTILE 2	33478	785	18.3	2.3	92	1196	23.5	3.6	118								
	QUINTILE 3	33574	706	16.5	2.1	82	1018	20.0	3.0	100								
	QUINTILE 4	33935	975	22.8	2.9	113	963	18.9	2.8	94								
	QUINTILE 5	33310	771	18.0	2.3	91	776	15.3	2.3	77								
RADIO-DRIVE TIME	QUINTILE 1	33136	831	19.4	2.5	98	1305	25.7	3.9	130								
	QUINTILE 2	31658	776	18.1	2.5	96	997	19.6	3.1	104								
	QUINTILE 3	32541	759	17.7	2.3	91	823	16.2	2.5	83								
	QUINTILE 4	34247	894	20.9	2.6	102	1086	21.4	3.2	105								
	QUINTILE 5	36144	1020	23.8	2.8	111	873	17.2	2.4	80								
RADIO-MID- DAY	TERCILE 1	45037	1091	25.5	2.4	95	1465	28.8	3.3	107								
	TERCILE 2	44819	1117	26.1	2.5	98	1328	26.1	3.0	98								
	TERCILE 3	77872	2072	48.4	2.7	104	2291	45.1	2.9	97								
RADIO-TOTAL	QUINTILE 1	33763	807	18.9	2.4	94	1296	25.5	3.8	127								
	QUINTILE 2	33240	819	19.1	2.5	97	1071	21.1	3.2	106								
	QUINTILE 3	33408	981	22.9	2.9	115	894	17.6	2.7	88								
	QUINTILE 4	34792	797	18.6	2.3	90	1025	20.2	2.9	97								
	QUINTILE 5	32524	875	20.4	2.7	105	798	15.7	2.5	81								
TV-PRIME TIME	QUINTILE 1	33090	847	19.8	2.6	100	1202	23.6	3.6	120								
	QUINTILE 2	33357	888	20.8	2.7	104	931	18.3	2.8	92								
	QUINTILE 3	33980	820	19.2	2.4	95	1017	20.0	3.0	99								
	QUINTILE 4	33854	966	22.6	2.9	112	921	18.1	2.7	90								
	QUINTILE 5	33444	760	17.8	2.3	89	1012	19.9	3.0	100								
TV-DAYTIME	TERCILE 1	49121	1357	31.7	2.8	108	1388	27.3	2.8	93								
	TERCILE 2	48823	793	18.5	1.6	64	1520	29.9	3.1	103								
	TERCILE 3	69782	2130	49.8	3.1	120	2176	42.8	3.1	103								
TV-TOTAL	QUINTILE 1	33584	859	20.1	2.6	100	1043	20.5	3.1	102								
	QUINTILE 2	33441	856	20.0	2.6	100	862	17.0	2.6	85								
	QUINTILE 3	33505	853	19.9	2.5	100	1040	20.5	3.1	102								
	QUINTILE 4	33466	843	19.7	2.5	99	1030	20.3	3.1	102								
	QUINTILE 5	33731	868	20.3	2.6	101	1108	21.8	3.3	108								
MAGAZINES-NEWSPAPERS: DUAL		44503	1358	31.7	3.1	120	1729	34.0	3.9	128								
MAGAZINE IMPERATIVE		33363	848	19.8	2.2	84	1249	24.6	3.2	105								
NEWSPAPER IMPERATIVE		46441	1388	32.4	3.0	117	1450	28.5	3.1	103								
MAGAZINES-OUTDOOR: DUAL		33726	901	21.1	2.7	105	1459	28.7	4.3	143								
MAGAZINE IMPERATIVE		52846	1520	35.5	2.9	113	1602	31.5	3.0	100								
OUTDOOR IMPERATIVE		52140	1274	29.8	2.4	96	1358	26.7	2.6	86								
MAGAZINES-RADIO: DUAL		37081	1036	24.2	2.8	110	1423	28.0	3.8	127								
MAGAZINE IMPERATIVE		49747	1353	31.6	2.7	107	1663	32.7	3.3	110								
RADIO IMPERATIVE		49208	1180	27.6	2.4	94	1378	27.1	2.8	92								
MAGAZINES-TELEVISION: DUAL		33103	950	22.2	2.9	112	1068	21.0	3.2	106								
MAGAZINE IMPERATIVE		54575	1430	33.4	2.6	103	2035	40.0	3.7	123								
TELEVISION IMPERATIVE		53249	1131	26.4	2.1	83	1233	24.3	2.3	76								
NEWSPAPERS-OUTDOOR: DUAL		36255	1160	27.1	3.2	125	1531	30.1	4.2	139								
NEWSPAPER IMPERATIVE		55591	1553	36.3	2.8	110	1698	33.4	3.1	101								
OUTDOOR IMPERATIVE		48319	994	23.2	2.1	81	1260	24.8	2.6	86								
NEWSPAPERS-RADIO: DUAL		37242	957	22.4	2.6	101	1409	27.7	3.8	125								
NEWSPAPER IMPERATIVE		54423	1746	40.8	3.2	126	1801	35.4	3.3	109								
RADIO IMPERATIVE		46650	1088	25.4	2.3	91	1310	25.8	2.8	93								
NEWSPAPERS-TELEVISION: DUAL		35974	1012	23.7	2.8	110	1282	25.2	3.6	118								
NEWSPAPER IMPERATIVE		56095	1628	38.0	2.9	114	1970	38.8	3.5	116								
TELEVISION IMPERATIVE		47170	997	23.3	2.1	83	1056	20.8	2.2	74								
OUTDOOR-RADIO: DUAL		33748	801	18.7	2.4	93	1213	23.9	3.6	119								
OUTDOOR IMPERATIVE		52785	1401	32.7	2.7	104	1587	31.2	3.0	99								
RADIO IMPERATIVE		52882	1416	33.1	2.7	105	1605	31.6	3.0	100								
OUTDOOR-TELEVISION: DUAL		32030	952	22.2	3.0	117	1220	24.0	3.8	126								
OUTDOOR IMPERATIVE		54626	1300	30.4	2.4	93	1767	34.8	3.2	107								
TELEVISION IMPERATIVE		54874	1325	31.0	2.4	95	1268	24.9	2.3	76								
RADIO-TELEVISION: DUAL		33386	735	17.2	2.2	86	1119	22.0	3.4	111								
RADIO IMPERATIVE		53810	1486	34.7	2.8	108	1805	35.5	3.4	111								
TELEVISION IMPERATIVE		54023	1481	34.6	2.7	107	1385	27.2	2.6	85								

	TOTAL U.S. '000	SQUIBB THERAGRAM/M				STRESSTABS 600											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	4279	100.0	2.6	100	5083	100.0	3.0	100								
ATLANTIC MONTHLY	867	**18	0.4	2.1	81	**20	0.4	2.3	76								
BARRON'S	1580	**35	0.8	2.2	87	**81	1.6	5.1	169								
BETTER HOMES & GARDENS	22203	629	14.7	2.8	111	989	19.5	4.5	147								
BON APPETIT	3810	*141	3.3	3.7	145	*113	2.2	3.0	98								
BUSINESS WEEK	4663	*191	4.5	4.1	161	*166	3.3	3.6	117								
CAR AND DRIVER	3102	**126	2.9	4.1	159	**59	1.2	1.9	63								
CBS MAGAZINE NETWORK (GROSS)	7311	*241	5.6	3.3	129	*253	5.0	3.5	114								
CHANGING TIMES	3400	**72	1.7	2.1	83	*158	3.1	4.6	153								
COLONIAL HOMES	1796	**30	0.7	1.7	65	**93	1.8	5.2	171								
CONDE NAST MAG. PKG. (GROSS)	19924	631	14.7	3.2	124	1151	22.6	5.8	191								
CONSUMERS DIGEST	3125	**55	1.3	1.8	69	**75	1.5	2.4	79								
COSMOPOLITAN	10577	311	7.3	2.9	115	424	8.3	4.0	132								
COUNTRY LIVING	3746	*106	2.5	2.8	111	*133	2.6	3.6	117								
CUISINE	2214	**54	1.3	2.4	96	**55	1.1	2.5	82								
CYCLE WORLD	2394	**84	2.0	3.5	138	**33	0.6	1.4	45								
DCI:CREATIVE IDEAS FOR LIV	3068	**158	3.7	5.1	202	**76	1.5	2.5	82								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	378	8.8	4.0	155	286	5.6	3.0	99								
DISCOVER	2277	**82	1.9	3.6	141	**81	1.6	3.6	117								
EBONY	7187	*169	3.9	2.4	92	*178	3.5	2.5	82								
ESQUIRE	2560	**59	1.4	2.3	90	**127	2.5	5.0	164								
ESSENCE	3242	**71	1.7	2.2	86	**81	1.6	2.5	82								
FAMILY CIRCLE	19639	539	12.6	2.7	108	764	15.0	3.9	128								
THE FAMILY HANDYMAN	3540	**87	2.0	2.5	96	*136	2.7	3.8	127								
FAMILY WEEKLY	23924	519	12.1	2.2	85	928	18.3	3.9	128								
FIELD & STREAM	9883	*154	3.6	1.6	61	*274	5.4	2.8	91								
FOOD & WINE	1030	**31	0.7	3.0	118	**49	1.0	4.8	157								
FORBES	2679	**110	2.6	4.1	161	**86	1.7	3.2	106								
FORTUNE	2931	**84	2.0	2.9	112	**110	2.2	3.8	124								
GENTLEMEN'S QUARTERLY	3481	**103	2.4	3.0	116	**93	1.8	2.7	88								
GLAMOUR	7163	*215	5.0	3.0	118	444	8.7	6.2	205								
GOLF DIGEST	2355	**89	2.1	3.8	148	**98	1.9	4.2	137								
GOLF DIGEST/TENNIS (GROSS)	3610	**105	2.5	2.9	114	*163	3.2	4.5	149								
GOLF MAGAZINE	2046	**86	2.0	4.2	165	**49	1.0	2.4	79								
GOLF MAGAZINE/SKI (GROSS)	3547	**117	2.7	3.3	129	*76	1.5	2.1	71								
GOOD HOUSEKEEPING	20353	610	14.3	3.0	117	908	17.9	4.5	147								
HARPER'S BAZAAR	3362	**78	1.8	2.3	91	*202	4.0	6.0	198								
HEALTH	2987	**93	2.2	3.1	122	**139	2.7	4.7	154								
HEARST MAG CORP. BUY (GROSS)	67928	1952	45.6	2.9	113	2779	54.7	4.1	135								
HEARST MAN POWER (GROSS)	11282	*225	5.3	2.0	78	341	6.7	3.0	100								
HEARST WOMAN POWER (GROSS)	40514	1265	29.6	3.1	122	1655	32.6	4.1	135								
HOUSE BEAUTIFUL	4885	*188	4.4	3.8	151	258	5.1	5.3	174								
INC.	1308	**24	0.6	1.8	72	**49	1.0	3.7	124								
JET	6498	*109	2.5	1.7	66	*134	2.6	2.1	68								
LADIES' HOME JOURNAL	14797	435	10.2	2.9	115	560	11.0	3.8	125								
LHJ FAMILY GRP COMBO(GROSS)	21743	699	16.3	3.2	126	857	16.9	3.9	130								
LIFE	9881	266	6.2	2.7	106	447	8.8	4.5	149								
L.A. TIMES HOME MAGAZINE	2775	*228	5.3	8.2	322	**52	1.0	1.9	62								
MADMOISELLE	4219	**135	3.2	3.2	125	*285	5.6	6.8	223								
MC CALL'S	16422	480	11.2	2.9	115	606	11.9	3.7	122								
MC CALL'S/WRK MOTHER (GROSS)	17919	495	11.6	2.8	108	656	12.9	3.7	121								
MECHANIX ILLUSTRATED	4433	**138	3.2	3.1	122	**164	3.2	3.7	122								
METROPOLITAN HOME	1504	**49	1.1	3.3	128	**28	0.6	1.9	61								
MONEY	4723	**104	2.4	2.2	86	*170	3.3	3.6	119								
MOTHER EARTH NEWS	2325	**139	3.2	6.0	234	**79	1.6	3.4	112								
MS.	1189	**44	1.0	3.7	145	**91	1.8	7.7	253								
NATIONAL ENQUIRER	18892	391	9.1	2.1	81	614	12.1	3.3	107								
NATIONAL GEOGRAPHIC	22129	707	16.5	3.2	125	655	12.9	3.0	98								
NATIONAL SUNDAY MAGAZINE PKG	103750	2916	68.1	2.8	110	3450	67.9	3.3	110								
NATURAL HISTORY	1379	**31	0.7	2.2	88	**14	0.3	1.0	34								
NEW WOMAN	2289	**90	2.1	3.9	154	**95	1.9	4.2	137								
NEW YORK INCLUDING CUE	1088	**27	0.6	2.5	97	**64	1.3	5.9	194								
THE NEW YORKER	2459	**55	1.3	2.2	88	**71	1.4	2.9	95								
NEWSWEEK	16527	419	9.8	2.5	99	580	11.4	3.5	116								
THE N.Y. TIMES DAILY EDITION	2739	**134	3.1	4.9	192	*113	2.2	4.1	136								
THE N.Y. TIMES MAGAZINE	4443	*192	4.5	4.3	169	*181	3.6	4.1	134								
OMNI	2799	**109	2.5	3.9	153	*187	3.7	6.7	220								
ON CABLE	2209	**56	1.3	2.5	99	**92	1.8	4.2	137								
1001 HOME IDEAS	3959	*171	4.0	4.3	169	*158	3.1	4.0	132								
ORGANIC GARDENING	3111	**54	1.3	1.7	68	**72	1.4	2.3	76								
OUTDOOR LIFE	5024	**84	2.0	1.7	66	*170	3.3	3.4	112								
PARADE MAGAZINE	51292	1386	32.4	2.7	106	1750	34.4	3.4	113								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	SQUIBB THERAGRAN/M				STRESSTABS 600				A B C D				A B C D			
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	4279	100.0	2.6	100	5083	100.0	3.0	100								
PARENTS	5298	**165	3.9	3.1	122	**242	4.8	4.6	151								
PENTHOUSE	5129	**53	1.2	1.0	41	**140	2.8	2.7	90								
PEOPLE	21070	601	14.0	2.9	112	845	16.6	4.0	132								
PLAYBOY	10562	**200	4.7	1.9	74	357	7.0	3.4	112								
POPULAR HOT RODDING	2498	**46	1.1	1.8	72	**48	0.9	1.9	63								
POPULAR MECHANICS	5887	**106	2.5	1.8	71	**132	2.6	2.2	74								
POPULAR SCIENCE	4317	**64	1.5	1.5	58	**136	2.7	3.2	104								
PREVENTION	5792	**161	3.8	2.8	109	**231	4.5	4.0	132								
PSYCHOLOGY TODAY	3284	**104	2.4	3.2	124	**155	3.0	4.7	156								
READER'S DIGEST	40046	1192	27.9	3.0	117	1335	26.3	3.3	110								
REDBOOK	9584	343	8.0	3.6	140	322	6.3	3.4	111								
ROAD & TRACK	2590	**86	2.0	3.3	130	**131	2.6	5.1	167								
ROLLING STONE	3302	**112	2.6	3.4	133	**135	2.7	4.1	135								
RUNNER'S WORLD	1229	**14	0.3	1.1	45	**68	1.3	5.5	183								
SATURDAY EVENING POST	2110	**57	1.3	2.7	106	**57	1.1	2.7	89								
SCIENCE 84	1543	**50	1.2	3.2	127	**69	1.4	4.5	148								
SCIENCE DIGEST	1747	**57	1.3	3.3	128	**53	1.0	3.0	100								
SCIENTIFIC AMERICAN	1994	**92	2.2	4.6	181	**58	1.1	2.9	96								
SELF	3119	**85	2.0	2.7	107	**130	2.6	4.2	138								
SEVENTEEN	3923	**119	2.8	3.0	119	**144	2.8	3.7	121								
SKI	1501	**31	0.7	2.1	81	**28	0.6	1.9	62								
SMITHSONIAN	5976	306	7.2	5.1	201	297	5.8	5.0	164								
SOAP OPERA DIGEST	4228	**113	2.6	2.7	105	**72	1.4	1.7	56								
SOUTHERN LIVING	6488	**220	5.1	3.4	133	**210	4.1	3.2	107								
SPORT	3500	**37	0.9	1.1	41	**120	2.4	3.4	113								
THE SPORTING NEWS	2456	**9	0.2	0.4	14	**25	0.5	1.0	34								
SPORTS AFIELD	3648	**62	1.4	1.7	67	**155	3.0	4.2	140								
SPORTS ILLUSTRATED	14484	298	7.0	2.1	81	437	8.6	3.0	100								
STAR	12661	300	7.0	2.4	93	351	6.9	2.8	91								
SUNDAY	52799	1464	34.2	2.8	109	1837	36.1	3.5	115								
SUNSET	3513	**131	3.1	3.7	146	**99	1.9	2.8	93								
TV GUIDE	42766	1026	24.0	2.4	94	1366	26.9	3.2	105								
TENNIS	1254	**15	0.4	1.2	47	**65	1.3	5.2	171								
TIME	22054	544	12.7	2.5	97	865	17.0	3.9	129								
TOHN & COUNTRY	1555	**38	0.9	2.4	96	**68	1.3	4.4	144								
TRAVEL & LEISURE	2173	**89	2.1	4.1	161	**108	2.1	5.0	164								
TRUE STORY	4636	**66	1.5	1.4	56	**135	2.7	2.9	96								
U.S. NEWS & WORLD REPORT	10353	**267	6.2	2.6	101	316	6.2	3.1	101								
USA TODAY	4994	**184	4.3	3.7	144	**155	3.0	3.1	102								
US	3528	**87	2.0	2.5	97	**198	3.9	5.6	185								
VOGUE	5424	**197	4.6	3.6	142	292	5.7	5.4	178								
WALL STREET JOURNAL	6292	**209	4.9	3.3	130	**186	3.7	3.0	98								
WEIGHT WATCHERS	2762	**83	1.9	3.0	118	**119	2.3	4.3	142								
WOMAN'S DAY	16320	489	11.4	3.0	117	670	13.2	4.1	135								
WORKING MOTHER	1496	**14	0.3	0.9	37	**50	1.0	3.3	110								
WORKING WOMAN	1851	**60	1.4	3.2	127	**104	2.0	5.6	185								
WORLD TENNIS	580	**0	0.0	0.0	0	**38	0.7	6.6	216								
ZIFF-DAVIS MAG NETHK (GROSS)	12412	365	8.5	2.9	115	310	6.1	2.5	82								
BLAIR INSERTS	91671	2665	62.3	2.9	114	3101	61.0	3.4	112								
DAILY NEWSPAPERS																	
READ ANY	109190	3061	71.5	2.8	110	3684	72.5	3.4	111								
READ ONE	89587	2501	58.4	2.8	109	2925	57.5	3.3	108								
READ TWO OR MORE	19602	560	13.1	2.9	112	759	14.9	3.9	128								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3059	71.5	2.8	109	3685	72.5	3.4	111								
READ ONE	95074	2641	61.7	2.8	109	3101	61.0	3.3	108								
READ TWO OR MORE	14588	418	9.8	2.9	112	584	11.5	4.0	132								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.73				30.64											
30 DAY REACH	149706	3892	91.0	2.6	102	4703	92.5	3.1	104								
50 SHWG - 30 DAY AV FREQ	15.16	15.50				16.07											
30 DAY REACH	142406	3738	87.4	2.6	103	4474	88.0	3.1	104								
25 SHWG - 30 DAY AV FREQ	8.23	8.54				8.67											
30 DAY REACH	131152	3407	79.6	2.6	102	4148	81.6	3.2	104								
CABLE TV: HOME WIRED	66879	1871	43.7	2.8	110	2187	43.0	3.3	108								
HOME NOT WIRED	100848	2408	56.3	2.4	94	2896	57.0	2.9	95								
HAVE PAY CABLE	35024	880	20.6	2.5	98	1266	24.9	3.6	119								

	TOTAL U.S. '000	SQUIBB THERAGRAM/M				STRESSTABS 600											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	4279	100.0	2.6	100	5083	100.0	3.0	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	2401	56.1	2.5	98	3116	61.3	3.3	108								
10:00 AM - 3:00 PM	63599	1590	37.2	2.5	98	2060	40.5	3.2	107								
3:00 PM - 7:00 PM	72097	1754	41.0	2.4	95	2458	48.4	3.4	112								
7:00 PM - MIDNIGHT	36670	853	19.9	2.3	91	1288	25.3	3.5	116								
MIDNIGHT - 6:00 AM	21908	644	15.1	2.9	115	683	13.4	3.1	103								
6:00 AM - MIDNIGHT	127571	3195	74.7	2.5	98	4096	80.6	3.2	106								
ENTIRE DAY	129239	3254	76.0	2.5	99	4148	81.6	3.2	106								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	758	17.7	2.2	87	1114	21.9	3.3	108								
ALL NEWS	6062	*206	4.8	3.4	133	*143	2.8	2.4	78								
AOR/PROGRESSIVE	11884	335	7.8	2.8	110	413	8.1	3.5	115								
BEAUTIFUL MUSIC	11180	299	7.0	2.7	105	356	7.0	3.2	105								
BLACK	4538	**60	1.4	1.3	52	**109	2.1	2.4	79								
CLASSICAL	3857	**144	3.4	3.7	146	**103	2.0	2.7	88								
CHR/ROCK	21946	532	12.4	2.4	95	825	16.2	3.8	124								
COUNTRY	27262	553	12.9	2.0	80	905	17.8	3.3	110								
GOLDEN OLDIES	3339	**66	1.5	2.0	77	*104	2.0	3.1	103								
MOR/NOSTALGIA	10346	265	6.2	2.6	100	268	5.3	2.6	85								
NEWS/TALK	8929	368	8.6	4.1	162	224	4.4	2.5	83								
RELIGIOUS	5488	*141	3.3	2.6	101	*158	3.1	2.9	95								
SOFT ROCK	1232	**32	0.7	2.6	102	**14	0.3	1.1	37								
URBAN CONTEMPORARY	3184	**143	3.3	4.5	176	*91	1.8	2.9	94								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	**147	3.4	2.1	83	*264	5.2	3.8	126								
ABC DIRECTION	5212	*99	2.3	1.9	74	*146	2.9	2.8	92								
ABC ENTERTAINMENT	10385	*103	2.4	1.0	39	319	6.3	3.1	101								
ABC FM	4762	**173	4.0	3.6	142	*235	4.6	4.9	163								
ABC INFORMATION	11339	354	8.3	3.1	122	363	7.1	3.2	106								
ABC ROCK	4878	**166	3.9	3.4	133	*128	2.5	2.6	87								
CBS	10709	339	7.9	3.2	124	284	5.6	2.7	88								
MUTUAL	10251	253	5.9	2.5	97	311	6.1	3.0	100								
NBC	12243	327	7.6	2.7	105	361	7.1	2.9	97								
RADIORADIO	4606	**147	3.4	3.2	125	*226	4.4	4.9	162								
RKO ONE	5148	**79	1.8	1.5	60	*186	3.7	3.6	119								
RKO TWO	7313	*124	2.9	1.7	66	*239	4.7	3.3	108								
THE SOURCE	5981	*157	3.7	2.6	103	*212	4.2	3.5	117								
NON-WIRED: BLAIR	19329	449	10.5	2.3	91	564	11.1	2.9	96								
INTERNET	27139	741	17.3	2.7	107	932	18.3	3.4	113								
KATZ RADIO GROUP	36319	862	20.1	2.4	93	1115	21.9	3.1	101								
SUPERNET	22361	552	12.9	2.5	97	718	14.1	3.2	106								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	407	9.5	2.8	110	557	11.0	3.8	126								
MKDAY 9:00 AM - 1:00 PM	18688	489	11.4	2.6	103	514	10.1	2.8	91								
MKDAY 1:00 PM - 4:30 PM	24061	580	13.6	2.4	94	666	13.1	2.8	91								
MKDAY 4:30 PM - 7:30 PM	44079	1107	25.9	2.5	98	1184	23.3	2.7	89								
MKDAY 7:30 PM - 8:00 PM	61979	1520	35.5	2.5	96	1843	36.3	3.0	98								
MKDAY 11:00 PM - 11:30 PM	49084	1223	28.6	2.5	98	1693	33.3	3.4	114								
MKDAY 11:30 PM - 1:00 AM	16560	383	9.0	2.3	91	539	10.6	3.3	107								
M-SAT 8-11 PM+SUN 7-11 PM	66967	1747	40.8	2.6	102	2115	41.6	3.2	104								
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	170	4.0	1.8	72	246	4.8	2.7	88								
ANOTHER WORLD	N 6138	*175	4.1	2.9	112	200	3.9	3.3	108								
AS THE WORLD TURNS	C 7707	248	5.8	3.2	126	215	4.2	2.8	92								
CAPITOL	C 4688	*105	2.5	2.2	88	*106	2.1	2.3	75								
CBS MORN. NEWS 1	C 2792	*68	1.6	2.4	95	*98	1.9	3.5	116								
CBS MORN. NEWS 2	C 2071	**43	1.0	2.1	81	*81	1.6	3.9	129								
DAYS OF OUR LIVES	N 8018	214	5.0	2.7	105	213	4.2	2.7	88								
FACTS OF LIFE - DAYTIME	N 3487	*123	2.9	3.5	138	*99	1.9	2.8	94								
FAMILY FEUD	A 4817	161	3.8	3.3	131	*89	1.8	1.8	61								
GENERAL HOSPITAL	A 8333	214	5.0	2.6	101	226	4.4	2.7	89								
GOOD MORNING, AMERICA-730	A 5472	160	3.7	2.9	115	173	3.4	3.2	104								
GOOD MORNING, AMERICA-830	A 3965	134	3.1	3.4	132	126	2.5	3.2	105								
GUIDING LIGHT	C 7542	184	4.3	2.4	96	220	4.3	2.9	96								
ONE LIFE TO LIVE	A 6018	131	3.1	2.2	85	171	3.4	2.8	94								
PRESS YOUR LUCK	C 3589	*61	1.4	1.7	67	*97	1.9	2.7	89								
PRICE IS RIGHT 1	C 7418	163	3.8	2.2	86	128	2.5	1.7	57								
PRICE IS RIGHT 2	C 8276	215	5.0	2.6	102	189	3.7	2.3	75								
RYAN'S HOPE	A 4358	*116	2.7	2.7	104	*98	1.9	2.2	74								
SALE OF THE CENTURY	N 3749	*79	1.8	2.1	83	*77	1.5	2.1	68								
SEARCH FOR TOMORROW	N 2884	**59	1.4	2.0	80	*79	1.6	2.7	90								
TODAY SHOW 1	N 4869	177	4.1	3.6	142	232	4.6	4.8	157								
TODAY SHOW 2	N 4135	*125	2.9	3.0	118	117	2.3	2.8	93								
\$25,000 PYRAMID	C 4361	*99	2.3	2.3	89	*139	2.7	3.2	105								
WHEEL OF FORTUNE	N 6187	124	2.9	2.0	79	226	4.4	3.7	121								
YOUNG AND THE RESTLESS	C 8186	251	5.9	3.1	120	190	3.7	2.3	77								
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*138	3.2	2.9	114	*151	3.0	3.2	105								
NBA PLAYOFF GAME -1	C 5127	*76	1.8	1.5	58	*111	2.2	2.2	71								
NBC MAJOR LEAGUE PRE-GAME N	3945	**35	0.8	0.9	35	**88	1.7	2.2	74								
SPORTSWORLD - SUN	N 3370	**60	1.4	1.8	70	*125	2.5	3.7	122								
SUNDAY MORNING	C 4200	*178	4.2	4.2	166	*108	2.1	2.6	85								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) -- BRANDS USED
(ADULTS)

	TOTAL U.S. '000	SQUIBB THERAGRAN/M				STRESSTABS 600				A B C D				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	4279	100.0	2.6	100	5083	100.0	3.0	100								
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1259	29.4	2.4	94	1492	29.4	2.9	94								
NETWORK AFFILIATES - LATE	39164	941	22.0	2.4	94	1355	26.7	3.5	114								
INDEPENDENTS - LATE	5133	161	3.8	3.1	123	123	2.4	2.4	79								
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	22825	581	13.6	2.5	100	930	18.3	4.1	134								
ABC MONDAY NIGHT MOVIE	11258	283	6.6	2.5	99	296	5.8	2.6	87								
ABC SUNDAY NIGHT MOVIE	23600	634	14.8	2.7	105	762	15.0	3.2	107								
ABC WORLD NEWS TONIGHT	12801	329	7.7	2.6	101	349	6.9	2.7	90								
AFTERMASH	10966	*283	6.6	2.6	101	409	8.0	3.7	123								
ALICE	17050	439	10.3	2.6	101	562	11.1	3.3	109								
AMERICAN PARADE	11998	368	8.6	3.1	120	340	6.7	2.8	94								
BENSON	19258	457	10.7	2.4	93	503	9.9	2.6	86								
BLUE THUNDER	11478	303	7.1	2.6	103	383	7.5	3.3	110								
CAGNEY & LACEY	18263	476	11.1	2.6	102	600	11.8	3.3	108								
CBS EVENING NEWS-DEAN	7733	195	4.6	2.5	99	*141	2.8	1.8	60								
CBS EVENING NEWS-RATHER	15653	369	8.6	2.4	92	414	8.1	2.6	87								
CBS SAT. NEWS-SCHIEFFER	8744	271	6.3	3.1	121	173	3.4	2.0	65								
CBS SATURDAY NIGHT MOVIE	12000	300	7.0	2.5	98	443	8.7	3.7	122								
CBS WEDNESDAY NIGHT MOVIE	11522	253	5.9	2.2	86	322	6.3	2.8	92								
CHEERS	16818	395	9.2	2.3	92	726	14.3	4.3	142								
DALLAS	37510	929	21.7	2.5	97	1221	24.0	3.3	107								
DIFF'RENT STROKES	11258	350	8.2	3.1	122	405	8.0	3.6	119								
DOUBLE TROUBLE	12248	348	8.1	2.8	111	388	7.6	3.2	105								
DUCK FACTORY	11100	318	7.4	2.9	112	460	9.0	4.1	137								
DUKES OF HAZZARD	12353	300	7.0	2.4	95	252	5.0	2.0	67								
DYNASTY	33279	820	19.2	2.5	97	1217	23.9	3.7	121								
FACTS OF LIFE	13410	451	10.5	3.4	132	426	8.4	3.2	105								
FALCON CREST	31093	802	18.7	2.6	101	1032	20.3	3.3	110								
FALL GUY	18649	462	10.8	2.5	97	635	12.5	3.4	112								
FAMILY TIES	13101	370	8.6	2.8	111	427	8.4	3.3	108								
FANTASY ISLAND	13069	320	7.5	2.4	96	342	6.7	2.6	86								
FOULUPS, BLEEPs & BLUNDERS	16588	385	9.0	2.3	91	475	9.3	2.9	94								
FOUR SEASONS	9302	*213	5.0	2.3	90	*349	6.9	3.8	124								
GIMME A BREAK	13955	387	9.0	2.8	109	417	8.2	3.0	99								
HART TO HART	15735	426	10.0	2.7	106	501	9.9	3.2	105								
HILL STREET BLUES	18257	383	9.0	2.1	82	782	15.4	4.3	141								
HOTEL	24236	536	12.5	2.2	87	944	18.6	3.9	129								
JEFFERSONS	17010	440	10.3	2.6	101	602	11.8	3.5	117								
JENNIFER SLEPT HERE	9397	285	6.7	3.0	119	266	5.2	2.8	93								
KATE & ALLIE	16762	514	12.0	3.1	120	418	8.2	2.5	82								
KNIGHT RIDER	13164	309	7.2	2.3	92	405	8.0	3.1	102								
LOVE BOAT	20400	663	15.5	3.3	127	616	12.1	3.0	100								
MAGNUM PI	22543	537	12.5	2.4	93	679	13.4	3.0	99								
MAMA'S FAMILY	9852	*207	4.8	2.1	82	335	6.6	3.4	112								
MASTER, THE	8082	*208	4.9	2.6	101	304	6.0	3.8	124								
MATT HOUSTON	12881	371	8.7	2.9	113	476	9.4	3.7	122								
NBC MONDAY NIGHT MOVIE	23889	660	15.4	2.8	108	829	16.3	3.5	115								
NBC NIGHTLY NEWS	11156	217	5.1	1.9	76	279	5.5	2.5	83								
NBC NIGHTLY NEWS-SAT	7363	*268	6.3	3.6	143	*161	3.2	2.2	72								
NBC NIGHTLY NEWS-SUN	6214	*153	3.6	2.5	97	*162	3.2	2.6	86								
NBC SUNDAY NIGHT MOVIE	17590	382	8.9	2.2	85	692	13.6	3.9	130								
NEMHART	16740	443	10.4	2.6	104	455	9.0	2.7	90								
ONE DAY AT A TIME	11820	337	7.9	2.9	112	423	8.3	3.6	118								
PEOPLE ARE FUNNY	9138	*168	3.9	1.8	72	284	5.6	3.1	103								
REAL PEOPLE	15979	394	9.2	2.5	97	522	10.3	3.3	108								
REMINGTON STEELE	14395	363	8.5	2.5	99	556	10.9	3.9	127								
RIPLEY'S BELIEVE IT - NOT	11362	336	7.9	3.0	116	348	6.8	3.1	101								
RIPTIDE	13920	351	8.2	2.5	99	561	11.0	4.0	133								
SCARECROW & MRS. KING	17571	547	12.8	3.1	122	534	10.5	3.0	100								
SIMON & SIMON	20208	593	13.9	2.9	115	575	11.3	2.8	94								
60 MINUTES	27668	767	17.9	2.8	109	834	16.4	3.0	99								
ST. ELSEWHERE	13699	373	8.7	2.7	107	548	10.8	4.0	132								
THREE'S COMPANY	20632	666	15.6	3.2	127	610	12.0	3.0	98								
T.J. HOOKER	17136	398	9.3	2.3	91	450	8.9	2.6	87								
TONIGHT SHOW	4963	110	2.6	2.2	87	177	3.5	3.6	118								
TRAPPER JOHN, M.D.	16332	428	10.0	2.6	103	563	11.1	3.4	114								
TV BLOOPERS & PRAC. JOKES	18881	419	9.8	2.2	87	576	11.3	3.1	101								
20/20	18315	518	12.1	2.8	111	665	13.1	3.6	120								
WEBSTER	18722	476	11.1	2.5	100	588	11.6	3.1	104								
WORLD NEWS - SUN	5327	*176	4.1	3.3	130	*145	2.9	2.7	90								
YELLOW ROSE	8370	*172	4.0	2.1	81	304	6.0	3.6	120								
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	912	21.3	3.5	138	825	16.2	3.2	105								
BASKETBALL - COLLEGE GAMES	14468	*463	10.8	3.2	125	*333	6.6	2.3	76								
BASKETBALL - PRO GAMES	12124	*452	10.6	3.7	146	*371	7.3	3.1	101								
BOWLING	9412	*295	6.9	3.1	123	*202	4.0	2.1	71								
BOXING	15409	*518	12.1	3.4	132	*462	9.1	3.0	99								
FOOTBALL - COLLEGE GAMES	21400	767	17.9	3.6	140	633	12.5	3.0	98								
FOOTBALL - PRO GAMES	35944	1254	29.3	3.5	137	1356	26.7	3.8	124								
GOLF	9759	*280	6.5	2.9	112	*398	7.8	4.1	135								
POST-SEASON COLL. FOOTBALL	18123	657	15.4	3.6	142	531	10.4	2.9	97								
POST-SEASON PRO FOOTBALL	22091	798	18.6	3.6	142	585	11.5	2.6	87								
TENNIS	6764	*250	5.8	3.7	145	*261	5.1	3.9	127								
WRESTLING - PROFESSIONAL	9695	*301	7.0	3.1	122	*261	5.1	2.7	89								

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	TOTAL U.S. '000	DRUG STORE				HEALTH FOOD STORE				SUPERMARKET/ GROCERY							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	45254	100.0	27.0	100	13482	100.0	8.0	100	25576	100.0	15.2	100				
MALES	79263	19030	42.1	24.0	89	5380	39.9	6.8	84	11374	44.5	14.3	94				
FEMALES	88464	26224	57.9	29.6	110	8102	60.1	9.2	114	14202	55.5	16.1	105				
18 - 24	28671	6706	14.8	23.4	87	2066	15.3	7.2	90	4878	19.1	17.0	112				
25 - 34	39536	11722	25.9	29.6	110	3147	23.3	8.0	99	7213	28.2	18.2	120				
35 - 44	28978	7569	16.7	26.1	97	2727	20.2	9.4	117	5165	20.2	17.8	117				
45 - 54	22345	5910	13.1	26.4	98	1704	12.6	7.6	95	3094	12.1	13.8	91				
55 - 64	22224	6208	13.7	27.9	104	1712	12.7	7.7	96	2776	10.9	12.5	82				
65 OR OLDER	25973	7138	15.8	27.5	102	2127	15.8	8.2	102	2452	9.6	9.4	62				
18 - 34	68207	18428	40.7	27.0	100	5213	38.7	7.6	95	12091	47.3	17.7	116				
18 - 49	108058	28823	63.7	26.7	99	8790	65.2	8.1	101	18795	73.5	17.4	114				
25 - 54	90859	25201	55.7	27.7	103	7578	56.2	8.3	104	15471	60.5	17.0	112				
25 - 49	39851	10395	23.0	26.1	97	3577	26.5	9.0	112	6704	26.2	16.8	110				
50 OR OLDER	59669	16431	36.3	27.5	102	4692	34.8	7.9	98	6782	26.5	11.4	75				
GRADUATED COLLEGE	28091	8909	19.7	31.7	118	2954	21.9	10.5	131	5096	19.9	18.1	119				
ATTENDED COLLEGE	28938	8292	18.3	28.7	106	2991	22.2	10.3	129	5383	21.0	18.6	122				
GRADUATED HIGH SCHOOL	65503	17518	38.7	26.7	99	4847	36.0	7.4	92	10180	39.8	15.5	102				
DID NOT GRADUATE HIGH SCHOOL	45195	10535	23.3	23.3	86	2690	20.0	6.0	74	4917	19.2	10.9	71				
EMPLOYED MALES	56429	13529	29.9	24.0	89	3840	28.5	6.8	85	8748	34.2	15.5	102				
EMPLOYED FEMALES	43971	14047	31.0	31.9	118	4688	34.8	10.7	133	8037	31.4	18.3	120				
EMPLOYED FULL-TIME	87773	24079	53.2	27.4	102	7434	55.1	8.5	105	14551	56.9	16.6	109				
EMPLOYED PART-TIME	12627	3497	7.7	27.7	103	1094	8.1	8.7	108	2234	8.7	17.7	116				
NOT EMPLOYED	67327	17678	39.1	26.3	97	4955	36.8	7.4	92	8791	34.4	13.1	86				
PROFESSIONAL/MANAGER	25845	7961	17.6	30.8	114	2680	19.9	10.4	129	4815	18.8	18.6	122				
TECH/CLERICAL/SALES	30895	8801	19.4	28.5	106	3158	23.4	10.2	127	5442	21.3	17.6	116				
PRECISION/CRAFT	12629	2841	6.3	22.5	83	868	6.4	6.9	86	1762	6.9	14.0	91				
OTHER EMPLOYED	31031	7974	17.6	25.7	95	1821	13.5	5.9	73	4766	18.6	15.4	101				
SINGLE	35557	8933	19.7	25.1	93	3114	23.1	8.8	109	5360	21.0	15.1	99				
MARRIED	103585	28042	62.0	27.1	100	7737	57.4	7.5	93	16300	63.7	15.7	103				
DIVORCED/SEPARATED/WIDOWED	28585	8279	18.3	29.0	107	2632	19.5	9.2	115	3916	15.3	13.7	90				
PARENTS	59295	15577	34.4	26.3	97	4173	31.0	7.0	88	11027	43.1	18.6	122				
WHITE	146081	39834	88.0	27.3	101	11875	88.1	8.1	101	23171	90.6	15.9	104				
BLACK	17974	4446	9.8	24.7	92	1311	9.7	7.3	91	1869	7.3	10.4	68				
OTHER	3672	974	2.2	26.5	98	*296	2.2	8.1	100	*536	2.1	14.6	96				
NORTHEAST-CENSUS	37005	10327	22.8	27.9	103	3449	25.6	9.3	116	4859	19.0	13.1	86				
NORTH CENTRAL	42642	11248	24.9	26.4	98	2701	20.0	6.3	79	5975	23.4	14.0	92				
SOUTH	56777	14867	32.9	26.2	97	3366	25.0	5.9	74	7281	28.5	12.8	84				
WEST	31303	8813	19.5	28.2	104	3966	29.4	12.7	158	7462	29.2	23.8	156				
NORTHEAST-MKTG.	38125	10957	24.2	28.7	107	3262	24.2	8.6	106	5118	20.0	13.4	88				
EAST CENTRAL	24794	6313	14.0	25.5	94	1721	12.8	6.9	86	3088	12.1	12.5	82				
WEST CENTRAL	28511	7600	16.8	26.7	99	1968	14.6	6.9	86	4277	16.7	15.0	98				
SOUTH	48953	12718	28.1	26.0	96	3042	22.6	6.2	77	6547	25.6	13.4	88				
PACIFIC	27344	7666	16.9	28.0	104	3489	25.9	12.8	159	6547	25.6	23.9	157				
COUNTY SIZE A	69301	20083	44.4	29.0	107	6809	50.5	9.8	122	11527	45.1	16.6	109				
COUNTY SIZE B	50633	12894	28.5	25.5	94	3870	28.7	7.6	95	7486	29.3	14.8	97				
COUNTY SIZE C	26259	7182	15.9	27.4	101	2057	15.3	7.8	97	3914	15.3	14.9	98				
COUNTY SIZE D	21534	5095	11.3	23.7	88	746	5.5	3.5	43	2650	10.4	12.3	81				
METRO CENTRAL CITY	50014	14112	31.2	28.2	105	4626	34.3	9.2	115	7410	29.0	14.8	97				
METRO SUBURBAN	76832	20903	46.2	27.2	101	6910	51.3	9.0	112	13087	51.2	17.0	112				
NON METRO	40881	10238	22.6	25.0	93	1947	14.4	4.8	59	5079	19.9	12.4	81				
TOP 5 ADI'S	39550	12104	26.7	30.6	113	4346	32.2	11.0	137	6744	26.4	17.1	112				
TOP 10 ADI'S	54877	15939	35.2	29.0	108	5307	39.4	9.7	120	8813	34.5	16.1	105				
TOP 20 ADI'S	77516	22536	49.8	29.1	108	7497	55.6	9.7	120	12734	49.8	16.4	108				
MSHLD INC. \$50,000 OR MORE	17257	5054	11.2	29.3	109	1745	12.9	10.1	126	3060	12.0	17.7	116				
\$40,000 OR MORE	33235	9506	21.0	28.6	106	3125	23.2	9.4	117	5758	22.5	17.3	114				
\$30,000 OR MORE	59693	16961	37.5	28.4	105	5482	40.7	9.2	114	10378	40.6	17.4	114				
\$25,000 OR MORE	76275	21508	47.5	28.2	105	6902	51.2	9.0	113	12967	50.7	17.0	111				
\$20,000 - \$24,999	18607	5191	11.5	27.9	103	1569	11.6	8.4	105	3071	12.0	16.5	108				
\$15,000 - \$19,999	17175	4955	10.9	28.9	107	1118	8.3	6.5	81	2798	10.9	16.3	107				
\$10,000 - \$14,999	24569	5763	12.7	23.5	87	2024	15.0	8.2	102	3165	12.4	12.9	84				
UNDER \$10,000	31101	7836	17.3	25.2	93	1870	13.9	6.0	75	3575	14.0	11.5	75				
HOUSEHOLD OF 1 PERSON	19441	5934	13.1	30.5	113	1920	14.2	9.9	123	2649	10.4	13.6	89				
2 PEOPLE	51803	14863	32.8	28.7	106	4732	35.1	9.1	114	6810	26.6	13.1	86				
3 OR 4 PEOPLE	66933	17607	38.9	26.3	97	5318	39.4	7.9	99	10904	42.6	16.3	107				
5 OR MORE PEOPLE	29550	6850	15.1	23.2	86	1513	11.2	5.1	64	5213	20.4	17.6	116				
NO CHILD IN MSHLD	96587	27254	60.2	28.2	105	8628	64.0	8.9	111	12658	49.5	13.1	86				
CHILD(REN) UNDER 2 YRS	10844	2938	6.5	27.1	100	*512	3.8	4.7	59	1919	7.5	17.7	116				
2 - 5 YEARS	26358	7088	15.7	26.9	100	1737	12.9	6.6	82	5232	20.5	19.8	130				
6 - 11 YEARS	30453	7336	16.2	24.1	89	2035	15.1	6.7	83	5225	20.4	17.2	113				
12 - 17 YEARS	36575	8746	19.3	23.9	89	2519	18.7	6.9	86	6396	25.0	17.5	115				
RESIDENCE OWNED	117770	31703	70.1	26.9	100	9225	68.4	7.8	97	17621	68.9	15.0	98				
VALUE: \$50,000 OR MORE	70166	19737	43.6	28.1	104	6152	45.6	8.8	109	11498	45.0	16.4	107				
VALUE: UNDER \$50,000	47604	11965	26.4	25.1	93	3073	22.8	6.5	80	6123	23.9	12.9	84				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		TOTAL	DRUG STORE				HEALTH FOOD STORE				SUPERMARKET/ GROCERY							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	ACROSS % INDX	'000	%	%	ACROSS % INDX	'000	%	%	ACROSS % INDX	'000	%	%	ACROSS % INDX
TOTAL ADULTS		167727	45254	100.0	27.0	100	13482	100.0	8.0	100	25576	100.0	15.2	100				
MAGAZINES	QUINTILE 1	34022	10459	23.1	30.7	114	3567	26.5	10.5	130	5969	23.3	17.5	115				
	QUINTILE 2	34800	10386	23.0	29.8	111	2945	21.8	8.5	105	5723	22.4	16.4	108				
	QUINTILE 3	30514	7802	17.2	25.6	95	2370	17.6	7.8	97	5099	19.9	16.7	110				
	QUINTILE 4	33324	8553	18.9	25.7	95	2539	18.8	7.6	95	4852	19.0	14.6	95				
	QUINTILE 5	35066	8054	17.8	23.0	85	2061	15.3	5.9	73	3933	15.4	11.2	74				
NEWSPAPERS	QUINTILE 1	29107	8075	17.8	27.7	103	2486	18.4	8.5	106	4568	17.9	15.7	103				
	QUINTILE 2	49095	14129	31.2	28.8	107	4398	32.6	9.0	111	7220	28.2	14.7	96				
	QUINTILE 3	23107	6848	15.1	29.6	110	2171	16.1	9.4	117	3892	15.2	16.8	110				
	QUINTILE 4	33556	8849	19.6	26.4	98	2515	18.7	7.5	93	5648	22.1	16.8	110				
	QUINTILE 5	32863	7353	16.2	22.4	83	1913	14.2	5.8	72	4249	16.6	12.9	85				
OUTDOOR	QUINTILE 1	33431	9245	20.4	27.7	102	2922	21.7	8.7	109	5503	21.5	16.5	108				
	QUINTILE 2	33478	9191	20.3	27.5	102	2619	19.4	7.8	97	5373	21.0	16.0	105				
	QUINTILE 3	33574	8998	19.9	26.8	99	2598	19.3	7.7	96	5125	20.0	15.3	100				
	QUINTILE 4	33935	8998	19.9	26.5	98	2859	21.2	8.4	105	5195	20.3	15.3	100				
	QUINTILE 5	33310	8822	19.5	26.5	98	2484	18.4	7.5	93	4380	17.1	13.1	86				
RADIO-DRIVE TIME	QUINTILE 1	33136	9606	21.2	29.0	107	2685	19.9	8.1	101	5228	20.4	15.8	103				
	QUINTILE 2	31658	8486	18.8	26.8	99	2657	19.7	8.4	104	4741	18.5	15.0	98				
	QUINTILE 3	32541	8479	18.7	26.1	97	2889	21.4	8.9	110	5485	21.4	16.9	111				
	QUINTILE 4	34247	9381	20.7	27.4	102	2677	19.9	7.8	97	5293	20.7	15.5	101				
	QUINTILE 5	36144	9303	20.6	25.7	95	2575	19.1	7.1	89	4829	18.9	13.4	88				
RADIO-MID-DAY	TERCILE 1	45037	12839	28.4	28.5	106	3397	25.2	7.5	94	7210	28.2	16.0	105				
	TERCILE 2	44819	11427	25.3	25.5	94	3519	26.1	7.9	98	6979	27.3	15.6	102				
	TERCILE 3	77872	20988	46.4	27.0	100	6566	48.7	8.4	105	11388	44.5	14.6	96				
RADIO-TOTAL	QUINTILE 1	33763	9767	21.6	28.9	107	2749	20.4	8.1	101	5385	21.1	15.9	105				
	QUINTILE 2	33240	9070	20.0	27.3	101	2450	18.2	7.4	92	5078	19.9	15.3	100				
	QUINTILE 3	33408	8783	19.4	26.3	97	3113	23.1	9.3	116	5721	22.4	17.1	112				
	QUINTILE 4	34792	9048	20.0	26.0	96	2596	19.3	7.5	93	5379	21.0	15.5	101				
	QUINTILE 5	32524	8586	19.0	26.4	98	2575	19.1	7.9	98	4013	15.7	12.3	81				
TV-PRIME TIME	QUINTILE 1	33090	9462	20.9	28.6	106	2648	19.6	8.0	100	5004	19.6	15.1	99				
	QUINTILE 2	33357	8853	19.6	26.5	98	2491	18.5	7.5	93	5049	19.7	15.1	99				
	QUINTILE 3	33980	9502	21.0	28.0	104	2700	20.0	7.9	99	5245	20.5	15.4	101				
	QUINTILE 4	33854	9237	20.4	27.3	101	2799	20.8	8.3	103	5289	20.7	15.6	102				
	QUINTILE 5	33444	8199	18.1	24.5	91	2844	21.1	8.5	106	4990	19.5	14.9	98				
TV-DAYTIME	TERCILE 1	49121	13075	28.9	26.6	99	3570	26.5	7.3	90	6790	26.5	13.8	91				
	TERCILE 2	48823	12970	28.7	26.6	98	3982	29.5	8.2	101	7245	28.3	14.8	97				
	TERCILE 3	69782	19208	42.4	27.5	102	5930	44.0	8.5	106	11541	45.1	16.5	108				
TV-TOTAL	QUINTILE 1	33584	9295	20.5	27.7	103	2285	16.9	6.8	85	4561	17.8	13.6	89				
	QUINTILE 2	33441	8948	19.8	26.8	99	2717	20.2	8.1	101	5064	19.8	15.1	99				
	QUINTILE 3	33505	9365	20.7	28.0	104	3087	22.9	9.2	115	5275	20.6	15.7	103				
	QUINTILE 4	33466	8907	19.7	26.6	99	2630	19.5	7.9	98	5614	22.0	16.8	110				
	QUINTILE 5	33731	8739	19.3	25.9	96	2763	20.5	8.2	102	5062	19.8	15.0	98				
MAGAZINES-NEWSPAPERS: DUAL		44503	13596	30.0	30.6	113	4379	32.5	9.8	122	7488	29.3	16.8	110				
MAGAZINE IMPERATIVE		39363	10909	24.1	27.7	103	3335	24.7	8.5	105	7006	27.4	17.8	117				
NEWSPAPER IMPERATIVE		46441	12403	27.4	26.7	99	3561	26.4	7.7	95	6310	24.7	13.6	89				
MAGAZINES-OUTDOOR: DUAL		33726	9800	21.7	29.1	108	3194	23.7	9.5	118	6076	23.8	18.0	118				
MAGAZINE IMPERATIVE		52846	15553	34.4	29.4	109	4805	35.6	9.1	113	8512	33.3	16.1	106				
OUTDOOR IMPERATIVE		52140	13090	28.9	25.1	93	3524	26.1	6.8	84	7494	29.3	14.4	94				
MAGAZINES-RADIO: DUAL		37081	11253	24.9	30.3	112	3179	23.6	8.6	107	6368	24.9	17.2	113				
MAGAZINE IMPERATIVE		49747	14356	31.7	28.9	107	4701	34.9	9.4	118	8466	33.1	17.0	112				
RADIO IMPERATIVE		49208	12446	27.5	25.3	94	3545	26.3	7.2	90	6966	27.2	14.2	93				
MAGAZINES-TELEVISION: DUAL		33103	9621	21.3	29.1	108	3025	22.4	9.1	114	5056	19.8	15.3	100				
MAGAZINE IMPERATIVE		54575	15746	34.8	28.9	107	4952	36.7	9.1	113	9706	37.9	17.8	117				
TELEVISION IMPERATIVE		53249	13601	30.1	25.5	95	3526	26.2	6.6	82	7186	28.1	13.5	89				
NEWSPAPERS-OUTDOOR: DUAL		36255	10476	23.1	28.9	107	2952	21.9	8.1	101	5854	22.9	16.1	106				
NEWSPAPER IMPERATIVE		55591	15840	35.0	28.5	106	5050	37.5	9.1	113	8261	32.3	14.9	97				
OUTDOOR IMPERATIVE		48319	12544	27.7	26.0	96	3694	27.4	7.6	95	7798	30.5	16.1	106				
NEWSPAPERS-RADIO: DUAL		37242	11043	24.4	29.7	110	2893	21.5	7.8	97	6017	23.5	16.2	106				
NEWSPAPER IMPERATIVE		54423	15125	33.4	27.8	103	5194	38.5	9.5	119	8113	31.7	14.9	98				
RADIO IMPERATIVE		46650	12275	27.1	26.3	98	3533	26.2	7.6	94	7419	29.0	15.9	104				
NEWSPAPERS-TELEVISION: DUAL		35974	10109	22.3	28.1	104	3214	23.8	8.9	111	5116	20.0	14.2	93				
NEWSPAPER IMPERATIVE		56095	16060	35.5	28.6	106	5012	37.2	8.9	111	9040	35.3	16.1	106				
TELEVISION IMPERATIVE		47170	12352	27.3	26.2	97	3027	22.5	6.4	80	7186	28.1	15.2	100				
OUTDOOR-RADIO: DUAL		33748	9717	21.5	28.8	107	2846	21.1	8.4	105	5710	22.3	16.9	111				
OUTDOOR IMPERATIVE		52785	13802	30.5	26.1	97	4201	31.2	8.0	99	8134	31.8	15.4	101				
RADIO IMPERATIVE		52882	14187	31.3	26.8	99	4322	32.1	8.2	102	8099	31.7	15.3	100				
OUTDOOR-TELEVISION: DUAL		32030	8941	19.8	27.9	103	2398	17.8	7.5	93	4841	18.9	15.1	99				
OUTDOOR IMPERATIVE		54626	14688	32.5	26.9	100	4640	34.4	8.5	106	9229	36.1	16.9	111				
TELEVISION IMPERATIVE		54874	14813	32.7	27.0	100	4449	33.0	8.1	101	7700	30.1	14.0	92				
RADIO-TELEVISION: DUAL		33386	9276	20.5	27.8	103	2901	21.5	8.7	108	5053	19.8	15.1	99				
RADIO IMPERATIVE		53810	14648	32.4	27.2	101	4340	32.2	8.1	100	8804	34.4	16.4	107				
TELEVISION IMPERATIVE		54023	14552	32.2	26.9	100	4199	31.1	7.8	97	7688	30.1	14.2	93				

	TOTAL U.S. '000	DRUG STORE				HEALTH FOOD STORE				SUPERMARKET/ GROCERY				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	45254	100.0	27.0	100	13482	100.0	8.0	100	25576	100.0	15.2	100				
ATLANTIC MONTHLY	867	*193	0.4	22.3	83	*115	0.9	13.3	165	*152	0.6	17.5	115				
BARRON'S	1580	417	0.9	26.4	98	*170	1.3	10.8	134	*195	0.8	12.3	81				
BETTER HOMES & GARDENS	22203	6740	14.9	30.4	113	1788	13.3	8.1	100	3460	13.5	15.6	102				
BON APPETIT	3810	1436	3.2	37.7	140	630	4.7	16.5	206	545	2.1	14.3	94				
BUSINESS WEEK	4663	1275	2.8	27.3	101	413	3.1	8.9	110	821	3.2	17.6	115				
CAR AND DRIVER	3102	802	1.8	25.9	96	*283	2.1	9.1	113	681	2.7	22.0	144				
CBS MAGAZINE NETWORK (GROSS)	7311	1990	4.4	27.2	101	774	5.7	10.6	132	1235	4.8	16.9	111				
CHANGING TIMES	3400	1127	2.5	33.1	123	314	2.3	9.2	115	531	2.1	15.2	102				
COLONIAL HOMES	1796	637	1.4	35.5	131	*116	0.9	6.5	80	233	0.9	13.0	85				
CONDE NAST MAG. PKG. (GROSS)	19924	6582	14.5	33.0	122	2415	17.9	12.1	151	3517	13.8	17.7	116				
CONSUMERS DIGEST	3125	877	1.9	28.1	104	*210	1.6	6.7	84	370	1.4	11.8	78				
COSMOPOLITAN	10577	3564	7.9	33.7	125	1152	8.5	10.9	135	2182	8.5	20.6	135				
COUNTRY LIVING	3746	1092	2.4	29.2	108	290	2.2	7.7	96	494	1.9	13.2	86				
CUISINE	2214	653	1.4	29.5	109	*177	1.3	8.0	99	347	1.4	15.7	103				
CYCLE WORLD	2394	569	1.3	23.8	88	*184	1.4	7.7	96	329	1.3	13.7	90				
DCI:CREATIVE IDEAS FOR LIV	3068	1028	2.3	33.5	124	324	2.4	10.6	131	432	1.7	14.1	92				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3019	6.7	31.6	117	722	5.4	7.6	94	1157	4.5	12.1	79				
DISCOVER	2277	698	1.5	30.7	114	263	2.0	11.6	144	353	1.4	15.5	102				
EBONY	7187	1947	4.3	27.1	100	665	4.9	9.3	115	915	3.6	12.7	83				
ESQUIRE	2560	793	1.8	31.0	115	226	1.7	8.8	110	370	1.4	14.5	95				
ESSENCE	3242	1009	2.2	31.1	115	301	2.2	9.3	116	415	1.6	12.8	84				
FAMILY CIRCLE	19639	5997	13.3	30.5	113	1933	14.3	9.8	122	3174	12.4	16.2	106				
THE FAMILY HANDYMAN	3540	1091	2.4	30.8	114	326	2.4	9.2	115	538	2.1	15.2	100				
FAMILY WEEKLY	23924	6439	14.2	26.9	100	1897	14.1	7.9	99	3783	14.8	15.8	104				
FIELD & STREAM	9883	2477	5.5	25.1	93	474	3.5	4.8	60	1532	6.0	15.5	102				
FOOD & WINE	1030	338	0.7	32.8	122	*120	0.9	11.7	145	*147	0.6	14.3	94				
FORBES	2679	702	1.6	26.2	97	292	2.2	10.9	136	404	1.6	15.1	99				
FORTUNE	2931	850	1.9	29.0	107	258	1.9	8.8	110	489	1.9	16.7	109				
GENTLEMAN'S QUARTERLY	3481	1111	2.5	31.9	118	457	3.4	13.1	163	598	2.3	17.2	113				
GLAMOUR	7163	2421	5.3	33.8	125	900	6.7	12.6	156	1260	4.9	17.6	115				
GOLF DIGEST	2355	694	1.5	29.5	109	*123	0.9	5.2	65	363	1.4	15.4	101				
GOLF DIGEST/TENNIS (GROSS)	3610	1070	2.4	29.6	110	295	2.2	8.2	102	515	2.0	14.3	94				
GOLF MAGAZINE	2046	624	1.4	30.5	113	*100	0.7	4.9	61	309	1.2	15.1	99				
GOLF MAGAZINE/SKI (GROSS)	3547	1039	2.3	29.3	109	273	2.0	7.7	96	714	2.8	20.1	132				
GOOD HOUSEKEEPING	20353	6355	14.0	31.2	116	1812	13.4	8.9	111	3509	13.7	17.2	113				
HARPER'S BAZAAR	3362	1156	2.6	34.4	127	443	3.3	13.2	164	478	1.9	14.2	93				
HEALTH	2987	919	2.0	30.8	114	287	2.1	9.6	120	325	1.3	10.9	71				
HEARST MAG CORP. BUY (GROSS)	67928	21336	47.1	31.4	116	6396	47.4	9.4	117	11172	43.7	16.4	108				
HEARST MAN POWER (GROSS)	11282	3106	6.9	27.5	102	820	6.1	7.3	90	1800	7.0	16.0	105				
HEARST WOMAN POWER (GROSS)	40514	12942	28.6	31.9	118	3969	29.4	9.8	122	7104	27.8	17.5	115				
HOUSE BEAUTIFUL	4885	1625	3.6	33.3	123	485	3.6	9.9	124	648	2.5	13.3	87				
INC.	1308	286	0.6	21.9	81	*209	1.6	16.0	199	*180	0.7	13.8	90				
JET	6498	1652	3.7	25.4	94	463	3.4	7.1	89	770	3.0	11.8	78				
LADIES' HOME JOURNAL	14797	4619	10.2	31.2	116	1524	11.3	10.3	128	2502	9.8	16.9	111				
LHJ FAMILY GRP COMBO(GROSS)	21743	6901	15.2	31.7	118	2177	16.1	10.0	125	3644	14.2	16.8	110				
LIFE	9881	2987	6.6	30.2	112	893	6.6	9.0	112	1778	7.0	18.0	118				
L.A. TIMES HOME MAGAZINE	2775	917	2.0	33.0	122	521	3.9	18.8	234	746	2.9	26.9	176				
MADEMOISELLE	4219	1368	3.0	32.4	120	457	3.4	10.8	135	612	2.4	14.5	95				
MC CALL'S	16422	5392	11.9	32.8	122	1520	11.3	9.3	115	2793	10.9	17.0	112				
MC CALL'S/WRK MOTHER (GROSS)	17919	5905	13.0	33.0	122	1694	12.6	9.5	118	3077	12.0	17.2	113				
MECHANIX ILLUSTRATED	4433	1083	2.4	24.4	91	362	2.7	8.2	102	785	3.1	17.7	116				
METROPOLITAN HOME	1504	503	1.1	33.4	124	*196	1.5	13.0	162	241	0.9	16.0	105				
MONEY	4723	1529	3.4	32.4	120	666	4.9	14.1	175	771	3.0	16.3	107				
MOTHER EARTH NEWS	2325	696	1.5	29.9	111	314	2.3	13.5	168	463	1.8	19.9	131				
MS.	1189	427	0.9	35.9	133	*145	1.1	12.2	152	252	1.0	21.2	139				
NATIONAL ENQUIRER	18892	5145	11.4	27.2	101	1476	10.9	7.8	97	2615	10.2	13.8	91				
NATIONAL GEOGRAPHIC	22129	6461	14.3	29.2	108	2157	16.0	9.7	121	3745	14.6	16.9	111				
NATIONAL SUNDAY MAGAZINE PKG	103750	29052	64.2	28.0	104	8900	66.0	8.6	107	16380	64.0	15.8	104				
NATURAL HISTORY	1379	446	1.0	32.3	120	*112	0.8	8.1	101	*227	0.9	16.5	108				
NEW WOMAN	2289	626	1.4	27.3	101	273	2.0	11.9	148	459	1.8	20.1	132				
NEW YORK INCLUDING CUE	1088	393	0.9	36.1	134	*192	1.4	17.6	220	*182	0.7	16.7	110				
THE NEW YORKER	2459	956	2.1	38.9	144	319	2.4	13.0	161	424	1.7	17.2	113				
NEWSWEEK	16527	4494	9.9	27.2	101	1542	11.4	9.3	116	2781	10.9	16.8	110				
THE N.Y. TIMES DAILY EDITION	2739	1041	2.3	38.0	141	330	2.4	12.0	150	437	1.7	16.0	105				
THE N.Y. TIMES MAGAZINE	4443	1705	3.8	38.4	142	624	4.6	14.0	175	725	2.8	16.3	107				
OMNI	2799	840	1.9	30.0	111	393	2.9	14.0	175	497	1.9	17.8	116				
ON CABLE	2209	623	1.4	28.2	105	*181	1.3	8.2	102	318	1.2	14.4	94				
1001 HOME IDEAS	3959	1364	3.0	34.5	128	366	2.7	9.2	115	817	3.2	20.6	135				
ORGANIC GARDENING	3111	823	1.8	26.5	98	403	3.0	13.0	161	414	1.6	13.3	87				
OUTDOOR LIFE	5024	1315	2.9	26.2	97	*210	1.6	4.2	52	801	3.1	15.9	105				
PARADE MAGAZINE	51292	14648	32.4	28.6	106	4141	30.7	8.1	100	7752	30.3	15.1	99				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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VITAMIN TABLETS, CAPSULES OR LIQUIDS (NON-PRESCRIPTION) - WHERE BUY
(ADULTS)

	TOTAL U.S. '000	DRUG STORE				HEALTH FOOD STORE				SUPERMARKET/ GROCERY				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	45254	100.0	27.0	100	13482	100.0	8.0	100	25576	100.0	15.2	100				
PARENTS	5298	1831	4.0	34.6	128	301	2.2	5.7	71	1144	4.5	21.6	142				
PENTHOUSE	1129	1171	2.6	22.8	85	290	2.2	5.7	70	817	3.2	15.9	104				
PEOPLE	21070	5955	13.2	28.3	105	1997	14.8	9.5	118	3992	15.6	18.9	124				
PLAYBOY	10562	2728	6.0	25.8	96	892	6.6	8.4	105	1690	6.6	16.0	105				
POPULAR HOT RODDING	2498	692	1.5	27.7	103	*117	0.9	4.7	58	465	1.8	18.6	122				
POPULAR MECHANICS	5587	1696	3.7	28.8	107	436	3.2	7.4	92	919	3.6	15.6	102				
POPULAR SCIENCE	4317	1380	3.0	32.0	118	386	2.9	8.9	111	840	3.3	19.5	128				
PREVENTION	5792	1863	4.1	32.2	119	1385	10.3	23.9	297	760	3.0	13.1	86				
PSYCHOLOGY TODAY	3284	1025	2.3	31.2	116	574	4.3	17.5	217	725	2.8	22.1	145				
READER'S DIGEST	40046	11918	26.3	29.8	110	3393	25.2	8.5	105	6842	26.8	17.1	112				
REDBOOK	9584	3022	6.7	31.5	117	1006	7.5	10.5	131	1413	5.5	14.7	97				
ROAD & TRACK	2590	745	1.6	28.8	107	*228	1.7	8.8	110	531	2.1	20.5	134				
ROLLING STONE	3302	1048	2.3	31.7	118	414	3.1	12.5	156	668	2.6	20.2	133				
RUNNER'S WORLD	1229	411	0.9	33.4	124	*159	1.2	12.9	161	*253	1.0	20.6	135				
SATURDAY EVENING POST	2110	706	1.6	33.5	124	*210	1.6	10.0	124	342	1.3	16.2	106				
SCIENCE 84	1543	567	1.3	36.7	136	*185	1.4	12.0	149	349	1.4	22.6	148				
SCIENCE DIGEST	1747	440	1.0	25.2	93	*180	1.3	10.3	128	344	1.3	19.7	129				
SCIENTIFIC AMERICAN	1994	608	1.3	30.5	113	259	1.9	13.0	162	396	1.5	19.9	130				
SELF	3119	970	2.1	31.1	115	387	2.9	12.4	154	571	2.2	18.3	120				
SEVENTEEN	3923	1164	2.6	29.7	110	329	2.4	8.4	104	645	2.5	16.4	108				
SKI	1501	415	0.9	27.6	102	*172	1.3	11.5	143	405	1.6	27.0	177				
SMITHSONIAN	5976	2050	4.5	34.3	127	659	4.9	11.0	137	919	3.6	15.4	101				
SOAP OPERA DIGEST	4228	1171	2.6	27.7	103	298	2.2	7.0	88	672	2.6	15.9	104				
SOUTHERN LIVING	6488	1991	4.4	30.7	114	399	3.0	6.1	77	726	2.8	11.2	73				
SPORT	3500	950	2.1	27.1	101	382	2.8	10.9	136	528	2.1	15.1	99				
THE SPORTING NEWS	2456	575	1.3	23.4	87	*200	1.5	8.1	101	315	1.2	12.8	84				
SPORTS AFIELD	3648	970	2.1	26.6	99	*204	1.5	5.6	70	537	2.1	14.7	97				
SPORTS ILLUSTRATED	14484	3801	8.4	26.2	97	1167	8.7	8.1	100	2249	8.8	15.5	102				
STAR	12661	3486	7.7	27.5	102	1093	8.1	8.6	107	1758	6.9	13.9	91				
SUNDAY	52799	14811	32.7	28.1	104	4473	33.2	8.5	105	8045	31.5	15.2	100				
SUNSET	3513	1153	2.5	32.8	122	443	3.3	12.6	157	774	3.0	22.0	144				
TV GUIDE	42766	12206	17.0	28.5	106	3672	27.2	8.6	107	7330	28.7	17.1	112				
TENNIS	1254	376	0.8	30.0	111	*171	1.3	13.6	170	*152	0.6	12.1	79				
TIME	22054	6675	14.8	30.3	112	2076	15.4	9.4	117	3939	15.4	17.9	117				
TOWN & COUNTRY	1555	569	1.3	36.6	136	*191	1.4	12.3	153	*257	1.0	16.5	108				
TRAVEL & LEISURE	2173	776	1.7	35.7	132	256	1.9	11.8	147	421	1.6	19.4	127				
TRUE STORY	4636	1341	3.0	28.9	107	*228	1.7	4.9	61	591	2.3	12.7	84				
U.S. NEWS & WORLD REPORT	10353	3087	6.8	29.8	111	1022	7.6	9.9	123	1429	5.6	13.8	91				
USA TODAY	4994	1424	3.1	28.5	106	500	3.7	10.0	125	990	3.9	19.8	130				
US	3528	1042	2.3	29.5	109	286	2.1	8.1	101	694	2.7	19.7	129				
VOGUE	5424	1823	4.0	33.6	125	671	5.0	12.4	154	1074	4.2	19.8	130				
HALL STREET JOURNAL	6292	1983	4.4	31.5	117	672	5.0	10.7	133	1101	4.3	17.5	115				
WEIGHT WATCHERS	2762	897	2.0	32.5	120	369	2.7	13.4	166	481	1.9	17.4	114				
WOMAN'S DAY	16320	4994	11.0	30.6	113	1736	12.9	10.6	132	2879	11.3	17.6	116				
WORKING MOTHER	1496	513	1.1	34.3	127	*175	1.3	11.7	146	*285	1.1	19.1	125				
WORKING WOMAN	1851	578	1.3	31.2	116	*265	2.0	14.3	178	370	1.4	20.0	131				
WORLD TENNIS	580	*200	0.4	34.5	128	*86	0.6	14.8	184	*91	0.4	15.7	103				
ZIFF-DAVIS MAG NETHK (GROSS)	12412	3281	7.3	26.4	98	1080	8.0	8.7	108	2455	9.6	19.8	130				
BLAIR INSERTS	91671	26178	57.8	28.6	106	8162	60.5	8.9	111	14473	56.6	15.8	104				
DAILY NEWSPAPERS																	
READ ANY	109190	30596	67.6	28.0	104	9281	68.8	8.5	106	16642	65.1	15.2	100				
READ ONE	89587	25148	55.6	28.1	104	7817	58.0	8.7	109	13736	53.7	15.3	101				
READ TWO OR MORE	19602	5449	12.0	27.8	103	1464	10.9	7.5	93	2906	11.4	14.8	97				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	31108	68.7	28.4	105	9651	71.6	8.8	109	17324	67.7	15.8	104				
READ ONE	95074	26974	59.6	28.4	105	8215	60.9	8.6	107	14851	58.1	15.6	102				
READ TWO OR MORE	14588	4134	9.1	28.3	105	1436	10.7	9.8	122	2474	9.7	17.0	111				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.91				29.27				30.05							
30 DAY REACH	149706	40454	89.4	27.0	100	12148	90.1	8.1	101	23165	90.6	15.5	101				
50 SHWG - 30 DAY AV FREQ	15.16	15.69				15.31				15.72							
30 DAY REACH	142406	35600	85.3	27.1	100	11605	86.1	8.1	101	22159	86.6	15.6	102				
25 SHWG - 30 DAY AV FREQ	8.23	8.51				8.27				8.45							
30 DAY REACH	131152	35602	78.7	27.1	101	10765	79.8	8.2	102	20624	80.6	15.7	103				
CABLE TV: HOME WIRED	66879	18355	40.6	27.4	102	5414	40.2	8.1	101	10623	41.5	15.9	104				
HOME NOT WIRED	100848	26899	59.4	26.7	98	8068	59.8	8.0	100	14953	58.5	14.8	97				
HAVE PAY CABLE	35024	9546	21.2	27.4	101	2726	20.2	7.8	97	6035	23.6	17.2	113				

	TOTAL U.S. '000	DRUG STORE				HEALTH FOOD STORE				SUPERMARKET/ GROCERY				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	45254	100.0	27.0	100	13482	100.0	8.0	100	25576	100.0	15.2	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	26079	57.6	27.3	101	7984	59.2	8.3	104	14793	57.8	15.5	101				
10:00 AM - 3:00 PM	63599	17477	38.6	27.5	102	4918	36.5	7.7	96	10042	39.3	15.8	104				
3:00 PM - 7:00 PM	72097	19909	44.0	27.6	102	6210	46.1	8.6	107	11771	46.0	16.3	107				
7:00 PM - MIDNIGHT	36670	10008	22.1	27.3	101	2935	21.8	8.0	100	6012	23.5	16.4	108				
MIDNIGHT - 6:00 AM	21908	6081	13.4	27.8	103	1732	12.8	7.9	98	3522	13.8	16.1	105				
6:00 AM - MIDNIGHT	127571	34577	76.4	27.1	100	10361	76.9	8.1	101	20223	79.1	15.9	104				
ENTIRE DAY	129239	35047	77.4	27.1	101	10503	77.9	8.1	101	20489	80.1	15.9	104				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	9041	20.0	26.6	99	2840	21.1	8.4	104	5586	21.8	16.4	108				
ALL NEWS	6062	1763	3.9	29.1	108	545	4.0	9.0	112	875	3.4	14.4	95				
AOR/PROGRESSIVE	11884	3205	7.1	27.0	100	978	7.3	8.2	102	2276	8.9	19.2	126				
BEAUTIFUL MUSIC	11180	3112	6.9	27.8	103	912	6.8	8.2	101	1695	6.6	15.2	99				
BLACK	4538	1128	2.5	24.9	92	240	1.8	5.3	66	527	2.1	11.6	76				
CLASSICAL	3857	970	2.1	25.1	93	485	3.6	12.6	156	651	2.5	16.9	111				
CHR/ROCK	21946	6619	14.6	30.2	112	1797	13.3	8.2	102	3976	15.5	18.1	119				
COUNTRY	27262	6948	15.4	25.5	94	1894	14.0	6.9	86	4085	16.0	15.0	98				
GOLDEN OLDIES	3339	768	1.7	23.0	85	273	2.0	8.2	102	466	1.8	14.0	92				
MOR/NOSTALGIA	10346	2914	6.4	28.2	104	988	7.3	9.5	119	1678	6.6	16.2	106				
NEWS/TALK	8929	2567	5.7	28.7	107	888	6.6	9.9	124	1479	5.8	16.6	109				
RELIGIOUS	5488	1553	3.4	28.3	105	447	3.3	8.1	101	770	3.0	14.0	92				
SOFT ROCK	1232	344	0.8	27.9	103	**48	0.4	3.9	48	*182	0.7	14.8	97				
URBAN CONTEMPORARY	3184	981	2.2	30.8	114	*179	1.3	5.6	70	342	1.3	10.7	70				
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2061	4.6	29.8	111	394	2.9	5.7	71	1201	4.7	17.4	114				
ABC DIRECTION	5212	1400	3.1	26.9	100	396	2.9	7.6	95	673	2.6	12.9	85				
ABC ENTERTAINMENT	10385	2790	6.2	26.9	100	774	5.7	7.5	93	1394	5.5	13.4	88				
ABC FM	4762	1302	2.9	27.3	101	273	2.0	5.7	71	769	3.0	16.1	106				
ABC INFORMATION	11339	3127	6.9	27.6	102	999	7.4	8.8	110	2154	8.4	19.0	125				
ABC ROCK	4878	1347	3.0	27.6	102	407	3.0	8.3	104	965	3.8	19.8	130				
CBS	10709	2991	6.6	27.9	104	805	6.0	7.5	94	1424	5.6	13.3	87				
MUTUAL	10251	2632	5.8	25.7	95	820	6.1	8.0	100	1619	6.3	15.8	104				
NBC	12243	3204	7.1	26.2	97	1137	8.4	9.3	116	1905	7.4	15.6	102				
RADIORADIO	4606	1251	2.8	27.2	101	370	2.7	8.0	100	592	2.3	12.9	84				
RKO ONE	5148	1518	3.4	29.5	109	339	2.5	6.6	82	784	3.1	15.2	100				
RKO TWO	7313	1972	4.4	27.0	100	529	3.9	7.2	90	890	3.5	12.2	80				
THE SOURCE	5981	1822	4.0	30.5	113	566	4.2	9.5	118	969	3.8	16.2	106				
NON-HIRED : BLAIR	19329	5210	11.5	27.0	100	1360	10.1	7.0	88	3303	12.9	17.1	112				
INTERNET	27139	7875	17.4	29.0	108	2334	17.3	8.6	107	4849	19.0	17.9	117				
KATZ RADIO GROUP	36319	9782	21.6	26.9	100	3141	23.3	8.6	108	5615	22.0	15.5	101				
SUPERNET	22361	6078	13.4	27.2	101	1636	12.1	7.3	91	3992	15.6	17.9	117				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	4148	9.2	28.5	106	1240	9.2	8.5	106	1996	7.8	13.7	90				
MKDAY 9:00 AM - 1:00 PM	18688	5031	11.1	26.9	100	1364	10.1	7.3	91	2687	10.5	14.4	94				
MKDAY 1:00 PM - 4:30 PM	24061	6428	14.2	26.7	99	1645	12.2	6.8	85	3274	12.8	13.6	89				
MKDAY 4:30 PM - 7:30 PM	44079	12085	26.7	27.4	102	3598	26.7	8.2	102	6248	24.4	14.2	93				
MKDAY 7:30 PM - 8:00 PM	61979	16967	37.5	27.4	101	4755	35.3	7.7	95	8913	34.8	14.4	94				
MKDAY 11:00 PM - 11:30 PM	49084	13218	29.2	26.9	100	3708	27.5	7.6	94	7148	27.9	14.6	96				
MKDAY 11:30 PM - 1:00 AM	16560	4295	9.5	25.9	96	1228	9.1	7.4	92	2712	10.6	16.4	107				
M-SAT 8-11 PM-SUN 7-11 PM	66967	18570	41.0	27.7	103	5289	39.2	7.9	98	10216	39.9	15.3	100				
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	2538	5.6	27.4	101	434	3.2	4.7	58	1371	5.4	14.8	97				
ANOTHER WORLD	N 6138	1657	3.7	27.0	100	367	2.7	6.0	74	684	2.7	11.1	73				
AS THE WORLD TURNS	C 7707	1915	4.2	24.8	92	470	3.5	6.1	76	1038	4.1	13.5	88				
CAPITOL	C 4688	1169	2.6	24.9	92	244	1.8	5.2	65	638	2.5	13.6	89				
CBS MORN. NEWS 1	C 2792	851	1.9	30.5	113	152	1.1	5.4	68	330	1.3	11.8	78				
CBS MORN. NEWS 2	C 2071	593	1.3	28.6	106	116	0.9	5.6	70	239	0.9	11.5	76				
DAYS OF OUR LIVES	N 8018	2279	5.0	28.4	105	632	4.7	7.9	98	1043	4.1	13.0	85				
FACTS OF LIFE - DAYTIME	N 3487	975	2.2	28.0	104	253	1.9	7.3	90	452	1.8	13.0	85				
FAMILY FEUD	A 4817	1271	2.8	26.4	98	245	1.8	5.1	63	532	2.1	11.0	72				
GENERAL HOSPITAL	A 8333	2492	5.5	29.9	111	606	4.5	7.3	90	1279	5.0	15.3	101				
GOOD MORNING, AMERICA-730 A	A 5472	1479	3.3	27.0	100	420	3.1	7.7	95	747	2.9	13.7	90				
GOOD MORNING, AMERICA-830 A	A 3965	1107	2.4	27.9	103	363	2.7	9.2	114	592	2.3	14.9	98				
GUIDING LIGHT	C 7542	1916	4.2	25.4	94	411	3.0	5.4	68	1059	4.1	14.0	92				
ONE LIFE TO LIVE	A 6018	1732	3.8	28.8	107	355	2.6	5.9	73	910	3.6	15.1	99				
PRESS YOUR LUCK	C 3589	985	2.2	27.4	102	276	2.0	7.7	96	440	1.7	12.3	80				
PRICE IS RIGHT 1	C 7418	1858	4.1	25.0	93	506	3.8	6.8	85	910	3.6	12.3	80				
PRICE IS RIGHT 2	C 8276	2171	4.8	26.2	97	533	4.0	6.4	80	998	3.9	12.1	79				
RYAN'S HOPE	A 4358	1249	2.8	28.7	106	226	1.7	5.2	65	603	2.4	13.8	91				
SALE OF THE CENTURY	N 3749	956	2.1	25.5	95	261	1.9	7.0	87	457	1.8	12.2	80				
SEARCH FOR TOMORROW	N 2884	954	2.1	33.1	123	229	1.7	7.9	99	313	1.2	10.9	71				
TODAY SHOW 1	N 4869	1349	3.0	27.7	103	436	3.2	9.0	111	667	2.6	13.7	90				
TODAY SHOW 2	N 4135	1180	2.6	28.5	106	417	3.1	10.1	125	504	2.0	12.2	80				
\$25,000 PYRAMID	C 4361	1191	2.6	27.3	101	276	2.0	6.3	79	523	2.0	12.0	79				
WHEEL OF FORTUNE	N 6187	1680	3.7	27.2	101	400	3.0	6.5	80	758	3.0	12.3	80				
YOUNG AND THE RESTLESS	C 8186	1990	4.4	24.3	90	520	3.9	6.4	79	1128	4.4	13.8	90				
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A 4727	1414	3.1	29.9	111	366	2.7	7.7	96	739	2.9	15.6	103				
NBA PLAYOFF GAME -1	C 5127	1361	3.0	26.5	98	354	2.6	6.9	86	742	2.9	14.5	95				
NBC MAJOR LEAGUE PRE-GAME N	N 3945	962	2.1	24.4	90	*197	1.5	5.0	62	555	2.2	14.1	92				
SPORTSWORLD - SUN	N 3370	832	1.8	24.7	92	217	1.6	6.4	80	594	2.3	17.6	116				
SUNDAY MORNING	C 4200	1236	2.7	29.4	109	316	2.3	7.5	94	622	2.4	14.8	97				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	DRUG STORE				HEALTH FOOD STORE				SUPERMARKET/ GROCERY							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	45254	100.0	27.0	100	13482	100.0	8.0	100	25576	100.0	15.2	100				
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	14229	31.4	27.2	101	3952	29.3	7.6	94	6673	26.1	12.8	84				
NETWORK AFFILIATES - LATE	39164	10667	23.6	27.2	101	2950	21.9	7.5	94	5627	22.0	14.4	94				
INDEPENDENTS - LATE	5133	1423	3.1	27.7	103	508	3.8	9.9	123	796	3.1	15.5	102				
TV EVENING NTHK 6 PM 2 AM																	
A TEAM	M 22825	6234	13.8	27.3	101	1617	12.0	7.1	88	3628	14.2	15.9	104				
ABC MONDAY NIGHT MOVIE	A 11258	3183	7.0	28.3	105	927	6.9	8.2	102	1792	7.0	15.9	104				
ABC SUNDAY NIGHT MOVIE	A 23600	6528	14.4	27.7	103	1950	14.5	8.3	103	3491	13.6	14.8	97				
ABC WORLD NEWS TONIGHT	A 12801	3607	8.0	28.2	104	1101	8.2	8.6	107	1686	6.6	13.2	86				
AFTERMASH	C 10966	3297	7.3	30.1	111	809	6.0	7.4	92	1962	7.7	17.9	117				
ALICE	C 17050	4879	10.8	28.6	106	1257	9.3	7.4	92	2578	10.1	15.1	99				
AMERICAN PARADE	C 11998	3322	7.3	27.7	103	794	5.9	6.6	82	1557	6.1	13.0	85				
BENSON	A 19258	5234	11.6	27.2	101	1560	11.6	8.1	101	2760	10.8	14.3	94				
BLUE THUNDER	A 11478	3212	7.1	28.0	104	912	6.8	7.9	99	1727	6.8	15.0	99				
CAGNEY & LACEY	C 18263	4824	10.7	26.4	98	1422	10.5	7.8	97	2787	10.9	15.3	100				
CBS EVENING NEWS-DEAN	C 7733	2287	5.1	29.6	110	797	5.9	10.3	128	942	3.7	12.2	80				
CBS EVENING NEWS-RATHER	C 15653	4448	9.8	28.4	105	1138	8.4	7.3	90	2011	7.9	12.8	84				
CBS SAT. NEWS-SCHIEFFER	C 8744	2568	5.7	29.4	109	555	4.1	6.3	79	1069	4.2	12.2	80				
CBS SATURDAY NIGHT MOVIE	C 12000	3368	7.4	28.1	104	951	7.1	7.9	99	1755	6.9	14.6	96				
CBS WEDNESDAY NIGHT MOVIE	C 11522	2994	6.6	26.0	96	767	5.7	6.7	83	1635	6.4	14.2	93				
CHEERS	N 16818	4975	11.0	29.6	110	1415	10.5	8.4	105	3046	11.9	18.1	119				
DALLAS	C 37510	10642	23.5	28.4	105	2759	20.5	7.4	92	5533	21.6	14.8	97				
DIFF'RENT STROKES	N 11258	3299	7.3	29.3	109	803	6.0	7.1	89	1652	6.5	14.7	96				
DOUBLE TROUBLE	N 12248	3406	7.5	27.8	103	880	6.5	7.2	89	1793	7.0	14.6	96				
DUCK FACTORY	N 11100	3313	7.3	29.8	111	928	6.9	8.4	104	1968	7.7	17.7	116				
DUKES OF HAZZARD	C 12353	3422	7.6	27.7	103	857	6.4	6.9	86	1562	6.1	12.6	83				
DYNASTY	A 33279	9630	21.3	28.9	107	2571	19.1	7.7	96	5438	21.3	16.3	107				
FACTS OF LIFE	N 13410	3985	8.8	29.7	110	1145	8.5	8.5	106	2011	7.9	15.0	98				
FALCON CREST	C 31093	9094	20.1	29.2	108	2331	17.3	7.5	93	4572	17.9	14.7	96				
FALL GUY	A 18649	5097	11.3	27.3	101	1394	10.3	7.5	93	2586	10.1	13.9	91				
FAMILY TIES	N 13101	3702	8.2	28.3	105	1082	8.0	8.3	103	2180	8.5	16.6	109				
FANTASY ISLAND	A 13069	3721	8.2	28.5	106	1115	8.3	8.5	106	2305	9.0	17.6	116				
FOULUPS,BLEEPS & BLUNDERS	A 16588	4577	10.1	27.6	102	1403	10.4	8.5	105	2619	10.2	15.8	104				
FOUR SEASONS	C 9302	2857	6.3	30.7	114	714	5.3	7.7	95	1710	6.7	18.4	121				
GIMME A BREAK	N 13955	3753	8.3	26.9	100	1041	7.7	7.5	93	2002	7.8	14.3	94				
HART TO HART	A 15735	4258	9.4	27.1	100	1209	9.0	7.7	96	2414	9.4	15.3	101				
HILL STREET BLUES	A 18257	5083	11.2	27.8	103	1304	9.7	7.1	89	2977	11.6	16.3	107				
HOTEL	A 24236	6640	14.7	27.4	102	1776	13.2	7.3	91	3616	14.1	14.9	98				
JEFFERSONS	C 17010	4759	10.5	28.0	104	1210	9.0	7.1	88	2596	10.2	15.3	100				
JENNIFER SLEPT HERE	N 9397	2762	6.1	29.4	109	651	4.8	6.9	86	1478	5.8	15.7	103				
KATE & ALLIE	C 16762	4468	9.9	26.7	99	1351	10.0	8.1	100	2760	10.8	16.5	108				
KNIGHT RIDER	N 13164	3663	8.1	27.8	103	949	7.0	7.2	90	2056	8.0	15.6	102				
LOVE BOAT	A 20400	5955	13.2	29.2	108	1826	13.5	9.0	111	3226	12.6	15.8	104				
MAGNUM PI	C 22543	6253	13.8	27.7	103	1743	12.9	7.7	96	3244	12.7	14.4	94				
MAMA'S FAMILY	N 9852	2738	6.1	27.8	103	603	4.5	6.1	76	1554	6.1	15.8	103				
MASTER, THE	N 8082	2319	5.1	28.7	106	585	4.3	7.2	90	1216	4.8	15.0	99				
MATT HOUSTON	A 12881	3477	7.7	27.0	100	1107	8.2	8.6	107	2162	8.5	16.8	110				
NBC MONDAY NIGHT MOVIE	N 23889	6656	14.7	27.9	103	1639	12.2	6.9	85	4000	15.6	16.7	110				
NBC NIGHTLY NEWS	N 11156	2907	6.4	26.1	97	938	7.0	8.4	105	1458	5.7	13.1	86				
NBC NIGHTLY NEWS-SAT	N 7363	2026	4.5	27.5	102	689	5.1	9.4	116	967	3.8	13.1	86				
NBC NIGHTLY NEWS-SUN	N 6214	1749	3.9	28.1	104	406	3.0	6.5	81	825	3.2	13.3	87				
NBC SUNDAY NIGHT MOVIE	N 17590	4592	10.1	26.1	97	1176	8.7	6.7	83	2960	11.6	16.8	110				
NEWHART	C 16740	4607	10.2	27.5	102	1333	9.9	8.0	99	2582	10.1	15.4	101				
ONE DAY AT A TIME	C 11820	3510	7.8	29.7	110	856	6.3	7.2	90	1952	7.6	16.5	108				
PEOPLE ARE FUNNY	N 9138	2686	5.9	29.4	109	515	3.8	5.6	70	1396	5.5	15.3	100				
REAL PEOPLE	N 15979	4487	9.9	28.1	104	1149	8.5	7.2	89	2381	9.3	14.9	98				
REMINGTON STEELE	N 14395	4145	9.2	28.8	107	1280	9.5	8.9	111	2106	8.2	14.6	96				
RIPLY'S BELIEVE IT - NOT	A 11362	3320	7.3	29.2	108	1005	7.5	8.8	110	1769	6.9	15.6	102				
RIPTIDE	N 13920	3762	8.3	27.0	100	1154	8.6	8.3	103	2074	8.1	14.9	98				
SCARECROW & MRS. KING	C 17571	4792	10.6	27.3	101	1412	10.5	8.0	100	2842	11.1	16.2	106				
SIMON & SIMON	C 20208	5305	11.7	26.3	97	1570	11.6	7.8	97	3083	12.1	15.3	100				
60 MINUTES	C 27668	7908	17.5	28.6	106	2379	17.6	8.6	107	3712	14.5	13.4	88				
ST. ELSEWHERE	N 13699	4045	8.9	29.5	109	1146	8.5	8.4	104	2413	9.4	17.6	116				
THREE'S COMPANY	A 20632	5770	12.8	28.0	104	1478	11.0	7.2	89	3343	13.1	16.2	106				
T.J. HOOKER	A 17136	4924	10.9	28.7	107	1375	10.2	8.0	100	2351	9.2	13.7	90				
TONIGHT SHOW	N 4963	1337	3.0	26.9	100	427	3.2	8.6	107	825	3.2	16.6	109				
TRAPPER JOHN, M.D.	C 16332	4410	9.7	27.0	100	1096	8.1	6.7	83	2287	8.9	14.0	92				
TV BLOOPERS & PRAC. JOKES	N 18881	5291	11.7	28.0	104	1279	9.5	6.8	84	3112	12.2	16.5	108				
20/20	A 18315	4918	10.9	26.9	100	1294	9.6	7.1	88	2670	10.4	14.6	96				
WEBSTER	A 18722	5282	11.7	28.2	105	1518	11.3	8.1	101	2778	10.9	14.8	97				
WORLD NEWS - SUN	A 5327	1625	3.6	30.5	113	450	3.3	8.4	105	703	2.7	13.2	87				
YELLOW ROSE	N 8370	2310	5.1	27.6	102	582	4.3	7.0	87	1230	4.8						

HEALTH CARE PRODUCTS & REMEDIES

(ADULTS)

	HEAVY		MEDIUM		LIGHT	
	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE
COUGH SYRUP (NON-PRESCRIPTION)	36.6	96.6	39.6	3.4	23.7	
COUGH DROPS (NON-PRESCRIPTION)	39.4	97.1	40.5	2.9	20.1	
EYE DROPS & EYE WASH (NON-PRESCRIPTION)	34.6	88.8	28.3	9.4	37.0	1.7
LAXATIVES (NON-PRESCRIPTION)	24.4	85.4	31.8	11.6	43.7	3.1
NASAL SPRAYS (NON-PRESCRIPTION)	25.3	86.2	33.7	13.0	41.0	.9
PAIN RELIEVING RUBS & LIQUIDS (NON-PRESCRIPTION)	29.1	86.4	36.8	12.6	34.2	1.0
ATHLETE'S FOOT REMEDIES (NON-PRESCRIPTION)	33.9	90.8	29.5	8.4	36.6	.7
COLD, ALLERGY & SINUS REMEDIES (NON-PRESCRIPTION)	34.9	94.8	19.0	3.7	46.1	1.6
HEADACHE REMEDIES & PAIN RELIEVERS (NON-PRESCRIPTION)	41.6	86.0	26.9	10.9	31.5	3.1
INDIGESTION AIDS & UPSET STOMACH REMEDIES (NON-PRESCRIPTION)	27.7	85.0	40.0	14.0	32.3	1.0
SUNTAN & SUNSCREEN PRODUCTS (APPLIED TO THE SKIN)	43.3	74.5	30.6	17.9	26.0	7.6
MEDICATED THROAT LOZENGES	43.3	97.6	38.5	2.4	18.3	
VITAMIN TABLETS CAPSULES OR LIQUIDS (NON-PRESCRIPTION)	11.2	19.9	62.5	73.9	26.3	6.2



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